

BANFF NEW MEDIA INSTITUTE

INTERACTIVE SCREEN 0.1

July 30th to August 5th, 2001

This event is made possible through the support of the following

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The mentorship program offers New media producers and their companies the opportunity to gain skills and guidance from a International array of professionals who come together annually in Banff to share ideas and form networks. The year 2001 will see three projects receiving support for their projects through the Mentorship program. The Mentorship program is made possible by funding provided solely by Telefilm Canada's.



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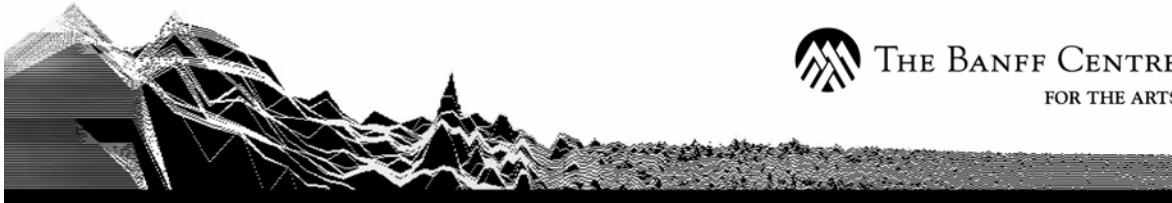
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WHAT IS INTERACTIVE SCREEN?

Interactive Screen is a project development workshop, think tank and networking opportunity for new media and related arts and industry professionals. It combines formal and informal exchanges, a sense of play and intensive work to help participants hone their ideas and projects that explore the possibilities of interactivity. It looks at new forms of authorship and participation. It is peer based learning. We assume that all who are here have something special to exchange and that groundbreaking content and technologies could well arise from the mix. We welcome the international nature of Interactive Screen!

This year has several special elements. We will provide some in depth insights into the design process of new media. We will also provide some intensive, special sessions on cross-platform development and the future of television production in a digital world.

What does it mean to create provocative, transformative experiences involving people and technologies? How can we really build on the potential of interactivity? What can we learn and bridge from old media? When do tools become content?

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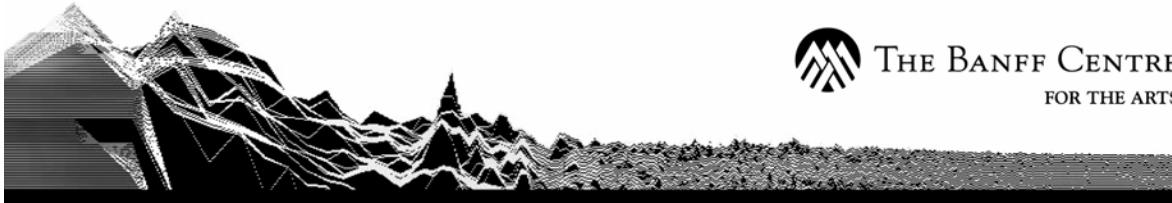
CREATIVE THEMES OF 2001:

- Creativity, Interactivity and Play
- Using the Senses
- Convergent New Media – Successes, Failures and Methods
- Interactive Fiction
- The Role of Character
- New Platforms
- Designing for the WWW
- Kids Programming
- Wireless
- Peer to Peer Experiences
- Immersive Experiences
- Interactive Documentary
- Games and the Internet
- Video On Demand

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- **PRACTICAL THINGS:**
- Writing
- Design
- Project Development
- Project Planning
- Financing Strategies
- New Technology Directions

OVER THE COURSE OF THE WEEK WE WILL PLAY A NUMBER OF SMALL GAMES

Here are some examples.

