

Programme

Mediamatic Workshop Any Media Documentary

@ IDFA Festival 2007

Workshop sessions 23 | 24 | 25 | 26 | 27 November 2006

Final presentations 27 & 28 November

In this workshop we'll look at the possibilities of new media from the point of view of a documentary maker, and all participants develop a prototype of a crossmedia documentary project.

Starting from researched content ideas, documentary concepts or from existing material, participants will develop a prototype documentary project that uses one or more new media. Workshop topics include: interactive and databased stories, the inclusion of user generated content, the mobile phone as production and distribution tool, locative media and geotagging practices and more. Current insights in where production money may come from in new media will be an important factor in designing the right project format.

The workshop is an intense process where you get to know the important current new media practices and their relevance for documentary makers. You are guided through all authoring decisions you need to make when using new media; you design your own project, discuss it with peers and experienced trainers and build your own working prototype. All participants are assisted personally in realizing the workshop project.

This workshop is organized by Mediamatic Foundation Amsterdam in cooperation with the International Documentary Film Festival Amsterdam.

This workshop is made possible with the support of the MEDIA PLUS PROGRAMME of the European Community.



Why?

This workshop enables makers of creative documentaries to come to terms with the explosion of existing new media channels and practices, in terms of conceiving, producing and publishing documentary projects.

Workshop tools

Main workshop tools are AnyMeta, the blogtool and documentation system of the workshop, the Korsakow System, an elegant and powerful content management system for online video projects. Furthermore the participants will be introduced to a collection of current online web2.0 tools, that will be used when appropriate in the participants projects.

Bringing workshop footage

Participants begin with a project concept and/or can bring a selection of video footage to this workshop. If you want to bring existing material, please bring no more than 40 minutes (maximum, less is better) of digitized footage, preferably in the Quicktime movie format. You can bring your material on cd-rom, dvd-rom, Firewire harddisk, usb stick, or on MiniDV. Video can also be shot (to a limited extent) during the workshop sessions.

When & where?

All workshop days starts at 10:00 hrs at the Mediamatic workshop room (address below). The first and second workshop day the scheduled sessions also run till 17.30 hrs. Participants can work on their projects to 21.00 hrs. in the evening on the second, third and fourth workshop day. The third workshop day the last scheduled session is the *Now Media Hour* in the Compagnie Theatre from 17.00 hrs. till 18.00 hrs. (address below), the main IDFA venue. (Participants can work at Mediamatic till 21.00 again) The fifth workshop day ends with a public lecture illustrated with some workshop projects on the relations between content, media format and strategic production plan in new media documentaries.

In the *Now Media Hour* of 28 november in the Compagnie Theatre, workshop conclusions will be discussed by a panel of specialists and one selected workshop project will be pitched to a jury.

Address Mediamatic workshop space: Oosterdokskade 5, 5th floor. Directions for Mediamatic can be found at www.mediamatic.net/contact

Address Compagnie Theatre - Kloveniersburgwal 50. See

<http://www.idfa.nl/en/services/festival-locations.aspx> for directions to the Festival Lounge.

Trainers

The workshop will be coached by the Mediamatic workshop team in collaboration with invited guest lecturers and assistants:

- **Florian Thalhofer**, artist and original builder of the *Korsakow System*, and producer of the interactive documentaries as *The Korsakow Syndrome*, *13erStock*, *7Sons* and many more.

- **Klaas Kuitenbrouwer**, media watcher and coach and assembler of the Mediamatic workshop programme

- **Jakob Schillinger**, media designer and currently assistant curator at the MOMA in NY.

- **Martijn de Waal**, is media researcher, lecturer and writer. He co-initiated *The New Reporter*, an insightful online magazine on new media journalism and meta-journalism. Martijn de Waal wil talk about geotagging and locative media as documentary practices.

- **Neil Sieling** is a former executive producer with *Alive TV*, gained career experience with the *Independent Television Service*, the *Open Society Institute*, and the *POV* series on PBS. Today, he licenses programming for the *Link TV* channel he helped launch, and also does strategic planning. Neil Seiling will talk about new media revenue models and how they apply to the documentary practice.

- **Jamie King** is a young, enthusiastic activist, filmmaker, writer and practical theorist in the area of new media, post-IP culture and social organisation. He will discuss alternative production methods and tools for documentary makers that want to work in many media.

Participants will furthermore be supported in making their workshop projects by five savvy technical assistants.

Mediamatic

Mediamatic Foundation publishes *Mediamatic Off-Line*, artist cd-roms and *Mediamatic On-Line*, an international website on art and media with a daily calendar of cultural events (www.mediamatic.net). Next to the *Korsakow* workshops Mediamatic organizes a series of workshops under the title *Designing Behaviour*, with a conceptual approach to the possibilities of interactive media.

