

 THE BANFF CENTRE

BANFF NEW MEDIA INSTITUTE

2002

CWC/Corus New Media Career Accelerator Agenda

CWC/Corus New Media Career Accelerator
March 2-8, 2002



ENTERTAINMENT

CWC•AFC

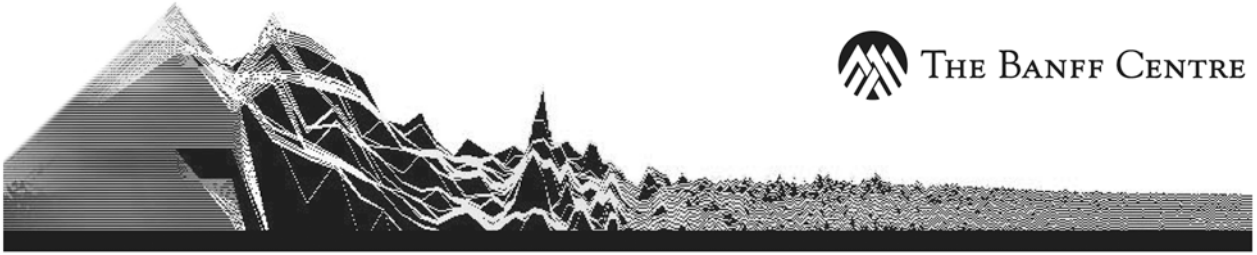


 Telefilm Canada



Canadian
Heritage

Patrimoine
canadien



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Curriculum

Saturday March 2

9:00 pm

Meet and Greet

Location: Cozy Nook, The Banff Centre

There will be opportunity to introduce yourself and meet other fellows and faculty, share a glass of wine or have a cup of tea and nestle in for a night in the mountains.

DAY ONE: Sunday March 3

7:00am - 8:30am

Breakfast in the Banff Centre dining room

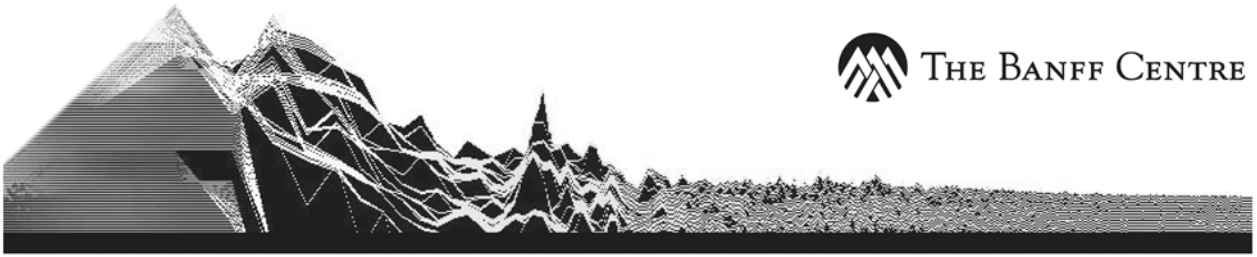
8:45am - 10:00am

Welcome and brief re-introduction:

Location: Classroom JPL 204

- Sara Diamond Executive Producer, TV & New Media, Artistic Director, Media Visual Arts, The Banff Centre
- Main Faculty
- CWC rep: Stephanie MacKendrick
- Corus rep: David Kincaid

Executive Producer, Sara Diamond provides an overview of the issues that we will cover during the course. From the challenges of an ever changing landscape, to peer to peer technologies, to consistent technological change, to the need for cross media knowledge, to leading cross-disciplinary teams, to hiring just the right skill sets, women leaders will need an adaptive, creative and focussed response to the ever changing new media world.



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10:00am -11:00am

The Mating Game: Marriage, Divorce, Betrayal and Loyalties: The Current State of Convergence. What is New Media? Who are the Players? What are the Forms? What carries over? Who Carries on?

