



Video (TV) Production

2024 SkillsUSA Michigan State Championships Contest Description Task and Materials List

CONTEST LOCATION:

Amway Grand Plaza Hotel
187 Monroe Avenue NW
Grand Rapids, MI 49503, US
(616) 774.2000
<http://www.amwaygrand.com/>

RESUME:

Each student must submit a one-page printed resume before the contest start at the contest site (present to contest coordinator, not judges). The resume is no longer submitted online. This is the only time that resumes can be turned in. Failure to do so will result in a -10 point penalty.

Contest Mission

To produce a 60-second television spot for a specified client (to be announced the morning of the contest)

Contest

- 60-second television spot.
- Footage acquisition time: 2 hours
- Editing time: 2 hours
- Export window after editing time ends: 15 minutes
- Per the client, mandatory items to be included in the TV spot may be provided on contest morning. (i.e.: logos, contact info, target demographic, etc.)

CONTEST DETAILS

Friday, April 12: Amway Grand Plaza, Pantiland Room

*****THIS IS A MANDATORY MEETING** -3:00 pm at the Amway Grand Plaza, Pantiland Room
One hour visit to scout filming location will be included. No filming equipment allowed. Still images for planning reference only is permitted. **It is crucial to be in attendance.**

Saturday, April 13: Amway Grand Plaza, Pantiland Room

8:30 am - Set up editing equipment
9:15 am - Written Test
9:50am - Walk to Filming Location

- 10:00 - Meet with location representatives for overview
- 10:30 - 12:30 - Filming
- 12:45 - Go back to Amway
- 1:00 pm - 1:45 pm - Lunch (on your own)
- 1:50 -3:50 - Editing
- 3:50 pm - 4:05pm - Export and turn in
- 4:10 pm - 5:30pm - Judging

EQUIPMENT & MATERIALS Required Equipment (Each team must bring) SD Card for Camera (SD Cards must be completely blank - prior to the competition - an advisor will verify.)

- Camera with batteries
- Stabilizer (Only 1)
- Microphone & Microphone Cables
- Headphones
- Computer with Editing Software
- Power Strip
- Extension Cord (Grounded, at least 25 ft.)
- Card Reader
- Royalty/Copyright-Free Music with License

Optional Equipment

- Digital Audio Recorders
- On-camera Lighting

TECHNICAL SPECIFICATIONS

Final Movie Export Requirements

- Aspect Ratios: 16:9
- Frame Rates: 23.97fps, 24fps, 29.97fps, or 30fps Scanning: Progressive or Interlaced • Resolution: 720, 1080 (HD) formats are acceptable up to 30fps. Codecs: H.264 or MPEG-2 • The video must be 60 seconds +/-10 frames. *Timing will start with the first visible frame of video to the last visible frame of video.
- Video must be preceded by 5 seconds of black, 5 seconds of slate , 5 seconds of black. Video must have 5 seconds of black at the end (following the 60 second spot.)
- Slate **MUST** include: MI SKILLSUSA - TEAM LETTER - Both Contestant #'s - Date. Videos will be exported as FILES and transferred to USB thumb drive media for submission. Audio and video must be in the same file. We cannot accept submissions with separate audio and video files.

Other Mandatory Elements

- Students must compete in teams of two.
- Participants must abide by all safety guidelines and procedures.
- All video/audio will be acquired the given filming time frame on location. All audio will be done in the field.
- Voice/over can be done during post-production, however a quiet location is not guaranteed.
- You should include at least one of the following audio elements: natural sound (original camera audio), narration and/or sound bites, and music during at least one portion of the project.
- Graphics can be used and are encouraged. Add-ons such as Photoshop, and After Effects **ARE PERMITTED**.
- High Definition video exported as an H-264 file. Files should be under 1.0 GB labeled with the

team letter. All exports must be completed in 15 minutes or less. No videos will be accepted after 15 minutes exporting time.

- Any peripheral equipment used (not counting microphones) need to be attached to the camera and stabilizer.
- No internet usage allowed during the competition. This includes both the filming and editing portions of the contest. Any team caught using the internet to obtain elements will be given a 25 point penalty. Please download all music before the competition.
- Files will be submitted through a shared google drive folder. Emails will be collected at the competition. This is the only time students should be accessing the internet.

