



# DIGITAL PRODUCTION CHALLENGE II

FINAL PROGRAMME

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

- until 13:30** Arrival of participants, Check-in at the hotel: Casa 400 Amsterdam 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 - 17:15**      **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
- 17:15 - 18:00**      **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
- 18:00**                End of Day 01
- 19:30 - 21:00**      Networking Dinner: Hotel Casa Amsterdam (Casa 400 Amsterdam hotel)

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

- 08:00 - 08:45**      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) Frequence (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 - 11:45** **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**  
by Visual Effects Supervisor **Gary E. Beach** (Czech Republic/US)
- 11:45 - 12:00** Break
- 12:00 - 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 and Post- visualization**  
by Visual Effects Supervisor **Gary E. Beach** (Czech Republic/US)  
Guest Speaker: **Paul Miller** (Escape Pictures, Netherlands/US)
- 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 - 16:45** **Case Study 2 – Strategies in Delivering Your Film (how to make the right decision)**  
Post-production supervisor **Miga Bar** from **Filmmore B.V.** (Netherlands) and **Sylvain Lagrillere**, Head of Servicing & Technical Operations, from **Memento Films International** (France) will share, from their different perspectives, the decision making processes and workflow to successfully deliver a film on budget | Moderated by Martin Hagemann

- 16:45 - 17:00**      **Technical Summary Case Study 2**  
by Philippe Ros
- 17:00 - 17:15**      Break
- 17:15 - 18:00**      **Group Discussions with Experts / Technical Sessions**
- 18:00 - 19:15**      Networking standing dinner at EYE Filmmuseum
- 19:30 - 21:00**      **Screening: Kyveli Short** (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**

- 08:00 - 08:45**      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  
Moderated by Tommaso Vergallo
- 10:30 - 11:00**      Coffee Break
- 11:00 - 12:00**      **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.
- 12:00 - 12:15**      Break

- 12:15 - 13:15**      **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**  
**Kyveli Short, Moving Docs** Coordinator and Production Manager of **Dolphin Man**  
by director Lefteris Charitos (Greece) will discuss her campaign for her film  
screened on November 29.
- 13:15 - 13:30**      **Technical Summary Study 3 & 4**  
by Philippe Ros
- 13:30 - 14:45**      Networking Lunch
- 14:45 - 16:15**      **Technical Basics 6 – Digitization and Distribution**  
by Tommaso Vergallo
- 16:15 - 17:15**      Coffee Break
- 17:15 - 18:45**      **Group Discussion / 1 to 1 Meetings / Technical Sessions**
- 19:00**              End of Day 03
- 19:30 - 21:30**      Networking Dinner at Aneka Rasa restaurant

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

- 08:00 - 08:45**      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**

PROGRAMME SUBJECT TO CHANGE

**DIGITAL PRODUCTION CHALLENGE II** is an initiative

Proposed by



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