Location: Classroom

Faculty: Deborah Beatty

Keynote address on the current stage of convergent media, the process of convergence and the knowledge and skills needed to lead in a time of change. This lecture will establish definitions that will be of value for the Fellows. We will have a glossary of terms prepared for the course. This lecture will bring the glossary alive!

11:00am - 11:15am

Coffee Break

11:15am – 12:30pm

\$, Rights and new Media

Location: Classroom

Faculty: Christene Hirschfeld

What are rights issues in current new media deals? How should deals be negotiated to get the best out of potential properties. Where do peer to peer technologies, the culture of free content, fit with a rights model? What are alternatives?

12:30pm - 1:30pm

Lunch

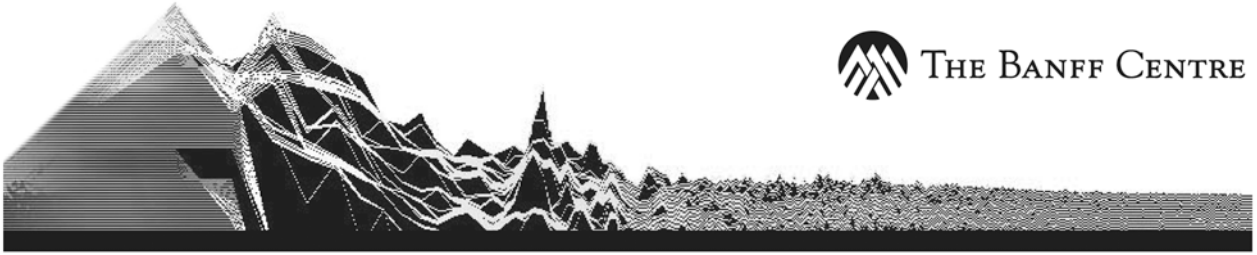
1:30pm – 3:00pm

Old knowledge and New: Fellows Response

Location: Classroom

Faculty: Sara Diamond

Fellows have a facilitated opportunity to respond to the ideas of the keynote speakers. The goal of this session is to validate the knowledge that the Fellows are bringing into the course. It will underline the ways that they can build on their



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knowledge. It will note the key areas of learning and skill development that will emerge through the program.

We will review individual learning goals and structure of the program for meeting those goals based on previous discussions with Fellows and their response to the curriculum plan.

3:00pm – 3:30pm

Facilities Tour

Location: JPL

3:30pm - 3:45pm

Coffee Break

3:45pm - 5:15pm

Hands on Lab Time- Using the WWW for Research Part One

Location: Windows Lab JPL 221

Faculty: Elizabeth Vander Zaag, assisted by Jennifer Villamere and Lisa Betterton
Fellows will receive an introduction on how to use the WWW as a research and finding aid, how to take advantage of web-based services and how to set up your own computer environment to remember information. Knowledge mapping will be discovered and discussed.

5:15pm - 6:00pm

Conclusions, check in

Location: Classroom

6:00pm - 7:30pm

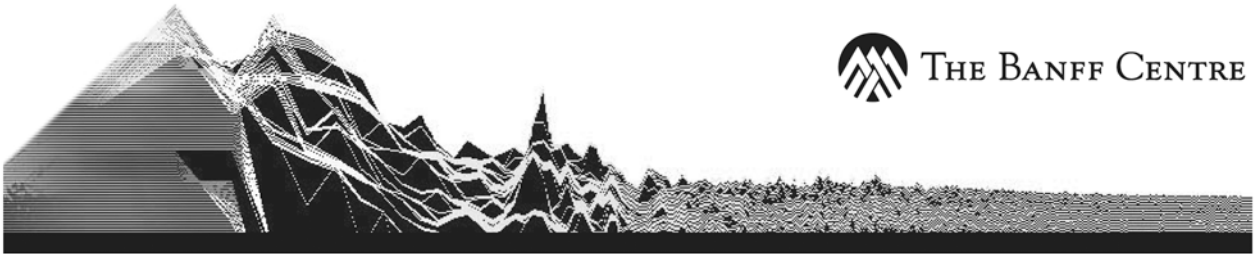
Dinner

7:30pm - 8:45pm

Improvisational Drama, Interactivity, Games, and Multiplayer Storytelling

Location: Performance Studio, Glyde Hall

Faculty: Lizbeth Goodman and Sara Diamond



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Interactive narratives may be the future of convergent media. This is an introduction to the use of live theatre improvisation in creative problem solving in new media; including some role play and identity games to be set by LG, with repercussions for storylines to be developed throughout the week. Some samples of games and media applications that tell stories may be shown.