Contest Time-Frame:

- Students will need to set-up Saturday morning. Setup must be completed by 8:45 am.
- All participants are required to take a 25 question written test. This test score will be used as part of their total score. The test will be based on areas that are listed in the Standards and Competencies list.
- Students will receive the contest overview at the location along with a chance to speak with the client. Students will have 2 hours to acquire all video. Before any usable footage is acquired, students **MUST** shoot 10 seconds of a designated marker at the beginning of their tape or digital card. Raw footage will not be collected - but students must be prepared to show the marker to observers. Students must return to the designated area on time, tardiness will be penalized. There will be a **2-point penalty** for every minute the team is late returning, teams **more than 10 minutes late WILL BE DISQUALIFIED**.
- Students need to report to the editing room upon arrival. From there, we will begin a 45-minute break for lunch. Lunch will be on your own.
- The editing session will begin promptly following lunch. Students who are late returning from lunch will receive a **2-point penalty** for every minute the team is late returning, teams **more than 10 minutes late WILL BE DISQUALIFIED**.
- Students must turn in the finished production on the shared google drive. Difficulties completing this process will be handled on a case by case basis. All efforts are given to ensure submission - this does not apply to exports.
- Penalties will be taken off total score after the judging score is completed. i.e.; a penalty for improper timing will be taken off the score one time at the end, not from each judging sheet individually.

MUSIC

- All music must be royalty free. **Usage of music with copyright protection will result in disqualification.**
- All royalty free music must have a written contract or statement proving that the music library being used is cleared for production use by the school of the team using it. Students should have this ready to show advisors.
- Music must be stored on the hard drive. **NO INTERNET USAGE IS ALLOWED.**

Questions & Problems:

- You may ask contest officials questions during the contest.
- During the scheduled editing session, student teams must not confer, collaborate or work in any way with their advisor, any other adult or student. Violation of this rule will be grounds for disqualification. If you experience technical difficulty or equipment failure during the contest, do your best to solve it. This will not extend your time to complete the assignment.
- Students must also use the computer designated for their team, they cannot use another computer brought by their school to the competition. Students may only edit from one device. For example, only one computer or iPad per team. Students cannot edit on an iPad or Phone and transfer to the computer. Only one device can be used.

- It is highly recommended that your computer be free from any restrictions and that the user has full administrator rights to the computer being used.
- Tip: Test your rendering and export time before the contest.

Clean Up

Clean up will take place after the 15 minute export time has expired. Students will be allowed to sit quietly at their computers or leave the room. If students leave the room, they will not be allowed to return until the competition is concluded.

Location Considerations:

- Stay in public areas only
- You must ask permission before you videotape visitors.

Official Dress

- Black Dress Pants
- White Collared or Polo Shirt (No visible logo except SkillsUSA)
- Black Dress Shoes and black socks

Equipment/Effects that are NOT Permitted

- Reflectors
- Light Kits (single on-camera light is okay)
- No Pre-produced Motion Graphics or Templates (Jumpbacks, Livetype Backgrounds, etc.)
- No Cranes, Jibs, Ziplines, Dollies, or Drones
- Monitors that are not attached to the camera rig.

SkillsUSA State Contest Video (TV) Production Rating Sheet

Judges: Please circle the number corresponding to the level of proficiency demonstrated in each category using the following key:
 0 = Not Demonstrated, 10 = Almost Never, 20 = Rarely, 30 = Sometimes, 40 = Most of the Time, 50 = All of the Time

CAMERA OPERATION

Shot Composition (framing)	10	20	30	40	50		Category Total:
Shot Variety	10	20	30	40	50		
Motivated Camera Movement (Smooth Pan/Zoom)	10	20	30	40	50		

VIDEO QUALITY

Proper Exposure	10	20	30	40	50		Category Total:
White Balance	10	20	30	40	50		
Proper Focus	10	20	30	40	50		
No Digital Break-up or Noise	10	20	30	40	50		

AUDIO QUALITY

Proper Audio Levels	10	20	30	40	50		Category Total:
Appropriate Mix	10	20	30	40	50		
Use of Natural Sound	10	20	30	40	50		
Use of Voice Over/Interview	10	20	30	40	50		

EDITING TECHNIQUES

:05 Black/:05 Slate/:05 Black :05 Black at the End	10	20	30	40	50		Category Total:
No Jumps Cuts	10	20	30	40	50		
Proper Use of Graphics	10	20	30	40	50		
Continuity/Flow	10	20	30	40	50		

CONTENT

Effective Communication of Theme	10	20	30	40	50		Category Total:
Viewer Interest Created	10	20	30	40	50		
Referenced Client Specific Information	10	20	30	40	50		
Creativity	10	20	30	40	50		

WRITTEN TEST

Written Test					50		Category Total:
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TV Production Competencies from SKILLS USA
(most of them not currently in the FLDOE TV Production Frameworks)

Standards and Competencies

TV 1.0 — Apply the knowledge and skills necessary to describe TV/ Video production overview

