

**2010 MICHIGAN SKILLS USA CHAMPIONSHIPS  
TASK AND MATERIALS LIST**

**SKILL OR LEADERSHIP AREA:** Television Video Production

**Secondary Contest**

**Mission**

Your assignment is to produce a 60-second television spot to promote the **Michigan Historical Museum**.

**Audience**

Contestants will be given target demographic information (provided by the client) the morning of the contest.

**Contest**

60-second television spot.

Per the client, here are the mandatory items that must be included in the TV spot.

(To be provided on contest morning.)

**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 at the Michigan Historical Museum.
- 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.
- The video must be 60 seconds +/- 10 frames.
- Video must be preceded by 10 seconds of black – 15 seconds of slate – 5 seconds of black.
- Video must have 5sx of black at the end (following the 60 sx spot.)
- Slate **MUST** include: MI SKILLS USA – TEAM LETTER – Both Contestant #'s – Date.
- Graphics can be used and are encouraged. Add-ons such as Photoshop, LiveType, After Effects and Motion **ARE PERMITTED**.
- The finished video must be exported as a Standard Definition (NTSC – 4:3) video exported at a .mov or .avi file. Files should be labeled with the team letter. A 2GB flash drive will be provided to each team by contest officials.

**Contest Time-Frame:**

The editing room setup will be Friday at 3pm – 5pm at Lansing Community College-West Campus, Room M119. The room will be secured overnight. Students will not be guaranteed set-up time Saturday.

Transportation to the Michigan Historical Museum will be provided by SkillsUSA from Lansing Community College-West Campus. Buses will leave for the museum at 8 am on Saturday. The contest will begin promptly upon arrival of the buses at the museum. Students will receive the contest overview at the museum 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 will board buses for the editing room – no later than 11 am.

Students need to report to the editing room upon arrival. They will be given a 30-minute break for lunch. Lunch will be on your own.

The editing session will begin following the 30-minute break. A written exam will be given at the beginning of the editing session.

All participants will be required to take a 25 question written exam. This exam score will be used as part of their total score. Students can study information for the test online.

Go to [www.cybercollege.com](http://www.cybercollege.com)

Click on Television Production

Click on Television Production Modules

All of the questions come from Production Overview:

Production Overview I (A1) & Production Overview II (A2)

Following the exam, students will have 2 hours to edit the promotional video.

Students must turn in the finished production on USB flash drive to the judges by the time limit. 2GB flash drives will be provided by contest officials. There will be a **2-point penalty** for every minute the video is late, videos **more than 10 minutes late WILL NOT BE ACCEPTED**.

**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.

## **Location Considerations:**

- Stay in public areas only
- You must ask permission before you videotape museum visitors.
- You must have a signed consent form from all visitors in your video.

## **Official Dress**

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

## **Required Equipment** (Each team must bring)

1-page typed resume for each student

1 Unopened Tape or SD Card for Camera (SD Cards must be completely blank – prior to the competition.)

Video Camera with batteries

Tripod

Microphones & Microphone Cables

Headphones

Computer with Editing Software

Power Strip

Extension Cord (Grounded, at least 25 ft.)

Firewire Cable or Card Reader

Royalty/Copyright Free Music

## **Equipment/Effects that are NOT Permitted**

Reflectors

Light Kits

On-board Camera Lights

No Pre-produced Motion Graphics (Jumpbacks, Livetype Backgrounds, etc.)

## SkillsUSA State Contest Television 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 1 - Almost Never 2 - Rarely 3 - Sometimes 4 - Most of the Time 5 - All of the Time

### CAMERA OPERATION

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Shot Composition (framing)                  | 1 | 2 | 3 | 4 | 5 |
| Shot Variety                                | 1 | 2 | 3 | 4 | 5 |
| Motivated Camera Movement (Smooth Pan/Zoom) | 1 | 2 | 3 | 4 | 5 |

#### CATEGORY TOTAL

### VIDEO QUALITY

|                                |   |   |   |   |   |
|--------------------------------|---|---|---|---|---|
| Proper Exposure                | 1 | 2 | 3 | 4 | 5 |
| White Balance                  | 1 | 2 | 3 | 4 | 5 |
| Proper Focus                   | 1 | 2 | 3 | 4 | 5 |
| No Tape "Hits" (blotchy video) | 1 | 2 | 3 | 4 | 5 |

#### CATEGORY TOTAL

### AUDIO QUALITY

|                               |   |   |   |   |   |
|-------------------------------|---|---|---|---|---|
| Proper Audio Levels           | 1 | 2 | 3 | 4 | 5 |
| Appropriate Mix               | 1 | 2 | 3 | 4 | 5 |
| Use of Natural Sound          | 1 | 2 | 3 | 4 | 5 |
| Use of Voice-Over / Interview | 1 | 2 | 3 | 4 | 5 |

#### CATEGORY TOTAL

### EDITING TECHNIQUES

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| :10 black / :15 slate / :05 black / :05 black at end | 1 | 2 | 3 | 4 | 5 |
| No Jump Cuts   | 1 | 2 | 3 | 4 | 5 |
| Proper Use of Static Graphics                        | 1 | 2 | 3 | 4 | 5 |
| Continuity / Flow                                    | 1 | 2 | 3 | 4 | 5 |

#### CATEGORY TOTAL

### CONTENT

|                                  |   |   |   |   |   |
|----------------------------------|---|---|---|---|---|
| Effective Communication of Theme | 1 | 2 | 3 | 4 | 5 |
| Viewer Interest Created          | 1 | 2 | 3 | 4 | 5 |
| Used Client Logo Appropriately   | 1 | 2 | 3 | 4 | 5 |
| Referenced Client Website        | 1 | 2 | 3 | 4 | 5 |
| Creativity                       | 1 | 2 | 3 | 4 | 5 |

#### CATEGORY TOTAL

### CONTENT

Cyber College Test 25 Possible

#### CATEGORY TOTAL

PENALTIES

Tardiness to Session  
(-2 points per minute)

**NO VIDEOS LATER THAN 10 MINUTES WILL BE ACCEPTED**

Program Length (:60  
+/- 10 frames)  
(10 Point Penalty)

Not Properly Dressed  
(10 Point Penalty)

**GRAND TOTAL**

Judge Signatures and Date

X\_\_\_\_\_

X\_\_\_\_\_

X\_\_\_\_\_