8:45pm - 10:30pm

Inspirations: Creative New Media Case Studies

Location: Classroom

Faculty: Elizabeth Vander Zaag, Gayle Irwin, and Martha Ladly (facilitated by Sara Diamond)

This session provides a case study of a crossover/convergent media product that has won international awards for its approach to content and technology. We will look at why it was successful from the aesthetic to the practical production sides. Who developed the idea, how was a team assembled to produce it, what were the controversies during production, what is its economic model, what its ROI?

Eve, Ceremonies of Innocence, Drum (Martha Ladly)

Talk Nice and Cougardate.com (Elizabeth VanderZaag)

artscanada.cbc.ca (Gayle Irwin)

DAY TWO: Monday March 4

7:00am - 8:30am

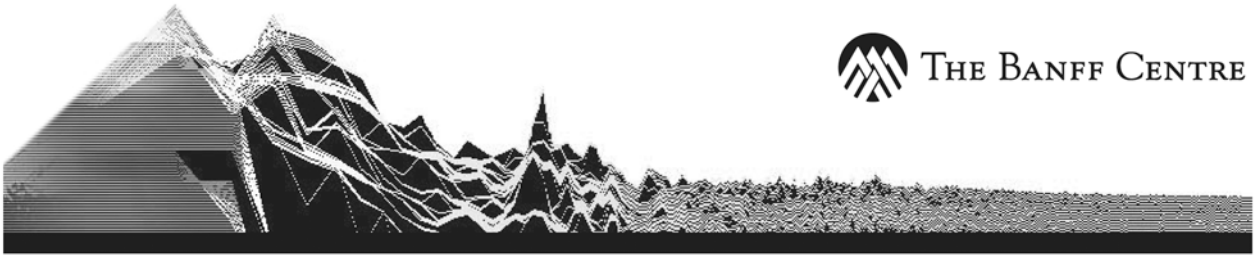
Breakfast in the Banff Centre dining room

9:00am – 9:30 am

Summary and Check in from Previous Day

Location: Classroom

Faculty: lead by Sara Diamond



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9:30am - 10:45am

Using the Web for Research: Placement in Search Engines

Location: Windows Lab JPL 221

Faculty: Elizabeth Vander Zaag, Susan Kennard, assisted by Jennifer Villamere and Lisa Betterton

This component includes a discussion of search engines, hierarchies in www information, the web as community versus mass media, accuracy, security, ecommerce on the web. This discussion is informed by search problems that the Fellows bring to the fore.

10:45am - 11:00am

Coffee Break

11:00am - 12:00pm

Into the Future: Women, Games and Convergence

Location: Classroom

Faculty: Laura Groppe

A leading woman games analyst will discuss the nature and potentials of the growing games industry providing some examples of new forms of game play and audiences. Where does interactive gaming fit in the world of convergent media? How can women enter this field?