1. Describe video production careers
2. Explain production overview
3. Complete program proposal and treatment for a production
4. Explain the three production steps
 - 4.1. Explain pre-production
 - 4.2. Define the production stage
 - 4.3. Explain the post-production step
5. Complete storyboards for a production
6. Define script writing guidelines
7. Explain costing out a production
- 10.8 Define world video standards
- 1.09 Define HDTV standards

TV 2.0 — Implement the knowledge needed to describe how television works, video quality and color

1. Describe fields and frames
2. Define interlaced and progressive scanning
3. Describe analog and digital signals
4. Describe component and composite video signals
5. Demonstrate use of waveform monitor and vectorscope
6. Describe principles of color

TV 3.0 — Apply the knowledge needed to describe and demonstrate lens operation and control

1. Describe the type of lenses
2. Define angle of view
3. Describe zoom ratio
4. Demonstrate f-stops iris
5. Demonstrate control of depth of field
6. Illustrate focusing/follow focus/rack focus/macro focus

TV 4.0 — Apply the knowledge and skills necessary to describe and demonstrate camera operation and control

1. Define video resolution
2. Describe and demonstrate camera mounts and tripod use
3. Operate camera pan heads
4. Demonstrate basic camera moves (i.e., pan/tilt/dolly/truck/pedestal)
5. Illustrate black balancing and white balancing
6. Describe shutter speed
7. Demonstrate control of exposure through the use of f-stops
8. Explain frame rate
9. Demonstrate use of camera viewfinder

TV 5.0 — Implement the skills and knowledge needed for describing composition and demonstrating

1. Describe form vs. content
2. Demonstrate insert and cutaway shots
3. Describe static composition
4. Describe dynamic composition
5. Define single center of interest
6. Describe shifting the center of interest
7. Demonstrate leading the subject
8. Describe the Rule of Thirds
9. Define maintaining tonal balance
10. Define balance of mass
11. Demonstrate frame central subject matter

TV 6.0 — Apply the knowledge and skills needed to describe and demonstrate video lighting

1. Describe hard and soft lighting
2. Define color temperature
3. Demonstrate intensity control through varying distance
4. Identify lighting instruments
5. Identify attachments to lighting instruments
6. Demonstrate three-point lighting (i.e., key/ fill/ back light)
7. Describe lighting ratios
8. Describe back light intensity
9. Describe subject-to-background distance
10. Describe area lighting
11. Apply the uses of existing (natural) light
12. Demonstrate drawing of a light plot
13. Identify lighting controls
14. Calculate on-location power needs

TV 7.0 — Implement the skills and knowledge needed to describe and demonstrate audio

1. Describe the frequency-loudness relationship
2. Define room acoustics
3. Differentiate major microphone designs
4. Describe directional characteristics
5. Define handheld and personal microphones
6. Position microphones
7. Identify audio connectors
8. Demonstrate positioning of microphones cables
9. Describe types and uses of wireless microphones
10. Describe phase cancellation
11. Describe methods of creating the stereo effect
12. Describe digital audio
13. Describe analog audio
14. Demonstrate operation of audio mixer controls
15. Describe issues of using audio from a PA system
16. Describe production communication systems

TV 8.0 — Apply the knowledge and skills needed to describe and demonstrate video recording media

1. Describe the videotape recording process
2. Describe hard drive based recording
3. Describe disk-based camcorders
4. Define solid state memory storage
5. Describe video servers
6. Describe consumer video formats
7. Define digital compression
 - 7.1. Describe MPEG-2
 - 7.2. Describe MPEG-4
 - 7.3. Describe JPEG
8. List professional video formats

TV 9.0 — Apply the knowledge and skills needed to describe and demonstrate video editing

1. Describe continuity editing
2. Demonstrate continuity techniques
3. Demonstrate cutaways
4. Define relational and thematic editing
5. Demonstrate bridging jumps in action
6. Demonstrate bridging interview edits
7. Illustrate shooting angles
8. Describe or demonstrate audio continuity
9. Demonstrate maintaining consistency in action and detail
10. Demonstrate operation of software-based editors
11. Use linear and non-linear editing systems
12. Explain time-code
13. Define on-line and off-line editing

TV 10.0 — Apply the knowledge and skills needed to describe and demonstrate graphics

1. Describe titling
2. Describe character generator

TV 11.0 — Apply the knowledge and skills needed to describe and demonstrate location production

1. Complete a location survey
2. Define camera placement
3. Illustrate microphone placement for on-location audio
4. Demonstrate on-location lighting techniques
5. Illustrate on-location production communication
6. Define multiple-camera production
7. Define single-camera production
8. Define film-style dramatic production