Schedule workshop sessions

Day 1 Friday 23 November

Location: Mediamatic workshop space, Oosterdokskade 5. 5th floor.

10.00	Introduction of participants, trainers, assistants and themes of the workshop.
10.30	Lecture by Klaas Kuitenbrouwer The specifics of new media documentary practice. Relations between authors, projects and audiences. Databased stories, crossmedia ideas and interactive experiences.
11.10	Lecture by Martijn de Waal on locative media and geotagging as documentary practices.
11.50	Talk by Florian Thalhofer on making documentaries with the Korsakow System.
12.30	Brief introductions of workshop tools AnyMeta (the content management system of www.mediamatic.net), YouTube, Google(My)Maps, Flickr. (all trainers)
13.00	Lunch
13.30	Presentation of and feedback on workshop proposals as they are published at www.mediamatic.net
15.00	Participants are divided in 3 groups, each with trainers and assistants, and work with the feedback and questions. Participants edit their entries at www.mediamatic.net
15.45	Summary of project proposals. Projects are presented to the whole group. Teams are made of participants and trainer-assistants.
16.30 – 17.30	Making production plan. Capturing workshop material on workshop computers.

Day 2 Saturday 24 November

Training with workshop tools, starting workshop projects. Guest speaker Jamie King.

09.30	Trainers and assistants discuss projects progress.
10.00	Lesson by Jakob Schillinger: Different possible structures of keywords and footage in the Korsakow System. Comparison

	YouTube and Korsakow as production environments. Tips and tricks on using Quicktime Pro.
10.30	Tutorial by Florian Thalhofer of the Korsakow System.
11.00	Hands-on exercise with the Korsakow System by those who want to use it. Other participants work on their projects, assisted by trainers and assistants.
13.00	Lunch
13.30	Talk by Jamie King on alternative production and distribution methods of documentary content online.
14.15	Work on projects, assisted by trainers and assistants. One-to-one feedback by Jamie King.
16.30	Participants edit entries on www.mediamatic.net
17.00	Round-up on developments.
17.00 – 21.00	Possibility to work on your projects. Every evening trainer assistants are present to help participants with their projects. Participants that want to work in the evening should inform assistants during the day.

Day 3 Sunday 25 November

Revenue models – strategic production. Guest speaker Neil Seiling.

09.30	Trainers and assistants discuss projects progress.
10.00	Talk by Neil Seiling on new media revenue models and how they apply to documentary practices.
10.45	Work on workshop projects. Assisted by trainers and trainer assistants. One-to-one feedback by Neil Seiling.
13.00	Lunch
13.30	Case studies of successful online documentary projects. By Neil Seiling.
14.00	Work on workshop projects. Assisted by trainers and trainer assistants. One-to-one feedback by Neil Seiling..
16.30	Edit www.mediamatic.net entries. Screenshots, comments, questions.
17.00	Round-up, based on www.mediamatic.net entries.
17.30 – 21.00	Possibility to work on your projects. Every evening trainer assistants are present to help participants with their projects. Participants that want to work on the evening should inform assistants during the day.

Day 4 Monday 26 November

Work on projects.

09.30	Trainers and assistants discuss projects progress.
10.00	Talk on the use of computer games in the documentary practice. By Klaas Kuitenbrouwer.
10.30	Work on workshop projects. Assisted by trainers and trainer assistants, including Jamie King.
13.00	Lunch
13.30	Work on projects. Assisted by trainers and trainer assistants, including Jamie King.
16.00	Round-up on project development.
16.30	Off to the Compagnie Theatre.
17.00 - 18.00	<i>Now Media Hour</i> at Compagnie Theatre.
18.30 - 21.00	Possibility to work on your projects. Every evening trainer assistants are present to help participants with their projects. Participants that want to work on the evening should inform assistants during the day.

Day 5 Tuesday 27 November

Finalizing workshop projects, public presentation of workshop conclusions.

9.30	Trainers and assistants discuss projects progress.
10.00	Finalising workshop projects! Assisted by trainers and trainer assistants.
13.00	Lunch
13.30	Finalising workshop projects! Assisted by trainers and trainer assistants.
14.30	Internal presentation and evaluation of all workshop projects.
18.00	Food and drinks in Mediamatic exhibition space.
20.30	In a public group lecture, Klaas Kuitenbrouwer, Florian Thalsofer, Jakob Schillinger and some participants will sketch the relations between content, media format and strategic production plan that seem to make sense for new media documentaries. The talk will be illustrated with projects developed in the workshop.

Day 6 Wednesday 28 November

Public presentation of workshop results

16.15	Set-up in Compagnie Theatre.
17.00 – 18.00	<i>Now Media Hour</i> including discussion on workshop conclusions and pitch on one workshop project for a jury of specialists.