

BANFF NEW MEDIA INSTITUTE

2002

Interactive Project Lab: Banff Boot Camp August 14th to 22nd, 2002

This event is a part of the Bell Globemedia Content Innovation Network.

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THE BANFF CENTRE

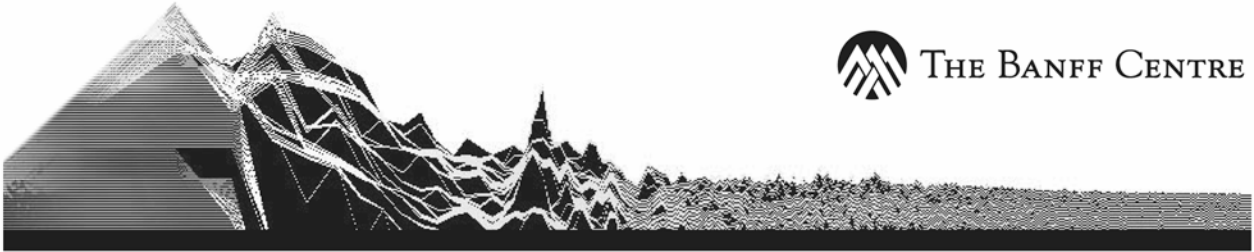


The Banff New Media Institute would like to thank our sponsors:



Arts Training programs at The Banff Centre are supported by the Department of Canadian Heritage and Human Resources Development Canada through the National Arts Training Contribution Program.

IPL Banff Boot Camp Agenda



BANFF NEW MEDIA INSTITUTE

2002

Interactive Project Lab 2002 - Banff Boot Camp
AGENDA

Wednesday, August 14

9:00 – 10:00 am **Welcome to the Banff New Media Institute**
Location: JPL Foyer

An orientation session for all newbies to the Banff Centre including a tour of the Jeanne & Peter Loughheed (JPL) Building and Glyde Hall. Some administrative details like keys to studios, sign-up for ceramic workshop and handing in the confidentiality agreements will also be conducted.

10:00am – 1:00 pm **Theatre, Mystery and Storytelling**
Location: JPL 313
Facilitators:

- Colin Funk - *The Banff Centre, Leadership Development*
- Brian Woodward - *The Banff Centre, Leadership Development*

Using theatre and interactive story development to reveal leadership strategies and team building ideas.

1:00 – 2:00 pm **Lunch**

2:00 – 3:30 pm **Set up Screening Room**
Location: JPL 313

- Pax Warrior
- Lop Art
- White Noise

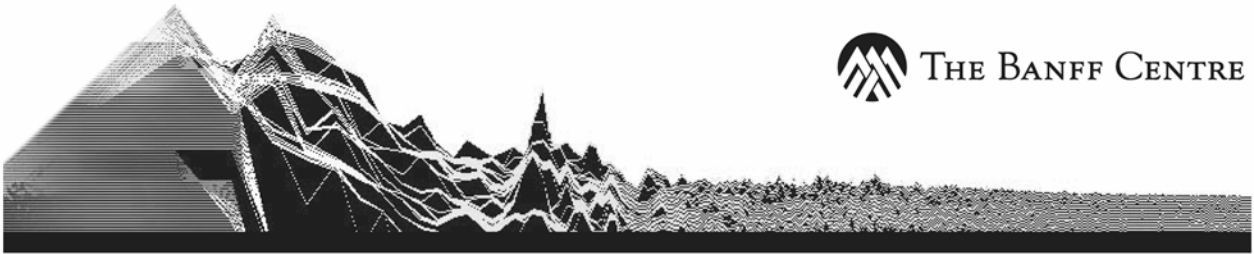
4:00 – 6:00 pm **Hoodoo Trail Hike**
Location: Meet in front of The Kiln
Hike Leader: Caitlin O'Donovan

Wear good walking shoes, and be sure to bring water, sunscreen and bug repellent!

