



Bournemouth 3D Week Programme 15th – 19th November 2010

Welcome to 3D Week

During early 2010 in the Bournemouth Skillset Media Academy office we recognised that 3D film, television and games were rapidly becoming successful through the high levels of industry investment. Although 3D stereo production has had various ‘false dawns’ in the past, it does seem that these media are likely to be here to stay commercially in one form or another. The time is therefore ripe for us all to explore 3D in all guises and to find out more about the production conventions which are rapidly developing to serve what may be a new and growing market.

Programme

This version of the 3D Week programme carries as much information as possible to help you find your way around and also to explain how the event is intended to run. Any significant changes will be announced daily to participants via e-mail. The programme will be issued to participants, in a printed version, in the 3D Week event bag upon registration.

3D Week sessions and activities will take place in four locations (please check the programme). These locations are:

1. The Media School, Bournemouth University, Talbot Campus including **The Shelley Lecture Theatre, The Allsebrooke Lecture Theatre and The Loft** – BU Student’s Union (post code for navigation BH12 5BB – external visitors may park on the campus, please quote “3D Week”) for a full set of travel instructions and directions see:

http://www.bournemouth.ac.uk/about/transport_and_maps/transport_and_maps.html

2. The Arts University College at Bournemouth, co-located with Bournemouth University on the Talbot Campus – the UH001 Lecture Theatre in University House and the Exhibition Area in the Enterprise Pavilion (post code for navigation BH12 5HH)

3. ODEON Bournemouth, at 27-28 Westover Rd, Bournemouth BH1 2BZ (nearest parking is across the road in The Pavilion car park which is pay and display)

4. The Westbourne (Sky 3D TV pub), at *45 Poole Road, Bournemouth* BH4 9DN (very little parking at The Westbourne, some no charge on-street charge-free parking nearby. May be best to use public transport where possible).

We do hope you enjoy the forthcoming five days of events.





Monday 15th November

Venue: The Media School Foyer and HD Studio, Weymouth House, Bournemouth University

11.00 am Participants sign in, collect/seal wrist-bands, collect 3D Week event bags and vouchers for networking events

The 3D Week wrist-band you are issued with will need to be worn throughout the week if you want to attend all events because this band will be checked. In some cases you may also need session tickets which will be issued to you as you sign in. It is important to note that you should, if you have signed in as a bona fide student, bring your student card with you for identification on Monday.

The **3D Week event bag** will include a copy of the programme, information and give-aways from supporting organisations plus some 3D glasses. Please note that 3D glasses for anaglyph and polarised viewing are various in formats and these will not all be given to you in the bag. During the week you will, from time to time, be issued with special glasses to support specific sessions. These must be returned to the organisers to ensure smooth running of the 3D Week sessions.

12.00 pm **Launch of 3D Week in The Media School Foyer BU** with anamorphic stills on display plus the new Panasonic AG-3DA1 3D camcorder feeding a 3D JVC display with passive specs, also a Teletest 3D 2-camera rig display. Speakers for the afternoon sessions will be present and introduced.

Formal sessions will then commence from 1.00 pm in AUCB

Venue: UH001 in University House at the Arts University College at Bournemouth

1.00 pm **Professor Ian Christie**, Anniversary Professor of Film and Media History at Birkbeck University of London, will present an illustrated lecture on the early history of 3D stereoscopy and the increasing public interest in 3D stills and early 3D film.

Ian is one of the UK's leading film historians, a film critic and a writer.

During the period 1976-96 he worked at the British Film Institute in various capacities, as Head of Distribution, Exhibition, Video Publishing and, finally,





Special Projects. He authored the book and television programme, *The Last Machine*, which was transmitted on BBC 2 in 1995 at the time of the centenary of cinema in the UK.

Ian is Chair of Europa Cinemas Network which meets in Paris this week. He regularly contributes to BBC Radio 4's *Front Row* and he is involved in many activities relating to the promotion of cinema. On 5th November he assisted Martin Scorsese and Thelma Schoonmaker to introduce the first screening of a newly restored print of Michael Powell's film PEEPING TOM at BAFTA on the 50th anniversary of its original release.

2.00 pm **Harry Blake** of the Stereoscopic Society will present a display of projected stereo pairs using four projectors, polarised filters and a silver screen.

The Stereoscopic Society was formed in 1893 and continues, through its meetings and publications *"to foster the practice, enjoyment and advancement of all forms of stereoscopy – pictures in three dimensions"*.

