Scope of the Contest
To evaluate each contestant’s preparation for employment and to recognize outstanding students for excellence and professionalism in the cinematography/short film production industry.

The contest will be divided into three portions: a storyboard assignment to be completed based off video creation challenge, an interview with 1 or more judges, and a short film of 3 to 5 minutes that must be contestant’s original work and completed during this academic school year.

All footage must be acquired after the contest has begun and must be filmed within areas accessible to the average person (school, home, local parks). All final videos will be submitted as a common video file (.mp4, .mov) and uploaded to a cloud-based platform with link embedded into each resume.

*Competitors may not use their instructor to help in any way to create their film, including as an actor.

Knowledge Performance
The contest will include a Resume, and Video with Oral Interview. The video demonstration will be the completed project. An oral interview will occur via Zoom with industry professionals regarding technical and production management components of the broadcast.

*See SkillsUSA Virtual Technical Standards for competencies measured.

Contest Information (All items must be received by due date)

PDF Resume, Written Submission and Video
○ By April 1st links will be provided for sending all components of your contest.

Scoring Information
The following pre-submission items will be judged by industry professionals prior to virtual in-person Zoom session
1. Resume with embedded links documents
2. Video
3. Professional audio recording of all components

Zoom Interview/Role Play
• You will receive a specified date/time to participate in a virtual interview/role play via Zoom with industry professionals. You should be dressed in your SkillsUSA attire for this session. Each team will present their final film to the judges in a “sales pitch” style interview. The maximum length of the interview is 15 minutes including the viewing of the actual film.
NYS DIGITAL CINEMA PRODUCTION (VIRTUAL)

PURPOSE
To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in cinematography/short film production.

ELIGIBILITY
Open to all active SkillsUSA members enrolled in a program with filmmaking/video production as the occupational objective.

CLOTHING REQUIREMENTS
Class E: Contest specific — Business Casual
- White polo shirt.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).
- Black leather closed-toe dress shoes.

Contest Clothing Notes (Apply ONLY to Virtual Competitions):
- Official SkillsUSA Competition Clothing recommended but NOT required.
- Contestant clothing options include the following:
  - Official Competition Clothing.
  - Trade Appropriate Clothing.
  - Professional Dress.
  - Business Casual.
- Clothing must meet industry safety standards.
- No identification of the contestant, school or state is allowed on clothing.
- No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.
- No shorts or sleeveless shirts are allowed.
- Skirts must be at least knee-length.
Proper Personal Protective Equipment (PPE) must be worn by contestant to meet all state, local and school requirements due to COVID-19.

Scoring deductions may only be given and/or disqualification of contestant if clothing safety standards are not met.

**Equipment and Materials**

Supplied by contestant:

1. Computer with high-speed internet capability and camera to use applications such as Zoom, Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link: www.speedtest.net. Allow the page to load and click on GO.

2. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera requirements will be located on the SkillsUSA website at http://updates.skillsusa.org.

3. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite ‘hands and eyes’ for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in accurate scoring of the contestants work or presentation. However, the Proctor shall not serve as a judge nor have any influence on contestant scores.

4. The contestants instructor or advisor shall be on site to observe all competition.
activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification.

5. All competitors must create a one-page résumé and submit an electronic copy to the technical committee chair at least seven (7) days in advance of the competition. Failure to do so will result in a 10-point penalty. Instructions for submission of the electronic résumé copy will be provided on the SkillsUSA website at http://nysskillsusa.org.

6. USB thumb drive with self-addressed envelope if you want it returned

7. DSLR or video cameras

8. Up to two computers to be used for editing and music composition

9. Copyright-free music or licensed music (must bring proof of license for each song or sound effect used)

10. Optional equipment that may be used:
    a. Audio
       • Boom pole for microphones.
       • Wireless microphones.
       • Lavalier microphones.
       • Multiple microphones.
       • Shotgun microphone.
       • Portable mixer.
    b. Lighting
       • Reflectors.
       • Camera-mounted lighting.
       • Handheld lighting units.
       • Hot lights (on stands).
       • LED lights (on stands).
    c. Camera
       • DSLR that shoots video.
       • Video camera.
       • Cellphone camera.
       • 16x9 format.
    d. Production equipment
       • Mono or tripods.
       • Steadicam-type system.
       • Sliders.
       • Body mount straps.
       • Dolly.
       • Jib or crane.
Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the SkillsUSA website: http://nysskillsusa.org.

