



DIGITAL PRODUCTION CHALLENGE II

DRAFT PROGRAMME SUBJECT TO CHANGE

DAY 1 - March 29, 2021

all times in CET

09:30 - 10:00

Welcome Coffee
with Marta Carvalho

10:00 - 10:15

Welcome & Introduction
with Filipe Pereira (Head of FEST),
Paul Miller (DPC II Head of Studies),
Marta Carvalho (FEST Session Host & DPC II Coordinator),
Martin Hagemann (Moderator and Expert)

10:15 - 10:45

Presentation of participants, main tutors & experts

10:45 - 10:50

Break

10:50 - 11:20

Key Note Speech on Trends in Digitalization
by Martin Hagemann

11:20 - 11:25

Break

11:25 - 12:10

Pitch of 8 selected participants projects
max. 3 mins 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

12:10 - 12:15

Break

12:15 - 13:00

Post-Production 101 — General Overview of Post-Production
by Miga Bär

13:00 - 13:30

Lunch

13:30 - 13:55

TECH SESSION 0 — Technical Introduction

by Philippe Ros

0.1 - Goals of the Workshop

• Digital Cameras, Film Cameras, Digital postproductions, Digital Workflows:
How to choose? Comparison between the workflow and a virtual aerial journey: transportation of data, motto: **“Travel Safely!”**

0.2 - Description of the different destinations

• New kids in town: Virtual Reality, Augmented Reality: **Where will you land?**

0.3 - The Decision Tree: 3 examples

0.4 - Conclusion: The end determines the choices and the workflow

13:55 - 14:00

Break

14:00 - 14:35

Case Study 1

14:35 - 14:40

Break

14:40 - 15:15

Case Study 1

15:15 - 15:20

Break

15:20 - 15:35

Summary Case Study 1

by Tutors (TBD)

15:35 - 15:45

WRAP UP

DAY 2 - March 30, 2021

all times in CET

09:30 - 10:00

Welcome Coffee

with Marta Carvalho

10:00 - 10:05

Introductory Coments

by Paul Miller and Martin Hagemann

10:05 - 10:30

TECH SESSION 1 - From Light to an Image - Keywords

by Florian Rettich

1.1 From Light to an Image

Introduction to Digital Imaging

1.2 Key Words

Sensors, RAW, Logarithmic, Resolution, Quantization

10:30 - 10:35

Break

10:35 - 11:00

TECH SESSION 2 - Technical Basics #1

by Philippe Ros

2.1 Optical Illusions

Quizz: Marilyn Monroe or Albert Einstein?

2.2 File Recording Formats

The 11 parameters to define a file recording “format”
Identification of your ‘digital plane’ and your flight plan

2.3 Role of these parameters

From production to post-production to release;

To what extent do these parameters intervene in the design of your journey?

11:00 - 11:05

Break

11:05 - 11:30

**TECH SESSION 3 - Architecture of Cameras/Workflows
& Previsualization**

by Florian Rettich

3.1 Architecture of Cameras/Workflow: impact on budget

3.2 Previsualization

What do we see on set, in the editing room?

WYSIWYG - What you see is what you get!

11:30 - 11:35

Break

11:35 - 12:00

**TECH SESSION 4 - Identification of the 3 Different Workflows
/ 3 Different Approaches of budget**

by Philippe Ros

4.1 High End budget: RAW RGB

4.2 Medium Budget: RGB

4.3 Low budget: Component

12:00 - 12:05	Break
12:05 - 13:05	Team Breakout Sessions with Experts a variety of specialist sessions depending on interests of participants
13:05 - 13:35	Lunch
13:35 - 14:10	Case Study 2
14:10 - 14:15	Break
14:15 - 14:50	Case Study 2
14:50 - 15:05	Summary Case Study 2 by Tutors (TBD)
15:05 - 15:15	WRAP UP

DAY 3 - March 31, 2021

all times in CET

09:30 - 10:00	Welcome Coffee with Marta Carvalho
10:00 - 10:05	Introductory Coments by Paul Miller and Martin Hagemann
10:05 - 10:30	TECH SESSION 5 - Shooting 4K or 2K for a 2K project? by Florian Rettich 5.1 4K / 2K 5.2 Choosing Aspect Ratio & Frequency
10:30 - 10:35	Break
10:35 - 11:00	TECH SESSION 6 - Lenses, Look and Colour Space by Philippe Ros 6.1 The Choice of lenses / Impact on shooting (types of sensors - Full Frame), and on budget 6.2 Colour Space 6.3 LUT's and Looks

11:00 - 11:05	Break
11:05 - 11:30	TECH SESSION 7 - High Dynamic Range by Florian Rettich 7.1 Capturing HDR (High Dynamic Range) 7.2 Rendering HDR for displays and theater 7.3 Calibration, metadata, interoperability
11:30 - 11:35	Break
11:35 - 12:00	TECH SESSION 8 - Digitisation and Distribution by Tommaso Vergallo
12:00 - 12:05	Break
12:05 - 13:05	Team Breakout Sessions with Experts a variety of specialist sessions depending on interests of participants
13:05 - 13:35	Lunch
13:35 - 14:10	Case Study 3
14:10 - 14:15	Break
14:15 - 14:50	Case Study 3
14:50 - 15:05	Summary Case Study 3 by Tutors (TBD)
15:05 - 15:15	WRAP UP

DAY 4 - April 1, 2021

all times in CET

09:30 - 10:00	Welcome Coffee with Marta Carvalho
10:00 - 10:05	Introductory Comments by Paul Miller and Martin Hagemann

- 10:05 - 10:30** **TECH SESSION 9 - Shooting and Post, Tips & Control Tower**
by Phillipe Ros & Miga Bär
- 9.1 Role of the Post-Production - Listen to the control tower!
Tips to save time in international co-productions
9.2 Standards in the digital intermediate process
9.3 ACES architecture
- 10:30 - 10:35** **Break**
- 10:35 - 11:00** **Strategies in Delivering Your Film — How to Make the Right Decisions I**
by Miga Bär
- 11:00 - 11:05** **Break**
- 11:05 - 11:30** **Strategies in Delivering Your Film — How to Make the Right Decisions II**
by Sales Agent (TBD)
- 11:30 - 11:35** **Break**
- 11:35 - 12:20** **Workflow Analysis at DPC explained — One Sample Project**
Review of Participants' Projects:
Discussion & Recommendations on the different workflows and challenges;
Moderated by Paul Miller with Miga Bar, Martin Hagemann, Florian Rettich,
Konstantina Staurianou and Philippe Ros
- 12:20 - 12:25** **Break**
- 12:25 - 13:10** **Review of Participants' Projects**
- 13:10 - 13:40** **Lunch**
- 13:40 - 14:40** **One-to-One Meetings with participants, tutors & experts**
- 14:40 - 14:45** **Break**
- 14:45 - 15:00** **Final Wrap Up / Discussion & Evaluation**
with Filipe Pereira & Paul Miller

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With the support of