6:00 – 7:30 pm **Dinner**

8:00 – 10:00 pm **Reception & Play**
Location: Professional Development Centre, Room 105
Facilitator: Sara Diamond - *The Banff Centre, The Banff New Media Institute*
Come have a few drinks and play welcoming games.

IPL Banff Boot Camp Agenda



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

Thursday, August 15

8:30 - 9:00am Tech Run Through

Location: Rice Television Studio

- 8:30am Martha Ladly
- 8:40am Mouna Andraos
- 8:50am TBA

9:00am – 9:00pm Screening Room Open

Location: JPL 313

This is an opportunity for all 4 projects works to be on display and accessible to the public, guests and teams for the entire day. People can drop in and out.

9:15 - 10:00am Welcome, Introductions and IPL Banff Goals

Location: Rice Television Studio

Facilitators:

- Sara Diamond - *The Banff Centre, The Banff New Media Institute*

What is the IPL? Walk through the program goals. Introductions.

10:00 - 10:15am Break

10:15 – 11:45 am Project Team Updates

Location: JPL 313

Moderators:

- Caitlin O'Donovan - *Canadian Film Centre, Habitat*
- Debra Prince – *The Banff Centre, The Banff New Media Institute*

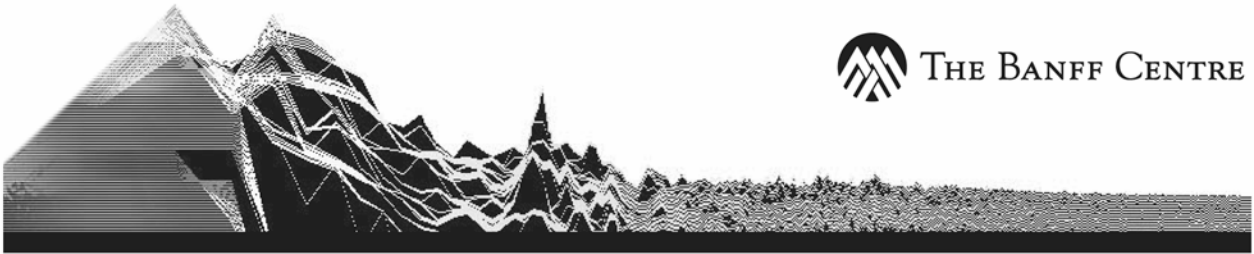
Presenters:

- 10:15am Pax Warrior
- 10:40am Lop Art
- 11:05am White Noise
- 11:30am Anxietyville

Teams will have 15 minutes to present the origins and first principles of their project, where they're taking it and what issues are currently being faced. Each presentation will be followed by a short Q & A session.

11:45am – 12:30 pm Screening Room Viewing

Location: JPL 313



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

A time for informal guided tours of your project for mentors and speakers who would like to see more.

12:30 - 1:30 pm **Lunch**

1:30 - 3:00 pm **Interface Design Strategies**

Location: Rice Television Studio

Moderator: Sara Diamond – *The Banff Centre, The Banff New Media Institute*

Presenters:

- 1:30pm Martha Ladly – *Canadian Film Centre, Habitat*
- 2:00pm Mouna Andraos – *BlueSponge*
- and others TBA

A discussion around the challenges, pitfalls, rationale and solutions for effective interface design. Opening thoughts and some professional insight from the panel followed by moderated discussion with the entire group.

