

Contest Guidelines

GENERAL RULES

1. The contest is comprised of the following components:
 - a. Online submission of the Vlog
 - b. One page typed resume for each team member
 - c. Professional Development Assessment
2. Submission is due on February 16, 2024 by 5 PM.
3. Entries for this contest will be submitted through the Championships Lookup Tool, which you can access [here](#). Navigate to the contest name in the dropdown menu and scroll to the "Pre-Conference Submission" section.
4. Please save work as follows: ContestName_School_FileName
5. Contestants will submit their resumes on the Championships Lookup Tool [here](#). Resumes must be submitted by February 16, 2024 by 5 p.m.
6. All contestants must complete the pre-conference, on-line Professional Development Assessment. The dates to take the Professional Development Assessment are January 29, 2024 - February 9, 2024. Failure to complete this assessment may result in a penalty. Please check the main SLSC page for testing instructions. **Should you need help with this please call the Customer Care Team at 844-875-4557.**
7. Using the style of your choice, create a vlog that engages the audience through narrative (whether visual or auditory).
8. Videos must be no less than 1.5 and not more than 3 minutes long. (Videos less than 2 minutes or more than 3 minutes in length will incur a 10 point penalty.)
9. **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.**
10. Components:
 - a. Using computer graphics and titles, provide a slate at the beginning of the submission
 - b. Identify the school's name, contest category and the video title.
 - c. Following the slate, add 10 seconds of black, followed by the music video, 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 the video.
 - d. All credits should be added to the end of the reel.

PURPOSE

This is a pre-submission contest and has no specific prompts. Students may work on this throughout the year.

Student competitors will choose a style of vlog and make one episode to submit for judging. The vlog episode should be highly entertaining/educational and engage viewers through high-quality production value. Vlog styles: travel, informational, tech, motivational, opinion, review, and daily.

PROMPT 2024

Create a VLOG that focuses on you and one of your favorite family recipes. Why is the recipe so special to you? Where did it come from? Have you cooked the recipe yourself? Do you have an example of the final product to show on camera? What is the best way to serve it? And finally, why does it conjure up such fond memories when you think about the food or recipe?



ELIGIBILITY

ONE (1) **team of two to five** active SkillsUSA members per chapter. If only one person competes, there will be **penalties** as a result. This contest **DOES NOT** advance to the SkillsUSA National Leadership and Skills Conference.

SUBMISSION

1. All submission details are listed above.
 - a. Online submission of the Vlog
2. Pre-conference, on-line Professional Development Assessment. This test score will be used in the event of a tie between contestants
3. Contestants will submit their resumes.

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

Camera Work - 20%

Editing - 20%

Audio - 10%

Style Choice Execution - 10%

Creativity - 20%

Effectiveness - 20%

* Videos less than 1.5 minutes or more than 3 minutes in length will incur a 10 point penalty.

COMPONENTS TO CONSIDER

Style Choice Execution

There are several styles of vlogs. The following are the most common styles: travel, informational, tech, motivational, opinion, review, and daily. Make sure you research your selected vlog style and include the necessary components to execute that particular style of vlog.

Camera Work

No matter what style of vlog you are doing, we want to see multiple angles, shots (LS, MS, TS, CU) and a variety of camera movements that engage the viewer. Make sure your shots are clean and in focus. No stock video footage will be permitted! Our judges are able to tell the difference between the video qualities so stick to the footage your school has shot on their equipment.

Editing

Professional editing techniques should be used to support and enhance the storyline. All b-roll should be thoughtfully edited together with the audio to engage the audience. Be sure that your video does not include editing mistakes such as black holes or unintentional jump cuts. Also pay close attention to video pacing and lag time between edits. Overall pacing should match the tone of the video. You can create impact by playing with your clip length so that you are editing on the beat of the music. If you choose to create graphics, make sure they are clean, fluid and relevant. Pay attention to colors and sizes. All graphics should be original and created by competitors.

Audio

All audio should be clear and easy to understand. Microphones or other professional audio recording equipment should be used. All audio levels should be consistent and should match the overall tone of the vlog. 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.

Creativity

There is no prompt for this competition, so let your creativity shine. 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."

Overall Effectiveness

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 in the chosen style choice. For this scoring category, the judges will consider the following: Does your production evoke excitement, intensity or nostalgia and maintain the mood and tone throughout the piece? Did you successfully create an engaging and/or informative vlog with an appropriate style choice? Finally, was it entertaining to the viewer/judge?

Contest Scoring Rubric

Category		<u>Rarely Seen</u> 0 to 3 Points	<u>Sometimes Seen</u> 4 to 6 Points	<u>Consistently Seen</u> 7 to 10 Points
Camera Work 20%	Proper shot composition is utilized with a variety of angles and movements			
	High-quality shots (focus, exposure, clean movement)			
Editing 20%	Clean edits (black holes, unintentional jump cuts, lag time/pacing)			
	Advanced editing techniques used			
Creativity 20%	Video is unique and engaging			
	Student used new ideas and innovative ways to present the content			
Style Choice Execution 10%	Performance and/or storytelling is clear and consistent			
Category		<u>Rarely Seen</u> 0 to 1 Points	<u>Sometimes Seen</u> 2 to 3 Points	<u>Consistently Seen</u> 4 to 5 Points
Audio 10%	Levels are consistent, mics used			
	Audio matches tone of the video			
Category		<u>Rarely Seen</u> 0 to 7 Points	<u>Sometimes Seen</u> 8 to 14 Points	<u>Consistently Seen</u> 15 to 20 Points
Effectiveness 20%	Product successfully engages the audience through the vlog style choice the competitors chose.			



SkillsUSA Georgia Championships

VLOG