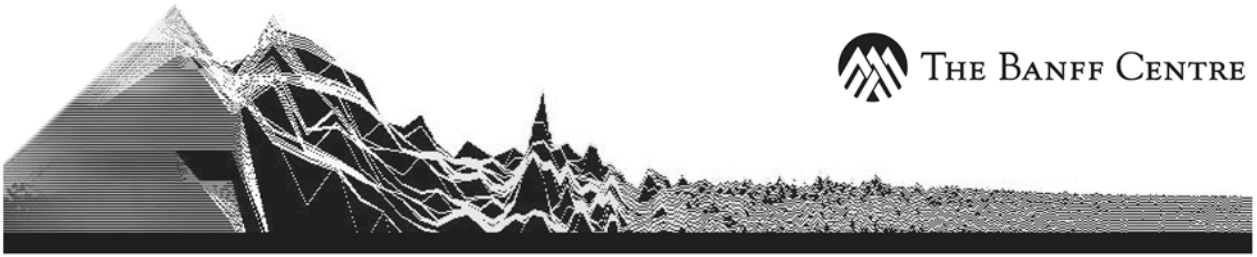
12:00pm - 12:15pm

GROUP PHOTO

Please proceed to risers set up **OUTDOOR** in the Donald Cameron Amphitheatre, (across from the dining room windows)

12:15pm – 1:15pm

Lunch



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1:15pm - 2:30pm

New Media: Building Companies

Location: Classroom

Faculty: Justine Bizzocchi

2:30pm - 2:45pm

Coffee Break

2:45pm – 4:00pm

Writing, Design and Interactivity: Creative Challenges in New Media

Location: Classroom

Faculty: Martha Ladly, Gayle Irwin, Sara Diamond

Leading new media designers introduce the key creative elements of new media design: writing, visual design, drama, and direction. How do you imagine and develop the creative elements of a new media work?

4:00pm – 5:45pm

Writing, Design and Interactivity: Creative Challenges in New Media

Building Your Own Web Sites

Location: Windows Lab JPL 221

Faculty: Elizabeth Vander Zaag, assisted by Jennifer Villamere and Lisa Betterton

This practical design workshop will introduce the basic elements of simple WWW design to Fellows while considering effective design principles on the web. (Photoshop and Dreamweaver will be introduced)

5:45pm - 7:30pm

Optional Aerobics Class & Dinner

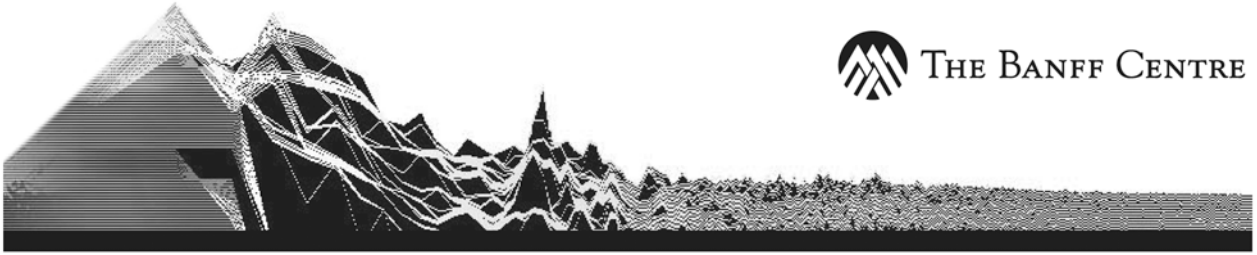
7:30pm - 8:15pm

Check In & Feedback for Day One Interactive Drama Workshop

Location: Performance Studio, Glyde Hall

Faculty: Lizbeth Goodman, Sara Diamond

Continuing the use of live theatre improvisation in creative problem solving in new media. We will explore "character tone" and work with props, adding these to the emerging narratives.



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8:15pm - 8:30pm

Walk to town

Please bring outdoor wear

8:30pm - 10:30pm

Games Night: Show, Tell and Play

Location: Cyber Web Café- 215 Banff Avenue.

Faculty: Laura Groppe

Who says that women and girls do not play games? Find out for yourself, whether you are a player or not, what the pleasures and challenges of interactive games are. We will try out a number of games with high female audiences, look at new forms of games play and design, such as The Sims, Black and White. How can you break into this culture and have success? Where does convergence work in favour of larger audiences (for e.g. through play station technology)?