3:00 – 3:15 pm **Break**

3:15 - 5:15 pm **Interface Design Project Presentations**

Location: JPL 313

Moderator: Suzanne Stein – *Canadian Film Centre, Habitat*

Presenters:

- 7:30pm Pax Warrior
- 8:00pm Lop Art
- 8:30pm White Noise

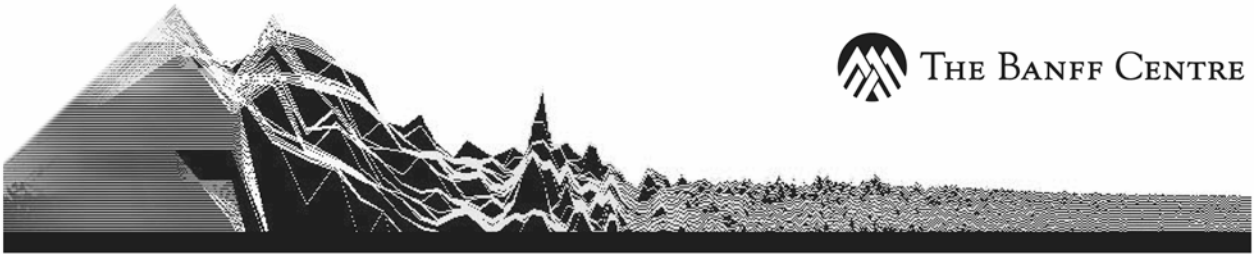
With Responses From:

- Martha Ladly – *Canadian Film Centre, Habitat*
- Mouna Andraos – *BlueSponge*
- And others TBA

Each project will have 20 minutes to present their Interface Design Strategy followed by 10 minutes of Q&A. Is it working? What is the user experience? Why this interface? This session takes place in the Screening Room so there will be opportunity for Demonstration of the work.

6:30 – 7:30 pm **Dinner**

7:30 - 9:30 pm **Self organized Working Sessions**



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

Friday, August 16

8:00 - 9:00am Tech Run Through

Location: Rice Television Studio

- 8:00am Daniel Canty
- 8:10am White Noise
- 8:20am Pax Warrior
- 8:30am Anxietyville
- 8:40am Fred Fuchs

9:00 - 9:00pm Screening Room Open

9:00 - 10:00am The Infinite ReWrite

Location: Rice Television Studio

Presenter: Daniel Canty

In this artist talk, Daniel Canty will share with us the methodology behind his work and the range of styles and techniques he has used across platforms.

10:00 - 10:15 am Break

10:30 - 12:30pm Narrative/Storytelling Project Presentations

Location: Rice Television Studio

Moderator: Suzanne Stein

Presenters:

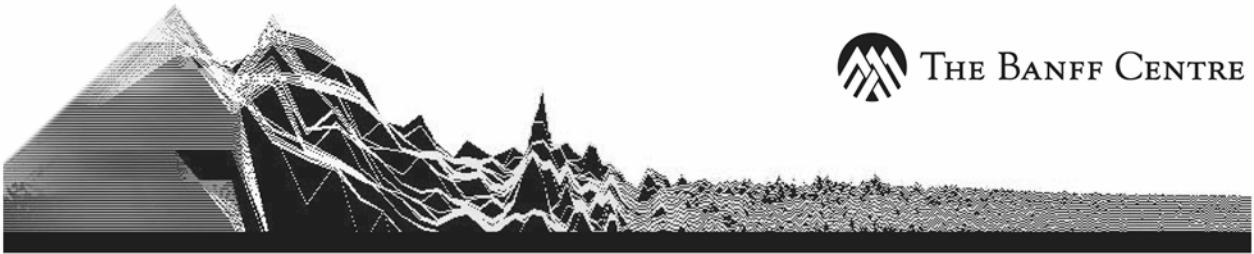
- 10:30am White Noise
- 11:10am Pax Warrior
- 11:50am Anxietyville

With Responses From:

- Ernest Godin – *Institut de l'Image et du Son*
- Angus Leech – *The Banff Centre, Horizon Zero*
- Alex Ganetakos
- Douglas Cooper – *Dysmedia*
- Daniel Canty

Each project will have 25 minutes to talk about story structure, communication, content, audience and choice of platform/technologies followed by 10 minutes of Q&A from the panel.

