



MONTREAL – September 2020

NFB XP 2020

Let's make creative chemistry!

YOU ARE

- a creator—a single individual or a team of up to three people—and you want to explore an idea, a particular issue, a method, a technique or a new tool related to your field; and
- you don't have access to the resources you need;
- you have not yet had the opportunity to work with the NFB.

YOU CREATE

- experiments related (directly or indirectly) to **animation**.

For example, you may work in:

- sound design, music, or sound FX;
- visual FX;
- compositing;
- artificial intelligence;
- UX / UI design;
- interactivity, including games, installations, applications, software;
- virtual reality, augmented reality, mixed reality;
- 3D modelling, texturing, rigging, skinning;
- investigation of new techniques and tools;
- animation, including traditional 2D, 3D, and stop-motion;
- any other media.

Your project must centre on a specific experiment that you can explore within the time allowed (one to three months)—while working at your own pace.

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WE OFFER:

- access to the equipment and software you need for your experiment;
- the expertise of in-house NFB specialists and local industry mentors;
- support from our technical director and project manager;
- space to work in at NFB headquarters in Montreal (within the current social-distancing guidelines and other restrictions);
- assistance with documenting your experiment and sharing it with relevant audiences.

YOUR DREAM LAB

- You will have freedom to explore your ideas, with no need to deliver a polished product or a particular result.
- You will work at your own pace, allowing your experiment to determine its own outcome and timing.
- **There will be no pressure to create a finished product or final conclusion!**
- **The focus of this lab will be on discovery and development**—of new ideas, tools, methods and techniques, with an emphasis on experimentation.
- The unfolding of your creative experiment will be exhaustively documented.

YOU AND YOUR TEAM WILL:

- share your work process with the NFB team and your target audience on selected web platforms, with video/audio, or other appropriate media;
- retain full intellectual property rights in the work you create in the lab. The NFB's only expectation is that you will share the process of your experiment with our team and with relevant audiences;
- credit the NFB XP 2020 program in any informational materials or projects resulting from your work with the lab;
- document your work process and discuss the challenges, pitfalls, successes and lessons learned (with simple tracking tools);
- participate in a short conference ("lightning talk") on-site at the NFB or online, in which you will discuss your successes and/or failures, and any other discoveries you made;
- attend some virtual meetings with your teammates and NFB expert advisers;

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- KEEP LEARNING FROM THE EXPLORATION—try things that haven't been tried before, discover possibilities as well as impossibilities, and understand the reasons behind them.

TIMELINE

- **Deadline for applications: October 14, 2020**
- Final project selection: October 30, 2020
- Experimentation period: November 2020 to January 2021
- Release: April 2021

HOW TO SUBMIT

Experimental proposals should be not more than two (2) pages in length, and must include:

- one or two sentences describing your work;
- links to your website, demo reel, portfolio or any other relevant site/page;
- one paragraph describing the experiment;
- a list of equipment needed (hardware and software);
- a description of the expertise you would like to tap into;
- the mentor or specialist that you would like to be connected to.

Please send to Julie Fortin, at j.fortin@nfb.ca before October 14, 2020, at 11:59 p.m. EST



TAKE IT TO THE LAB!

The English Animation Studio is offering this exciting program to encourage more experimentation not only by animators but also by creators and innovators from related disciplines. We provide access to our studio space, available audiovisual equipment, and in-house and external experts, with the aim of building a stronger community. These resources will allow participants to explore ideas in a spirit of pure research and discovery, in ways they would not otherwise be able to afford. Meticulous documentation of their experiments will enrich both the NFB and the creators, through the sharing of knowledge in the form of blog posts, presentations, and discussion.

To achieve a balanced approach and encourage maximum creativity, the studio will select three to five proposals and set up knowledge-sharing between the experimenters and in-house NFB specialists, thus providing expertise from different angles simultaneously.

These projects are not intended to be NFB productions; they will belong entirely to you—their creators—and you will retain ownership of any resulting work. Participants will not be paid but, equally, will not be required to pay any fees.

Our interest is in the process, in experimentation. Participants will be free to explore their ideas without any pressure to deliver a definitive final product. The outcome we are looking for is the thorough documentation of your creative experiment, and your presentation describing successes, failures, and any other discoveries you have made. This presentation will be in the form of a lightning talk, and will take place in a location where the community will benefit the most. Industry professionals from various disciplines will be invited to attend and take part in the discussion after each presentation.