Scope of the Contest
The contest is defined by the current industry technical standards.

The contest will be divided into four portions: a written exam that will assess knowledge in industry standards, a storyboard assignment to be completed in teams of two people, an interview with one or more judges and a short video (four-and-one-half to five minutes) that will be filmed and edited on site (meaning all work must be done between contest briefing and designated turn-in time).

All footage must be acquired after the contest has begun and must be filmed within the area specified by the field assignment.

Knowledge Performance
The contest will include a written exam covering basic cinema knowledge. The team members will complete the test together. The exam will be given on Thursday.

Competition Schedule/Locations
1. Preproduction, filming, editing: 35 hours.
2. Interview: 15 minutes.
3. Filming locations: To be announced at the orientation.

Skill Performance
1. The contestants will submit a four-and-one-half to five minute video, which will be created and completed in its entirety at the national conference by a team of two students.
2. No preproduced video, photos or stock footage is allowed.
3. The video will use a theme, single word or a simple phrase that will be given out at the contest orientation. Orientation attendance is mandatory.
4. Participants must turn in the finished video on their thumb drive in the required format to be announced during the orientation. The thumb drive must be submitted to the
judges at the time and location specified during the orientation. If students want the thumb drive returned, they must provide a postage-paid envelope.

5. The submission is to be a creative video piece. It is not in the form of a PSA, news story or promotional video.

7. The scoring rubric will include (but is not limited to) the following criteria:
   a. Written exam.
   b. Overall creativity.
   c. Shot log/shot list.
   d. Script/storyboard.
   e. Camera techniques.
   f. Lighting.
   g. Audio elements.
   h. Titles.
   i. Editing (pacing and structure).
   j. Interview and pitch of film.

Standards and Competencies

Note for Virtual Competitions:
Contestants may not be required to perform all the standards and competencies listed in this section. However, contestants should be prepared to perform components in all areas. Prior to the competition, the technical committee may determine which standards and competencies contestants will be perform for the virtual contests. The technical committee will determine if additional information is needed for contestants prior to the competition. These changes will be posted on the SkillsUSA Championships contest update website at: http://updates.skillsusa.org.

DCP 1.0 — Apply the knowledge and skills necessary to describe the production overview
1.1 Describe cinema production careers
1.2 Explain production overview
1.3 Complete program proposal and treatment for

a production
1.4 Explain the three production steps.
   1.4.1 Preproduction
   1.4.2 Production stage
   1.4.3 Postproduction
1.5 Complete storyboards for a production
1.6 Define scriptwriting guidelines
1.7 Explain costing out a production
1.8 Define world video standards
1.9 Define HDTV standards
DCP 2.0 — Implement the knowledge needed to describe the task of location scouting

DCP 3.0 — Apply the knowledge needed to describe and demonstrate lens operation and control

3.1 Describe the type of lenses
3.2 Define angle of view
3.3 Describe zoom lenses
3.4 Demonstrate f-stops iris
3.5 Demonstrate control of depth of field
3.6 Illustrate focusing/follow focus/rack focus/macro focus
3.7 Explain the application of filters
3.8 Explain image stabilization

DCP 4.0 — Apply the knowledge and skills necessary to describe and demonstrate camera operation and control

4.1 Define video resolution
4.2 Describe and demonstrate camera mounts and tripod use
4.3 Operate camera pan heads
4.4 Demonstrate basic camera moves (e.g., pan, tilt, dolly, truck, pedestal)
4.5 Illustrate black balancing and white balancing
4.6 Describe shutter speed
4.7 Demonstrate exposure using f-stops
4.8 Explain frame rates
4.9 Demonstrate use of camera viewfinder

