



DIGITAL PRODUCTION CHALLENGE II

DAY 1 - November 30, 2016

- until 12:00** Arrival of participants, Check-in at the hotel, Workshop Registration
- 12:00 - 13:30** Welcome Lunch at the hotel
- 14:00 - 14:15** Welcome & Introduction by Sophie Bourdon (DPC II Project Manager) and Paul Miller (DPC II Head of Studies)
- 14:15 - 14:45** Presentation of participants, main tutors & experts
- 14:45 - 15:30** Key Note Speech on Digitalization by Martin Hagemann
- 15:30 - 16:00** Break
- 16:00 - 16:15** 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
- 16:15 - 17:00** 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) Frequency (speed) - Color depth - Color sampling - Codec - Bitrate - Container - Media
- 17:00 - 17:15** Coffee Break
- 17:15 - 18:15** 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

18:15 - 19:00 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

19:00 Free time

20:00 Networking Dinner at O Alfassador

22:00 Screening of “The King’s Choice” at Cinema City

DAY 2 - December 01, 2016

08:30 - 09:00 Transfer from Sana Malhoa hotel to Cinema Monumental

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 3 - Architecture of Cameras/Workflows - Previsualization by Philippe Ros

- Architecture of camera, architecture of workflow: impact on budget
- Previzualisation - 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 - 10:15 Coffee Break

10:15 - 11:00 Case Study 1 – Part 1 - How the smart Use of Metadata can save Time and Money by John Christian Rosenlund (Cinematographer)

- “The Kings Choice” was shot like a reality show, set in 1940. How the use of metadata saved money, time and enhanced creativity on set, in editing and for VFX.
- The film is Norway’s entry for the best foreign-language film Oscar 2016.

11:00 - 11:15 Coffee Break



11:15 - 12:15	Case Study 1 – Part 2 – How the smart Use of Metadata can save Time and Money by John Christian Rosenlund
12:15 - 12:30	Technical Summary Case Study 1 – by Philippe Ros & Florian Rettich
12:30 - 13:00	Transfer from Cinema Monumental to Sana Malhoa hotel
13:00 - 14:15	Networking Lunch at the hotel
14:30 - 15:00	Technical Basics 4 – Shooting 4K or 2K for a 2K project? by Florian Rettich <ul style="list-style-type: none">• 4K/2K• Choosing aspect ratio & frequency• Calibration, metadata, interoperability
15:00 - 15:30	Technical Basics 5, – Solutions for Ergonomic Issues - ACES Architecture by Philippe Ros <ul style="list-style-type: none">• Solutions to ergonomic issues• The choice of lenses. Impact on shooting and on budget• The ACES Professional color management standard
15:30 - 15:45	Coffee Break
15:45 - 16:45	Case Study 2 – MANAGING DELIVERIES IN A INTERNATIONAL COPRODUCTION by Konstantina Stavrianou A case study of a four country co-production from the post-production plan to deliveries.
16:45 - 17:15	Technical Summary Case Study 2 – by Philippe Ros
17:15 - 17:30	Coffee Break
17:30 - 19:00	Group Discussions – with Experts
19:00	End of Day 02 - Free time
20:00	Networking Dinner at O Policia

DAY 3 - December 02, 2016

- 08:30 - 09:00** Bus Transfer from Sana Malhoa hotel to Cinema Monumental
- 09:00 - 09:30** Challenge of Distribution /
Digital Distribution Innovative Trends
by Martin Hagemann and Tommaso Vergallo
- 09:30 - 10:30** Case Study 3 – (Part 1) - The Future of Serial Storytelling
by Meredith Burkholder
An overview of the quickly changing digital series market, from adaptation for television to web series as a stand-alone product.
- 10:30 - 10:45** Coffee Break
- 10:45 - 11:45** Case Study 3 - (Part 2) - Small crew, great results for the Web!
by Thomas Heinemann with web series Positive Sinking.
How to handle the low and no budget situations and using the lack of money as an artistic statement.
- 11:45 - 12:00** Coffee Break
- 12:00 - 12:45** Case Study 4 – Cartas da Guerra by Paulo Américo & Joaquim Carvalho
Analysis of the workflow for the Portuguese film directed by Ivo M. Ferreira
- 12:45 - 13:00** Technical Summary Study 4 – by Philippe Ros
- 13:00 - 14:30** Networking Lunch at Block House
- 14:30 - 16:00** Technical Basics 6 – Digitisation and Distribution
by Tommaso Vergallo
- 16:00 - 16:30** Walk to meeting room (Casa do Alentejo)
- 16:30 - 18:00** Group Discussions
- 18:00** Free time in downtown Lisbon
- 19:30** Drinks & Networking Dinner at Casa do Alentejo

DAY 4 - December 03, 2016

- 08:45 - 09:00** Arrival of participants
- 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 the hotel
- 14:00** End of workshop
- 14:00 - 16:00** Departure of participants and tutors
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