

Moving



world **skills** uk

**Moving Image**

Advanced and higher

**Competition Brief**

Enter online by 28 February 2008

## entry requirements

<b>Who can enter?</b>	This competition is intended for individuals who are following a moving image/media related training programme. The competition can be entered at advanced and higher levels.
<b>Individual and/or team event?</b>	Individuals or teams of up to 5 competitors
<b>How many competitors can enter?</b>	No more than 3 entries per organisation (colleges, universities or organisations who are considering participating should run an 'in house' competition and select the finalists to enter this national competition).
<b>Competition structure</b>	<p><b>Step 1</b> Register for this competition at <a href="http://www.worldskillsuk.org">www.worldskillsuk.org</a> by <b>28<sup>th</sup> February 08</b></p> <p><b>Step 2</b> Submit programme idea (treatment) for judging by <b>March 21<sup>st</sup> 2008</b></p> <p><b>Step 3</b> Short-listed competitors will present their idea at the Cultural and Creative Arts Exhibition in Wolverhampton's, Lighthouse <b>11 June 2008</b></p>

## contact details

For technical advice about the competition contact:

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For registrations, cancellations, contact

WorldSkills UK Contact Centre:

Phone: 0800 612 0742

Email: [worldskillsuk@ukskills.org.uk](mailto:worldskillsuk@ukskills.org.uk)

**Enter online by 28 February 2008**

## competition description

For this competition you will be required to: **submit an idea for an original television programme**

**The competition will be judged over two stages:**

Stage one: initial submission of programme ideas (to follow format detailed below)

Stage two: live 'idea pitch' presentation in front of a panel of television and media professionals.

With the continued expansion of digital television channels through Sky and cable, and the inevitable switch over from terrestrial analogue television to digital and high definition, the idea of a 'programme maker' has evolved. The range and number of programmes spanning increasing amounts of television channels, has led to a sensory overload of incredibly specialist, niche viewing. Programme ideas have embraced digital interactivity and technology has allowed the user much more control in their selection of what to view, where, when and how to view it.

### **The brief**

#### **Stage one - treatment**

We are looking for programme ideas that reflect these changes in the technology and how it is used.

The programme idea must fit into current trends but also seek to revolutionise them. You are asked to **submit a treatment** which should outline:

- Market Research – Where will your programme fit into current programming?
- Target Audience – Specific and in relation to programme
- Potential Channel/s – Who might show this programme as part of their schedule?
- Screening times and days
- Feasibility – Consider budget, locations, actors etc.
- Programme idea and format – Detail your idea and sell it to us
- Interactivity and new media – How might your programme be supported/

**Enter online by 28 February 2008**

linked with interactive and new media elements? (e.g. the web, digital television)

The successful ideas will be taken forward to a 'live' competition, which will involve a presentation of more concise and developed design and production ideas.

### Stage two - presentation

Your presentations should be engaging, convincing, feasible and a reflection of industry practices. They should demonstrate a design process and a development of ideas from the treatment stage in order to give judges a comprehensive understanding of your aims and strategies for programme making. The exact format of the presentation will be up to you, but will be judged using the criteria below.

## Marking and assessment

Marks will be awarded by the judges as follows

### Stage 1

Judges will assess programme pitches with regards to:

**Market research** – Is there comprehensive and informed analysis of existing products?

**Target Audience** – Have specific audiences been identified and backed by research elements?

**Potential Channels**- Have potential channels been identified and rationalised?

**Screening times and days** – Have potential screening times and days been identified and rationalised?

**Feasibility** – How realistic is the idea in terms of current industry practice, budget etc. Have production decisions been evaluated in terms of feasibility?

**Programme idea and format** – Has a comprehensive description of the programme been included? Is it understandable, with clear aims and intended outcomes? Is the idea relevant/ important/ inspired? Has a format been identified, rationalised and evaluated?

### Stage 2

Judges will assess programme pitches with regards to:

Enter online by 28 February 2008

1/. Presentation

- Professionalism – Is the presentation convincing as a professional pitch?
- Enthusiasm – Is the presentation delivered with confidence and conviction?
- Style and approach – Has presentation format been considered and used effectively and creatively?
- Audio/ visual – Are elements presented in an interesting, exciting and engaging way?

2/. Content

- Have treatment elements been covered and expanded upon?
- Are aims and intended outcomes clearly identified?
- Are ideas feasible, rational and relevant?
- Do ideas and format effectively fulfil intentions detailed in brief and treatment?
- Have ideas been considered as part of a wider interactive/ digital/ new media context?

Primarily, judges are looking for confidence, enthusiasm and inspired ideas presented in a way that is convincing and engaging.

## judging

A panel of judges have been drawn from industry, colleges and training providers. The judges' decisions will be independently moderated and quality assured before being confirmed.

## what happens next?

<b>Step 1</b>	Register interest
	Receive username and password via email
<b>Step 2</b>	Select competitions to enter.
<b>Step 3</b>	Enter competitions & confirm competitors – enter by 28 <sup>th</sup> February 2008
	Receive receipt after entering competitions.
<b>Step 4</b>	Submit stage 1 by the submission date in the competition brief
<b>Step 5</b>	Winners and selected finalists of Cultural and Creative Arts competitions will be invited to exhibit their work at the Worldskills UK Cultural and Creative Arts

**Enter online by 28 February 2008**

	exhibition.
<b>Step 6</b>	All competitors will receive either certificates' of participation or winning certificates.
<b>Step 7</b>	The gold winners from the national finals will attend the UK Skills annual awards ceremony.

## Marking Schedule

<b>Competitor Number</b>		<b>Criterion</b>	[insert criterion]
<b>Competition</b>	[insert competition name – level and test name]		

Aspect ID	Aspect of Criterion - Description	Max Mark	Mark Awarded Average mark
<b>A</b>	[insert aspect title]		
	[insert aspect description(s)]		

Enter online by 28 February 2008

<b>B</b>	<b>[insert aspect title]</b>		
	[insert aspect description(s)]		
<b>C</b>	<b>[insert aspect title]</b>		
	[insert aspect description(s)]		
		<b>50</b>	

<b>Competitor Number</b>		<b>Criterion</b>	[insert criterion]
<b>Competition</b>	[insert competition name – level and test name] Advanced (regional): Test B		

Aspect ID	Aspect of Criterion - Description	Max Mark	Mark Awarded Average mark
<b>D</b>	<b>[insert aspect title]</b>		
	[insert aspect description(s)]		
<b>E</b>	<b>[insert aspect title]</b>		
	[insert aspect description(s)]		

**Enter online by 28 February 2008**



world**skills**uk

Moving image advanced and higher

<b>F</b>	<b>[insert aspect title]</b>		
	[insert aspect description(s)]		
		<b>50</b>	

**Enter online by 28 February 2008**