

SkillsUSA GA Local Chapter Music Video

State Only Contest

**Theme**

This is your chance to really show off your school’s SkillsUSA program and members. Using a song of your choice, create a positive influence video that really shows the spirit and meaning of SkillsUSA on a local level. Create a 2-3 minute music video with a song of your choice. While this contest does give you the freedom to create and choose your own music, there are guidelines you must follow.

**General Contest Rules**

* Entries for this contest will be submitted online with the following link:

 <https://filmfreeway.com/SkillsUSAGeorgiaStateLeadershipandSkillsConference>

* Deadline for entry is **February 28th** at noon.
* Each video must be submitted with 10 seconds of black before the opening titles and 10 more seconds of black after the end of the entry.
* Each video must be exported in H.264 and Mp4 format. We require this format for easy upload. Also, please include your school name in the video title.
* Video must be between 2-3 minutes long.
* Using computer graphics and titles, provide a slate at the beginning of your submission. Identify your schools name, contest category and the video title. Following your slate, add 10 seconds of black, followed by your music video, you will then add an additional 10 seconds of black to the end of the video. The 20 seconds of black space will not be included in the timing of your video. All credits should be added to the end of your reel.
* The team may have 2-5 members.
* Each team member must send a one page typed résumé (PDF preferred).
* There will be **NO** PDP test at the State Leadership & Skills Conference.
* Only current members of SkillsUSA may work on the video.

**Music**

The song choice is yours and your SkillsUSA team members. You do have a 3 minute cap so there is a possibility you may not be able to use an entire song selection. How to utilize your song and footage must be determined by your team and editor’s choices in the production. Music should have **no derogatory language or suggestive material.** We strongly urge you to seek out your school’s talented bands and musicians and consider highlighting them as your music choice. If copyrighted music is involved, the artist and recording label must be acknowledged in the credits**.** Schools are strongly encouraged to produce their own music or with music creation programs like Soundtrack and Garage Band. The use of Audio Blocks or production music libraries are also useful tools to find you music choices.

**Creativity**

Think BIG! What does SkillsUSA mean to, not just your school, but to your community? What does it represent and offer your future? Creativity will play a huge part in this competition. Will you create a lip dub, live performance, short story style, a one take? There are endless directions you could take in this contest, but remember you want to stand out!

**Shot Composition**

Students of composition know there is a rhyme and reason to shot selection. Good filmmakers position their subjects carefully in the frame. Be aware of how you position your subjects and follow the rule of thirds. Composition could be considered more of an art than a science. In time, and with practice, you'll develop an eye for framing and all your shots will look attractive and well composed. If you are filming in many different locations, remember to keep your lighting in mind. You want a smooth look where your color tones match throughout your entire video.

**Editing**

Editing a music video can be intense, it all depends what style and mood you are trying to achieve. There is a lot of action to create and keep up with when you are editing a music video. Keep in mind the pace and the feeling of your music choice. In regards to the 2-3 minute time limit: Your video should be at least 2 minutes long, but not go over 3 minutes. Points will be taken off if your video exceeds 3 minutes. A Longer video does not necessarily equal a better video. The 2-3 Minute time frame is created due to the average time of popular songs. A really well shot and strongly edited 2 minute video could stand out over a poorly shot, messy edited 3 minute video filled with fluff.

**Concept**

This is where we look at your finished production as a whole. We will be focused on your transitions and the overall look to determine if your production was successful. Does your production evoke excitement, intensity or nostalgia and maintain the mood and tone throughout the piece? Did you successfully create and carry out the appropriate mood throughout your video? Remember this video is meant to show the **positive effects** of SkillsUSA. Finally, is it entertaining to the viewer/judge?

**Awards**

Gold, Silver and Bronze medals will be awarded for 1st, 2nd, and 3rd place. The winner of this contest does not advance to the National SkillsUSA Leadership and Skills Conference.

**EVALUATION CRITERIA:**

1. Shot Composition – 25%

2. Editing – 25%

3. Audio/Music Selection – 10%

4. Concept – 15%

5. Creativity – 25%

Videos more than 5 minutes in length will incur a penalty of 10 points

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| Evaluation Criteria | Possible Points | Actual Points |
| **Shot Composition** | 25 |  |
| Show and understanding on the Rule of Thirds. Correctly Framing Shots. Shots are steady and camera movement is fluid. Footage is properly white balanced and the exposure is appropriately adjusted. Lighting has been taken in consideration. Shots are IN focus. |  |  |
| **Editing** | 25 |  |
| Follow the 2-3 minutes time frame. Overall color and tone is maintained. Clean transitions are executed throughout. Action of footage matches the mood and pace of the music. |  |  |
| **Audio/Music Selection** | 10 |  |
| Appropriate music choices that represent the videos mood and theme. Music is original or attained from a licensing platform and listed in credits. Music containing derogatory or suggestive lyrics will be highly penalized. |  |  |
| **Concept** | 15 |  |
| Executed clear concept. Successfully combines different elements into a coherent whole. Create and carry out the appropriate mood throughout. Entertains the audience/judge  |  |  |
| **Creativity** | 25 |  |
| Style and storyline stand out. Videographer shows a unique, surprising and a distinct touch that is also appropriate for the video’s purpose.  |  |  |
| **Penalties** |  |  |
| **Time Penalty –** If the video is outside of the given time allotment, automatic 10 point deduction. | (-10) |  |
| **Resume Penalty –** Not receiving resumes for each participating team member, automatic 5 point deduction.  | (-5) |  |
| **Total Points Earned** |  |  |

For trouble uploading your project, please email: contestsubmissionhelp@skillsusageorgia.org