DCP 5.0 — Implement the skills and knowledge needed for describing and demonstrating composition

5.1 Describe form vs. content
5.2 Demonstrate insert and cutaway shots
5.3 Describe static composition
5.4 Describe dynamic composition
5.5 Define single center of interest
5.6 Describe shifting the center of interest
5.7 Demonstrate leading the subject
5.8 Describe the Rule of Thirds
5.9 Define maintaining tonal balance
5.10 Define balance of mass
5.11 Demonstrate frame central subject matter
5.12 Define controlling the number of prime objects

DCP 6.0 — Apply the knowledge and skills needed to describe and demonstrate cinema lighting

6.1 Describe hard and soft lighting
6.2 Define color temperature
6.3 Demonstrate intensity control through varying distance
6.4 Identify lighting instruments
6.5 Identify lighting modifiers
6.6 Demonstrate three-point lighting (i.e., main, fill, back light)
6.7 Describe lighting ratios
6.8 Describe back light intensity
6.9 Describe subject-to-background distance
6.10 Describe area lighting
6.11 Apply the uses of existing (natural) light
6.12 Demonstrate drawing of a light plot
6.13 Identify lighting controls
6.14 Calculate on-location power needs

DCP 7.0 — Implement the skills and knowledge needed to describe and demonstrate audio
7.1 Describe the frequency/loudness relationship
7.2 Define room tone
7.3 Differentiate major microphone designs
7.4 Describe directional characteristics
7.5 Define handheld and personal microphones
7.6 Position microphones
7.7 Identify audio connectors.
7.8 Demonstrate positioning of microphone cables
7.9 Describe types and uses of wireless microphones
7.10 Describe phase cancellation
7.11 Describe methods of creating the stereo effect
7.12 Describe digital audio
7.13 Describe analog audio
7.14 Demonstrate operation of audio mixer controls
7.15 Describe issues of using audio from a PA system
7.16 Describe production communication systems

DCP 8.0 — Apply the knowledge and skills needed to describe and demonstrate video recording media
8.1 Describe the videotape recording process
8.2 Describe hard drive-based recording
8.3 Describe disk-based camcorders
8.4 Define solid state memory storage
8.5 Describe video servers
8.6 Define digital compression
8.7.1 Describe MPEG-2
8.7.2 Describe MPEG-4
8.7.3 Describe JPEG
8.7 List professional video formats

DCP 9.0 — Apply the knowledge and skills needed to describe and demonstrate video editing
9.1 Describe continuity editing
9.2 Demonstrate continuity techniques
9.3 Demonstrate cutaways
9.4 Define relational and thematic editing
9.5 Demonstrate bridging jumps in action
9.6 Demonstrate bridging interview edits
9.7 Illustrate shooting angles
9.8 Describe or demonstrate audio continuity
9.9 Demonstrate maintaining consistency in action and detail
9.10 Demonstrate operation of software-based editors
9.11 Use linear and non-linear editing systems
9.12 Explain time-code
9.13 Define online and offline editing

DCP 10.0 — Apply the knowledge and skills needed to describe and demonstrate graphics
10.1 Describe titling
10.2 Describe character generator

DCP 11.0 — Apply the knowledge and skills needed to describe and demonstrate location production
11.1 Complete a location survey
11.2 Define camera placement
11.3 Illustrate microphone placement for on-location audio
11.4 Demonstrate on-location lighting techniques
11.5 Illustrate on-location production communication
11.6 Define multiple-camera production
11.7 Define single-camera production
11.8 Define film-style dramatic production

Screening of Submissions
A number of the submissions may be screened following the debriefing on Friday. These will be the best videos submitted but will not be presented in a way as to reveal scores. Competition winners will be announced at the final awards ceremony.
VIRTUAL - Digital Cinema Competition - (NY)

This year’s virtual SkillsUSA competition will be conducted as closely to the live event as possible. The only difference is that we will be communicating via the internet rather than in person. As always, we are very excited to see the incredible talent in your work!

