

Digital Media Production Technical Handbook

Overview of skill

Digital video producers are responsible for facilitating a project from beginning to end. They are involved in every stage of the television programme, film or video or social media, overseeing the project from start to finish, both in the studio and on location. They work alongside the director and other creative departments including camera, sound, set design and post-production to ensure the project is completed successfully, on time and to budget. They usually work to a brief and should have excellent creative, technical, communication, problem solving and project management skills.

Career Opportunities

Digital media production leads to a wide range of career paths in media and entertainment. From becoming a **TV producer** to a video editor, working on movies, Youtube and social media channels, the skill can lead to a range of paths.

All these career routes require a skillset and ability to work to a specific brief to simulate the production of media pieces, keeping to deadlines and creativity.

Competition Overview

The competition has been designed to focus on all the essential skills needed for a successful career within the Digital Media industries. Competitors undertake varying creative roles associated with producing a media production and are required to work towards industry standards. The competition allows for teams to progress through the three main aspects of the production cycle, pre-production, production and post-production in order to successfully produce a finished artefact which meets all aspects of the original brief.

The competition is largely practical, although competitors will be required to have a good understanding of media codes and conventions, project management skills, problem solving and communication skills. It is also expected that competitors have a good working technical and creative knowledge of camera operation, audio recording, and post-production techniques and software.

The structure of the competition is outlined below.

Stage 1 Registration and preparation

To compete in the competition, you must register using the WorldSkills UK website. You will then receive a confirmation of whether you have successfully registered. Whilst you wait to get to the next stage of the competition, you should do your best to prepare for the competition by taking a look at the **pre-competition activity task** made freely available to you on [our website](#).

Stage 2 Entry stage

Shortly after registering, the competition journey will begin with what is called an Entry stage. This will be an online task that the competitor will complete and then return to WorldSkills UK for marking. This is a really important part of the competition journey as it gives the competitor an early taste of what knowledge is needed to be successful on the journey. Once everyone's scores have been totalled, competitors will be informed if they have passed on to the next round, called the national qualifiers.

Stage 3 National Qualifiers

For competitors who have managed to pass through the Entry stage the next step is the national qualifiers. This is where the competitor will be allocated a physical local centre from where to compete and will give competitors the chance to demonstrate their skillset. This stage will be marked by WorldSkills UK expert judges. The top eight scores from the national qualifiers will then go through to the next round, the national finals.

Stage 4 WorldSkills UK National Finals

The top six (6) teams in the UK will be invited to compete in the UK National Final which is the pinnacle of the UK national competition cycle.

The finals are a chance to show off your skills, meet a bunch of industry professionals and other competitors taking part, as well as bring your family along to see you compete.

A guide to marks

Throughout the competition, the test projects (the tasks within the competition) have been designed to ensure the following:

- all projects are designed to test competitors' ability to successfully work as a production team through the full production cycle
- all projects simulate client led briefs and mirror industry practice and expectations
- projects are designed to be challenging and test team's ability to cope with challenges and change.

Each project brief will be designed to test the competitor's creative and technical ability to:

- understand and respond to a set brief
- plan effectively and conduct all required aspects of pre-production
- conduct & demonstrate all aspects of production
- reviews and conduct all aspects of post-production
- submit a finished product on time that meets all aspects of the original brief.

To see what a project brief might look like in the competition, have a look on the WorldSkills UK website's [pre-competition activity pack](#) as this will give you an insight into the type of tasks that may be expected of you in the competition. Please note, the pre-competition activity is a practice brief and will not form part of the 2022 competition.

Marking Scheme

All projects will be supplied with a mark summary form. The mark summary form will show only the number of marks assigned to each aspect, not the breakdown of marks.

Marking falls into four distinct categories and marks are generally allocated as below:

1) Pre-production	10
2) Production	25
3) Post-production	15
4) Finished artefact	50

Judges will work to a judgement handbook with examples of each criterion. Each judge will reveal a value from zero to three, and an average will be taken. For example, if all judges assess the machine de-burring as a two overall, the competitor will receive 66% of the possible marks. Judgement marking accounts for only 10% of the overall score.

Equipment

During training and delivery of the National finals, lots of tooling and equipment will be provided by WorldSkills UK and various competition sponsors. All provided equipment to produce the test project is specified here:

Main Camera

No.	Description	Quantity
01	Canon EOS 7D	1
02	55-250mm Lens for Canon	1
03	50mm Lens for Canon	1
04	Flight Cases for Camera's and Smaller Equipment	1
05	Video Tripod Inc. Heads	1
06	Spare Battery Packs for Camera	1

Action Camera

No.	Description	Quantity
01	GoPro Hero 3	1
02	Light Reflector	1
03	GoPro Accessories	1
04	GoPro GoPole	1
05	Manfrotto Sympla Shoulder Support System	1

Sound Recorder

No.	Description	Quantity
01	Telescopic Boom Pole Microphone, Mounts, Pistol Grips, Etc...	1
02	Zoom H4n Handheld Mobile 4-track Recorder	1
03	Lapel Microphone	1
04	2.5mm Jack Connection Extension Lead 2m	1
05	AA Battery Charger	1
06	XLR Male to Female Cable 2m	1
07	USB mini Cables	3

Storage

No.	Description	Quantity
01	32GB SD Card	1
02	8GB SD card 6 or above or equivalent	1
03	64 Pro flash card or equivalent	2
04	External 1TB Hard Drive	1
05	Micro SC 32 GB	1
6	Ex Pro all in one USB memory reader	1

Post Production

No.	Description	Quantity
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01	iMac 17 Computer	1
02	Adobe Creative Cloud	1
03	Apple Final Cut Professional	1
04	HA4 4-WAY Headphone Amplifier	1
05	Cabled Headphones	1
06	Screen around iMac to prevent glare from lighting	1
07	Plasma Screen 40"	1

Training

Self-directed training

All competitors will need to practice to make it to the National finals. Dedication is key to a confident performance in a competition. Ensure that you practice with the pre-competition brief made available on [our website](#).

National finals- what to expect

The national finals are huge: the largest skills event in the UK.

The finals are a chance to show off your skills, meet a bunch of industry professionals and other competitors taking part, as well as bring your family along to see you compete. Throughout the finals you will be expected to be able to do two days' worth of competition activity.

Below is an example of what the timetable for the finals could look like:

Familiarisation day – Day 1

Judges & Competitors arrive (no accompanying staff allowed on stand)

Health & safety, ground rules, they will be provided with demonstration on how access the equipment and have the opportunity to ask questions.

The competition brief will also be introduced, and the first task will be provided to the teams.

Day 2

8.30am Judges & Competitors arrive on stand. Competition start through till 17.30

Day 3

8.30am Judges & Competitors arrive on stand. Competition start through till 17.30

Day 4

8am Judges & Competitors arrive on stand, competitions start through till 11am.