

SUMMERFILM

BEHIND THE SCENES 2021

MONDAY, JULY 19: THE FILM INDUSTRY

10:00 am

CHECK IN + OVERVIEW OF THE DAY

10:30-11:30 am

ABOVE/BELOW THE LINE: JOBS AND LANGUAGE OF THE INDUSTRY: JOHNNY ALVAREZ

This workshop will take both a broad and detailed look at the various above and below-the-line positions on a typical film set. Specifically, we will dive into the sort of film crew jobs most average moviegoers don't even think about, including Production Assistants, Set Dressers, Script Supervisors, etc. The sort of jobs that aren't as flashy or high profile, but are the most realistic and attainable positions aspiring filmmakers can look to for entry-level employment in the film industry.

Johnny Alvarez is a writer/filmmaker originally from St. Louis, Missouri and currently based in Los Angeles. He is an alumnus of the Sundance Episodic Lab, the Outfest Screenwriting Lab, OutSet: The Young Filmmakers Project, and Actuality Media's Documentary Outreach Program. His film *Victory Boulevard* premiered at Outfest LA and went on to screen at numerous festivals around the country. His writing has been featured in LEVEL Magazine, The Hunger Journal, Plenitude Magazine, and elsewhere.

11:30-11:45 am

BREAK

11:45-12:15

INTRODUCTION TO SILENT FILM W/LUNCH: BRUCE LOEB

Bruce will be presenting two one hour programs of short subject silent films: a program of silent film comedies and a program devoted to silent animation.

Bruce Loeb has been providing live piano and organ accompaniment for silent movies for over thirty years. He performs locally at the Essany Silent Film Museum in Niles and at the Pacific Film Archive in Berkeley. Bruce is classically trained in piano, voice and harpsichord. He studied at UC Berkeley and at Conservatories in the Netherlands and Israel. He uses his talent as an improviser and knowledge of repertoire to find music that is historically informed. His accompaniments help the audience to understand the film and lose themselves in the flow of cinematic experience. Bruce teaches singing and piano at his studio in Berkeley and is on the faculty of the San Francisco Community Music Center.

12:15-1:45

TV WRITING: J.D SHIELDS

Participants will first be introduced to the terminology, story, and character elements and process of writing for television before launching into an interactive brainstorming session modeled after a TV Writers Room. Working collaboratively, participants will create a story for their own episode of an existing series.

J.D. Shields is a writer/director, originally from Atlanta. She received her MFA in Screenwriting/Directing from Columbia University, previously studied at New York University's Tisch Asia and is an alumna of Vanderbilt University. J.D. is a AFI Directing Workshop for Women filmmaker and

the winner of the HUMANITAS College Drama Prize. Her previous fellowships include the HBO Access Writing Program, Women in Film INSIGHT and Project Involve, where she penned the award-winning short film *Wednesday*, available on HBO. J.D. has written for Sony and Dream-Works TV Animation. She's currently developing an original pilot with Leslye Headland and Mar-sai Martin's Genius Entertainment.

1:45-2:00

BREAK

2:00-3:20

FILM/TV CREATIVE ADVERTISING: KELLY TURNER

Posters and trailers are important elements to help your film/TV show get seen. Learn the elements used in creating them and the various professions in the entertainment creative advertising field.

Kelly Turner has been an organic champion for diversity, equity, and inclusion in the entertainment industry for decades. She has created innovative and effective marketing campaigns for over 250 films and TV shows that feature and/or target underrepresented people, greatly impacting their chances for success in the marketplace. The award-winning marketer and graduate of USC has had the privilege of working at both the studio and running her own advertising agency, developing campaigns for *The Fast and the Furious* and *Bring It On* franchises for example and most recently PBS's upcoming docuseries *Muhammad Ali* from director Ken Burns.

3:20-3:55

CONVERSATIONS WITH A PRODUCER/DIRECTOR TEAM:

IVETE LUCAS & PATRICK BRESNAN

What does a successful film festival run look like? A chat with one of our favorite and well decorated film teams about the road to Cannes, Berlinale, Sundance, SXSW, and more!

Ivete is a director, producer, and editor based in Austin, Texas. She was born in Brazil and grew up in Mexico. For the past 10 years, she has been co-directing documentaries with her partner Patrick Bresnan. Their short films have premiered at Sundance, Berlin, Toronto and Cannes. Her short film *Skip Day* won the Short Film Prize at The Directors Fortnight at Cannes and was distributed by the Guardian. *Pahoakee*, her feature-length debut, premiered in the documentary competition at Sundance and has played over 50 festivals worldwide. It received a theatrical release in both France and the US.