2.45 pm break

3.00 pm **Alan Roberts**, formerly of BBC R&D Kingswood Warren, will talk about the fundamentals of human eye-brain reception of 3D images and the way photographic, film and video technologists have approached the challenge of capturing and delivering these media in 3D.

Alan Roberts joined the BBC's R&D Department in 1968 as a Research Engineer, and worked on a wide variety of projects, including standards conversion, teletext and digital video processing before specialising in colour science and production technology.

He was part of the team that worked on the Eureka95 HDTV project and represented the BBC on EBU and Eureka committees as a colour scientist. From this HDTV work in the 1980s and 90s he developed the "film-look" favoured by drama and wildlife programme-makers, devising ways to use the new technology to lower production costs without compromising quality. He continues as a consultant on colour science and HDTV, advising manufacturers and programme-makers on HDTV developments.

4.00 pm opening day sessions close





Tuesday 16th November

Special demonstration – all day from 10.00 am until 4.00 pm in the **HD Studio, Weymouth House**, of the **JVC 2D to 3D converter system IF-2D3D1** as used in the 3D coverage of the World Cup 2010 in South Africa.

The demonstration will be given by **Sébastien Euillet** and **James Osborne** of JVC Professional Europe. The IF-2D3D1 converts 2D content to 3D in real time, offering four 3D mixed formats (which combine left-eye and right-eye images) for stereo video output on a compatible device: line-by-line, side-by-side-half, above-below, and checkerboard. The IF-2D3D1 can also output discrete left and right signals via HD-SDI or HDMI for dual projection or editing. Output can be adjusted for parallax (image displacement) and 3D intensity – both with natural, anaglyph, and sequential viewing modes.

Generally, 3D footage is shot using a pair of video cameras, but producers have not had a practical method of real-time monitoring on location. The IF-2D3D1 combines the left-eye and right-eye images – nothing else is required except a 3D capable monitor, such as JVC's GD-463D10U, a 46-inch 3D LCD panel.

Tuesday formal sessions

**Venue: Shelley Lecture Theatre, Poole House,
Bournemouth University**



Adobe Software Workshops and 3D plug-ins

10:00 am Adobe Photoshop and Adobe Premiere Pro for Photographers and Designers – with **Michael O'Neill**

12:00 noon Core Editing, 3D Stereoscopic Filmmaking & Visual Effects for Film with Adobe Production Premium CS5 – with **Michael O'Neill**

Michael O'Neill directed visual effects for music videos for U2 and Radiohead and worked in MTV's in-house production department. He joined Macromedia where he was a Technology Expert working with customers including Disney and Viacom. Later he moved to a UK post with Adobe as the Photoshop, After Effects, Premiere Pro specialist with accounts like Formula 1, Madonna's Sticky and Suite Video Walls, WPP, Moving Picture Company, Cartoon Networks, BBC, SKY and Aardman to develop end-to-end workflows for multi-platform commissioning, production and delivery. Michael is now bringing this knowledge to the top Film and Media Schools across Europe sharing skills for the next generation of storytellers.





2:00 pm Broadcast Packaging Techniques, Animation and Graphics for iPhone and Android with Flash CS5 – with **Steve Burnard**, Adobe

4:00 pm Podcasting/e-Portfolios and Learning resources & interactive with Adobe Flashbuilder/Flash Catalyst/Captivate/Acrobat/ Photoshop/InDesign – with **Steve Burnard**, Adobe

Steve Burnard is a Business Development Manager for Adobe Systems Europe. He is primarily responsible for creating and driving the technical sales and positioning of Adobe’s products for web, video and e-Learning products and solutions for the UK & Eire. Before joining Adobe, Steve obtained more than 10 years experience in pre-press and digital video production.

Please note: there will be a social/networking event in The Loft from 6.00 pm courtesy of Adobe (see overleaf)

Tuesday 16th November afternoon parallel sessions

Venue: The Viewing Theatre, Room 241, Weymouth House

The Foundry Software



2.00 pm – 3.00 pm demonstrations of Nuke and Ocula by **Matt Plec**

3.30 pm – 4.30 pm repeat session demonstrations by **Matt Plec**

Matt Plec has worked in a number of roles in the post production industry from compositing and 3D to software and pipeline development at companies such as Atomix, D-Rez, Rhythm & Hues, Nothing Real, ESC, and Sony Imageworks. In 2007 he joined The Foundry to head up the company's Nuke development effort during the product's transition from Digital Domain. He continues to work with the Nuke team as Product Designer, enjoying the challenges put forth by the industry's top visual effects artists and studios.

