

KFE4Skills SHOWCASE BRIEF – DIGITAL VIDEO PRODUCTION

To be completed by the Lead Brief Writer in agreement with and on behalf of designated college industry leads. All industry templates to be completed and on the KFE site by 21st May 2021. Leads should complete all orange accent sections and return to rule5solutions@gmail.com

| Industry Name | | Digital Video Production | |
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| Lead Brief Writer | Name: Ross Buttery | Email: See Below | |
| EKCG Industry Lead | Name: Jez Giddings | Email: Jez.Giddings@eastkent.ac.uk | |
| MKC Industry Lead | Name: Ross Buttery | Email: Ross.Buttery@midkent.ac.uk | |
| NKC Industry Lead | Name: TBC | Email: | |

| | Section | Guidance | Confirmed lead details for showcase |
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| 1 | Entry Criteria | Entrants must be in education and/or employment with training, at one of the KFE college organisations (EKC Group, MidKent College and North Kent College (including West Kent College and Hadlow College), and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months | |
| 2 | Entrant Numbers | Standard entrant number per college organisation is 2 students for most industry rounds where more than 2 college organisations are participating and 3 per organisation where only 2 colleges are participating. This is except where the industry specs have indicated either a higher level of entrants for a specific industry such as performing arts or teams such as for digital video production. | <p>Confirm number of students per college organisation:</p> <p>Each college organisation (not campus) may register up to 2 teams of up to 4 and a minimum of 2 students in a team. Solo showcase students will be considered based on industry leads' agreement.</p> <p>Confirm number of students in total showcase: Up to 16.</p> <p>In the event that 3 colleges support this showcase the entry number will be increased to 3 teams of 4 and a total of 24 students.</p> |
| 3 | Showcase Task Brief Description | <p>To be completed by lead brief writer:</p> <p>This section should describe in uncomplicated terms what the students are to prepare or demonstrate and how or in what way.</p> | <p>Complete showcase brief (detail the task or challenge):</p> <p>This showcase task is for the student teams to:</p> <ol style="list-style-type: none"> 1. Create/produce a 2-minute film to be made and edited before the showcase day (deadline for digital submission is noon 9 June 2021). |

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| | <p>It should provide the total time required for the task in addition to the time that the showcasing element may take. For example, the pre-event preparation for creating a digital video may take several hours but the showcase product might be 2 minutes in duration.</p> <p>Tasks ideally should be singular in nature and not multiple tasks.</p> | <ol style="list-style-type: none"> 2. Supply the completed film via WeTransfer to Ross.Buttery@midkent.ac.uk by noon 9 June 2021. 3. The film's topic or theme should relate to <u>option 1</u> 'recovery' or <u>option 2</u> meet the showcase criteria but be derived from in-year student work (open theme/topic) 4. This theme may be interpreted as creatively as film makers wish. 5. Films must not breach copyright or mimic other film content. 6. Films must be age appropriate and not include explicit or inappropriate contents. 7. To this end all films should be suitable for an audience aged 16-19. <p>Pre-production:</p> <p>The requirement for preproduction materials is a storyboard, script and actor release forms. You may of course carry out more pre-production activities as you require in order to develop your film to the best of your abilities. These aspects won't be reviewed but may form part of the showcase summary content on how films were created in relation to the expected competences for students, at this level.</p> <p>Production:</p> <p>You may record your footage using any video equipment of your choosing.</p> <p>Post-production:</p> <p>You may use any post-production platforms to edit your film. Please include Titles and Credits for your film.</p> <p>This is a real digital video production challenge where the work could be used as part of a forthcoming advertising campaign, for example for an event or product.</p> |
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| 4 | Core Competency | Summarise relevant education level industry competency being showcased or demonstrated. | <p>Indicate bullet point core competences the challenge may validate related to the main programmes of the students if applicable:</p> <p>Students participating in the showcase should be able to meet the following competency expectations:</p> <ul style="list-style-type: none"> ○ Research: The ability to research relevant themes, materials and techniques. ○ Technical: Be able to use digital video equipment, editing tools and software professionally. ○ Communication: The ability to communicate your ideas both through analysis and visually individually and as a team (where a team applies). ○ Problem Solving: The ability to work and follow guidelines and answer a brief. ○ Organisation: The ability to present your work professionally, manage your time and processes and work as a team effectively. |
| 5 | Showcase / Demo Duration | <p>This is the time that the actual showcase or demonstration activity will take per student or team – for example 2 or 5 minutes.</p> <p>The total showcase time for the industry skill should also be indicated – for example 15 minutes if 3 students undertook a 5 minute demo.</p> | <p>Confirm the expected time required for individual students (teams) to:</p> <p>Prepare for the showcase task: This is flexible and is at the discretion of the students and each college's industry lead, but should reflect the task level and duration.</p> <p>Duration of the finished task for the purposes of the showcase: Up to 2 minutes per film per student team. So up to 4 minutes per college organisation.</p> <p>Total time required for the whole showcase transmission on Remo: From 8 minutes to 12 minutes for film transmission on Remo subject to 2 or 3 colleges participating and each registering 2 teams.</p> |