12:30 - 1:30 pm Lunch



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

Afternoon sessions are concurrent consultations for Interface Design (JPL 204) & Narrative/Storytelling (JPL 313). Please check schedule carefully.

1:30 – 5:00 pm Interface Design Consultation

Location: JPL 204

Facilitators:

- Mouna Andraos- BlueSponge
- TBA

1:30 – 5:00 pm Narrative / Storytelling Consultation

Location: JPL 313

Facilitators:

- Douglas Cooper - Dysmedia
- Daniel Canty
- Alex Ganetakos

1:30 - 2:30 pm Lop Art

1:30 - 2:30 pm Anxietyville

2:30 - 3:30 pm Pax Warrior

2:30 - 3:30 pm White Noise

3:30 – 3:45 pm Break

3:30 – 3:45 pm Break

3:45 - 4:45 pm White Noise

3:45 - 4:45 pm Pax Warrior

2:30 – 5:00 pm Interactive Strategy Brainstorming - Anxietyville

Location: Rice Television Studio

Facilitators: Ana Serrano, Suzanne Stein, Fred Fuchs

2:30 – 5:00 pm Interface Design - Part II – Lop Art

Location: 3rd Floor Atrium, JPL

Facilitators: Martha Ladly, Sara Diamond

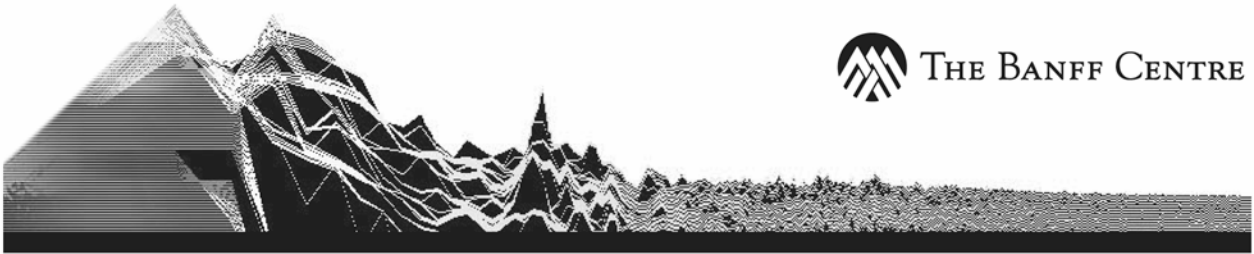
6:00 - 7:30pm Dinner and Presentation

Location: Private Dining Room DCH

Presenter: Fred Fuchs – Riverside Entertainment

Fred Fuchs will discuss the inside story of Film Producing and how it relates to new media.

OPEN EVENING



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

Saturday, August 17

8:00 - 9:00am Tech Run Through

Location: Rice Television Studio

- 8:00am Lop Art
- 8:10am White Noise
- 8:20am Pax Warrior
- 8:30am Michel Blondeau
- 8:40am Devrim Celal

Location: Telus Studio

- 8:30am John Sorenson - *The Banff Centre, Music & Sound, Senior Audio Fellow*
- 8:40am Chris Bradley - *The Banff Centre, Music & Sound, Audio Engineer*
- 8:50am Steve Munro - *Trackworks Inc.*

