

INSIGHT OUT



Digital Production in Film & TV / HFF Academy 2012

Programme

INSIGHT OUT | HFF Academy

March 19 - 23, 2012

www.insightout-training.net

Content:

1. Programme with focus on broadcasting
2. Detailed description of every broadcast lecture, workshop, case study and visits
3. Target groups, learning objectives & methods
4. General programme

HFF Film & Television University "Konrad Wolf"
Potsdam-Babelsberg, Germany



HFF
Konrad Wolf

BROADCAST PROGRAMME

Monday, 19 March

09.00 – 10.30

Registration, Welcome and Introduction of Participants
Prof. Martin Steyer (DE)

10.45 – 12.15

General overview of formats and workflows in digital film production and HDTV
Mike Christmann (DE)

13.00 – 14.30

Broadcast changes
An introduction to the current workflow changes for broadcasters: from tape-based systems to global file-based applications.
John Ive (UK)

14.45 – 16.45

Editing
Peter R. Adam (DE) talks about the creative process of editing the movie „Anonymus“ from Roland Emmerich.

16.50 – 18.00

s3D Now!
HFF research project discusses the changes of the latest 3D production techniques.
Scuda & Westphal (DE)

20.00 – 22.00

Welcome dinner

Tuesday, 20 March

09.00 – 10.30

VFX and 3D in Hollywood
Mark H. Weingartner (US) shows 3D in „Pirates of the Caribbean“ and his work for major Hollywood productions.

10.45 – 12.15

Production design
Sebastian Krawinkel (tbc) on „Anonymus“.

13.00 – 18.00

Theoretical workshops

Broadcast workshop
Necessities for change.
Kemal Görgülü presents three one-hour courses:

- **Building media networks with IT solutions (Media Data Centre)** Luc Andries (BE)
- **MAM/CMS systems: from inception to archive** (tbc)
- **Different concepts for file-based workflows** Mike Christmann (DE)

19.00 - 21.00

Visits to rbb hologramm group, HPI, N24, Post Republic, Heinrich Hertz Institute (tbc).

Wednesday, 21 March

09.00 – 12.15
CASE STUDY

Broadcaster

An arte HD expert Thomas Palm (DE) presents a view of the change of the global workflow: from the idea to the archive to cross-platform delivery.

13.00 – 18.00

Workshops

theoretical courses:

Broadcast one

- **Process management as part of system design** (tbc)
- **Service-management and support** (tbc)
- **Metadata concepts & management** (tbc)

please see next pages for detailed content discription!

20.00 – 23.00

Dinner & get-together
Meet up with professionals from the German film industry

Thursday, 22 March

09.00 – 12.15
CASE STUDY

Pan European co-production

Peter Hjörth (DK), vfx specialist for „Melancholia“, explains the workflow of organizing the post production in five countries. Example: Lars van Trier's „Melancholia.“

13.00 – 18.00

Workshops

theoretical courses:

Broadcast two

- **Vendor specific analysis one**
What is the Sony Media Backbone Conductor? (tbc)
- **Vendor specific analysis two**
What is IBM offering as platforms form file-based production and workflows? (tbc)
- **Automated Digital Archive Migration (ADAM)**
Michal Jordi, Jordi AG (SUI)

18.30 – 20.00

Screening 3D movie
1st: Kemal Görgülü's 3D short movie
2nd: „Melancholia“

Friday, 23 March

09.00 – 10.30
3DTV deliveries

Market developments and broadcast strategies.
Sky Britain Chris Johns (tbc)

10.45 – 12.15

Colour space
Dolby and Codex (UK) are going to present their latest developments in recording and monitoring equipment. (tbc)

13.00 – 14.30

Documentary
Pros and Cons of tape-based vs. file-based workflow, discussed from a documentary perspective.
Keith Partridge (UK)

14.45 – 16.15

vfx strategic planning
Recent challenges and trends.

16.30 – 18.00

Future trends
Overall summary of all topics dealt with during INSIGHT OUT and forecast of future trends.
P.Horth and K.Görgülü

20.00 - open end
Farewell dinner

10.15 – 10.45 Breakfast **12.15 – 13.00** Lunch **14.30 – 14.45** Coffee break **16.15 – 16.30** Coffee break

HFF Film & Television University “Konrad Wolf”
Potsdam-Babelsberg, Germany

INSIGHT OUT Digital Production in Film & TV / HFF Academy 2012
Max Hemmo / 06.02.2012

NOTE: All trainers, lectures and screenings will be updated. Please check out our webpage.

