

Digital Media Production

Technical Handbook

Overview of skill

Digital Media 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.

Overview of Competition

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 artifact 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.

Project specification

Projects will be designed to test 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

Project overview:

included features /optional features:

- 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 teams ability to cope with challenges and change

Test Project - PLEASE NOTE THAT THIS TASK IS INTENDED TO BE USED FOR PRACTICE AND BENCHMARKING PURPOSES ONLY, AND DOES NOT FORM A PART OF THE OFFICIAL WORLDSKILLS UK COMPETITION

Task

Competitors are asked to use their creative and media skills to come up with an idea for a fifteen second viral video promoting the British Film Institute (BFI) London Film Festival. For this competition you will be required to:

- **research, develop, storyboard and submit a proposal for a 15 second video that is suitable for the viral campaign**

The British Film Institute who are behind the festival, wish to promote the diversity of the festival programme through a viral campaign (Vimeo/Youtube) and raise awareness through other social media channels. This promotion is also an opportunity to attract those who do not regularly watch film independent films to embrace the festival.

This a great opportunity for the BFI to promote and celebrate the varied and diverse background of the festival offer. In 2017 there were 243 features, shown in 67 countries and 15 cinemas over 12 days.

It is also important to note and champion that this festival is held in London, the capital of the United Kingdom every year.

The BFI require the video to be:

- stylistic
- promote diversity
- promote London (cement the link between diversity and London in the mind of its audience)

Submission:

The proposal must contain the following in a clear A4 plastic folder:

- a body of relevant and annotated research
- evidence of ideas generation such as mood boards, notes and mind maps
- a brief proposal or outline for the proposal viral video which addresses it in terms of concept, style and content

You should demonstrate an understanding, via research, of viral marketing campaigns.

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:

Competence	Score Weighting
Pre-production	30
Production	40
Post-production	30

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 will be provided an example of kit list is here:

Main Camera

No.
Quantity

Description

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.
Quantity

Description

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.
Quantity

Description

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.
Quantity

Description

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.
Quantity

Description

01	iMac I7 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 confident performance in a competition. Have a look **at the pre-competition activity** on the WorldSkills webpage to practice a task.

National finals

What to expect

The National finals are huge: the largest skills event in the UK. There are many skills in diverse sectors. Employers can enter the competition floor with the permission of the competition manager; they can take sponsorship photos or gain a better understanding of the competition itself.

Competitors are expected to wear the appropriate H&S equipment (e.g High Vis Vests) as well as a company work top and trousers while competing. The competition stand will be prepared with all the equipment necessary to compete.

Each competitor will have a computer they can password protect, as well as a USB to back up files.

An example timetable:

Familiarisation day/ Competition day 1 –Wednesday – 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.

Competition day 2

Thursday -8.30am Judges & Competitors arrive on stand. Competition starts through till 17.30

Competition day 3

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

Medal Ceremony

Saturday 7pm Judges & Competitors arrive to the medal ceremony venue; Gold, Silver, Bronze and Highly Commended competitors will be announced.

Beyond the National finals

Looking beyond the National finals, there are a host of opportunities for competitors. With Digital Media Production there is no current progression to Euro Skills or International competitions. However, all competitors may join the **Champions programme**, which allows continued involvement, including the opportunity to work with WorldSkills UK and visit schools, colleges, and events to inspire the next generations.

Alternatively, if training is of interest to you, you could consider supporting WorldSkills UK with organising and training, and even helping to run the National finals.

Get inspired and become a part of Team UK today!

Resources and links

<https://nationalcareers.service.gov.uk/>

<https://www.screenskills.com/>

<https://targetcareers.co.uk/career-sectors/media/315121-how-do-i-get-into-a-career-in-the-media>