

# Video Moving Image

## Competition brief

### Skill description

Title sequences are the short piece of video at, or near, the beginning of most television programmes. They generally remain the same for each episode in a series, are normally separate from the actual content of the following programme and they often provide important information to help the audience make sense of the programme they are about to watch.

*'A short production of between 15 and 45 seconds (but more normally about 30 seconds), containing the creative use of a combination of visuals, sound and graphics, that is produced by a media organisation to introduce a discrete programme to the audience and to differentiate it from other similar programmes'*

*Video Production: Putting Theory into Practice*

*Steve Dawkins and Ian Wynd.*

*Palgrave MacMillan 2009*

### 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 up to five years experience and/or training

This competition is intended for individuals or groups of up to 4 who are following a moving image/media related training programme. No more than two individuals or teams per organisation.

### Competition structure

**The competition is set across three stages:**

**Stage one:** Enter online between 5 October – 19 March 2010

**Stage two:** submit the **Title Sequence proposal by 23<sup>rd</sup> April to:**

Ian Wynd  
WorldSkills UKVideo/Moving Image Competition  
North Warwickshire and Hinckley College  
Media and Digital Arts Centre  
London Road  
Hinckley  
Leceistershire  
LE10 1HQ

**Stage three:** the pitch, successful competitors will be invited to a one day UK final in June 2010 to pitch their title sequence to a panel of education and industry judges.

**Please note:** If competitors would like to cancel their entry to the competition they must cancel online by 19<sup>th</sup> March 2010 to prevent cancellation charges (see competition rules on the website for further details).

## Competition Description

For this competition you will be required to: research, develop, storyboard and submit a proposal for an original idea or concept for a thirty second television programme title sequence based on the following programme outline:

Tony Sharp has always lived in the same town. A loner, by nature, he always preferred to watch the world around him, rather than participate in it. Keen on reading and writing Tony started constructing comedy stories in his head when he was in his early teens and by his late twenties he had written a number of successful television comedies which, much to his horror, had made him somewhat of a local celebrity. Ten years on and Tony is struggling with both his mid life crisis and the fact that he has not written anything decent in years. He frequently walks the familiar streets of his home town desperately seeking inspiration for his next comedy hit.

The above 'black comedy' series will be screened in six episodes and has a working title of 'Blocked'. The title sequence must be exactly thirty seconds, including the title itself and fade-in and fade-out. The Producer has asked that the sequence should be mainly made up of shots from around a town or city and should be downbeat and sombre to suit the comedy style of the programme.

You should also include a suggested soundtrack/music.

**The submission:** The title sequence proposal must contain the following in an A4 plastic folder:

- A body of relevant and annotated research
- Evidence of ideas generation such as mind maps and mood boards
- A brief proposal or outline for the title sequence which addresses it in terms

of concept, style and content

- A4 thumbnails or roughs of the proposed title sequence
- A4 finished storyboard which must include shot types, timings and any other relevant information

**The live pitch:** Successful entrants will be asked to present their proposed programme concept to a panel of media judges at a venue which will be announced prior to the event. Successful entrants will be given between eight and ten minutes to present their concept and should develop their original materials to suit this time span. Judges may ask questions at the end of the presentation.

## Marking and assessment

The following headings will be used by the judges in order to decide which title sequence proposals will be selected to go through to the 'Pitching' stage of the competition.

### **Does the proposal contain:**

A body of relevant and annotated research?

Evidence of ideas generation such as mind maps and mood boards?

A brief proposal or outline for the title sequence which addresses it in terms of concept, style and content?

A4 thumbnails or roughs of the proposed title sequence?

A4 finished storyboard which must include shot types, timings and any other relevant information?

A front page or cover which clearly shows the name of students, institution, tutor and contact details

### **Is the title sequence suitable for the proposed black comedy series?**

(note-you should be able to tick off all of the above prior to submitting your proposal)

The following headings will be used by the judging panel at the 'live pitch' in order to select Gold, Silver and Bronze winners for the competition overall.

**Concept** - How successfully is the idea and subsequent thirty second storyboard suited to the proposed black comedy series?

**Enthusiasm** – Is the presentation delivered with confidence and conviction?

**Style and approach** – Has the presentation format been considered and used effectively and creatively?

**Clarity** – How easy is it to understand the concept and storyboard?

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

## Competition rules

**Competitors must:**

- work independently (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 contact:

**Ian Wynd**

**Phone:** 02476 243488

**Email:** [ian.wynd@nwhc.ac.uk](mailto:ian.wynd@nwhc.ac.uk)

For general information about competitions please contact the WorldSkills UK contact centre:

**Free phone:** 0800 612 0742

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

**Web:** [www.worldskillsuk.org](http://www.worldskillsuk.org)