Creative
Media Production
ESNC 2019 ··· Test Project

YEAR OF TOLERANCE

CREATIVE MEDIA PRODUCTION TEST PROJECT

Contents

1. INTRODUCTION

About Creative Media Production

The Creative Media sector encompasses a broad range of industries such as television, film, animation, social media, interactive media, gaming, publishing, marketing and advertising. One of the main qualities, shared by all of these media types, is that they all generate digital creative content, which has to appeal to the audience. For this reason, the industry requires creative and technical people who can constantly come up with new ideas and create engaging media content.

Professionals working in the industry need to know how media products are planned and created. They also need to understand ways to communicate with an audience. Creative Media professionals often perform a variety of functions including concept development, design research, content creation, photography, animation, video editing and visual storytelling. ESNC2018 –Creative Media Production competition is a demonstration and assessment of some of the skills required for young Emiratis to be successful in the highly competitive Creative Media field.

Emirates Skills National Competition is a great opportunity for Creative Media students to demonstrate their creative and technical skills. Students will be challenged to create an animated video sequence with a specific message targeted to an audience. Competitors will have a chance to interact with other students and challenge themselves to become the best in what they do.

2. COMPETENCIES AND SCOPE OF WORK

The competition and assessment is a demonstration of the competencies associated with the Creative Media Production skills. The test project consists of practical work only.

ESNC2018 CMP Project challenge:
- Creating an animated character and video production for an information campaign

Each competitor will be provided with:
- Mac laptop with Adobe Creative Suite
- Canon Camera and a Tripod
- General shared digital production content – Fonts, Images, Video Clips, Text
- Box with art and crafts supplies

Required Skills:
- Creativity, artistic and innovative ideas
- Experience with photography, design, animation, video and sound editing
- Skillful use of ICT systems and devices
- Ability to interpret client's brief
- Ability to communicate effectively to the target audience
- Ability to plan work effectively and make the best use of available resources
- Fluency in using camera, tripod and other multimedia devices
- Knowledge of Adobe Creative Suite
- Knowledge of visual storytelling techniques
- Understanding the role of timing in motion graphics
- Skillful use of arts and crafts materials
- Working under time pressure to meet the deadline
- Following health and safety regulations and practice
- Project Management

The Competitor is judged on:
- Creativity, conceptualizing and developing ideas
- Understanding the client's brief
- Effectiveness of communicating the campaign message
- Ability to use the provided materials creatively
- Creative thinking, innovation and resourcefulness
- Ability to produce interesting and engaging content for a specific audience
- Character design
- Background and set design
- Poster design and composition
- Understanding frame rate and moving image principles
- Understanding composition, design, framing, camera angles
- Fluency in photo, video and sound editing
- Professional use of photographic equipment
- Ability to produce digital media content that meets the technical specifications
- Technical knowledge of image, video and sound editing tools (such as; Photoshop, iMovie, Adobe After Effects, Premiere or other video editing software)

CREATIVE MEDIA PRODUCTION TEST PROJECT

3. THE TEST PROJECT

Information Campaign Project: Create an animated character and convincing Video to promote 2019 as the Year of Tolerance *

The Test Project contains **three tasks**:

DAY 1 — **CHARACTER POSTER** – Create a cartoon character to represent and promote the Year of Tolerance. The character must exhibit key values of respect, acceptance and appreciation of the endless
richness of our world's cultures, our forms of expression and ways of being human. This is taken from the National Program for Tolerance

DAY 2/3 — **ANIMATION/VIDEO** — Short animated video for the campaign

Scenario:

2019 celebrates the "Year of Tolerance". The United Arab Emirates (UAE), Leadership and people is a melting pot of tolerance, cohesion, respect and acceptance of the other. Tolerance is an intrinsic value and a key trait of the UAE social fabric. It is built on the concept of "Middleness" (Moderation) in Islam, inspired by the genuine Arabian noble traditions and cultural heritage, and is enlightened by the wisdom and legacy of the Founding Father the late Sheikh Zayed Bin Sultan Al Nahyan..