DAY THREE: Tuesday March 5

7:00am - 9:00am

Breakfast in the Banff Centre dining room

9:00am – 9:15 am

Summary and Check in from Previous Day

Location: Classroom

Faculty: lead by Sara Diamond

9:15 am – 10:15am

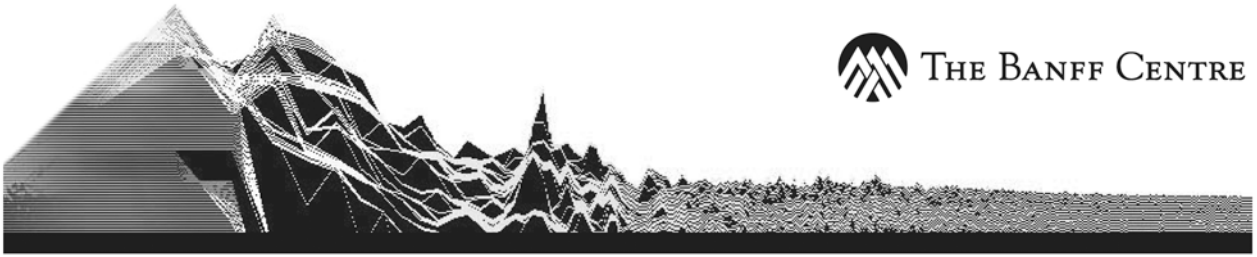
Team Management From Top Down to Open Source

Lateral Thinking: Peer to Peer Technologies, Users, Extreme Programming

Location: Classroom

Faculty Roma Khanna, Caryl Brandt, and Sara Diamond

This panel discusses and debates user driven models of interaction and design. It provides our first overview of new technologies and how these enable different



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roles for audiences, artists, users and designers. These technologies and user response have created new expectations for participation, validation and engagement on the part of users. We will focus on participatory models and content. Chances are that your staff will also have grown up in this environment. How do you relate to them? What do you need to know? What are some of the economic and rights indicators to take into account in this world? How do you work with distributed teams? How do you work with international networks?

10:15am – 10:30 am

Coffee Break

10:30am – 12:30pm

Team Development and Management

Location: Classroom

Faculty: Christene Hirschfeld, Roma Khanna, Gayle Irwin, Sara Diamond, Caryl Brandt

What is the ideal new media management team? What are the expectations of team management? Picking up on panel one, how and when do we use lateral styles? How do you work with “close to the machine” people? What happens when the manager is younger than her team members, or vice versa? Case studies of successful new media projects and the related team strategies and management challenges will be discussed in panel form. How do you work with international networks? What are some of the economic and rights indicators to take into account in this world?

12:30pm – 1:30pm

Lunch

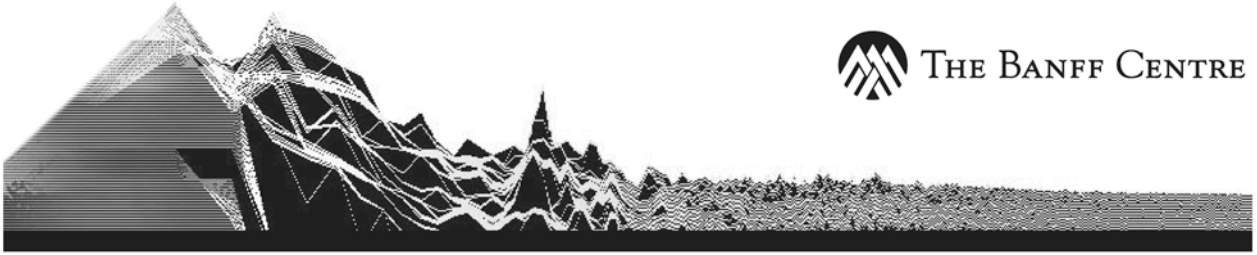
1:30pm – 3:30pm

Role-play Pitching a Project and Developing your Dream Team.

Location: Classroom

Faculty: All Faculty and guest speakers

Fellows are divided into teams. Fellows brainstorm a small project. They will define roles, plan the project and look at a management structure. They will develop a design plan based on previous course work, present it to the class and



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get feedback. This gives the Fellows the opportunity to role-play taking the lead for a team that has a strongly creative and primarily technical.

