

Digital Video Production

Competition Brief 2019

Skill description

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones. <https://www.webwise.ie/parents/what-is-youtube/>

YouTube videos have become an accepted video genre and an easily accessible means of sharing and sourcing information.

You have been asked by WorldSkills (your client) to produce a 30 sec YouTube video.

Entry requirements

This competition is at advanced level. Competitors must be over 16 years of age and studying towards a nationally recognised level 3 qualification (NVQ/SVQ) or have the equivalent of 2 years' experience and/or training

This competition is intended for teams of between 3 and 4 members who are following a moving image/media related training programme.

Competition structure

For guidance registering or entering competitions, please visit page 13 of the yellow part of the WorldSkills UK brochure.

The Digital Video Production competition is set over four stages:

Stage one: Register online at www.worldskillsuk.org by 5th April 2019

Stage two: submit your completed passive stage entry and accompanying documentation to arrive no later than **12th April 2019**

The competition entry can be e-mail to the address below by the closing date (this must include a private link to the YouTube video):

Rachel.lovett@nwhc.ac.uk

Pami.johal@nwhc.ac.uk

(Please ensure that docs are clearly labelled and can be easily opened and viewed by the judges)

or

posted to the address below by the closing date() :

Rachel Lovett
WorldSkills UK DMP Competition
North Warwickshire and Hinckley College
Hinckley Road
Nuneaton
Warwickshire
CV11 6BH

Stage three: The entries will be judged by a panel of educational and media industry experts and successful teams will then be invited to the competition semi-finals in June 2019.

Stage four: The winning teams from the semi-finals will be invited to compete at WorldSkills UK Live, NEC, Birmingham, November 2019.

About the competition

This competition is intended for teams of 3 or 4 members, no more than two teams per organisation.

Competition description

The Brief: Research and produce a 30 sec YouTube video which informs and promotes 2019 Worldskills UK Live at the NEC. **This must be presenter(s) led.** The video would be posted as part of an overall Worldskills marketing campaign in late September 2019. Your target group is young people between the ages of 14 and 20 years.

Competitors are encouraged to be as creative as possible and work collaboratively.

The submission:

The following documentation must be sent to the competition organisers email or physical address (in an A4 plastic folder) by the competition deadline:

- A body of relevant and annotated research which examines both the YouTube genre and the Worldskills UK Live event.
- Sufficient evidence of ideas generation such as mind maps, concept boards and visual/annotated references.
- A brief over-view or summary of the selected concept/idea.
- A presenter(s) and production script.
- A front/contents page which includes competitor names, team name, tutor name, contact details and the name of the college.
- Completed YouTube video hosted on YouTube and accessible to the judges.

Marking and assessment

The following headings will be used by the judges in order to decide which teams will go forward to the semi-finals:

Is there:

- A body of relevant and annotated research which examines both the YouTube genre and Worldskills UK Live.
- Sufficient evidence of ideas generation such as mind maps, concept boards and visual/annotated references.
- A brief over-view or summary of the selected concept/idea.
- A presenter(s) and production script.
- A **30 sec** completed YouTube video hosted on YouTube and accessible to the judges.
- A front/contents page which includes competitor names, team name, tutor name, contact details and the name of the college.

(note-you **must** be able to tick off all of the above prior to submitting your competition entry; entries that do not address **ALL** of the above **MAY NOT** be considered for the semi-finals)

Competition rules

Competitors must:

- Work independantly (without support from outside the group)
- Submit **ALL** of the materials listed in the competition description above
- Ensure all materials are self generated and original
- Refrain from including offensive, sexual, political, controversial, or inflammatory text or images

Contact details

For technical advice about the competition please contact:

Ian Wynd

Phone: 02476 243000

Email: ian.wynd@nwhc.ac.uk

For general information about the competition please contact :

Pami Johal

Phone: 0116 2643535

Email: pami.johal@nwhc.ac.uk