



# DIGITAL PRODUCTION CHALLENGE II

DRAFT PROGRAMME SUBJECT TO CHANGE

## **DAY 1 - November 28, 2017**

- until 13:30** Arrival of participants, Check-in at the hotel, Workshop Registration
- 13:30 - 13:45** **Welcome & Introduction**  
by Sophie Bourdon (DPC II Project Manager) and Paul Miller (DPC II Head of Studies)
- 13:45 - 14:15** **Presentation of participants, main tutors & experts**
- 14:15 - 15:00** **Key Note Speech on Digitalization**  
by Martin Hagemann
- 15:00 - 15:30** Coffee Break
- 15:30 - 15.45** **Technical Introduction – General Introduction**  
by Philippe Ros
- Digital world, storage and transportation
  - Goals of the workshop
  - The Decision Tree
- Conclusion: The end determines the workflow
- 15:45 - 16:30** **Technical Basics 1 - New Destinations - Recording Formats**  
by Florian Rettich & Philippe Ros
- Description of the different destinations  
(New kids in town: Virtual Reality, Augmented Reality)
  - File-Formats : the 8 parameters to define a file format
    - Resolution (space) - Resolution (time) Frequence (speed)
    - Color depth - Color sampling - Codec - Bitrate - Container - Media
- 16:30 - 16:45** Break

- 16:45 - 17:45**      **Pitch of selected participants' projects max. 3 min each**  
- **prepared content only (no last minute content!)**  
With the following perspectives
- Formats and Processes, tests to be made
  - Organization, Planning and Costs
  - Promotion and Distribution
- 17:45 - 18:30**      **Identification of the different Workflows, Borders & Limitations**  
by Philippe Ros (also involving Tommaso Vergallo, Florian Rettich)
- Delivery Requirements (big scale/small scale)
    - Standards in the digital intermediate process
    - Delivery-List
  - Workflow Analysis at DPC explained:
    - One sample project, Discussion
- 18:30**                      End of Day 01
- 19:00 - 21:00**            Networking Dinner

## **DAY 2 - November 29, 2017**

- 08:30 - 09:00**            Transfer to auditorium (tram)
- 09:00 - 09:30**            **Technical Basics 2 - From Light to an Image - High Dynamic Range,**  
by Florian Rettich
- From Light to an image - Introduction to Digital Imaging
  - Key Words: Sensors, RAW, Logarithmic, Resolution, Quantization
  - Capturing HDR (High Dynamic Range)
  - Rendering HDR for displays and theater
- 09:30 - 10:00**            **Technical Basics Architecture of Cameras/Workflows - Previsualization,**  
by Philippe Ros
- Architecture of camera, architecture of workflow: impact on budget
  - Previsualisation - What do we see on set, in the editing room?  
WYSIWYG - What you see is what you get!
  - Lut's and Looks - Color space

- 10:00 - 10:30** Coffee Break
- 10:30 - 11:15** **Case Study 1 - Part 1 - How to use VFX to Provide Creative Solutions in Low Budget Production - using simple VFX to creatively solve production challenges in low budget production**  
Speaker TBD
- 11:15 - 11:30** Break
- 11:30 - 12:30** **Case Study 1 - Part 2 - How to use VFX to Provide Creative Solutions in Low Budget Production - using pre-visualization to aid VFX decisions during production**  
Speaker TBD
- 12:15 - 12:30** **Technical Summary Case Study 1**  
by Philippe Ros & Florian Rettich
- 12:30 - 14:00** Networking Lunch
- 14:00 - 14:30** **Technical Basics 4 – Shooting 4K or 2K for a 2K project?**  
by Florian Rettich
- 4K/2K
  - Choosing aspect ratio & frequency
  - Calibration, metadata, interoperability
- 14:30 - 15:00** **Technical Basics 5 – Solutions for Ergonomic Issues - ACES Architecture,**  
by Philippe Ros
- The choice of lenses. Impact on shooting and on budget
  - The ACES Professional color management standard
- 15:00 - 15:30** Coffee Break
- 15:30 - 16:30** **Case Study 2 – Strategies in Delivering Your Film (how to make the right decision)**  
Speaker from Dutch based Post-Production House (tbd)  
and Producer of Marketing and Distribution
- 16:30 - 16:45** **Technical Summary Case Study 2**  
by Philippe Ros

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| <b>16:45 - 17:00</b> | Break  |
| <b>17:00 - 18:00</b> | <b>Group Discussions with Experts / Technical Sessions</b> |
| <b>18:00 - 19:30</b> | Networking Dinner  |
| <b>19:30 - 21:00</b> | <b>Screening of a film</b> (film TBD)                      |
| <b>21:00</b>         | End of Day 02  |

## **DAY 3 - November 30, 2017**

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| <b>08:30 - 09:00</b> | Transfer to the auditorium (tram)   |
| <b>09:00 - 09:30</b> | <b>Challenge of Distribution / Digital Distribution Innovative Trends</b><br>by Martin Hagemann & Tommaso Vergallo  |
| <b>09:30 - 10:30</b> | <b>Case Study 3 – Documentary Workflows - looking at how post-production work flows can be designed to handle multiple formats</b><br>Speaker TBD   |
| <b>10:30 - 10:45</b> | Coffee Break  |
| <b>10:45 - 11:45</b> | <b>Case Study 4 (Part 1) - Marketing and Distributing Your Film the documentary model - looking at how ground breaking marketing and distribution models for documentaries are changing the way audiences find films</b><br>Speaker TBD   |
| <b>11:45 - 12:00</b> | Break   |
| <b>12:00 - 12:45</b> | <b>Case Study 4 – (Part 2) - Marketing and Distributing Your Film the documentary model - looking at how ground breaking marketing and distribution models for documentaries are changing the way audiences find films</b><br>Speaker TBD |

- 12:45 - 13:00**      **Technical Summary Study 3 & 4**  
by Philippe Ros
- 13:00 - 14:30**      Networking Lunch
- 14:30 - 16:00**      **Technical Basics 6 – Digitisation and Distribution**  
by Tommaso Vergallo
- 16:00 - 16:30**      Coffee Break
- 16:30 - 18:30**      **Group Discussion / 1-1 Meetings / Technical Sessions**
- 18:30**              End of Day 03
- 19:00 - 21:00**      Networking Dinner

## **DAY 4 - December 01, 2017**

- 08:30 - 09:00**      Transfer to the auditorium (tram)
- 09:00 - 10:15**      **Review of Participants' Projects**  
**Discussion & Recommendations on the different Workflows and Challenges**  
Moderated by Paul Miller, with Philippe Ros, Tommaso Vergallo,  
Florian Rettich and Martin Hagemann
- 10:15 - 10:45**      **Final Wrap Up / Discussion & Evaluation**  
by Sophie Bourdon & Paul Miller
- 10:45 - 11:15**      Coffee Break
- 11:15 - 12:15**      **1 to 1 Meetings with tutors & experts**
- 12:15 - 13:45**      Farewell Lunch
- 13:45 - 16:00**      **Departure of participants**

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