DETAILED DESCRIPTION

MONDAY

13.00 – 14.30

Broadcast business today: overview of the status quo and the challenges for the future

- Changing content production and distribution landscapes/platforms.
- Changing usage of TV and other platforms.
- From tape-based to file-based production: TV production in change.
- IT- systems in broadcast environments.
- Formats, codecs and standards.
- Architectural concepts for TV production.
- yesterday, today and tomorrow.
- MAM/CMS systems: Enabling integrated workflows from inception to archive.
- Distribution platforms and future challenges.
- presented by John Ive, IABM (UK)

TUESDAY EVENING EVENT

19.00 – 22.00

Visits to rbb (and a second news-broadcasters tbc) at the rbb, you can visit a hologram research group, realised together with Italian broadcaster RAI. At the second broadcaster N24 shows you an already changed production workflow.

TUESDAY

13.00 – 18.00

Theoretical workshops

Building media networks with IT solutions (Media Data Centre)

- Behaviour of IT networks in media :IT vs. media traffic.
- Classical IP-centric file-based production infrastructure.
- Private media cloud architecture.
- presented by LUC ANDRIES (BE)

MAM/CMS systems: from inception to archive

- Introduction to MAM and CMS systems.
- What is it for? How to plan a MAM/CMS System.
- What is needed for a file-based integration.
- Technologies, concepts and products: overview of the current market.
- Challenges/bottlenecks in current systems.
- Example of installations.

Different concepts for file-based workflows

- SOA vs. non-SOA. What is it about (architecture, ESB, middleware, interfaces etc.)
- Pros and Cons.
- Dependencies/hurdles of supplying companies.
- Existing know-how of broadcasting personnel.
- Total cost of ownership.
- Does it cost more or less than legacy systems and why?
- FIMS as an example for SOA.
- presented by MIKE CHRISTMANN (DE)

WEDNESDAY

09.00 – 12.15

CASE STUDY

Broadcasters

An arte HD expert Thomas Palm presents a perspective on the working change of the global workflow, from the idea to the archive to cross-platform delivery.

13.00 – 18.00

Theoretical workshops

Process management as part of system design

- System development: procedure models for design and implementation of IT systems.
- Business processes and system design.
- Visualisation and communication of processes, challenges and risks.

Service-management and support

- Enterprise Applications Management.
- Failure management / IT incident management.
- Service Management Concepts.
- ITIL.

Metadata concepts & management

- Metadata in file-based production environments: overview of state of the art.
- MXF and other metadata (file) formats Import, Export & Ingest.
- Metadata standards and concepts.
- BMF.
- Challenges for metadata management .
- Approach to solutions.

CONTACT

DETAILED DESCRIPTION

THURSDAY

13.00 – 18.00

Theoretical workshops

Vendor specific analysis one

- What is the Sony Media Backbone Conductor?
- Technology, concept, architecture behind.
- Examples of current installations.
- What are the major challenges with Sony MBC?

Vendor specific analysis two

- What is IBM offering as platforms form file-based production and workflows?
- Architecture and concepts.
- Presentation of current installations.
- What are the major challenges with IBM platforms and processes?

Automated Digital Archive Migration (ADAM)

- Current archive situation at public and private broadcasters.
- What is ADAM: technology, capacity, costs.
- Integration into broadcast archive environments.
- Presenter will be MICHAEL JORDI from Switzerland.

FRIDAY

09.00 – 10.30

3DTV deliveries

Market developments and broadcast strategies are presented concerning technological distribution and delivery standards based upon 3D experience with sports, entertainment and documentation content. Sky Britain, Chris Johns (tbc)

13.00 – 14.30

Documentary

Keith Partridge (UK) is known for his unique experience in shooting documentaries for BBC such as „The Human Planet“. He is a fan of tape-based productions. Pros and Cons of a tape-based vs. a file-based workflow system discussed from a documentary perspective.

16.30 – 18.00

Future trends

Wrap-up of all topics and discussion of future trends, including a broadcaster's perspective. This conclusion leads all themes from this week to an ultimate status quo, allowing us to look ahead for 5-10 years to come. Presented by Kemal Görgülü and the Head of Studies for the 3D part of INSIGHT OUT 12.

Benefits & learning objectives

Specially designed for broadcasters, our goal is to enable participants to:

- Develop an overview of the changing landscape for broadcasters from a management and engineering **perspective**.
- Learn to speak one language within one broadcaster by creating mutual acceptance and **understanding** between management and engineers.
- Recognise internal **needs & resources**.
- Understand **external solutions** for internal change processes.
- Develop a methodology to **manage** internal change processes.
- **Rethink and redesign** internal structures by using existing offers and possibilities.
- **Transfer know-how** from existing solutions into your broadcaster.
- develop guidance for the **investment in** upgrades, systems and/or software.
- Discuss and understand the setup of **integrated value chains** from acquisition to distribution.
- Generate **higher output** by using a cross-platform approach.
- Increase inspiration by tackling challenges from best practise models and **successfully completed** change processes.
- Achieve **close contact** with international experts.