9:00 - 9:00pm Screening Room Open

9:00am - 12:00 pm Taking Care of Your Bits

Location: Telus Studio

Moderator: Martha Ladly - *Canadian Film Centre, Habitat*

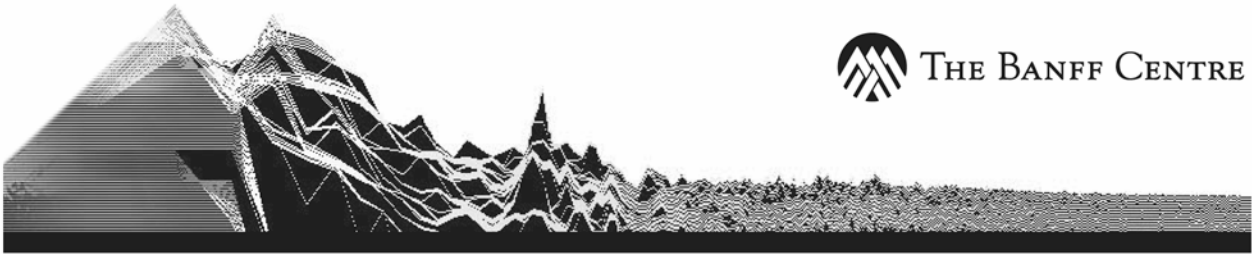
Presenters:

- 9:00am Theresa Leonard - **Introduction**
- 9:45am Chris Bradley - **Audio for New Media**

- **10:15 - 10:30 am Break**

- 10:30am John Sorensen - **Taking Care of Your Bits**
- 11:15am Steve Munro - **The Technique Behind 360° Audio**

A specific overview of audio techniques and methods for new media, including ideation, design and production. Using examples we will show the influence of sound on the perception of media and the importance of designing with your final format and audience in mind. Using select audio examples the presentation will touch on high-resolution, Super Audio CD and DVD-A, standard compact disc, MP3, Real Audio, and other data reduction schemes. We will also give a review of the new production techniques for creating 360° degree panning audio.



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

- 12:00 - 1:00 pm **Lunch**
- 1:00 - 1:30 pm **Tour of the Audio Facilities at The Banff Centre**
- 1:30 - 3:30 pm **One on One Consultation Sessions (Sign Up)**
Locations Available: Rice Television Studio, Telus Studio, JPL 313

- Consultants:
- Martha Ladly - *Canadian Film Centre, Habitat*
 - Chris Bradley - *The Banff Centre, Music & Sound, Audio Engineer*
 - John Sorenson - *The Banff Centre, Music & Sound, Senior Audio Fellow*
 - Steve Munro- *Trackworks Inc*

- 3:30 - 4:00pm **Meet the Business People**
Location: Rice Television Studio
Moderator: Suzanne Stein - *Canadian Film Centre, Habitat*

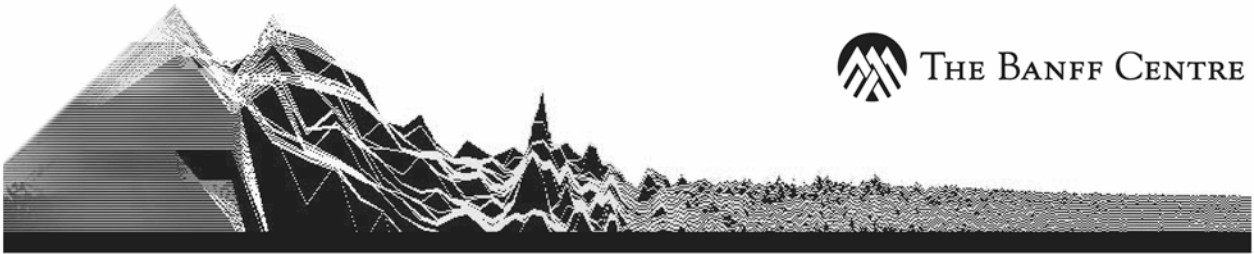
- Presenters:
- 3:30pm Michel Blondeau - *Ecentricarts*
 - 3:45pm Devrim Celal - *Sapient*

- 4:00 - 6:00 pm **Business Case Presentations**
Location: Rice Television Studio
Moderator: Suzanne Stein - *Canadian Film Centre, Habitat*

- Presenters:
- 4:00pm Lop Art
 - 4:30pm White Noise
 - 5:00pm Pax Warrior
 - 5:30pm Anxietyville

- With responses from:
- Michel Blondeau- *Ecentricarts*
 - Fred Fuchs- *Riverside Entertainment*
 - Devrim Celal- *Sapient*

Each team will have 20 minutes to succinctly present project business cases as they see fit followed by 10 minutes of response from our panel. These can include, for example, the identified opportunity and project design, partnerships, market got to strategy, size and timing, risks, and areas of further investigation. The response panel will pose clarifying questions and begin the process of business cases vetting, flagging areas of concern and helping to refine strategies. Teams will have time to reflect on initial



BANFF NEW MEDIA INSTITUTE

2002

responses before further Business Case discussions, which will happen on Wednesday in project consultation sessions.