Patrick shot and directed *The Rabbit Hunt*, which won more than 20 festival prizes, was nominated for the IDA Award, and won the Cinema Eye Honor for short film. His collection of short films has received distribution from ARTE, The Atlantic, TOPIC, and The Guardian. He co-directed, produced and photographed the 2019 feature *Pahoakee*. He was a cinematographer on *Boys State* which won the grand jury prize at the 2020 Sundance Film Festival.

TUESDAY, JULY 20: THE WRITING ROOM

10:00 am

CHECK IN + OVERVIEW OF THE DAY

10:15-11:45 am

SCREENWRITING IN A DAY: CELIA C. PETERS

This short, intensive workshop introduces and explores the three act structure as well as the dynamics that make it so powerful. We'll look at plot points and how they work, plus what makes characters matter. Students will apply these concepts in a group-oriented exercise that calls on everyone to let their imagination fly free while working with teammates to create the seed of an intriguing story.

Celia C. Peters is a filmmaker creating thoughtful futurist stories about intriguing, authentic characters. She's curator of Blackness Revisualized, WNET/AllArts.org's inaugural afrofuturist film festival. She's also director of *Shutdown*, a short historical documentary produced by Ohio State University, currently in production. In Spring 2021, she was Advisor to the Sundance Co//ab course "Screenwriting: Crafting Your Sci-Fi Feature" taught by Philip Eisner. Her work has screened in Los Angeles, NYC, Berlin, Washington, D.C., Detroit, Cleveland and London, plus public and cable television. She's currently developing her afrofuturist feature film *Godspeed* in partnership with WarnerMedia150.

11:50-12:40

A DAY IN THE LIFE OF PT. 1: WHITNEY LEGGE

This workshop will focus on the tools of cinema and personal storytelling. The goal is for students to produce a personal film that highlights and creatively explores their daily lives. The workshop will also provide an overview of filmmaking and focus on film production techniques including conceptualization, story structure, cinematography, and editing. Students will demonstrate an understanding of how to use camera, sound, and editing equipment through creating a finished film.

In 2019 Whitney Legge graduated from Stanford University with a master's degree in Documentary Film. Her films have been screened at Full Frame, SFDOCfest, Sonoma International Film Festival, United Nations Association Film Festival, Global Voices Film Festival presented by UN Women National, SF Green Film Festival, and Deep Focus Film Festival. Currently, Whitney is the Senior Producer at The Asia Foundation, where she produces short documentary films around various Asian countries. Whitney's personal photography and films explore themes of family, identity, and environmental and social issues, such as immigration and poverty.

12:40-1:10

LUNCH

1:10-2:30

TIPS AND GENTLE RECOMMENDATIONS FROM A DIY FILMMAKER: DANIEL FREEMAN

Daniel's workshop will cover a variety of topics for young filmmakers as they begin their journey behind the camera. While using his first feature film as a case study, there will be a large focus on

character development, staying creative, and implementing non-traditional screenwriting methods. Dense with images and positive messages, the workshop will encourage students to find inspiration for their next film by thinking about where they come from, who they love, and what they care about the most. In addition to offering advice on story building for budget-conscious filmmaking, Daniel will also share information about his career background so students can ask questions about their own path forward.

Daniel Freeman is a filmmaker based in Berkeley, California. He was a 2x FilmHouse resident within the SFFILM artist development program. His debut feature *Teddy, Out of Tune* received the Programmers' Choice award at the 2020 Bushwick Film Festival and was selected to the Maryland and Mill Valley Film Festivals. Daniel blends fiction and documentary approaches to create a hybrid style rooted in following earnest characters as they attempt to find healing through art and human connection.

2:30-3:55

ON-CAMERA ACTING FOR TV AND FILM: BETTINA DEVIN

This workshop gives students a chance to try out acting for camera using actual TV and film scripts. Bettina will introduce basic acting techniques, specifically for on-camera. We will explore the use of active intentions, subtext, substitution, and, of course, personalizing the copy... all while keeping it FUN!

Bettina Devin's students can currently be seen and heard regularly on Broadway, Off-Broadway, national commercials, sitcoms, episodic television, web series, and in principal roles in major feature films and on national voiceover campaigns. Her longtime student, Austin Scott, who starred as Alexander Hamilton in *Hamilton* on Broadway, just wrapped shooting a principal role in Tyler Perry's newest dramatic feature. Her student, Emma Berman, voices the lead voice of Giulia in Pixar's *Luca*. Kristina Ho is recurring as "Betty" on the new *Power Rangers* series. Bettina (often described as a chameleon) remains a working actress. She casts, produces, and directs. She teaches all over the world via the Internet.

WEDNESDAY, JULY 21: DOCUMENTARY FILMMAKING

10:00 am

CHECK IN + OVERVIEW OF THE DAY

10:15-12:00

EDITING: PAUL IGAZ

Students will learn two variations of an editing technique known as “match cutting.” Match cuts are deceptively simple and used routinely in many styles of film and video. Once learned, it becomes a powerful technique for unlocking artistic and intentional editing.