I. APPS NEEDED

1. **Zoom**: All contest communications will be conducted using the Zoom app.
2. **Kahoot**: While on Zoom, students will take a 50 question Knowledge Test using the Kahoot platform. Please familiarize your students with the app.
3. **DropBox**: All required contest materials will be uploaded to a dedicated shared folder. Once we receive your official email, a folder link will be emailed to you.

II. DATES & TIMES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prompt Release Date</td>
<td>Monday April 12, 2021</td>
<td>10:00am EST</td>
</tr>
<tr>
<td>Film Upload DEADLINE (Dropbox)</td>
<td>Friday April 16, 2021</td>
<td>12:00pm EST</td>
</tr>
<tr>
<td>Contestant Meeting (Zoom)</td>
<td>Friday April 16, 2021</td>
<td>1:00pm EST</td>
</tr>
</tbody>
</table>

**NOTE**: Students will receive an emailed Zoom meeting invite for the START of the competition. All of the required materials need to be uploaded by the DEADLINE.

III. CONTEST OVERVIEW

On the Zoom meeting, the contest chair will give a clear overview of the contest guidelines, then begin the competition by administering Part 1: Knowledge Test. After the test, the students will receive a Dropbox upload link to upload all required materials.
Part 1: Knowledge Test (300 Points) – Zoom and Kahoot
Students will be tested on a wide variety of topics. Questions include:
• basic camera settings (i.e. white balance, ISO, shutter speeds, apertures, etc…)
• lighting equipment and techniques
• frame rates
• aspect ratios
• resolutions
• audio settings & equipment
• Stabilizers and camera movements
• Types of Shots
• Basic editing techniques (i.e. cuts, color grading, output)

Part 2: Presentation (100 points)
The contestants will present their films to the judges and use the following as a guide:
• State the film’s Logline
• What was the concept of the film (inspiration)
• Technical Knowledge: Cameras & settings, lighting, audio, etc…
• Explain any visual or sound effects used

Part 3: Film (600 Points)
Produce a 4½ to 5½ minute short film using the following criteria:

Genre: ____________ TBD ____________

Dialogue: ____________ TBD ____________

• Video output to H.264 (.mp4)
• Films must be shot & exported in 24fps (aka 23.98)
• Slo-motion scenes can be shot at higher frame rates
• Aspect Ratio: Your choice (16:9 or 2.39)
• Resolution: 1080p (shooting 4k acceptable, but export must be 1080p.
• 2 second leader of black video
• 5 second title slide using white font with with contestant number ONLY on black video
• PG Rated. No showing of physical violence (implied violence ok), No sexual content, No foul language, No use of illegal drugs or alcohol. Ultimately follow your school’s policy and do NOT get your instructor in hot water!!!
• All content must be original and created within the given time frame. The use of copyright material, stock footage or template effects in NOT allowed.
• Film/Video instructors are prohibited from assisting or acting in your production in ANY way.
• No end film credits
IV. UPLOAD FOLDER (Dropbox)
Each student’s shared Dropbox folder should contain the following items PRIOR to the DEADLINE date & time listed above:

- Final Film named “Digital-Cinema-(your contestant #)” (i.e. “Digital-Cinema-001”)
- Your storyboard (.pdf) - named “Storyboard-(contestant #)”
- Your script (.pdf) named - Script--(contestant #)
- Your resume (.pdf) named - Resume-(contestant #)
- Permissions folder - this should contain any questionable content in your film including music, sound effects, or visual effects that may “look” to have a copyright. Documentation must explain content origination or permissions from the maker to use in your film. All documentation should also be in (.pdf) form.

V. CONTESTANT REQUIRED ITEMS
- Computer with your choice of video editor installed.
- Digital video camera
- Memory cards & extra batteries (Fully Charged!)
- Audio recording device

SPONSORED BY: The Academy For Media Production - www.amp-school.com

Bill Chenaille
Owner / Director of Photo & Video
Academy For Media Production
238 Main Street
McSherrystown, PA 17344
(800) 661-2981
bjc@amp-school.com