



## **imagineNATIVE and the NFB Seek Proposals for Innovative Interactive Media Projects**

### **SUBMISSIONS DETAILS**

#### **What kind of work is eligible?**

We're looking for audacious, innovative, socially relevant interactive media works. Proposals can be for works in any digital medium and genre, including interactive documentary, mobile and locative media, interactive animation, interactive photo essay, data visualization and physical installation. The project needs to be realizable within a \$30K–\$50K budget range.

#### **Who can submit?**

Aspiring and established Indigenous new-media artists with Canadian citizenship.

#### **Any theme?**

Theme is wide open. The selection committee will consider innovation in form, content and message.

#### **How do I submit?**

Set your idea down in two pages. Your proposal should answer the following questions:

- What's the story?
- Who's it for? (Who is your audience, how will they connect with the work?)
- How does it work? (Discuss form, platform and intent.)
- What will happen? (What's the user experience – how do users navigate and interact with the story you are creating? How does interactivity enhance the story and the user experience? Note: You may include up to two pages of visual mock-ups as supplemental material to this question.)

Also include a short biography, CV and one or two examples of (or private online screening links to) previous, relevant work.

If this is your first interactive project, send us a link to one or two of your films.

Send your submission to the Programming + Industry Manager, Daniel Northway-Frank:  
<[programming@imagineNATIVE.org](mailto:programming@imagineNATIVE.org)>.

**What's the submission deadline?**

February 10, 2012.

**When will you announce which project has been selected?**

February 20, 2012.

**What if I have a question about what to submit?**

First, take a look at our guidelines for digital projects at [onf-nfb.gc.ca/eng/directing-co-producing-film/digital-projects.php](http://onf-nfb.gc.ca/eng/directing-co-producing-film/digital-projects.php); if you still have questions, please contact Jennifer Moss (Producer, Digital Content & Strategy) at the NFB: [j.moss@nfb.ca](mailto:j.moss@nfb.ca) or 604-666-8624.

**How many projects will be selected?**

One project will be selected jointly by imagineNATIVE and the NFB for production.

**What happens if my project is selected?**

You will be the creator and the NFB will perform the role of creative producer.

An NFB producer will work with you to develop your idea, create a budget and a plan, and then make it all happen. Sometimes you'll do a lot of this work on your own or with people you've worked with in the past. Other times the NFB will bring skilled people to work with you and help deliver on your vision. The NFB is not a funding agency or a granting organization. As creative producers, we'll be actively involved in the production, and we'll provide all financing and administer the budget for your project. You'll receive a fee for your work as the lead creator. imagineNATIVE will provide creative input at key stages throughout the production. The finished work will be showcased at the imagineNATIVE Festival in 2013. It will also be made available to audiences through the NFB and imagineNATIVE websites. Copyright for the completed project will sit with the NFB.

**Can you give me some relevant examples of interactive work to look at?**

Take a look at [nfb.ca/interactive](http://nfb.ca/interactive).