

Perfecting the Mix of Story, Character, & Interactivity

Subject to change

THURSDAY MARCH 29

MEET AND GREET

7:00 p.m. – 9:00 p.m.

TransCanada Pipelines Foyer

Participants and speakers meet for refreshments, snacks, and introductions.

FRIDAY MARCH 30

BREAKFAST

7:00 a.m. - 9:00 a.m.

Banff Centre Main Dining Room

WELCOME AND BRIEF INTRODUCTIONS

9:00 a.m. - 9:30 a.m.

TransCanada PipeLines Pavilion Room #201

Story, Character, & Interactivity; how the days will flow, who is here and why, and what this workshop will provide for participants. Participants will also introduce themselves and are encouraged to express what they would like to learn about perfecting their strategies for Story, Character, & Interactivity.

Daryl Beatty, *Accelerator Manager, The Banff New Media Institute*

Jim Olver, *Director of Customer Service, The Banff Centre*

Ken Bautista, *CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta*

STORYTELLING THROUGH ANIMATION

9:30 a.m. – 10:45 a.m.

TransCanada PipeLines Pavilion Room #201

Join industry veteran Kris Pearn as he speaks about the importance of storytelling in feature films and television series. From developing concepts, to creating compelling characters, Kris will explain the art of storyboarding.

Kris Pearn, *Head of Story/Storyboard Artist, Sony Pictures Animation*

Coffee Break

10:45 a.m. - 11:00 a.m. TransCanada PipeLines Pavilion Foyer

CREATING THE MANTIS PARABLE

11:00 a.m. - 12:30 p.m. TransCanada PipeLines Pavilion Room #201

Enjoy a special screening of *The Mantis Parable*, a charming animated fable developed in a linear style. From the creative process to technical choices, listen as Josh recounts his tale of developing an award-winning animated short film.

What's involved in developing an effective short story? What technology is needed to craft an animated short film? Answering these questions and others, Josh will also provide insight into creating your own award-winning story as well as discuss his film festival experience.

Josh Staub, *Art and Visual Design Director, Cyan Worlds, Inc. /Jubilee Studios*

LUNCH

12:30 p.m. - 1:30 p.m. Banff Centre Main Dining Room

TRUST THE PROCESS: A CONVERSATION WITH PIXAR ANIMATION STUDIOS STORY ARTIST RONNIE DEL CARMEN

1:30 p.m. - 3:00 p.m. TransCanada PipeLines Pavilion Room #201

Just how do they do it? Just how does Pixar come up with consistently touching, funny, endearing stories? Join Pixar story artist Ronnie del Carmen as he walks you through the story process at Pixar and reconfirms the painful truth that "story is hell."

Ronnie del Carmen, *Story Supervisor, Pixar Animation Studios*

NOTE: ABSOLUTELY NO AUDIO, VIDEO, OR PHOTOGRAPHIC RECORDING OF THIS PRESENTATION WILL BE ALLOWED.

Coffee Break

3:00 p.m. - 3:15 p.m. TransCanada PipeLines Pavilion Foyer

HANDS ON: STORY CHALLENGE I

3:15 p.m. – 5:30 p.m. TransCanada PipeLines Pavilion Rooms #201, #202

Teams will break out into small groups as they work with Ronnie del Carmen, George P. Georgeadis, Kris Pearn, and Josh Staub to craft their next great story. Bring your ideas and projects for feedback and brainstorming with these industry experts.

BACK TO THE DRAWING BOARD: CREATING AND REFINING YOUR STORY

Ronnie del Carmen, *Story Supervisor, Pixar Animation Studios*

FROM DREAMS TO REALITY: FINDING INSPIRATION FOR YOUR TALES

George P. Georgeadis, *President, Executive Producer, Dreamgazers Interactive Inc.*

ILLUMINATING THE DARK: DESIGNING GREAT CHARACTERS, ELEMENTS, AND ENVIRONMENTS

Josh Staub, *Art and Visual Design Director, Cyan Worlds, Inc. /Jubilee Studios*

NEXT STEP: DETERMINING PIVOTAL MOMENTS IN A PLOT

Kris Pearn, *Head of Story/Storyboard Artist, Sony Pictures Animation*

Moderated by Ken Bautista, CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta

DINNER

5:30 p.m. - 7:00 p.m.