Paul Igaz is a Curriculum Developer in CFI’s Education department. He joined the team in August of 2020 as part of an effort to expand online curricular offerings during the COVID-19 pandemic. He has been teaching media arts and film since 2013, and in 2015, he launched a Career Technical Education Pathway in Digital Filmmaking in Alameda Unified School District, where he continues to teach a 2-year video production course sequence. Outside of his education work, he is also a freelance videographer/editor, musician, and filmmaker.

12:00-12:30

LUNCH

12:30-2:15

A DAY IN THE LIFE OF PT. 2: WHITNEY LEGGE

2:15-2:30

BREAK

2:30-3:55 pm

INVESTIGATIVE JOURNALISM: SARAH CALHAN

These days documentary filmmakers can find just about any piece of footage if they know where to look. In this workshop, students will practice the same techniques filmmakers use to gather and verify video. Participants will also learn how to use these skills in a fast-paced newsroom environment.

Sarah Cahlan is a video reporter and documentary filmmaker currently producing investigative mini-docs with The Washington Post’s Visual Forensics team. Prior to joining The Post in 2019, she directed a documentary short, *TheirStory*, while obtaining her master’s degree in journalism from the University California, Berkeley Graduate School of Journalism.

THURSDAY, JULY 22: TRICKS OF THE INDUSTRY

10:00 am

CHECK IN + OVERVIEW OF THE DAY

10:15-12:00

VOICE OVER FOR ANIMATION: BETTINA DEVIN

Applying what we've learned in Tuesdays acting workshop for animation!

12:00-12:45

LUNCH

12:45-2:00

SUPER HEROES, TEENAGERS, AND EVERYTHING IN BETWEEN: JIANA MARITA

We will look at early examples of archetypes and how the shift in movie editing changes our perception of character. How does filmmaking change the way we see our favorite fictional characters?

Inspired by their small hometown of St. Petersburg, Florida, Jiana used their love of film to pursue a BFA in Creative Writing and a Minor in Film Studies and Photography at Ringling College of Art and Design. She works to inspire young screenwriters nationally with her Screenplay Reading Internship at the Big Apple Film Festival. Since TV writers usually reside in LA and she was born there, it's only right that she returns to complete their character arc.

2:00-2:15

BREAK

2:15-3:50

ANIMATION EXERCISE: BENJAMIN RAGASA

In this two-part workshop we will be going over a brief history of landmark animations, and students will apply their learnings to a basic animation exercise, to be completed between classes. The goal of the exercise is to reveal how precise and calculated animation must be to give the illusion of life to basic shapes and characters. Please bring a mental list of your favorite animated films and shows with you!

Benjamin Ragasa is a student at the University of Southern California, studying towards a BA in Animation & Digital Arts with a minor in Music Recording. He grew up near Berkeley, CA, and was also once a student in the CFI Education programs.

FRIDAY, JULY 23: ANIMATION

10:00 am

CHECK IN + OVERVIEW OF THE DAY

10:15-11:00

SILENT FILM PT. 2: BRUCE LOEB

Introduction to Silent Film: Animation.

11:00-12:15

HISTORY OF ANIMATION/ANIMATION EXERCISE PT. 2: BENJAMIN RAGASA

12:15-12:45

LUNCH

12:45-1:15

SELF LEARNING: SHAYNA YASUHARA

Along with Zachary Sweet, Shayna Yasuhara will be sharing clips from some of her animations, showing a range of projects and uses for animation/ motion design. As a self-taught artist she will be sharing about her personal journey—from learning to animate to getting freelance projects in the field.

Shayna Yasuhara is a San Francisco based creator focused on animation and motion design. Working in a variety of animation techniques— including claymation, paper stop motion, and digital animation—Shayna has created music videos, animations for book releases, and the pilot episode of Broke Ass Stuart's TV show *Shaky Ground* which premiered at the Roxie Theater. Her music video short for the Residents and *Get it Right Now*, the official music video for the Tambo Rays, both were screened at the Out of Focus Music Video Festival at the New Parkway Theater, Oakland.

1:15-2:45

STOP MOTION: ZACHARY SWEET

A lesson on stop motion animation from a working animator.

Zachary Sweet is an Oakland-based independent Animator/Illustrator, currently working as an Animation Instructor for Youth Beat media, providing training and mentorship for Oakland youth, and free digital media instruction for disadvantaged Bay Area students.

2:50-3:50

A DAY IN THE LIFE OF / ANIMATION SHOWCASE

The culmination of our two production workshops put together for everyone to view. As we close our week of Summerfilm programming for 2021, we hope you will invite your family and friends to join us online to see what you created!