

# Video Moving Image

## Competition brief

### Skill description

Video Moving Image encompasses a broad range of skills associated with Media and Creative Arts. As a medium it is constantly subjected to change as a direct result of new technologies in relation to how materials are recorded, edited and outputted. Affordable cameras and high quality recording formats, combined with increased use of the Internet, telephones and other digital means of transmission have altered how, when and where we access moving image. There are now increasing numbers of opportunities for many different types of productions and producers which allow for new and innovative moving image and programme genres to develop. Whilst the craft, essentially remains the same, the technology races forward.

### 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 -7 years experience and/or training

This competition is also at higher level. Competitors must be over 18 years of age and studying towards a nationally recognised level 4 qualification (NVQ/SVQ), foundation degree, degree **or** have the equivalent of at least 5 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. The competition can be entered at advanced and higher levels

### Competition structure

The online registration facility is available from October 2008. Please note, you must register and set up an account in order to enter a competition.

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

**Register:** October – December 2008 [www.worldskillsuk.org/competitions/](http://www.worldskillsuk.org/competitions/)

**Enter a competition:** 7 January – 9 April 2009

**The Video Moving Image competitions is set over three stages:**

**Stage one:** enter online between 7 January – 9 April 2009

**Stage two:** submit the proposal and concept board by 8<sup>th</sup> May 2009 to:

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

**Stage three:** the pitch, successful competitors from stage one will be invited to a one day UK final in June 2009 to pitch their concept to a panel of industry judges.

**Please note:** If competitors would like to cancel their entry to the competition they must cancel online by 9<sup>th</sup> April 2009 to prevent cancellation charges (see competition rules on the website for further details).

## About the competition

This competition is intended for individuals or groups of up to 4 members, no more than 3 individuals or teams per organisation for each level.

With the continued expansion of digital television channels 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 has led to a sensory overload of specialist, niche viewing. Might this herald the age of local television and television programming which is essentially community focussed and deals exclusively with programmes and topics which are of greatest interest to those who make up the local community.

## Competition Description

For this competition you will be required to: research, develop and submit a proposal for an original idea or concept for a pilot for a local community focused television programme. The programme itself will need to be produced locally and its style and content must reflect issues, articles, people or subject matter which would be seen as relevant and entertaining to the local community as a whole or to a clearly identified, **substantial** section of that community. The programme would be 15 mins long, broadcast and accessed via the Internet.

**The submission:** Selection will be based upon the quality of your proposal which should be paper based and housed in an A4 plastic folder. Your proposal must

contain the following:

- A body of relevant and annotated research
- Full description of your community and the intended target audience
- Feasibility study
- A full description of the programme in terms of concept, style and content
- A4, colour, mounted concept board which demonstrates important visual aspects of the programme such as title graphics (six to eight images)

**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.

Judges will mark the advanced level work separately from the higher level work and apply the appropriate standards expected from the two levels when marking.

## Marking and assessment

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

### **The Proposal:**

**Market research:** Is there a comprehensive and informed analysis of existing or comparable products?

**Target Audience:** Is there an outline description of the local community and a full description of the specific audience that the proposed programme is intended for? Has it been clearly identified and rationalised?

**Feasibility study:** Has a detailed feasibility study been carried out and does it take into account important considerations such as cost implications, time, level of technical and creative expertise, use of technology and access for example?

**Concept:** Has a comprehensive and detailed description of the proposed programme been included and is it suitably presented? Is it easy to comprehend and does the proposed programme meet the needs of its intended audience in terms of style, content and entertainment? Does the concept board offer some visual direction in terms of style and content? Is the

proposed programme new, novel or inspired?

**Presentation:** Is the information in the proposal succinct, well structured, easy to access and presented in an appropriate manner?

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.

**The Pitch and Presentation:**

**Professionalism** – Is the presentation convincing as a professional pitch?

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

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

**Audio/ visual** – Are elements presented in an interesting, exciting and engaging way?

**Content:**

Have all elements of the concept been covered and were any expanded upon?  
Has the overall concept been clearly and accurately explained?  
Have any elements been successfully developed since the original submission?

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**

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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)