The organizers want you to create a video product to promote an aspect of tolerance taken from the "Pillars of Tolerance Values*"

Deliverables:

DAY	TASKS	Marks
Day 1	**Task 1**: **Poster Cartoon Character (**Year of Tolerance)	30
Day 2	**Task 2**: **Animation Production** – (animate the official logo and cartoon character to deliver a message, perform an action)	40
Day 3	**Task 3**: **Video Production** – (Video format, minimum 2 minutes long, incorporating animation, soundtrack)	30
	Total Marks	**100**

* The theme and headline of the awareness campaign may change on the Competition Day

CREATIVE MEDIA PRODUCTION TEST PROJECT

Day 1 – TASK 1 – Cartoon Character Poster   **Total marks: 30**

First day of competition, you need to plan the story you want to tell. You need to create at least **one character**. You are allowed to use your illustrations skills, Photoshop or Illustrator and art supplies given to you by the organizers. You will have a camera and a tripod ready for use, next to your set. Today you need to complete Task 1 – Cartoon Character.

TASK 1 – Cartoon Character
- You will be given the "National Program of Tolerance" document
- Choose a name for your character
- Plan your production
- Capture images and video clips
- Create storyboard and plan your story
- Design your character(s) and set
- Save as: YourFirstLastName_ Character_final.jpg
- Minimum Size A3, 300dpi

Deliverables:
- poster including character image with name and title "2019 Year of Tolerance"
- Source designs, illustrations and photographs and native files (Photoshop, or other editing application)

Character examples:

You will be judged on:
- Character design and backgrounds
- Imaging: Selection, editing, masking, proportions

Total Marks: 30 marks

Day 2 – Task 2 – CAMPAIGN ANIMATION   **Total marks: 40**

Second day of competition, you need to complete an animation with the official logo and quotes of the campaign, for example: "2019 Year OF Tolerance *". you must animate the official logo either by stop motion, special effects used in Photoshop, After Effects or iMovie. You need to complete and submit your animation to the judges on time. You need to submit all source files (all photographs, sounds, and editing files).

TASK2 – ANIMATION PRODUCTION (Video format)

Your video needs to have:

- Your Hero Character
- Animation of the official logo of the year of tolerance (from sample provided)
- Animated introduction using character
- Background
- Animated Typography
- Campaign headline: *"2019 Year of Tolerance"* *
- Video Size: 1920x1080 px
- Format: AEP, MOV, MP4, or MPEG4

Year of Tolerance Official Logo
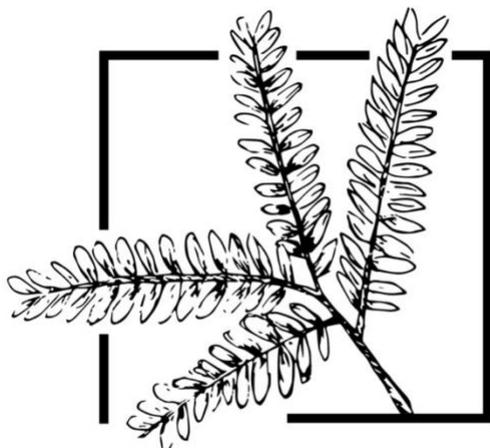
YEAR OF TOLERANCE

Deliverables:

- Animation
- (All source and native files)

You will be judged on:

- Design: Communication, Story, Characters, Titles
- Photography: Composition, Framing, Camera Angles
- Video Capture: Stability of The Camera, Camera Angles, Shot Varieties, Movements, Frame
- Video Editing: Sound and Image, Transitions, Technical Specifications

- Content Editing: Masking, Cropping, Opacity

Total Marks: 40 marks

Day 3 – Task 3 **– CAMPAIGN VIDEO**   **Total marks: 30**

Third day of competition, you need to complete the composite video with the message of the campaign, *"2019 Year of Tolerance". ** You need to complete and submit your final video to the judges on time. You need to submit all source files (all animations, photographs, sounds, and editing files).

TASK3 – VIDEO PRODUCTION (Video format)

Your video needs to have:

- Animation
- Video Clips
- Photographs
- Sound
- Campaign headline: *"2019 Year of Tolerance" **
- Closing credits:

    Produced by:

    - Your First and Last Name
    - Your School Name (for example: STS Ajman Girls, HCT Abu Dhabi)
- Video Size: 1920x1080 px
- Length: minimum 2 minutes
- Format: MOV, MP4, or MPEG4

Deliverables:

- Video file
- (All source and native files)

You will be judged on:

- Design: Communication, story, characters, titles
- Photography: composition, framing, camera angles
- Compositing: Camera movements, sound and image, transitions, technical specifications

Total Marks: 30 marks

4. ASSESSMENT

This section defines the assessment criteria and the number of marks awarded. The total number of marks for both tasks is 100 points.

