

DigiCamp Rankin Inlet

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What to Prepare:

If you're interested in being considered for DigiCamp, please submit an idea for an interactive project idea that you would like to create.

It may be an idea that you've been thinking about as part of a film project, or an entirely new idea.

The key is that it is a story you want to tell, know a lot about, and maybe already have some assets for (photos, video, etc) to support your idea.

We ask that you submit a short concept document (no more than two pages).

Your document should explain your creative vision for the project idea and should include answers to:

- What is it? (statement of the basic idea)
- What is the story you want to tell?
- Who's it for?
- How do you think it would work?
- What will the user do when he or she comes to the web page?
- How will the user feel? What do think that interactive experience will be?

The workshop is limited to 8 participants, and if you are selected to attend, you will have an opportunity to more fully explain your idea when we all get together in Rankin Inlet.

In order to help you in thinking about an idea, consider the following:

- 1.** Propose an interactive idea you want to make, not an interactive idea you think the NFB or Nunavut Film might like. We don't like that and will roll our eyes at you.
- 2.** We might end up making your project over the four days of DigiCamp. That means that we will have to put together all of the assets (video, sound, narration, text, photos, etc) in those four days. So - propose an interactive idea that you think we could make during this time.
- 3.** DON'T propose a project that is the "Facebook of the North" or "The Youtube of Nunavut". Instead, think about A STORY you'd like to tell. Maybe it's about a particular person. Maybe it's about a place. Maybe it's about a theme. It doesn't really matter – but it does matter that it's about STORY.
- 4.** If you want, give us some examples of interactive projects that you really like. A good place to start is the NFB's interactive work at www.nfb.ca/interactive. By looking at these projects, you'll see how the digital creator worked with story, had a point of view, and used all sorts of really interesting and creative digital tools.
- 5.** Finally, don't get too concerned about making the interactive idea perfect. You might have a really interesting story idea and have no idea how to turn it into an interactive piece. That's okay. All we want to see is that you have some kind of idea you'd like to think more about and that you're interested in figuring out how to make it interactive.

HOW TO SUBMIT:

By email to d.christensen@nfb.ca

Proposals are due by September 30, 2011.

For more information contact David Christensen at the email address above or on 780-495-3015.



How Does DigiCamp Work?

The NFB originally created DigiCamp for its Producers. We're going to follow the same model. On the first day, participants at the DigiCamp in Rankin Inlet will share the idea they submitted. We'll then we spend some one-on-one time refining each of the ideas. Finally, we'll review the 'revised' pitches and select two projects to work on through the week.

Two teams will be created with 4 participants on each team. Each team will get its own dedicated production unit comprised of an experienced web designer, programmer and producer. Together, the team works through all the stages of a project culminating in a working prototype at the end of the week.

DigiCamp Schedule Overview:

Day One: Story Exploration Day

Topics include: Why Interactive?, What Makes a Great Interactive Project, Reviewing and Refining Our Ideas. Select 2 Ideas to Develop. Begin refining the concept.

Day Two: Concept to Design

Topics include: Elements of a Creative Plan document, Initial Mood Boards, Information Architecture, Asset Gathering.

Day Three: Design and Develop

Topics include: Refining the Look and Feel, Development, and Quality Assurance, The focus of the day is actively developing the team's project.

Day Four: Crunch and Present

Final revisions to the project and some last minute marketing tips before the teams share their projects with the larger group.