3:30pm - 3:45pm

Coffee Break

3:45pm - 5:30pm

Hands on Lab Time: Building your own Website Part Two

Location: Windows Lab JPL 221

Faculty: Elizabeth Vander Zaag assisted by Jennifer Villamere and Lisa Betterton

5:30pm - 7:00pm

Optional Aerobics & Dinner

7:30pm- 8:45pm

Improvisational Drama, Exercises That Help You Pitch

Location: Performance Space, Glyde Hall

Faculty: Lizbeth Goodman

The Butterfly Project prototype-an exploration in movement. The curriculum will be customized to this group of participants so the contents of this session may change as the week progresses. Code Zebra and definition games will also be featured.

8:45pm - 10:00pm

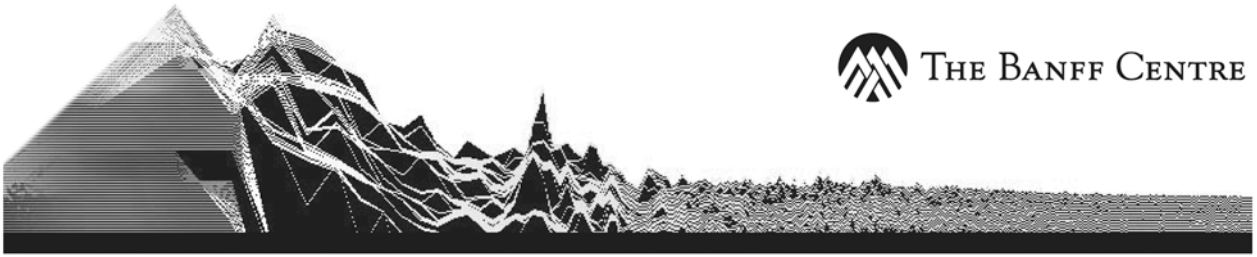
Talk by Sheelagh Carpendale: Close to the Machine- Woman inventing technologies. Special guests Blast Theory from the UK speaking about interactive projects

Location: Classroom

DAY FOUR: Wednesday March 6

7:00am - 8:30am

Breakfast in the Banff Centre dining room



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9:00am – 10:45am

How to Finance New Media?

Location: Classroom

Faculty Ellie Rubin, Christene Hirschfeld, Mary Barroll, Corrie Coe moderated by Sara Diamond

Putting the new media convergence television deal together. Different perspectives of deal making are explored, from development through to marketing. What is the role of tool making in relation to the content agenda? What issues are of particular importance from inside convergent media, the broadcaster, inside the new media company, inside the Technology Company? What are the stages of financing, the sources in Canada and abroad? Case studies.

10:45am - 11:00am

Coffee Break

11:00am – 12:30pm

"I Entrepreneur", High Tech Convergence and the New Leader

Location: Classroom

Faculty: Ellie Rubin

12:30pm – 1:30pm

Lunch

1:30pm- 2:30pm

The New Media Budget

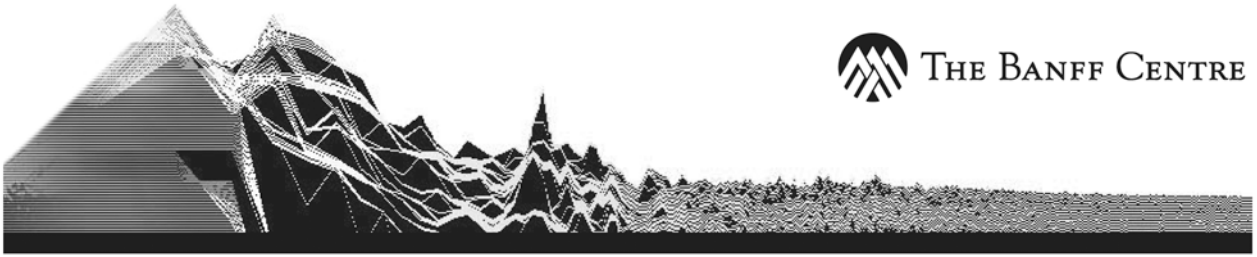
Location: Classroom

Faculty: Caryl Brandt

This practical session walks through all the elements of a new media budget, the challenges in covering the skills, time and resources needed.

