



## 2025 NORTH ISLAND REGIONAL SKILLS COMPETITION SCOPE

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### VIDEO PRODUCTIONS (TEAM OF TWO)

#### Secondary Level

#### INSTRUCTIONS

**DURATION: 3.5 HOURS**

The purpose of this contest is to evaluate student's proficiency in the video production field. The challenge will recognize outstanding students for excellence and professionalism in the field.

You are to shoot and edit a 60 second video on the theme provided at the competition. The theme will not be known to you until the start of the contest. The winners will be announced at the awards ceremony. The first placed team will advance to the Skills Canada Provincials on April 16th, 2025 at TradeX Centre in Abbotsford.

A team consists of a *maximum of two people*. Teams are allowed a total of three and a half (3.5) hours to complete their video. This includes time needed to export project.

AI can be used for written and story development but not for the creation of media AND if it is used, it must be identified in the Brief.

All submissions must include:

- **Completed video in .mov with H.264 compression** – media must be labelled with your assigned competitor number.
- **Contract** – signed by both team members and facilitator.
- **Production Brief** – hand written on a piece of paper as outlined below.

*Note: the production brief is not much help to the judges if they can not read it. (Please print neatly)*

#### *Equipment and material provided by the competitor*

- Editing system of choice – PC or Mac (only one)
- One video camera or DSLR with lenses
- A recording hard drive/memory card free of previous recorded material, and a means of transferring footage to the computer, i.e. card reader, etc.
- Batteries and chargers (for camera, audio devices, etc.)
- Microphones and audio recording devices (shotgun, boom, lav, handheld, wireless, external audio recorder, desktop usb mic).
- Headphones - *Optional: a splitter so both competitors can hear audio at once.*
- Tripods, monopods, handheld gimbals, rails jibs or sliders. NO DRONES.
- Lights: studio or camera mounted.

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#### PROCEDURE

##### **Production Brief:**

Create an outline including the following:

- **Heading:** should include Title, Production Brief and Team Number (do not identify your names or school on this sheet)
- **Target Audience:** Identify your target audience and provide a statement outlining your strategy to “grab” your target audience.
- **Goals and Objectives:** state your goals and objectives for the video.
- **Identify Phrase:** identify phrase you incorporated into your video.
- **Approach:** explain and justify your choice of style i.e. music; types of shots; graphics; pacing etc.
- **Equipment Used:** list the equipment used in production including format.
- **Media Used:** list the media used in your presentation including any releases or permissions required.
- **Innovative Solutions:** explain problem-solving methods used to overcome any challenges encountered during the production.
- **Use of AI:** If AI is used (NOT for media creation) list and describe how it was used.

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#### Video

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#### REQUIREMENTS

##### **Timeline:**

You are to produce this video in a 3 ½ hour **continuous** time block at North Island College on February 28th, 2025.

Registration: 8:30 to 9:00 am

Contest Duration: 9:00am to 12:30pm (this DOES include the conversion process)

*Finished videos must be labelled with competitor number only. Do not forget to include the contract, signed by all necessary parties.*

##### **Specific Details:**

The video will be judged using the evaluation outline listed below:

<b>Production Brief</b>	/5
<b>Camera Work:</b> composition and technical operation	/20
<b>Audio:</b> clarity, consistency, appropriateness, overall mix	/20
<b>Editing:</b> flow, pacing, transitions, effects, graphics	/15
<b>Storytelling:</b> evidence of planning; introduction and closing; fulfills goals and objectives coherency; effective writing and/or information appropriate to subject matter, target audience and style of video.	/15
<b>Project Specifications:</b> identifies and abides by genre specification; incorporates the required theme; fulfills goals & objectives; correct length	/15
<b>Overall impact</b>	/10
<b>Total</b>	<b>/100</b>

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Technical Chair: Jenn Fortin | [jenn.fortin@sd72.bc.ca](mailto:jenn.fortin@sd72.bc.ca)