



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.

Which themes should I focus on?

Your work can explore any theme(s). 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?** (Give a brief description of the goals of the project, the basic story and/or concepts or themes, the digital and interactive aspects of the project).
- **What will happen?** (What will the user's experience be like—how do users navigate and interact with the story you are creating? Describe it as best you can, step by step. How does interactivity enhance the story and the user experience? Note: You may include up to two additional pages of visual mock-ups as supplemental material. To get ideas of different approaches to user experience, feel free to peruse the interactive projects on the NFB Interactive website: nfb.ca/interactive).
- **How does it work?** (Discuss form, platform and intent. Is it an installation, an app for phones or tablets, a website, etc.? Why have you selected this platform, and how is it appropriate for your project?)
- **Who's it for?** (Who is your intended audience, and how will they connect with the work?)

Also include a short biography, a preliminary budget breakdown if possible, your 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 or installations.

Send your submission to the imagineNATIVE Acting Programming + Industry Manager, Isidra Cruz, at programming@imagineNATIVE.org.

The Fine Print:

The final digital project created from the winning pitch is NFB property, but individual source elements (video, sound interviews, etc.) can, if necessary, be contractually excluded from ownership for cultural reasons, or reasons of copyright.

What's the submission deadline?

February 14, 2013.

When will you announce which project has been selected?

To be confirmed.

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. Next, take a look at some of our other projects, at nfb.ca/interactive. If you still have questions, please contact Jennifer Moss (Producer, Digital Content & Strategy) at the NFB, at 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 in 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 2014. It will also be made available to audiences through the NFB and imagineNATIVE websites. Copyright for the completed project will reside with the NFB.

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

Take a look at nfb.ca/interactive.