3:00pm -3:15pm

Coffee Break



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3:15pm - 5:15pm

Building Websites: Part Two

Location: Windows Lab JPL 221

Faculty: Elizabeth Vander Zaag assisted by Jennifer Villamere and Lisa Betterton

Participants will continue to design a web site, with an introduction to forms and development of index pages.

5:15pm- 5:45pm

Ski Fitting

Please go to the Sally Borden Information desk and reserve your equipment for the Thursday ski trip.

5:45pm - 7:30pm

Optional Aerobics Class & Dinner

7:30pm- 9:30pm *****Parallel Sessions

A) Problem solving and pitching expertise

Work in groups: Develop a pitch for a new media project. Develop the concept, the team, a time line, a financing plan and a pitch

Location: Classroom and Windows Lab JPL 221

Faculty: All Faculty and Guest Speakers

With guidance from the faculty, you will develop your concept, the production and financing plan. You will also plan your pitch, with clear roles amongst the pitching group. Other faculty and participants will role-play vetting and responding to your pitch.

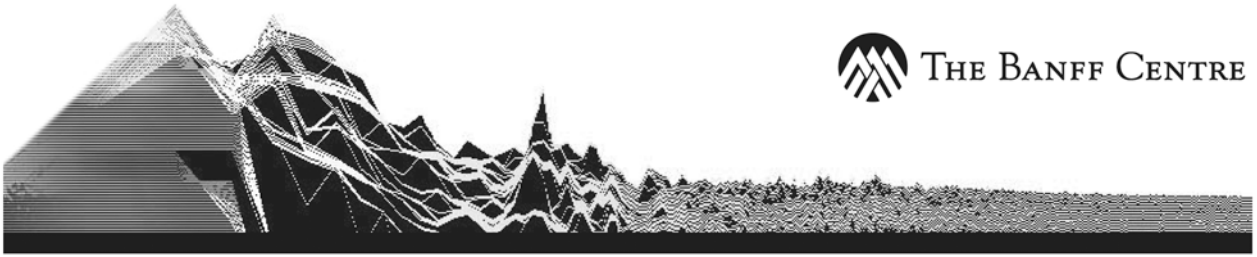
B) Meeting With Individual Faculty for Career Consultation

Location: Classroom, and Performance Space

DAY FIVE: Thursday March 7 CROSS COUNTRY SKI DAY

7:00am - 8:00am

Breakfast in the Banff Centre dining room



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8:00am

Pick up skis, wax skis

8:45 am

Meet the Bus for Ski Expedition

Location: road in front of DCH

9:00am - 1:00pm

Cascade fire road Ski

1:00pm

Meet Bus

1:00pm- 2:00pm

Lunch

2:00pm - 5:00pm

Pitching Session

Location: Classroom

Fellows pitch their projects to the group and receive feedback. 4 minutes for pitches per group with 6 minutes of discussion to follow each group.

5:00pm - 7:30pm

Dinner

7:30pm

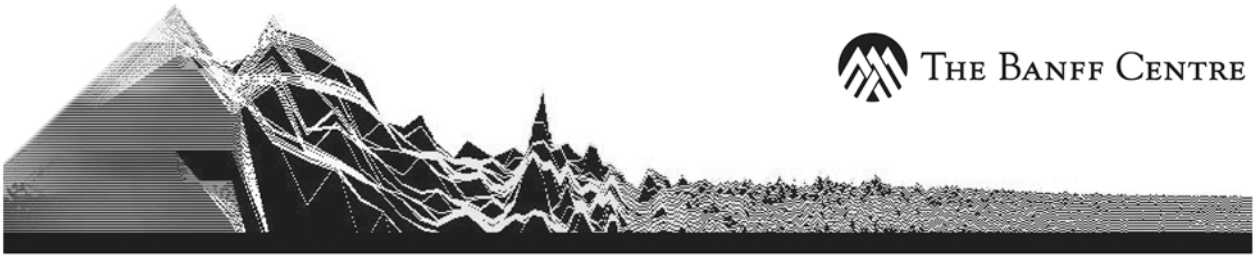
Meet the Bus to go to Sara Diamond's in Canmore on the road in front of Lloyd Hall