Please note: there will be only 50 places available for each of these sessions

6.00 pm Networking event with drinks and food for all registered participants in **The Loft** at Bournemouth University (http://www.subu.org.uk/dylansbar/content/13624/about_dylans/), with the kind support of Adobe. You will need a voucher to obtain free drink.





Wednesday 17th November

Venue: The Allsebrooke Theatre, Bournemouth University

Nvidia and AVID demonstrations

11.00 pm Nvidia demonstrations by Chris Pomroy (TBC)

Nvidia 3D Vision is a leading manufacturer of graphics processor units, specialised 3D glasses, software and displays/projectors. See

<http://www.nvidia.com/object/3d-vision-main.html>

AVID, one of the world's leading producers of post production software, is the first manufacturer



to introduce stereoscopic 3D editing into the workflow to produce and master 3D stereoscopic projects. AVID will be running demonstrations throughout Wednesday afternoon in The Allsebrooke from **2.00 pm** until **4.30 pm**. AVID is also very kindly supporting a social/networking evening at **The Westbourne** (a Sky 3D TV pub) from **6.00 pm**.

2.00 pm AVID demonstrations

by **Deepraj Sandhar**, Applications Specialist for AVID Technologies. Deepraj plans, if possible, to illustrate his session with extracts from a well-known 3D feature film.

3.00 pm **Hamish Allison**, Managing Director of post-production company Freakworks (based in Edinburgh) will demonstrate and discuss the work of his company in 3D stereo with AVID software

4.30 pm Sky TV 3D producer guidelines, speaker TBC

On 1st October the Sky 3D channel was launched for domestic reception. There are now many broadcasters and delivery agents seeking 3D content to serve a growing 3D audience. For producers and directors, 3D moving image production presents a new set of disciplines and technical constraints. Sky has therefore issued guidelines and advice for producers wishing to address this market and perhaps be commissioned for production. This session will address those guidelines which are now available online via <http://introducingsky3d.sky.com/a/bskyb-3d-tech-spec/>

5.00 pm formal sessions end

6.00 pm all registered participants are invited to **The Westbourne** 45 Poole Road, Bournemouth BH4 9DN to sample Sky 3D television.





A draw will be run in The Westbourne, courtesy of AVID, with the first prize of a full copy of Media Composer 5. There will also be runner-up prizes of three sets of headphones.

Thursday 18th November

ODEON Bournemouth Screen 6

Venue: 3D Cinema Exhibition

ODEON

- 9.00 am *An Inside Look at 3D and Digital Cinema* an illustrated presentation Jim Slater, Editor of *Cinema Technology*
- 10.00 am Presentation on 3D Sound Perspective by Jo Tyler of The Media School Bournemouth University
- 10.20 am break
- 10.30 am screening of STREETDANCE 3D movie courtesy of Vertigo
- 12.10 pm session closes



There will be a 'back-stage tour' of the ODEON projection facilities led by Darren Payne, senior projectionist, for up to 12 people at the close of the Thursday screening session.

NB This tour will be repeated for the benefit of Bournemouth students and alumni on other future dates.

Friday 19th November

Venue: UH001 at the Arts University College at Bournemouth

- 2.00 pm Extracts/samples showcase 3D screenings (anaglyph)
- 3.00 pm break
- 3.15 pm Open Debate '*3D or not 3D?*' that is the question with panellists Adrian Wootton (Chief Executive, Film London), Gary Kurtz (Producer STAR WARS) and Chairman Phil Jupitus. There will be invited interventions 'on screen' and the debate will be opened to the audience following the panellists' interventions.
- 4.30 pm **debate closes**
- 4.45 pm all participants invited to a closing drinks reception in the **Exhibition Area of the Enterprise Pavilion, AUCB**





Bournemouth Skillset Media Academy 3D Week

Our thanks to:



Thanks also to:

All speakers, presenters and demonstrators
Keith Heyward and his team at BU
Steve Harvey and his team at AUCB
Spencer Clark and Darren Payne of the ODEON
Dan Powell of Ignition Theory
plus Events Management course students of
AUCB

Bournemouth Skillset Media Academy Team

Chloe Cooper
Avril Harrison
Richard Johns
Murray Weston

Bournemouth Skillset Media Academy

WG01 · Bournemouth University · Weymouth House · Fern Barrow · Poole BH12 5BB

t: 01202 961715

e-mail: info@bsma.ac.uk

web: <http://www.bsma.ac.uk>