GAMES FOR THE DURATION:

1. First Person: Choose someone in the group, decide on what behavior you would like to elicit (come to you, like you, dislike you, tell you what to do, reward you, punish you...etc. Write down your goals and the activities that you undertake and your levels of success. This is an exercise in first person character development, and in how to succeed in life and business.
2. The Art of Gossip (or why humans invented speech and how to design for context). Once you have a sense of the group, make up a story, perhaps about people, perhaps about, perhaps about Banff. Convince people that it is true. At a later point in the workshop, we will take turns telling the stories that we have heard and looking at the strings that are attached to these.

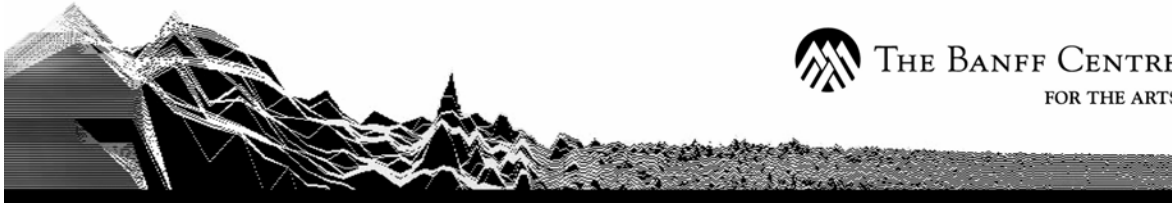
OUTDOORS GAMES:

1. TOPOLOGICAL MAPPINGS—find a story, perhaps a murder or love affair, perhaps a set of related stories, or perhaps an object or related objects, or a process (elk runs for e.g.) appropriate to the place. Create a map, either of time or space or both, embed clues. For example, you could pick one place and interact with it through layers of time. Or choose a starting point and connect the radius. Or you could go shopping in Banff and find all the similar products in the tourist stores and map these. Draw the map, then redraw and now, embed clues in each of the key places. Have others in the group play it.
2. THE BLIND FOLD TEST: Sensing: smelling, hearing, touching...—We will work with some of the group blind-folded and others leading them through a brief outdoors experience, switch places. Others in the group can act as observers. We will discuss the experience and what it might promise for interactive design.

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INDOOR GAMES:

3. ASSOCIATING AND REORDERING: Each group will create a grouping of objects, develop either an associative structure that you can explain.
4. ENGINEERING: Some people in the group suggest a problem that they want solved and others design a tool or product to solve this.
5. Chancing It: GOOGLE ICHING: invented by John Tonkin. Throw the Google Iching and follow its advice for the next hour. Keep a diary about the implications.

This event is a part of The Banff New Media Institute's Human Centered Interface Project. The research initiative is made possible through the support of Alberta Foundation for the Arts, Alberta Science and Research Authority, Bell Globemedia, Canada Council for the Arts, Canadian Heritage, Cultural Human Resources Council (CHRC), Social Science and Humanities Research Council of Canada (SSHRC) and Telefilm Canada.

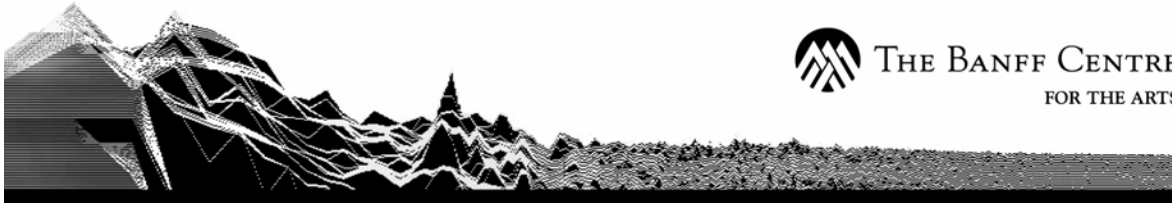
MODERATORS:

- Sara Diamond
- Justine Bizzocchi
- Sherrell Steele
- With occasional assistance from others

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AGENDA

SUNDAY, JULY 29

8:30 pm OPENING EVENT at the Walter Phillips Gallery
Tour of the Computer Voices/Speaking Machines Exhibition
Open Bar