TASK	CRITERIA	MARKS
TASK 1 **Cartoon Character Poster** Using logo, selected quotes and images	Correct size: 800x600	1
	Correct resolution: 300 dpi	1
	Creativity, conceptualizing developing ideas and memorable	5
	Typography – font selections appropriate	5
	Text and images alignment and positioning	3
	Image editing, masking and proportions	3
	Creative thinking, innovation and resourcefulness	3
	Colour selection appropriate	3
	Character – proportions and placement	3
	Headline – appropriate choice of typeface (font) and color	3
	TOTAL – TASK 1	**30**
TASK 2 **Animation Production**	File name is correct	2
	Format is correct: MOV, MP4, AVI, MPEG4	3
	Length: minimum 1 minute	3
	Closing credits are correct	2
	Animated Introduction	5
	Animation reflects the theme of the campaign	5
	The story is clear and logical	5
	Creative and original production design	5
	Good composition and framing of the scenes	5
	Exciting use of camera angles	5
	TOTAL – TASK 2	**40**
TASK 3 **Video Production**	Correct size: 1920x1080 px	2
	Smooth movements of the character(s)	5
	Excellent choice of sound effects or narration	5
	Sound and images work well together	5
	Smooth transitions and effects	5
	Story flow is logical and fits the quotes	5
	Introduction leads into the story effectively	5
	Closing message and titles	5
	TOTAL – TASK 3	**30**
TOTAL MARKS		**100**

5. GENERAL RULES

Rules for the Competitors:

- You are not allowed talk to the visitors while working on Test Project

- You can only use materials given to you by the organizers

- You need to submit to the judges all original footage, source and editing files

- You can use any editing application you are comfortable with

- You **cannot** bring outside materials, characters or homemade props

- You **cannot** give anyone else your camera to do your work

- You **cannot** ask judges for help

- You need to take care of your equipment, charging batteries, protecting cameras, etc.

- **You are responsible for saving your own files in case of a computer crash**

- All final files should be saved as stated in the written project description

- You need to follow health and safety rules

- In the event of technical computer problems, which are not operator-related, the competitor is able to request additional time. The final decision will be at the discretion of the Chief Expert.

6. TERMINOLOGY GLOSSARY

Animation – is a series of still images that, when viewed in rapid succession, gives the impression of a moving picture

Awareness campaigns – convey a clear, strong message which makes people think, or encourage them to do something

Camera angle – the angle at which the camera is pointed at the subject. The camera angle will dictate powerful meanings of how the audience observes the subject. Camera position: high angle, low angle, eye level and bird's eye shots.

Character – a person, or anything presented as a person, e.g., a spirit, object, animal, or natural force in a story

Closing credits – end credits are added at the end of a motion picture

Composition – the way in which something is put together or arranged

Continuity – everything in video flows in a consistent, orderly, smooth, sequential manner

Frame – is a single image out of the sequence of images comprising of an animation or video

Frame per second (fps) – number of frames displayed sequentially per second of animation in order to create the illusion of motion

Stop-motion animation – animation created by physically manipulating real-world objects and photographing them one frame at a time to create the illusion of movement

Storyboard – is a graphic, sequential depiction of an animation that is going to be created

Transitions – the method of smoothly moving from one video clip to another

Video Editing – arranging, revising and preparing photos, video and audio material for final production

7. EQUIPMENT

Competition Requirements:

Space:
- 8 x Work spaces, tables and chairs for students
- 4x Table and chairs for the panel of experts
- Extension cables, power, internet access
- Storage cabinet to store equipment
- Color printer + paper (ability to print A3 paper size)

Support:
- IT Technician

Media Equipment:
- 8 x Vest Jacket with competition logo and Creative Media sign
- 8 x Apple Mac computers 21" screen with Adobe Creative Suite applications
- 4 x Mac computers for expert judges 1 to be used to share common assets for competitors
- 8 x Headphones with microphones
- 8 x Flash Drives
- 8 x Canon cameras + memory cards + tripods
- 1 projector to display student's work and screen to display student's work
- 8 x desk Lamps
- Clamps

Art Supplies for each Competitor
- Arts and crafts materials; colored paper, pencil, markers
- Scissors, glue, ruler, exacto knife, cutting mat
- Paint and brushes
- Clay, wire, balsa wood, cotton balls
- Decorative supplies, recycled paper, aluminum foil
- Fruit and Vegetables (Apple, Orange, Celery, Carrot) 1 set each per competitor