

# Digital Media Production

## Competition overview

The scope of the competition enables learners to develop and demonstrate a variety of creative, technical and vocational skills that are essential within the contemporary creative media industries. The competition has an open brief - teams may enter moving image work such as:

- Short Fiction.
- Short Factual.
- Animation.
- Motion Graphics.
- Music Video.
- Promotional Video.

There are no regional heats for this category but a passive heat may be necessary depending on the overall number of competition entrants.

## Entry criteria

Learners must be enrolled on a Level 2 or 3 qualification. Individual learners or groups of up to five who are following a moving image or media-related programme of study may enter.

## Number by location/organisation

A maximum of two team entries per organisation. Each team entry must not exceed five members.

Please note: If more than 10 teams register to take part, a passive heat will be held to decide on the final 10 teams. Details of this will be provided after registration closes.

## Brief

You will need to screen your project to a panel of industry judges alongside an audience of fellow competitors.

Following your screening, you should make a presentation of five minutes (maximum) duration outlining the following:

- Your project aims and objectives.
- How you managed your project.
- Your production process in terms of creativity and technique.
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Finally you will be required to answer questions from the judging panel about your project.

You may also submit any supporting production documentation, research and preparatory work to the judges for their consideration at the end of the presentation session.

The presentation will form part of the final judging.

## Infrastructure List

Technical information regarding submission of the work will be sent out to entrants after registration.

## Competition rules

### Competitors should

- Work independently (without input from outside the group).
- Submit all requirements listed in the brief.
- Ensure that all materials are self-generated and original and that the video is no longer than 5 minutes duration.
- Ensure that work adheres to BBCF 12A classification. Further information: <https://www.bbfc.co.uk/what-classification/12a-and-12>
- Ensure no un-cleared copyright material is to be included (including music).
- Ensure that work is submitted prior to competition.

### General competition rules

- Mobile phones to be switched off during competition activity.
- Listening to music via headphones is not permitted during competition activity.
- Any questions during competition activity should be addressed to the competition judging panel.
- It is the responsibility of each competitor to arrive on time for each competition session. No additional time will be allowed if you arrive late.
- Technical failure of your equipment should be reported immediately to the judging panel.

Additional time will be allocated if the fault is beyond the control of the competitor.

## Marking and assessment

- **A Concept/Idea** – 20 marks
- **B Quality of finished video** – 40 marks
  - Does the work demonstrate technical competence in its chosen media – the quality of picture, sound, editing?
- **C Style & approach to the project** – 15 marks
- **D Clarity of message** - 15 marks
  - Clarity and purpose of its intended aims and objectives.
- **E Communication and Presentation** – 10 marks
  - Content: Your project aims and objectives, how you managed your project, your production process in terms of creativity and technique
  - Logical structure
  - Clear and audible
  - All members participate

TOTAL – 100 marks.

## **Feedback**

Written feedback and advice on next steps will be given by your Trainer and Skills Coordinator within 10 days of the competition.

## **Competition Co-ordinator**

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