

ALL MEDIA PROGRAM

Digital Ignition Multi-platform Clinic

A five-day residential lab to develop multi-platform strategies for feature, TV drama, documentary, game or online projects

Directed by StoryLabs

Through the Digital Ignition Fund, Screen Australia seeks to ignite digital understanding, expertise and activity within the Australian screen content sector.

Technology has changed the landscape and opened up many new storytelling possibilities. Multi-platform content, transmedia storytelling and cross-media production has developed into a dynamic methodology for storytellers to either extend an existing property or create completely new experiences from the ground up. Audiences now expect to encounter rich personalised interaction across and in all their media, with a different yet connected experience no matter where they are and what they are doing.

Great potential exists in such an environment for those already familiar with basic game play, social media and high-quality storytelling, as this new narrative form involves a balanced mix of all three.

With a view to strengthening and advancing Australian digital storytelling culture and its practitioners, Screen Australia has designed an intensive workshop to focus on the deeper potential of 360° storytelling. The aim is to help screen storytellers, digital creators and game developers go beyond basic narrative extensions such as webisodes, web scavenger hunts, Facebook and Twitter updates, or brochure-style 2D websites, to develop a strong 'story bible' defining the environments for a 'distributed narrative'. Mentors will discuss story constructs that can drive meaningful interactions for users across relevant platforms, and will advise on techniques to retain a deeper narrative structure and sustain a longer storytelling period.

To produce the workshop, Screen Australia is collaborating with a multi-platform production and training pioneer Gary Hayes, who will be supported by a number of domestic and international mentors with a proven track record in their fields. Case studies and exercises will explore development of a multi-platform strategy in order to hone participants' skills in a practical environment, and ensure they leave with a tangible 'bible' and clear list of next steps for their project to get it off the ground.

What is it?

The Digital Ignition Multi-platform Clinic is a five-day residential workshop designed to enable participants to focus on the development of a multi-platform production process to truly grow the scope of their property.

The clinic is aimed at compelling projects seeking to explore multi-platform opportunities. A 'key platform' for the project may be:

- a feature film
- a linear TV documentary or drama one-off or series
- an interactive drama or documentary or
- a game (including console, serious, virtual world, casual, etc).

Teams of up to three per project will be considered for the clinic, drawn from the following key roles: producer, writer, director, writer/director, interactive lead (such as a web or game developer or other digital specialist), craft or business lead (such as a designer, marketer or social media specialist).

The workshop will run from Monday 21 November to Friday 25 November 2011 in rural New South Wales, with arrival at the venue required on Sunday evening for a prompt start the following day.

Eligibility

Although this program is open to a broad range of participants, it is aimed at professional content producers and their key team members who are developing a compelling property.

- An interactive drama or documentary designed predominantly for online deployment may be in early development. However, where the 'key platform' for the property is a feature film, linear TV program or game, it is expected that the project will be in a more advanced stage of development and financing.
- Key team members must have relevant credits in their chosen fields: for example, a filmmaker must have at least one project that has been theatrically released, broadcast on primetime national television, or screened at a recognised film festival; a game developer must have at least one produced and released game; and a web developer at least one major produced and released online project.
- Applicants must be available to undertake the workshop.
- Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

The workshop

Over the course of a five-day residential workshop, under the tutelage of world-class mentors, participants will develop and refine their full multi-platform strategy and come away with a realistic, transmedia production pathway. The highly structured and practical program will include sessions on deliverable narrative storytelling, user experience, design, technical, business and marketing aspects. The week is also designed to lock in mentors to act as ongoing consultants as projects move into production, and appropriate mentors will be selected on that basis.

This is an intense and highly practical course. Participants will be required to develop their ideas during the clinic, and will be expected to present progress and respond to feedback.

The clinic will be facilitated by StoryLabs under the direct guidance of its key founder Gary Hayes. Gary is recognised as one of the foremost digital thinkers. An award-winning multi-platform producer, author, educator and director, Gary has designed and led multi-platform/transmedia courses internationally and in Australia with AFTRS and Metro Screen. He was the director of AFTRS's LAMP program for five years, was Senior Interactive Development Producer at the BBC for eight years, and was a Social TV Producer in the US. He now runs MUVEDesign and the influential

media and marketing site PersonalizeMedia, and last year founded multi-platform mentoring community StoryLabs.

The week will feature a range of high-calibre domestic and international experts who will be announced on the Screen Australia and StoryLabs websites when confirmed. The speakers will share their creative philosophy and process, as well as focus in detail on a specific project, talking through how they took it from idea to users. The afternoons will be a mixture of targeted mentoring, developing each project's production strategy and documentation and a range of tried and tested group exercises.

Workshop preparation: We expect all participants to do some preparatory tasks before the workshop including:

- be familiar with the Screen Australia *How to Write a Transmedia Production Bible* and the various sections it contains
- prepare a short physical presentation of your story world to all participants
- bring a range of assets to the clinic including trailers, graphics, scripts, video sequences, existing EPOCs and documentation.

Fees

No fees are charged for applications to this program. Participants' workshop fees will be paid for in full by Screen Australia.

Airfares only of up to \$400 (or \$600 for WA applicants) per participant can be claimed (on provision of a valid tax invoice with appropriate receipts attached) for non-NSW residents who take part in the workshop.

Assessment process

Applications will be assessed by a combination of Screen Australia Investment Managers and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, the reasons will be conveyed to the applicant.

Screen Australia will take the following considerations into account when assessing applications for this program:

- the strength of the core idea or 'key platform' of the project, including its cultural significance and innovation in storytelling, and it's stage of development
- the value of a multi-platform strategy for the project relative to the producer's expectations
- the likelihood of the project to come to fruition
- the track record and capacity of the creative team.

Application materials

Applications must be submitted using the relevant Screen Australia form, and include all supporting material listed in the checklist on that form.

Application timing

Applications must be submitted by close of business on the date published on the Screen Australia website.

DIGITAL IGNITION

We receive many more applications than we can support. Inevitably some applications will be unsuccessful and applicants may be disappointed by this result. However, Screen Australia's decision is final.

Indigenous filmmakers may apply to any Screen Australia program, not only the funding programs of the Indigenous Department.

Screen Australia does not negatively discriminate on the basis of racial background, sexual preference, culture, language, gender, or physical or intellectual disability.

Specific requirements apply where there is Indigenous community participation or content involved in a project. Please refer to

www.screenaustralia.gov.au/funding/business/Indigenous_Content.aspx