MONDAY, JULY 30

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend

Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 11:00 am

Welcome and introduction:

- Sara Diamond, Executive Producer, TV & New Media, MVA, The Banff Centre
- Justine Bizzocchi
- What is Interactive Screen?
- History and Purpose
- Review of Agenda
- How Does it Work?
- Presentations
- Daily Experiences and Explorations
- Opportunities to Present Projects and Ideas
- Discussions with Potential Partners and Mentors
- Nature Walks
- Who are You?
- A short round of introductions and expectations

11:15 am – 12:45 pm

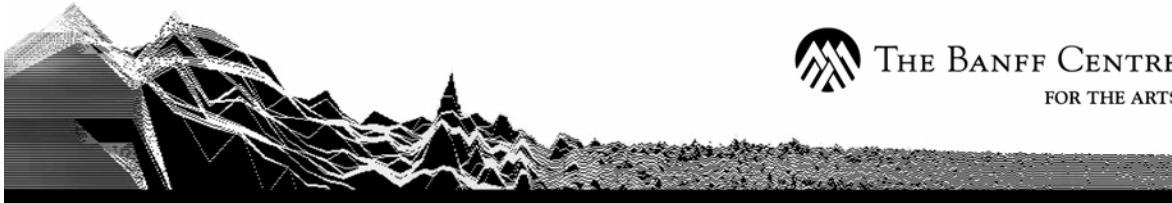
Trends: Big and Small

- Matt Locke, TEST Digital Research Facility, UK, www.test.org.uk
(theme: peer to peer and wireless)
- Martha Ladly, Immersion Studios, Design Director, Canada
(theme: immersive experiences, museums, entertainment)
- Scott Paterson, Plumpdesign, US, www.plumbdesign.com

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(software as content, thinkmaps, data navigation and aesthetics)

- Kathy Brew, Thundergulch, US
(US overview)

12:45 pm – 2:00 pm

Lunch

2:00 pm – 3:30 pm

Convergent New Media – Successes, Failures and Methods

What do we mean these days by convergent media? Content and Technology Futures

- Julia Walden, Borden Street Inc., Canada
- Peter Broadwell, Sony U.S. Research Laboratories, US
- Steven Comeau, Collideascope Productions,
www.collideascope.com/cover.htm
- Philippe Gajan, Convergent Festival, Canada

3:45 pm – 5:30 pm

Outdoors Games and Discussion, Part One

8:00 pm – 9:30 pm

The History of this Place, Aboriginal Arts

With John Snow and Wilton Goodstriker

Talk about the connection of this land to the original peoples of the land.

Location: Rolston Recital Hall

See Caroline Thebault for tickets

TUESDAY, JULY 31

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend

Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 9:30 am

Review of Day One – Any Considerations?

9:30 am – 10:30 am

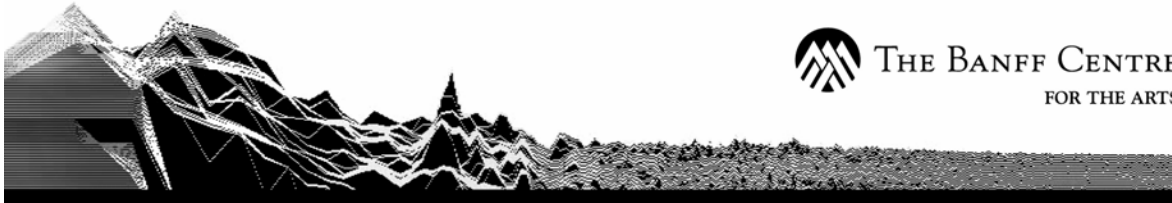
From Interactive to Immersive Fiction 1

- Cath Le Couteur and Rowena Goldman, BBC Imagineering, with discussion

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10:45 am – 12:30 pm

From Interactive to Immersive Fiction 2

- David Furlow, Domestic Funk Products Ltd, UK
(*theme: highly interactive drama*)
- Matt Costello, Polar Productions, US
(*theme: story games*)
- Vanessa Richards, Manafest HQ, UK, www.mannafest.net,
(*theme: performance*)