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| | | | <p>The DVP showcase will also include up to 7 minutes of overview or summary content from industry lead staff which may include speaking to the students as a panel about their films and experiences at college undertaking DVP. This would be via Remo which can facilitate several presenters in discussion similarly to a conference panel.</p> <p>It can be optional as this latter section would be live to include a friendly vote on the Remo audience's favourite film (TBC).</p> |
| 6 | Showcase Format or Medium | <p>Indicate which:</p> <ul style="list-style-type: none"> ○ Pre-recorded video and supplied as a ready video in advance to be played via Remo on the day, ○ PowerPoint or other presentation form to be supplied in advance to be relayed via Remo on the day, ○ Video feed to be streamed live on the day, ○ Presentation to be streamed live on the day, ○ Demonstration or performance to be streamed live on the day, | <p>Indicate how the showcase content will be provided (format):</p> <ul style="list-style-type: none"> ○ Video submissions as per the brief. <p>Indicate how the showcase content is planned to be transmitted:</p> <p>To transmit on Remo as asset of sequential films which will be introduced by college in alphabetical order.</p> <p>Staff leads may wish to provide an introduction collectively and / or as suggested in the showcase duration include a Q&A or interactive panel with some or all of the students that produced the films.</p> |
| 7 | Technical Requirements | <ul style="list-style-type: none"> ○ Detail any technical requirements such as ICT or other equipment / tools / resources required and / or the technical scope for students – for example what sort of ICT might be required for web design or the manner in which digital video production films should be supplied. For hair and beauty this may include any reference to ensuring that products are tested for allergic reactions etc. | <p>Detail any technical requirements needed:</p> <ul style="list-style-type: none"> ○ Suitable digital video production facilities and equipment for students. |
| 8 | Student Support Required | <p>Detail if student helpers are required and how many per student undertaking the demonstration or showcase task, such as:</p> | <p>Details of student helpers required:</p> |

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| | | <ul style="list-style-type: none"> Models for hair and beauty industries Technical helpers (for example lighting and production in performing arts) Actors or extras in digital video production films Other helpers | <p>As Teams may be up to 4 students, it is expected the student makers will have different roles in the production of the films. These should be listed in the credits of the film as appropriate.</p> <p>Additional helpers may take include any cast or actors involved and should be indicated and registered on the KFE registration portal as helpers accordingly.</p> <p>What roles will they primarily assist with: Acting and/or various production aspects.</p> <p>How many will be required per student / college organisation: As required, although the actual showcase team cannot exceed 4 students. It is recommended all involved are students within KFE colleges and not external persons.</p> |
| 9 | Resources & Attire | Detail any PPE or dress code requirements. | <p>Confirm specific PPE or dress code requirements:</p> <p>As per expectations for each college and industry standards relevant to undertaking the task.</p> |
| 10 | Health & Safety | Confirmation that relevant health and safety checks and assurances are undertaken or are to be by each college locally where necessary. | <p>Confirm if requirement is necessary:</p> <p>This is to be confirmed at each college as necessary.</p> |
| 11 | Risk Assessment | Confirmation that relevant risk assessments have been or are to be undertaken locally where necessary. | <p>Confirm if requirement is necessary:</p> <p>As above and should be filed as per each college's procedures.</p> |
| 12 | Other Aspects | Detail any other considerations: | <p>Confirm any other considerations or details for the showcase:</p> <ul style="list-style-type: none"> Films may be made off college sites and therefore college leads will need to be aware of production requirements and give appropriate approvals as they might a normal project of this type in line with their own college policies. |

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| | | | <ul style="list-style-type: none"> ○ All students and helpers will be expected to confirm they are happy for their images and videos to be included in the event day and post event promotion. Registration and participation in the day assumes consent in line with the Showcase Guide document: https://92e39247-baed-44fc-95c6-d1e744d98664.filesusr.com/ugd/c07644_6afca1b3b03d43f695342b2cd152f86a.pdf |
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Note: For a copy of this pro-forma in MSWord please contact rule5solutions@gmail.com