



3D Production Master class

Programme

23 - 24 August 2010
Studio 2, tpc, tv productioncenter
Zürich, Switzerland

Master class

Trainer

Phil Streater, Independent Producer, Consultant and CEO of Principal Large Format (PLF)

Principal Large Format (PLF) was founded in 1998 by present CEO Phil Streater. PLF is a production company dedicated to developing and producing: 3D Giant Screen (IMAX) features, 3D Theatrical Documentary features and 3D HDTV. In 1997/8 he produced Wildfire - feel the heat, in IMAX 2D, for Discovery Channel Pictures and in 1999 was the Producer on groundbreaking IMAX 2D drama, Legend of Loch Lomond, for Dunbartonshire Enterprise, Scotland.

Overall outcome of the course

- To understand the grammar and workflow of producing television programmes in 3D.
- To test-shoot in 3D (understand parallel and converged shooting with camera mirror rigs), and evaluate the best shots.
- To understand how to organise stereo 3D data in post-production (colour differences, 3D alignment, 3D depth balancing, 3D colour grading).

Monday 23 August

12.45 – 13.00 **Welcome & registration**

13.00 – 14.30 **Module 1 – Principles of 3D**

- Historical context and evolution of technology
- What equipment is available
- What equipment to use
- The workflow: to plan, to storyboard and to think the shooting beforehand
- Grammatics of 3D: what is the right production grammar?
- How to capture 3D in the best way for best enjoyment for viewers
- What rigs to use
- The effects: what's worth shooting 3D in a production, what isn't.
- A word on budget: cost-effective shooting

14.30 – 15.00 **Coffee break**

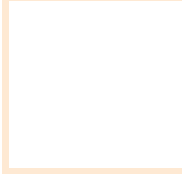
15.00 – 17.00 **Module 2 – Demonstrations and basic hands-on**

- Rig options
- Basic shooting
- Stereo calculators

17.00 – 18.00 **S3D for television: tpc's experience**
Nick Sieber, 3D Director and Post Production Specialist

- What tpc have shot so far
- tpc business models

18.00 **Networking drink**
- Briefing on the homework for participants (get prepared for tomorrow's shooting)



Tuesday 24 August

09.00 – 11.00 Module 3 – Single camera shooting

Based on preparation work done the evening before (planning for the shooting), group work on shooting. (shooting 1 minute worth of material: set up, measuring background, etc., then doing 2 or 3 different versions of the same shot in order to compare.

11.00 – 11.30

Discussion

- Lessons learnt
- What worked and didn't
- Recommendations

11.30 – 12.00

Coffee break

12.00 – 14.00 Module 4 – Post-production

- Colour differences
- 3D alignment
- 3D depth balancing
- 3D colour grading

14.00 – 14.15

Evaluation and end of the Master Class

Our partner

The tv productioncenter (tpc) in Zurich is an enterprise of SRG SSR idee suisse. tpc creates audio-visual productions and plays a leading role in the film and television world since more than half a century.





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