12:30 pm – 2:00 pm

Lunch

2:00 pm – 3:15 pm

Designing for Younger Audiences

- Andrew Cochran, Cochran Communications, Halifax
(*theme: on designing stories for children—cross-platform*)
- Madelon Evers & Human Shareware, the Netherlands
- Daniel Lutz, Human Shareware, the Netherlands
- Richard Poon, NAIT (*theme: education*)

3:30 pm – 5:00 pm

Design Seminar with Marina Zurkow

What are the principles of Interactive Design? Etc.

Location: JPL 204 (Jeanne & Peter Loughheed Building, room 204)

5:15 pm – 6:45 pm

Nature Walk – Tunnel Mountain

Meet in Front of La Palette

Please wear comfortable shoes and bring a bottle of water

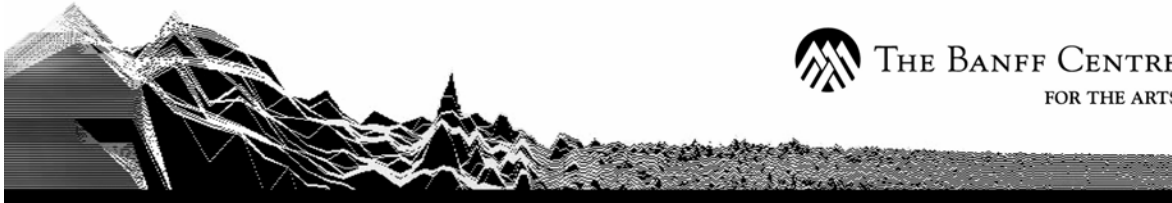
8:30 pm – 10:30 pm

Evening Session – Indoor Games

Location: PDC 103 (Amoco Room, Reception building)

WEDNESDAY, AUGUST 01

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend



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Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 9:30 am

Review of Day Two

Location: JPL 204 (Jeanne & Peter Lougheed Building, room 204)

9:30 am – 12:15 pm

Design and Interactivity with Marina Zurkow

Location: JPL 204 (Jeanne & Peter Lougheed Building, room 204)

12:15 pm – 1:30 pm

Lunch

1:30 pm – 3:00 pm

Collaborative Environments P2P

- David Guez, TV-art.net and Teleweb.org, France, www.teleweb.org
- Nathan Gunn, Bitcasters Inc., Canada
- Carol Stakenas, Creative Time, US, www.creativetime.org
- Wayne Dunkley, US

3:00 pm – 6:00 pm

Project Development Time

- Work on Treatments, consult with faculty and with other participants
- Design consultancy with Marina Zurkow
- Convergent Media and CyberPitch Projects: sub-group meeting with Steve Comeau and Sherrell Steele

8:00 pm – 10:00 pm

Reality Television / Personal Documentary Presentations (public event)

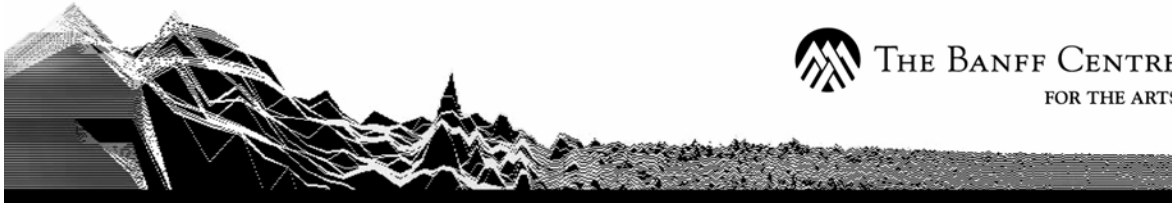
- Victoria Mapplebeck, UK
- (Suzanne Chapman), Alliance Atlantis, Canada
- Margot Lovejoy, US, www.inch.com/~mardek
- Patricia Dillon, National Film Board, Canada