OPEN EVENING

Sunday, August 18

DAY OFF- Enjoy!!

Monday, August 19

8:00 - 9:00am **Tech Run Through**

Location: Rice Television Studio

- 7:50am Danielle Michael
- 8:00am Raoul Rickenberg
- 8:10am Jay Douglas
- 8:20am Lop Art
- 8:30am White Noise
- 8:40am Pax Warrior
- 8:50am Anxietyville

9:00am – 9:00pm **Screening Room Open**

9:00 – 10:30am **Meet the Experience Architects**

Location: Rice Television Studio

Moderator: Ana Serrano- *Canadian Film Centre, Habitat*

Presenters:

- 9:00am Danielle Michael- *Radical Entertainment*
- 9:20am Raoul Rickenberg - *MapStudios*
- 9:40am Jay Douglas – *Institute of Creative Technology, USC*

Each presenter will have 20 minutes to present followed by a 30-minute group discussion

10:30 – 10:45am **Break**

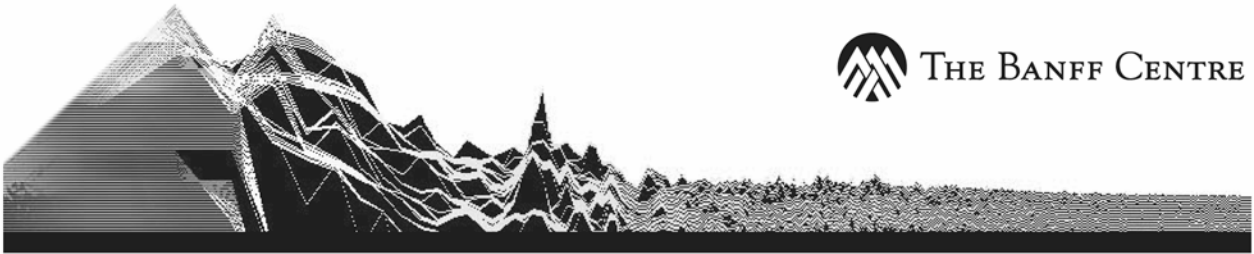
10:45am - 12:45pm **Information Architecture – the User’s Experience**

Location: Rice Television Studio

Moderator: Ana Serrano- *Canadian Film Centre, Habitat*

Presenters:

IPL Banff Boot Camp Agenda



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

- 10:45am Lop Art
- 11:15am White Noise
- 11:45am Pax Warrior
- 12:15am Anxietyville

With Responses from:

- Danielle Michael - *Radical Entertainment*
- Raoul Rickenberg – *MapStudios*
- Jay Douglas – *Institute of Creative Technology, USC*

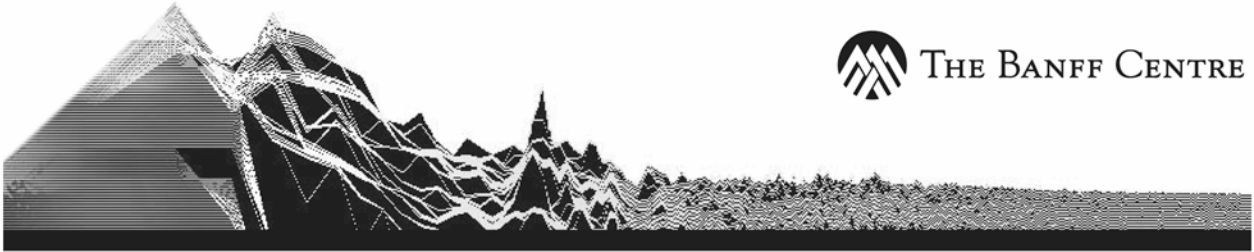
Teams will present for 20 minutes on the overall structure they are using to construct the user's experience. Some of the structural models discussed may include game, simulation, language-independent visual models, narrative genres, hybrid models, etc. Each team presentation will be followed by 10 minutes of commentary by the panel.