INSIGHT OUT allows you to dive into this topic more deeply than any other place, event or training.

Target groups

Our broadcast section aims at highly qualified participants such as:

- Executives in management and/or engineering.
- Junior executives who combine strategic planning with operative decision making.
- Heads of Departments responsible for the design, the planning, the financing, and the application of change processes.
- Engineers.
- Subcontractors & developers .
- Teachers & trainers.
- Journalists.

INSIGHT OUT in general appeals to:

- Supervisors for VFX.
- Producers of TV and cinema.
- DITs, DOPs, DAAs, VFX artists, data wranglers.
- Stereographers.
- Directors.
- Editors, colour graders, workflow specialists.
- Journalists.
- Teachers & trainers.
- Freelancers.

and everyone, who combines technical and creative decision making.

Methods

Inspiration and practical application are the primary focus of our methodology, critically acclaimed for its innovative power.

- We bring together decision makers and experts.
- Our Head of Studies from the internationally operating consulting company FLYING EYE brings a high level of experience to our enterprise.
- We create an intimate atmosphere for exchanging workplace experiences.
- We offer space for communication on a direct base with a strictly limited number of participants.
- The combination of lectures, case studies, workshops and exiting framework options guarantees a lively, intense and refreshing learning atmosphere.
- Our trainers are the best experts in the world.
- Didactic material and follow-ups are well- structured.
- Latest industry information on digital technologies are combined with an outlook on future developments.
- We offer a complete overview of digital/HD /3D workflows from pre-production to distribution.
- HFF provides a vendor-neutral environment in which participants can learn about the features of different products and prepare their buying decisions.
- We provide a discourse on aesthetic aspects as well as on technical matters.
- The course offers a network platform for the European digital film community.
- Participants are able to test the very latest camera equipment.

GENERAL PROGRAMME

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10.45 – 12.15

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Mike Christmann (DE)

13.00 – 14.30

Broadcast changes

An introduction to the current workflow changes for broadcasters.

Kemal Görgülü (TR/DE)

14.45 – 16.45

Editing

Peter R. Adam (DE) talks about the creative process of editing the movie „Anonymous“ from Roland Emmerich.

16.50 – 18.00

s3D Now!

HFF research project directors present their s3D movies and discuss the changes of the latest 3D production techniques.
Scuda & Westphal & Pfanz (DE)

20.00 – 22.00

Welcome Dinner

Tuesday, 20 March

09.00 – 10.30

VFX and 3D in Hollywood

Mark H. Weingartner (US) shows 3D effects in „Pirates of the Caribbean“ major Hollywood productions.

10.45 – 12.15

Production design

Sebastian Krawinkel (tbc) on „Anonymous“.

13.00 – 18.00

Theoretical workshops

Participants may choose one of the following half-day workshops:

3D storytelling

Architecture of a 3D script.
Ludger Pfanz

Workflow planning

Plan your next workflow. (tbc)

Broadcast Workshop

Necessities for a change.
Kemal Görgülü, Luc Andries, Mike Christmann

19.00 - 21.00

Visits to RBB, HPI, Post

Republic, Heinrich Hertz Institute and N24.

Wednesday, 21 March

09.00 – 12.15

CASE STUDY

Broadcaster

Thomas Palm, arte HD, presents a view of the change of the global workflow: from the idea to the archive to cross-platform delivery and how arte realized the change.

13.00 – 18.00

Workshops

Participants may choose one of the following half-day workshops:

hands on:

• **4:4:4 Camera comparison**

Christian Klimke (DE)

• **3D & 2D Slowmotion**

Adam Marshall (UK)

• **Sound design**

Bruno Tarrière (F)

• **VFX for 3D**

pixomondo (tbc)

theoretical:

• **Broadcast one**

20.00 – 23.00

Dinner & Get-together

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1st:

Kemal Görgülü’s 3D short movie

2nd:

Friday, 23 March

09.00 – 10.30

3DTV deliveries

Market developments and broadcast strategies.

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10.45 – 12.15

Colour Space

A broad discussion about colour on set, in post and how to handle monitors, luts, dailies etc. Presented by Dolby and Codex UK

13.00 – 14.30

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Pros and Cons of tape-based vs. file-based workflow, discussed from a documentary perspective.
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