Location: PDC 103 (Amoco Room, Reception building)

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THURSDAY, AUGUST 02

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend

Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 9:30 am

Review of Day Three

9:30 am – 11:15 am

Writing for Interactive Media – Key Points from Writers: Context, Content, Character

- Celia Pearce, Celia Pearce & Friends, US, www.cpandfriends.com
- Daniel Canty, Canada
- Robert Bevan & XPT, UK, www.xpt.co.uk
- Tim Wright, XPT, UK, www.xpt.co.uk

11:30 am – 12: 45 pm

Interactive Documentary Forms

- Michel Blondeau, Ecentricarts, Canada, www.ecentricarts.com
- Madelon Evers & Humans Shareware, The Netherlands, www.humans.nl
- Daniel Lutz, Humans Shareware, The Netherlands, www.humans.nl
- Grace Quintanilla, Mexico, <http://www.mexis.to2.com/>

1:45 pm – 3: 15 pm

Choosing Your Tools

- David Furlow, Domestic Funk Products Ltd., UK
- John Tonkin, Australia
- Marina Zurkow, O-Matic Corp., US, www.o-matic.com/
- Richard Poon, NAIT, Canada

3:30 pm – 5:30 pm

Project Working Session

- Topics with mentors, etc.
- Design consultations with Marina Zurkow
- Interactivity and tools with David Furlow

7:00 pm – 9:30 pm

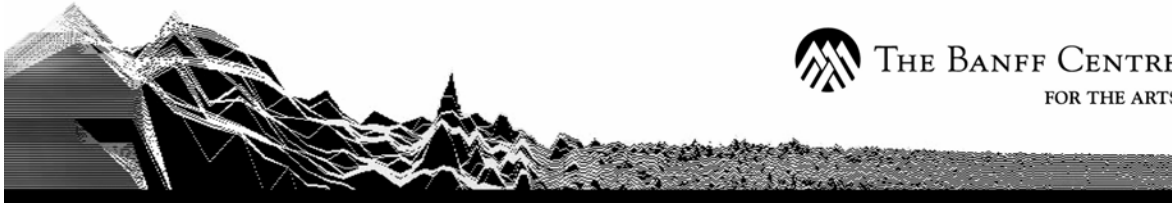
Banff Arts Festival Event (your choice)

- The Odyssey, outside dining room
- Keyboard Concert, Rolston Recital Hall

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See Caroline Thebault for tickets

FRIDAY, AUGUST 03

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend

Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 9:30 am

Review of Day Four

9:30 am – 11:15 am

Principles of Project management

- Justine Bizzochi, Canada
- Jennifer Kelley, US
- Keith Clarkson, Telefilm Canada, www.telefilm.gc.ca
- Sherrell Steele, Canada
- Charles Zamariam, Independent Production Fund/Bell Broadcast, Canada

11:30 am – 1:00 pm

Financing Strategies

- Sara Diamond, *Executive Producer, TV & New Media, MVA, The Banff Centre*
- Keith Clarkson, Telefilm Canada, www.telefilm.gc.ca
- Justine Bizzocchi, Canada
- Jennifer Kelley, US
- R. Bevan & T. Wright XPT, UK, www.xpt.co.uk

