



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 - 16:15** **Technical Basics 1 – 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
- 16:15 - 16:30** Break

- 16:30 - 17:30** **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
- 17:30 - 18:15** **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 (venue tbc)

DAY 2 - November 29, 2017

- 08:30 - 09:00** Transfer to EYE Filmmuseum (tram)
- 09:00 - 09:45** **Technical Basics 2 – 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) Frequency (speed) – Color depth – Color sampling
 - Codec – Bitrate – Container – Media
- 09:45 - 10:15** **Technical Basics Architecture of Cameras/Workflows - Previsualization,**
by Philippe Ros
- Architecture of camera, architecture of workflow: impact on budget
 - Previsualization - What do we see on set, in the editing room?
WYSIWYG - What you see is what you get!
 - Lut's and Looks - Color space

- 10:15 - 10:45** Coffee Break
- 10:45 - 11:30** **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
- 11:30 - 11:45** Break
- 11:45 - 12:45** **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
- 12:45 - 13:00** **Technical Summary Case Study 1**
by Philippe Ros & Florian Rettich
- 13:00 - 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)**
Post-production supervisor **Miga Bar** from **Filmmore B.V.** (Netherlands) will share the decision making processes and workflow to successfully deliver a film on budget

- 16:30 - 16:45** **Technical Summary Case Study 2**
by Philippe Ros
- 16:45 - 17:00** Break
- 17:00 - 18:00** **Group Discussions with Experts / Technical Sessions**
- 18:00 - 19:15** Networking standing dinner at EYE Filmmuseum
- 19:30 - 21:00** **Screening:** Producer **Rea Apostolides** (Anemon, Greece/Moving Docs, Denmark) will introduce her documentary **Dolphin Man** by director **Lefteris Charitos**, Greece
- 21:00** End of Day 02

DAY 3 - November 30, 2017

- 08:30 - 09:00** Transfer to EYE Filmmuseum auditorium (tram)
- 09:00 - 09:30** **Challenge of Distribution / Digital Distribution Innovative Trends**
by Martin Hagemann & Tommaso Vergallo
- 09:30 - 10:30** **Case Study 3 – Documentary Workflows - looking at how post-production workflows can be designed to handle multiple formats**
Post-Production Manager, **François Dupuy** (co-founder of **Noir Lumière**, France) will share his experiences on **Venerable W.** (2017), director **Barbet Schroeder's** new documentary
- 10:30 - 10:45** Coffee Break
- 10:45 - 11:45** **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**
Ben Kempas, founder of **Film & Campaign Ltd** (United Kingdom) and Producer of Marketing and Distribution will discuss multiple films his company has successfully brought to market.
- 11:45 - 12:00** Break

- 12:00 - 12:45** **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
Rea Apostolides, Moving Docs (Denmark) and Producer of **Dolphin Man**
by director Lefteris Charitos (Greece) will discuss her campaign for her film
screened on November 29.
- 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 – Digitization and Distribution**
by Tommaso Vergallo
- 16:00 - 16:30** Coffee Break
- 16:30 - 18:30** **Group Discussion / 1 to 1 Meetings / Technical Sessions**
- 18:30** End of Day 03
- 19:00 - 21:00** Networking Dinner (venue tbc)

DAY 4 - December 01, 2017

- 08:30 - 09:00** Transfer to EYE Filmmuseum (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 at EYE Filmmuseum

13:45 - 16:00 **Departure of participants**

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