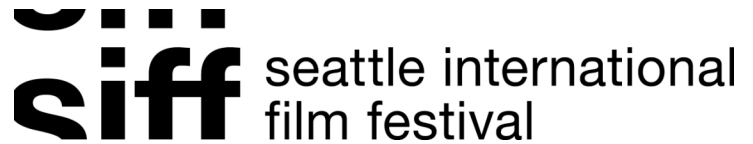


**FOR IMMEDIATE RELEASE**

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## **Digital Media Lab**

*SIFF, IrisInk, and the Seattle Mac Store announce the new and improved Digital Media Lab—12 unique workshops for filmmaking enthusiasts of all ages taught by industry professionals from around the world on May 30 and 31 at Seattle Center's Alki Room.*

### **2009 Digital Media Lab Workshops**

#### **Plot: More Than Just Beginning, Middle, and End**

Saturday, May 30, 10:00am (50 minutes)

Discover how plot really works. Explore three- and four-act structures and show what goes on in the "second act." Examine "static" plot points such as story goal, consequence, costs, dividends, and forewarnings.

#### **Heroes, Villains, and Dramatica Archetypes**

Saturday, May 30, 11:00am (50 minutes)

Stories are populated with heroes, villains, sidekicks, and more. Find out what makes them tick and how to use them in your stories. Explore the basics and go beyond the simple character archetypes to create far more interesting, complex characters.

#### **TheFilmSchool Presents: Exploring FrameForge 3D**

Saturday, May 30, 12:00pm (50 minutes)

See FrameForge Pre-Viz Studio 3, the program that's redefining storyboarding and previsualization. Hailed by filmmakers of all kinds, including Dean Devlin (*Independence Day*), this demo will show how every filmmaker can benefit from easy and affordable optically accurate previsualization.

#### **Editing 101: More Than Just Learning How to Cut**

Saturday, May 30, 1:00pm (110 minutes)

It has been said that a film is made three times: when it's written, when it's filmed, and when it's edited. In fact, Quentin Tarantino calls the editing process the "final rewrite." In this session, we survey the historical development, artistry, and technique of editing while getting our hands dirty with Final Cut Pro, the new leader in non-linear editing technology.

#### **From DJ to VJ: Exploring the Art of Mixing Visuals to Music**

Saturday, May 30, 3:00pm (50 minutes)

VJs are multimedia performance artists who compose and present their video work live and in real-time. Their visual imagery comprises aspects of filmmaking, video art, graphic design, and visual music. In this workshop, Punch Drunk VJ Peter Rand takes attendees on a quick tour of VJing with a hands-on tutorial of Modul8, a powerful VJ mixing application.

#### **The Art of Getting the Shot**

Saturday, May 30, 4:00pm (90 minutes)

Join our panel of outstanding cinematographers and colorists for a candid discussion that explores how to achieve the look you want for your film.

### **Introduction to Final Cut Pro**

Sunday, May 31, 10:00am (50 minutes)

Final Cut Pro created a paradigm shift in the world of video and film post-production. This session provides an overview of video formats and standards, a primer of post-production basics, and a walk-through of Final Cut Pro, from importing and editing to transitions, audio mixing, and titling. No video experience is necessary.

### **Advanced Techniques in Final Cut Pro**

Sunday, May 31, 11:00am (50 minutes)

This session focuses on topics such as color keying, color correction, and audio finishing. Learn how to utilize Photoshop files in your video projects as well as export for DVD and web distribution.

### **Introduction to Final Cut Studio**

Sunday, May 31, 12:00pm (50 minutes)

Final Cut Studio is a post-production factory in a box. Edit your films with Final Cut Pro, create professional DVDs in DVD Studio Pro, compose music and fix audio problems with Soundtrack Pro, color-correct your project with Color, utilize the enterprise-level encoding technology in Compressor, and create 2D and 3D effects in Motion. In this session, you'll get a taste for how these programs work together and how you can maximize your skill-set.

### **DVD Authoring with DVD Studio Pro**

Sunday, May 31, 1:00pm (50 minutes)

DVD Studio Pro integrates seamlessly with Final Cut Pro for a complete DVD delivery workflow. This session introduces the foundations of DVD technology like disc structure and MPEG encoding, then shows you how to create content with Final Cut Pro and Photoshop. Finally, we delve into DVD Studio Pro to learn about compression, menu design, interactive programming, Dolby Digital audio tracks, and DVD-ROM material.

### **Encoding**

Sunday, May 31, 2:00pm (50 minutes)

With hundreds (if not thousands) of combinations of codecs ("compressor/decompressor"), finding the best option for your film can be painful. In this lecture we cover the different encoding methods for web and DVD. Learn how to make your film look its best. If you need to export your films digitally, this session is for you.

### **Make Workflow: What Every Filmmaker Needs to Know**

Sunday, May 31, 3:00pm (90 minutes)

A valuable technical discussion covering the specifics of using Digital Intermediate Workflow within your production and post-production to give you the best final product while saving you time and money.

Each lab is free, but ticketed reservations are encouraged and are available through the SIFF Box Office.

The 35th Seattle International Film Festival is made possible in part by support from Comcast, Digital Kitchen, Modern Digital, POP, WongDoody, American Airlines, Brotherton Cadillac Pontiac Buick GMC, The W Seattle Hotel, *City Arts Magazine*, Cinerama, Alpha Cine, ZonePerfect, Victorinox, Alaska Airlines, BNY Mellon Wealth Management, Boom Noodle, Don Q Rums, Davis Wright Tremaine, and The Wallace Foundation.

SIFF Digital Media Lab is made possible by The Mac Store, IrisInk, Kodak, Modul8, Punchdrunk Productions, Write Brothers, First Sight Productions, Seattle Center, and FrameForge.