



2021 SkillsUSA Georgia Championships

CHAPTER RECRUITMENT VIDEO

Contest Guidelines

GENERAL RULES

1. Entries for this contest will be submitted online with the link listed below.
2. Videos must be not less than 3 and not more than 5 minutes long. (Videos less than 3 minutes or more than 5 minutes in length will incur a 10 point penalty.)
3. 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.
4. Each video must be exported in H.264 and Mp4 format. (Required format for easy uploading.)
5. Components:
 - a. Using computer graphics and titles, provide a slate at the beginning of your submission
 - b. Identify your school's name, contest category and the video title.
 - c. Following your slate, add 10 seconds of black, followed by your 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.
 - d. All credits should be added to the end of your reel.
6. A completed script and storyboard will be submitted online using the link listed below.
7. All contestants must complete the pre-conference, on-line Professional Development test. This test score will be used in the event of a tie between contestants.

PURPOSE

The competitors should creatively communicate to and motivate potential members about the local chapter and to join SkillsUSA using the theme listed below.

THEME

The video MUST use the [SkillsUSA theme for the year](#) which supports the purpose of SkillsUSA and provides a tool that can be used to inform students:

1. About the mission of SkillsUSA
2. Of workforce readiness skills that are derived from involvement in a Career and Technical Education pathway
3. Of leadership and employability skills students gain through involvement in SkillsUSA activities
4. To become SkillsUSA members

ELIGIBILITY

Open to ONE (1) team of two to five SkillsUSA members per chapter. This contest DOES NOT advance to the SkillsUSA National Leadership and Skills Conference.



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SUBMISSION

1. Video Presentation - submitted to the appropriate link
2. Script and Storyboard - submitted to the appropriate link
3. Pre-conference, on-line Professional Development test. This test score will be used in the event of a tie between contestants

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 SkillsUSA National Leadership and Skills Conference.

EVALUATION CRITERIA

Script / Storyboard – 10%

Camera Work – 10%

Editing – 20%

Audio – 10%

Creativity – 10%

Motivational Power – 20%

Comprehensiveness – 20%

* Videos less than 3 minutes or more than 5 minutes in length will incur a 10 point penalty.

COMPONENTS TO CONSIDER

Music

Copyrighted music and the use of scenes from prerecorded tapes are not permissible unless permission for such copyrighted material has been obtained. If permission is granted, Copyrighted material must be acknowledged in a graphic during the credits (“footage provided by Universal Studios”, for example). If copyrighted music is involved, the artist and recording label must be acknowledged in the credits. Failure to obtain permission will result in disqualification. Schools are strongly encouraged to produce their own music with school choruses and orchestras, local bands, or with music creation programs like Soundtrack and Garageband.

Script

Writing filmmaking is storytelling and a well-written script is invaluable in telling your story. Even though visuals will tell the story more powerfully than words ever will, most of the time those visuals, as well as the acting taking place within them, are based on the script. Filmgoers who want to know what happens next or care about any of the film’s characters are drawn into movies by the script, which needs to have plausible story lines, solid continuity, and realistic dialogue.



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Creativity

Americans see thousands of commercials each year so commercial producers are motivated to make ads which stand out from the mainstream. That's where creativity comes in. Sometimes being creative means taking an old idea or theme and giving it a new twist. Many believe, however, that a higher form of creativity involves taking a brand-new approach. Hard to explain but easy to recognize, creativity elicits viewer responses like "how clever!" or "I wish I had thought of that."

Clarity of Sales Message

Although some national commercials leave viewers scratching their heads about exactly what was being promoted or what they should do after having seen the commercial, our contest encourages schools to air commercials and PSAs with clear messages. Clarity is often achieved with simplicity because, after all, you have only a certain amount of time to get your message out. Repeating your message usually reinforces it, as does the use of attention-getting graphics.

Motivational Power

Any elements which motivate viewers to buy the product, perform the activity, come out to the event, contribute to the fund raiser, etc. The more judges are moved to positive action, the higher this score should be, although different people are motivated by different factors. For some, excitement does the trick, while for others a sense of duty or responsibility can be just as powerful a motivator. Still a third group participates because their peers are doing so in large numbers, while other motivational ploys target a search for good price bargains or the desire to be top dog in a contest.

Comprehensiveness

Although our competition is limited to 5 minutes, subjects should be treated thoroughly, which reiterates the necessity for narrowing a broad topic down to a manageable focused one. In depth research is required to achieve comprehensiveness, although much of what is filmed may actually be left on the cutting room floor. Accomplished documentary editors have honed their powers of selectivity and know that all interviews, quotes, and b-roll clips are not equal, nor required to be included in the final edited version.

CONTESTANT CHECKLIST

Checkbox	Description	Notes
<input type="checkbox"/>	<p>Videos must be not less than 3 and not more than 5 minutes long. (Videos less than 3 minutes or more than 5 minutes in length will incur a 10-point penalty.)</p> <p>Before filming the video view the clothing requirements.</p> <p>View the SkillsUSA Theme here: SkillsUSA Theme</p>	<p>THEME</p> <p>The video MUST use the SkillsUSA theme for the year which supports the purpose of SkillsUSA and provides a tool that can be used to inform students:</p> <ol style="list-style-type: none"> 1. About the mission of SkillsUSA 2. Of workforce readiness skills that are derived from involvement in a Career and Technical Education pathway 3. Of leadership and employability skills students gain through involvement in SkillsUSA activities 4. To become SkillsUSA members
<input type="checkbox"/>	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.	
<input type="checkbox"/>	Each video must be exported in H.264 and Mp4 format. (Required format for easy uploading.).	
<input type="checkbox"/>	Complete each component.	<ol style="list-style-type: none"> 1. Using computer graphics and titles, provide a slate at the beginning of your submission 2. Identify your school's name, contest category and the video title. 3. Following your slate, add 10 seconds of black, followed by your 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. 4. All credits should be added to the end of your reel.
<input type="checkbox"/>	A completed script and storyboard will be submitted online using the link listed below.	



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<input type="checkbox"/>	<p>All contestants must complete the pre-conference, on-line Professional Development Career Readiness Assessment.</p> <p>The link for the test can be found here: https://www.skillsusageorgia.org/skillsusa-knowledge-testing</p>	<p>The Professional Development Career Readiness Assessment will be conducted online the week of February 22 - 26.</p> <p>This test score will be used in the event of a tie between contestants.</p>
<input type="checkbox"/>	<p>Virtual Submission Monday, March 8th, 2021 by 5:00 pm.</p> <p>Submission Link: Chapter Recruitment Video Production Submission Link</p>	<p>SUBMISSION</p> <ol style="list-style-type: none">1. Video Presentation - submitted to the appropriate link2. Script and Storyboard - submitted to the appropriate link