



DIGITAL DAY 2010

THE EVOLUTION OF DIGITAL SURVIVAL OF THE FITTEST

SATURDAY, JULY 31, 2010

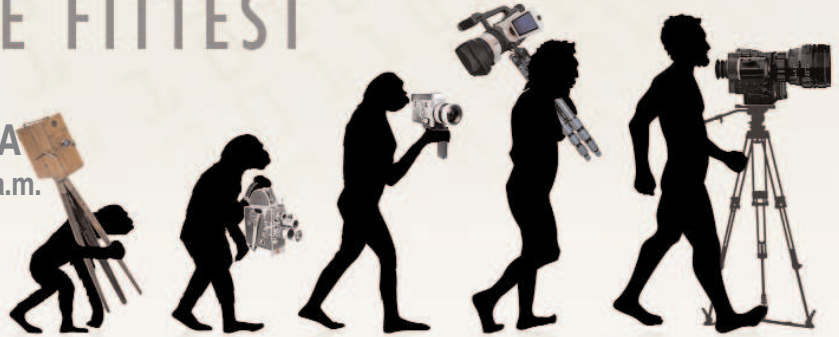
10:00 a.m. to 4:30 p.m. at the DGA

Registration & Lobby Exhibits Open at 9:00 a.m.

For more information call Special Projects at (310) 289-2088

Registration Fee: \$35

Includes continental breakfast and box lunch in the Atrium



DIGITAL DAY PRESENTATIONS

(Programming subject to change)

INDIE STRATEGIES FOR ADAPTING TO THE NEW MEDIA LANDSCAPE

Multi-Platform Release Strategies. Panelists: **Akiva Schaffer** Director of *Saturday Night Live* Digital Shorts • **Ondi Timoner** Director/Writer/Producer/Editor of documentary *We Live in Public* • **Jesse Warren**, Director/Writer/Producer of *The Bannen Way* webseries for Sony • Moderator: **Jamie Babbit** (*Itty Bitty Titty Committee, But I'm A Cheerleader*).

THE LATEST IN 3D

- **3D Basics for Directors** – Demonstrating the steps of 3D production from basic setup to animation, as well as multi rigs and depth blending. Presented by: **Phil "Captain 3D" McNally**, Global Stereoscopic Supervisor, DreamWorks Animation.
- **The Latest in 2D to 3D Conversion** – Learn about the techniques used to convert movies into 3D and the tools you need to evaluate results. Presented by: **Rob Engle**, Senior Stereographer/3D Visual Effects Supervisor, Sony Pictures Imageworks.
- **Shooting 3D** – A live demonstration of new stereoscopic tools for shooting in 3D. Presented by: **Pierre de Lespinois**, President & CEO, Evergreen Films.
- **The Audience Brain and 3D** – Presented by: **Barry Sandrew**, Founder/President & COO, Legend 3D

CUTTING EDGE APPS

- **Zero Post: Do It All on the Set** – Get more production value for less cost in less time. A look at the latest methods for dramatically impacting the scale of economy in film and television production. Presented by: **Scott Billups**, Director/DP/VFX Supervisor and Author of *Digital Moviemaking*.
- **The Light Stage: Appearance Capture for Photoreal Digital Actors** – Learn new high-resolution facial scanning and performance capture techniques used in creating digital actors in *Avatar*, and the *Digital Emily Project*. Presented by: **Paul Debevec**, Associate Director, Graphics Research, USC ICT Graphics Lab.
- **E-motion Capture: Photorealistic Digital Characters** – Discover the pioneering, Oscar-winning blend of technique and technology that helped drive the "e-motion capture" process on *The Curious Case of Benjamin Button*. Presented by: **Eric Barba**, Visual Effects Supervisor, Digital Domain (*The Curious Case of Benjamin Button, TRON: Legacy*) and **Steve Preeg**, Animation Supervisor, Digital Domain (*The Curious Case of Benjamin Button, TRON: Legacy*).
- **New Developments on the Virtual Backlot** – Presented by: **Mark Spatny**, Supervising Producer, Stargate Studios.

RAISING MONEY AND BUILDING AN AUDIENCE ONLINE

The Latest Developments in Crowdfunding and Crowdsourcing Presented by: **Peter Broderick**, President, Paradigm Consulting, specializing in innovative financing, distribution and marketing strategies.

USING STILL CAMERAS FOR HIGH DEF VIDEO CAPTURE

Panelists: Director **David Jellison**, & D.P. **Sean O'Dea**, on shooting Commercials with Canon HD SLR camera • Director **Stephen T. Kay**, & D.P. **Jason Lehel**, on shooting *Isolation*, the first feature film shot with three Canon 7D cameras • Director/Executive Producer **Greg Yaitanes**, & D.P. **Gale Tattersall**, on shooting the season finale of *House* with the Canon 5D camera • Moderator: **Randal Kleiser** (*Grease, Honey, I Shrunk the Audience*).

IN THEATRE 2

Highlights from a never before seen **Ridley Scott** Interview on Directing with VFX.

IN THEATRE 3

Highlights from the recent "INSIDE THE VIRTUAL TECHNOLOGY OF AVATAR" seminar with Producer **Jon Landau** and members of the AVATAR creative team.

HANDS-ON DEMOS & EXHIBITS IN THE GRAND LOBBY

- **Digital Camera Show & Tell:** ARRI • Canon • Panasonic • Panavision • Phantom HD • RED • Sony • Weisscam.
- **Other Exhibitors:** Apple iPhone, iPad and FinalCut Pro • Avid • Chemical Wedding (iPhone Apps for Filmmakers) • eCallSheet (Online Tools for Production Management) • Evergreen Films (3D Rig) • Grass Valley (File-based Workflow) • Hdi RAWworks (Post Services for Independent Filmmakers) • J.L. Fisher (Camera Dollies) • Kerner Commercial Production Labs (3D Rig) • Let It Cast (Online Video-Audition Casting System) • Microdolly (Portable Dollies & Tracks) • USC ICT Graphics Lab (Photometric Facial Capture Rig).

SEE REVERSE FOR REGISTRATION FORM

Participation or mention of any company or product in the program does not constitute endorsement or recommendation by the Directors Guild of America.

REGISTRATION FORM

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THE EVOLUTION OF DIGITAL
Survival of the Fittest
SATURDAY, JULY 31, 2010

Cost of Digital Day, including Continental Breakfast and Box Lunch = \$35.00

Name: _____ Organization or Affiliation: _____

*Mailing Address: _____

*Email Address: _____ Phone: _____

*Required in order to send confirmation and tickets prior to the event

TOTAL COST: \$35.00

Check # _____ (please make check payable to Directors Guild of America)

Credit: Visa/MC # _____ Exp. Date: ____/____/____ Signature: _____

Today's Date: _____ Billing Address: _____

Please mail Registration Form to:

Directors Guild of America
Digital Day c/o Special Projects,
7920 W. Sunset Blvd., Los Angeles, CA 90046.

Credit Card Registration Forms may be faxed to: (310) 289-5335.

NO REFUNDS OR CANCELLATIONS AFTER JULY 26.

For further information, please call (310) 289-2088.