**Digital Video Production**

### Practice & Preparation

* Prepare using the online tools available at: <https://worldskillsuk.org/>
* Where possible practice the tasks you don’t use in your everyday work or course.
* Speak to your employer or lecturer to ask for help with learning or equipment where needed.

### Marking Criteria for the Passive Heat

|  |  |  |
| --- | --- | --- |
| Criterion ID | Description | Max. Marks |
| **A** | Concept/Idea | **25**  |
| **B** | Quality of finished video | **40** |
| **C** | Style & approach to the project | **15** |
| **D** | Clarity of message  | **20** |
|  |  |  |  | Total Marks | 100.00 |

### Registration

The first stage of this National Qualifier is a *passive stage*, for which you must complete work in your own time and submit it to the competition team for judging. The Task Information for this stage will be emailed out to competitors **after registration has closed**; please [register online](https://www.worldskillsuk.org/worldskills-uk-competitions/find-a-competition/media-and-creative/video-moving-image) to receive this Task Information.

### UK National Winning video 2017

<https://wetransfer.com/downloads/4c4361ac83cd00ffacd47642bc62602f20171206100359/7e6743827128dab3de6d1861c1535dfc20171206100359/a3459e>

### Further sources of information and websites

An infographic that could help you be more creative.

<http://fundersandfounders.com/how-to-be-creative-31-ways/>

Tips for creative brainstorming.

<https://designshack.net/articles/business-articles/10-tips-for-effective-creative-brainstorming/>