8:00pm - 10:30pm

Apres Ski : Informal Evening With Faculty and Fellows at Sara Diamond's in Canmore

10:30pm

Bus returns from Sara's



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DAY SIX: Friday March 8

7:00am - 8:30am

Breakfast in the Banff Centre dining room

9:00am – 10:45am

The Future is Now!

Case Study: Women Learning new media in Morocco

Location: Classroom

Faculty: Lizbeth Goodman, and Sara Diamond

LG to demo the Moroccan cybercafe project and to discuss key issues of gender and development in the knowledge economy. This session to include notes on online pedagogy and facilitation strategies for adult learners in non-Western settings.

10:45am - 11:00am

Coffee Break

11:00am - 12:00pm

Changing the Patterns of Learning--ICT in the Classroom

Faculty: Dr. Patricia Clifford

CANCELED DUE TO ILLNESS

1hour Tutorials offered by Christene Hirschfeld, Susan Kennard, and Sara Diamond. Locations TBA

12:00pm – 1:30pm

Lunch

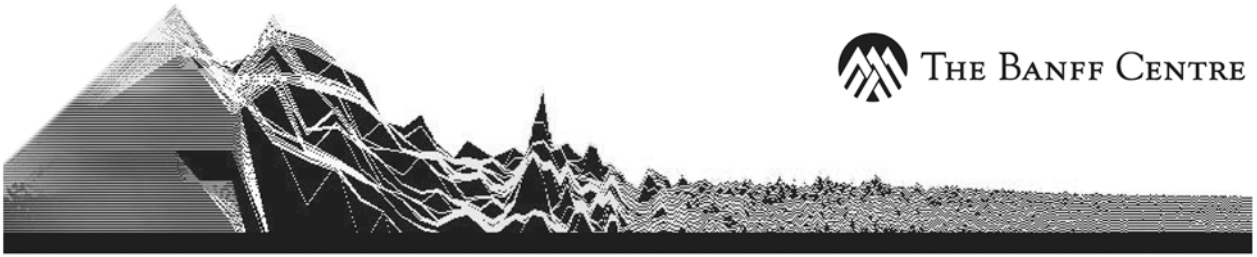
1:30pm - 2:30pm

Branding: yourself, your company and your ideas

Location: Classroom

Faculty: W. Paterson Ferns

Guest presenters will discuss the power of branding and suggest strategies.



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2:30pm - 2:45pm

Coffee Break

2:45pm – 4:00pm

Bringing it all Home/Building your Company a Review of Lessons Learned with Faculty

Location: Classroom

Faculty: All

Kicked off by an overview of the New Media Company we move into a summary of lessons learned. This is a strategic session on bringing New Media into their companies and their lives, facilitated discussion by Fellows. How will they implement their personal plan?

4:00pm - 5:00pm

Program Evaluation

Location: Lloyd Hall 2nd floor lounge

5:00pm- 6:30pm

Reception to Welcome Anthony Kiendel, new director of Visual Arts

Location: Walter Phillips Gallery

6:30pm - 9:30pm

Banquet and keynote address by: Twin Speakers: Two Perspectives on the Future

Dr. Elizabeth Cannon, Women and the Future of Science

Dr. Kathleen Sherf, Women and the Future of Communications

Location: TransCanada Pavillon Foyer

Faculty: Dr. Elizabeth Cannon and Dr Kathleen Scherf

TRAVEL DAY: Saturday March 9

7:00am - 8:00am

Breakfast in the Banff Centre dining room

Travel day for Faculty and Fellows