

NFB - DOC Agora Ontario Convergence Lab

Presented by DOC Agora Ontario
and the
National Film Board of Canada.

DOC Agora Ontario, in partnership with the National Film Board of Canada, invites mid-career to experienced documentary and new media producers to submit applications to the inaugural NFB DOC Agora Ontario Convergence Lab.

NFB DOC Agora Ontario Convergence Lab will guide eight participants through a process with the goal of extending creative documentary concepts into the digital realm. It will provide a thorough understanding of the interactive funding landscape and present guidelines in how to develop effective proposals for funding agencies and new media production partners.

The Convergence Lab incorporates skills-based training, mentorships and panel presentations from leading experts in cross-platform production to create a boot camp in interactive production for the documentary filmmaker.

The Program

The Convergence Lab is comprised of five distinct components: The Lab, The Incubator, Design Day & Presentations, the Hot Docs Presentation and Hot Docs One-On-Ones.

The Lab: First Step (April 11th-12th)

This two-day event provides in depth training and information on all aspects of new media production. Some of the topics to be covered include:

- Overview of production roles on interactive projects
- Production cycles on interactive projects as compared to documentary projects
- Interactive financing and budgeting
- Interactive funds: who has the money and how to access it
- Overview of the types of technologies used in multi-platform projects
- Interactive story-telling techniques and styles
- Marketing issues: the virtual circle of driving returning users
- Legal issues
- Technical issues and other unpleasant realities

The Incubator (April 13th – 17th)

Each participant/ team will be matched with an experienced new media producer who will assist in the development of the interactive project. Participants will be asked to work on specific aspects of their projects. The mentors will be available for consultation during this time period.

Design Day & Presentations (April 17th)

Participants will present their works-in-progress and to the group for critical analysis and feedback. Additional panel presentations from industry expert will provide a look at inspiring designs and ideas for the projects.

The Incubator (April 18th – 22nd)

Participants will continue to work on their projects under the guidance of their assigned mentors in order to create a solid interactive documentary project for presentation.

The Hot Docs Presentation

Four of the participants will be asked to present their interactive projects to a special panel of interactive specialists at an industry session during the Hot Docs Canadian International Festival. The panel will be composed of Canadian and international interactive experts who will give their analysis and feedback on projects that have been developed through The Convergence Lab. (title, April 24 or 25 and time TBA)

Hot Docs One-On-Ones (April 24th - 25th)

Individual meetings with Canadian and international new media experts will be arranged for participants in these two final days. This is an opportunity to develop contacts and pitch projects.

Eligibility

Successful applicants for The Convergence Lab must be mid-career to established producers and must have one cross-platform project idea ready for development. Applicants may apply individually or in a team of a maximum of two individuals.

Applicants must be Ontario residents.

Without exception, selected applicants must be available April 11th-12th and 17th in order to participate in The Convergence Lab and also on April 24th – 25th to participate in sessions during the Hot Docs Canadian International Documentary Festival.

The Interactive Projects

The Convergence Lab welcomes a range of interactive projects for development. These may include an interactive component of a TV series or the next long-form creative documentary, a mobile-doc, or a gaming application for e-learning, among others. The options are endless, as long as the project is demonstrated to be practical and ultimately doable by the producing team, and offers a unique contribution to the digital documentary realm.

Projects that demonstrate a sense of authorship, and have an original creative concept, and embrace of the potential of digital platforms will be favoured.

Application Submission

In order to be considered, please submit the following information in your application package. Incomplete applications will not be considered.

- 1) Name(s)
- 2) Contact Information
- 3) Filmography
- 4) Producer Biographies and CVs
- 5) Convergence Project Title
- 6) 250 Word Description of Project
- 7) Project Budget
- 8) Project Status
- 9) Key Issues and Themes addressed in the project
- 10) Short description of the new media ideas and platforms that will be explored

Application Deadline

Monday, March 20th, by 5:00pm.

Please forward applications to the attention of:

Sadia Mir

Documentary Organization of Canada, Toronto Chapter (DOC Toronto)

215 Spadina Avenue, Suite 126

Toronto, ON, M5T 2C7.

Email: DAO@docorg.ca

Applications can be submitted via email or in person.

Applications will be reviewed by the Convergence Lab Selection Committee and the participating teams and observers will be notified by **April 1st, 2008**.

PLEASE NOTE: Space is limited.

Registration fee : \$250.

Up to six Observer positions will be offered to those applicants who are not selected for The Convergence Lab.

Registration fee : \$175.00

If you are specifically interested in an Observer position, please indicate this in your proposal.

About DOC Agora Ontario

The NFB DOC Agora Ontario Convergence Lab is part of the larger DOC Agora Ontario initiative.

DOC Agora Ontario (DOA) is a partnership between DOC National, DOC Toronto and the Doc Agora Association, funded through the Ontario Media Development Corporation's Entertainment and Creative Cluster Partnerships Fund.

DAO aims to increase awareness of new media and its impact on the documentary industry. It will connect Canadian and international documentary communities by bringing together filmmakers and new media professionals who will explore interactive projects for documentary. DAO will provide training to Ontario producers to create cutting-edge projects to be showcased world-wide. DOA is vital in the digital evolution of the documentary industry.

DAO will work in conjunction with international festivals and Ontario-based companies to increase partnerships across the entertainment sectors, thus strengthening the documentary industry as a whole.

DOC Agora Ontario partners include: DOC Toronto, DOC National, Bell Broadcast and New Media Fund, Canadian Film Centre, Hot Docs Canadian International Documentary Festival, Ryerson University, Ontario College of Art and Design, Bravo!FACT, Interactive Ontario, National Film Board of Canada, The Centre for Social Media and the Doc Agora Association.