1:00 pm – 2:00 pm

Lunch

2:00 pm – 3:30 pm

Budgeting

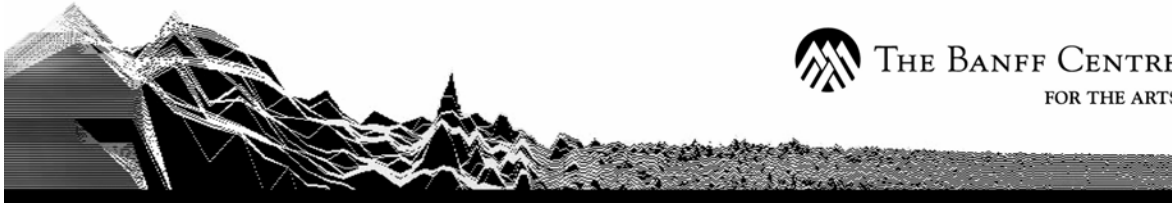
- Steve Comeau, Collideascope Productions, www.collideascope.com/cover.htm
- Charles Zamaria, Independent Production Fund/Bell Broadcast, Canada

3:30 pm – 6:00 pm

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WALK or work on projects

8:00 pm – 10:00 pm

Games Panel (public event)

- Celia Pearce, Celia Pearce & Friends, US, www.cpandfriends.com
- David Miller, Modern Cartoons Ltd., US
- R. Bevan & T. Wright XPT, UK, www.xpt.co.uk
- Peter Broadwell, Sony U.S. Research Laboratories, US

(possible others when confirm)

Location: PDC 103 (Amoco Room, Reception building)

SATURDAY, AUGUST 04

9:00 am – 1:00 pm

Nature Walk – Hoodoos

Meet in Front of La Palette

Please wear comfortable shoes and bring a bottle of water. This is a moderate walk. The trail has gentle slopes that go up and down the river valley. Lunch will be provided

Let Caroline Thebault know by Friday, 3:00 pm, if you want to go

1:00 pm – 1:30 pm – Technical Run Through – all presenters for the afternoon must attend

Location: PDC 103 (Amoco Room, Reception building)

1:30 pm – 3:00 pm

Distribution Strategies Roundtable

- Keith Clarkson, Telefilm Canada, www.telefilm.gc.ca
- Kathy Brew, Thundergulch, US
- Nathan Gunn, Bitcasters Inc., Canada
- Charles Zamaria, Independent Production Fund/Bell Broadcast, Canada
- And others

3:30 pm – 5:30 pm

Afternoon Project Working Time

Project Working Session

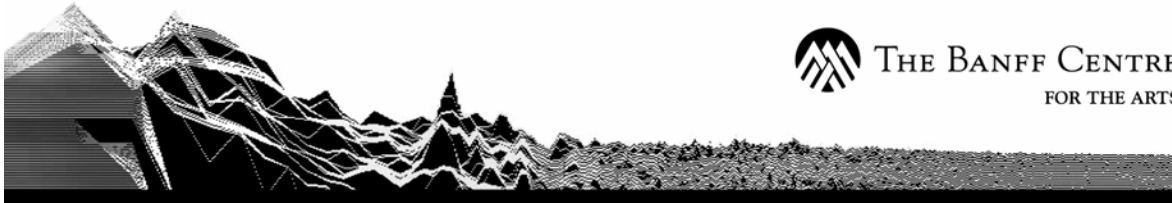
- Design consultancy with Marina Zurkow

7:00 pm – 9:30 pm

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Banff Arts Festival Event (your choice) or Working Time

- The Odyssey, outside dining room
- Keyboard Concert, Rolston Recital Hall

See Caroline Thebault for tickets

SUNDAY, AUGUST 05

8:00 am – 9:00 am – Technical Run Through – all presenters for the day must attend

Location: PDC 103 (Amoco Room, Reception building)

9:00 am – 12:00 pm

Participants pitches with feedback

12:00 pm – 1:00 pm

Lunch

1:30 pm – 3:00 pm

Final Game Resolution

3:00 pm – 4:30 pm

More pitches and feedback

4:30 pm – 5:30 pm

Evaluation

5:30 pm – 6:30 pm

Final reception

Location: tbc

Dinner available at Dining Hall until 7:30 pm, or light meals at Sally Borden until 11:00 pm

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