12:45 – 1:45pm	Lunch
1:45 – 4:45pm	One on One Consultation Sessions (Sign Up)
4:45 – 5:00pm	Get ready for Hike
5:00 - 7:00 pm	Hike Up Tunnel Mountain <i>Location: Meet in front of The Kiln</i> Hike Leader: Martha Ladly
8:30 – 10:30pm	Drinks and discussion with information architects <i>Location: JPL 313</i> Hosted by Sara Diamond

This is an optional event meant to provide teams with informal access to guest mentors.

Tuesday, August 20

9:00 am – 9:00pm	Screening Room Open
9:00 - 11:00 am	Self Organized Working Sessions
11:00 am – 12:30 pm	The Business of Building Businesses (or, What's your company gonna do with your bits)



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

Location: Rice Studio

Facilitator: Susan Kennard – *The Banff Centre, Banff New Media Institute*

Discussion to include project team members and:

- Sara Diamond - *The Banff Centre, Banff New Media Institute*
- Michel Blondeau - *Ecentricarts*
- Devrim Celal - *Sapient*

This is an informal discussion between project teams and other experienced industry leaders on the trials, tribulations and elations of building businesses or business groups within organizations. The purpose of the exchange is to share lessons learned to growing businesses. Project team members should come to this session with questions and dilemmas they face to solicit feedback and advice from the group. Topics will range from business set up, resource management, operations and sales.

12:30 – 2:00 pm

Lunch

2:00 - 5:00 pm

Ceramics with Ed Bamiling

Location: 2nd Floor, Glyde Hall (behind the Other Gallery)

Sign up is necessary (please see Danielle). Maximum 15 people. First come, first served!!!

5:00 - 8:00 pm

BBQ and Party

Location: Paper Making Deck

Wednesday, August 21

8:00 - 9:00 am

Tech Run Through

Location: Rice Television Studio

- 8:10am White Noise
- 8:20am Lop Art
- 8:30am Pax Warrior
- 8:40am Anxietyville

9:00am – 9:00 pm

Screening Room Open

9:00am – 4:45 pm Business Case

Vetting & Refinement Project

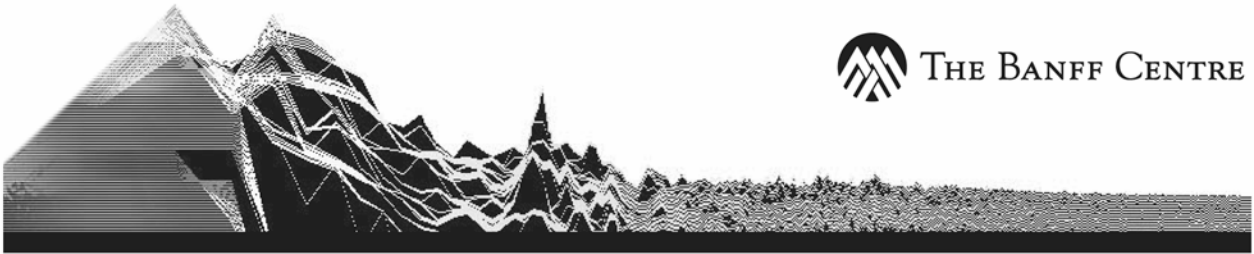
Consultations

Location: Rice Television Studio

Facilitator: Suzanne Stein – *Canadian Film Centre, Habitat*

Presenters:

- 9:00am White Noise
- **10:30am Break**
- 10:45am LopArt
- **12:15pm Lunch**



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

- 1:30pm Pax Warrior
- 3:00pm **Break**
- 3:15pm Anxietyville

**9:00am – 4:45 pm Project Teams
Strategy Meetings with Directors &
Mentors of the IPL**

Location: JPL 204

With Response From:

- Michel Blondeau- *Ecentricarts*
- Devrim Celal- *Sapient*

This is a follow up session to the Business Case Presentations from last Saturday. Project teams will each have dedicated time with the panel of respondents who will help vet and refine cases.

- 9:00am Lop Art
- **10:30am Break**
- 10:45am White Noise
- **12:15pm Lunch**
- 1:30pm Anxietyville
- **3:00pm Break**
- 3:15pm Pax Warrior

5:30 – 7:30 pm Dinner

OPEN NIGHT

Thursday, August 22

9:00am – 9:00pm Screening Room Open

9:00am - 11:30 pm SLEEP IN!

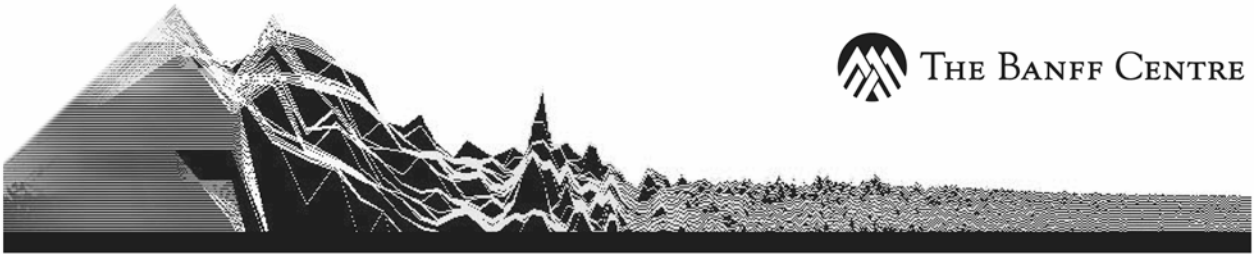
11:30am - 12:00pm Tech Run Through

Location: Rice Television Studio

- 11:20am Anxietyville
- 11:30am Pax Warrior
- 11:40am Lop Art
- 11:50am White Noise

12:00 - 1:00 pm Lunch

All directors, project teams, mentors and faculty please attend all Final Project Presentations and Feedback Sessions.



BANFF NEW MEDIA INSTITUTE

2002

IPL Banff Boot Camp Agenda

1:00 - 2:00pm	Final Project Presentations and Feedback- Anxietyville Location: Rice Television Studio Moderator: Sara Diamond – <i>The Banff Centre, Banff New Media Institute</i>
2:00 - 2:15 pm	Break
2:15 - 3:15pm	Final Project Presentations and Feedback- Pax Warrior <i>Location: Rice Television Studio</i> Moderator: Suzanne Stein – <i>Canadian Film Centre, Habitat</i>
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Final Project Presentations and Feedback- LopArt <i>Location: Rice Television Studio</i> Moderator: Ernest Godin – <i>Institut National de l'Image et du Son</i>
4:30 - 4:45 pm	Break
4:45 - 5:45 pm	Final Project Presentations and Feedback- White Noise <i>Location: Rice Television Studio</i> Moderator: Martha Ladly – <i>Canadian Film Centre, Habitat</i>
5:45 - 6:00 pm	Break
6:00 - 6:45 pm	Wrap Up and Final Comments
6:45 - 7:30 pm	Dinner
8:30 - 10:30 pm	Sulphur Mountain Hot Springs & Martinis Location: <i>Meet in front of the Kiln. We will Taxi up to the Springs</i>