Banff Centre Main Dining Room

SATURDAY MARCH 31

BREAKFAST

7:00 a.m. - 9:00 a.m.

Banff Centre Main Dining Room

RIVETING MYSTERIES: STORYTELLING IN VIDEO GAMES

9:00 a.m. – 10:30 a.m. TransCanada PipeLines Pavilion Room #201

From the revolutionary computer game series *Myst* to the upcoming next generation console adventure *Dreamers*, George and Josh will discuss the progression of digital media storytelling. Using their previous and current work as examples, George and Josh will take you through a compelling journey through story development while they discuss:

- What are the limitations of interactive storytelling and how can we overcome those challenges?
- Does technology determine the direction of the story or do the stories drive hardware innovation?
- Where do developers draw their inspiration from?
- How do you protect your work in the development stages and gain valuable feedback about your project?

George P. Georgeadis, *President, Executive Producer, Dreamgazers Interactive Inc.*

Josh Staub, *Art and Visual Design Director, Cyan Worlds, Inc. /Jubilee Studios*

Moderated by Ken Bautista, CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta

Coffee Break

10:30 a.m. - 10:45 a.m. TransCanada PipeLines Pavilion Room #202

HANDS ON: STORY CHALLENGE II

10:45 p.m. – 12:00 p.m. TransCanada PipeLines Pavilion Rooms #201, #202

In this second round of this session, teams will break out into small groups as they work with Ronnie del Carmen, George P. Georgeadis, Kris Pearn, and Josh Staub to craft their next great story. Bring your ideas and projects for feedback and brainstorming with our industry experts.

BY LAND, AIR, OR SEA: CHOOSING THE RIGHT FORMAT FOR YOUR FABLE

Josh Staub, *Art and Visual Design Director, Cyan Worlds, Inc. /Jubilee Studios*

GLOBETROTTING: TELLING YOUR STORY AROUND THE WORLD

Ronnie del Carmen, *Story Supervisor, Pixar Animation Studios*

THE HARE AND THE TORTOISE: PACING YOUR STORY

Kris Pearn, *Head of Story/Storyboard Artist, Sony Pictures Animation*

STIRRING THE SENSES: DEFINING EMOTIONAL MOMENTS IN VIDEO GAMES

George P. Georgeadis, *President, Executive Producer, Dreamgazers Interactive Inc.*

Moderated by Ken Bautista, CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta

LUNCH

12:00 noon - 1:00 p.m.

Banff Centre Main Dining Room

PANEL: PITCHING YOUR STORIES IN FILM, GAMES, & ADVERTISING

1:00 p.m. – 3:00 p.m. **TransCanada PipeLines Pavilion Room #201**

You have a brilliant story, now how do you pitch it to the decision makers? Join us while Ronnie del Carmen, George P. Georgeadis, Kris Pearn, and Josh Staub give you effective tips on how to get the "green light" on your next great project!

- What are the guidelines for presenting your project to a production company, network executive, or game publisher?
- How long or short should your pitch be?
- What visual aids are most effective?
- Should you hire a production team or build partnerships to realize your idea?

Ronnie del Carmen, *Story Supervisor, Pixar Animation Studios*

George P. Georgeadis, *President, Executive Producer, Dreamgazers Interactive Inc.*

Kris Pearn, *Head of Story/Storyboard Artist, Sony Pictures Animation*

Josh Staub, *Art and Visual Design Director, Cyan Worlds, Inc. /Jubilee Studios*

Moderated by Ken Bautista, CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta

Coffee Break

3:00 p.m. - 3:15 p.m.

TransCanada PipeLines Pavilion Foyer

CLOSING REMARKS

3:15 p.m. - 3:30 p.m.

TransCanada PipeLines Pavilion Room #201

Daryl Beatty, *Accelerator Manager, The Banff New Media Institute*

Ken Bautista, *CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta*

DINNER

5:30 p.m. - 7:00 p.m.

Banff Centre Main Dining Room
