



This document includes information about the context from which First Person Digital emerged.

Please note that you should submit your proposal electronically through our website. Please continue to check our website for updates <http://www.firstpersondigital.ca>

About the NFB and First Person Digital

The NFB

Canada's public film producer and distributor, the **National Film Board of Canada** creates social-issue documentaries, auteur animation, alternative drama and digital content that provide the world with a unique Canadian perspective. In collaboration with its international partners and co-producers, the NFB is expanding the vocabulary of 21st-century cinema and breaking new ground in form and content, through community filmmaking projects, cross-platform media, interactive cinema, stereoscopic animation – and more. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 12 Oscars and more than 90 Genies. In 2009, the works of NFB animation pioneer Norman McLaren were added to UNESCO's Memory of the World Registry. The NFB's new website features over 1,000 productions online, and its iPhone app has become one of the most popular and talked about downloads. Visit NFB.ca today and start watching!

The Digital Opportunity

As a unique creative and cultural laboratory, The NFB is eager to explore what it means to “create” and “connect” with Canadians in the age of the Internet. We are looking to work with a wide range of Canadian artists and media-makers interested in experimenting with the creative application of digital technologies and interactivity as it relates to story, expression and community. Filmmakers, Interactive Designers, Photographers, Social Media Producers, Graphic Artists, Information Architects, Writers, Video and Sound Artists, Musicians, etc. We are excited by the collaborative nature of media today and are open to receiving project proposals from all types of artists and creators.



What Kinds of Creations?

As a public producer we have a duty to contribute to the ongoing social discourse of the day through the production of creative audiovisual works. We remain convinced of the powerful and transformative effects of art and imagination for the public good. We have a strong code of ethics that guides our work including the importance of an artistic voice and a diversity of voices, authenticity and creative excellence, innovation and risk taking, and social relevance and the promotion of a civic, inclusive democratic culture. We are currently looking to produce new works that help us achieve our mission including interactive documentaries, mobile and locative media, interactive animations, photographic art and essays, data visualizations, physical installations, community media, interactive video, user-generated media, etc. To put it another way, we are striving to produce things we haven't yet imagined, with technology that hasn't yet been invented.

If you have a traditional short film, FPD probably isn't for you. But if you have a short film that is a call to action, as part of an interactive website, we'd like to hear your idea!

Why Now?

Over the past year we've worked with great success to make hundreds of the 13,000 films in our collection more accessible to Canadians in streaming and downloadable formats through NFB.ca and mobile devices. We're also eager to explore how these new technologies and platforms can influence production and aid in the creation of new kinds of content and stories. We are interested in experimenting with how these new technologies can help the NFB and its creators connect with more Canadians, more often, and connect with them in way we've never before thought possible.

Any Examples?

While we'll continue to work with filmmakers to make digital content connected to some of the films we produce, many of our projects will be original digital pieces not attached to any films at all and we're interesting in hearing your ideas. Take a look at one of our completed projects at <http://waterlife.nfb.ca>. The site hitchhikes on the stunning visuals and great music of Kevin McMahon's film Waterlife and incorporates some innovative technological approaches to explore the issues of clean water and the Great Lakes. You can also check out <http://gdp.nfb.ca> for one of our larger projects: an ongoing



exploration of the financial crisis and its effects on the lives of Canadians. Or <http://www.nfb.ca/filmmakerinresidence> for an example of a community-based media project. On <http://firstpersondigital.ca/references> there are examples of stunning works from all over the world which inspire us.

How does it all work?

The NFB is pleased to be taking the lead on production and distribution for First Person Digital. We perform the role of creative producer. You perform the role of creator. We will work with you to develop the idea, refine 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 we'll bring skilled people to work with you and help deliver on the vision. We are looking to work with the best in the industry and success will rest on our ability to work together to deliver on projects that demonstrate creative excellence, innovation and social relevance. We are looking to produce projects that range in scope, style and approach.

Core values

The NFB has a strong code of ethics and values that guide its mission and frame its strategic plan. These include:

- ~ The importance of artistic voice and diversity of voices
- ~ Integrity and respect
- ~ Authenticity and creative excellence
- ~ Innovation and risk taking
- ~ Honesty and accuracy
- ~ Social relevance and the promotion of a civic, inclusive democratic culture
- ~ Environmental stewardship and sustainable modes of operation

As a public producer and distributor we are mindful that we are neither partisan nor advocates of particular positions. However, we have a public duty to be part of the great social debates of the day through creative audiovisual works. We remain convinced of the powerful, transformative effects of art and imagination for the good. As a public producer and distributor we will operate in the realm of "market failures," creating public goods with long-term social and economic benefits for the industry, for communities, for the country. It is in these specific, non-specific, non-market forms of risk taking that the NFB remakes and revitalizes itself; this is its evolutionary mechanism.



We believe we have a responsibility of stewardship for an enormously valuable and important Canadian audiovisual heritage. We remain at all times firmly committed to serving the public good.

Creators must be a Canadian citizen or a landed immigrant in order to be eligible to work with us. First Person Digital projects must be led by a woman creator, but teams may be mixed gender. The NFB is committed to employment equity and encourages applications from all qualified women including visible minorities, aboriginal people, and persons with disabilities.

You can read more about the NFB and it's strategic plan here: <http://www.onf-nfb.gc.ca/eng/about-us/priorities.php>

About Studio XX and First Person Digital

[Studio XX](#) is the only artist-run, media art resource centre in Canada whose mandate centers on a feminist reading of the ways in which women relate to new technologies, while contributing to contemporary media art and the information sciences.

Founded in Montreal in 1996, Studio XX assists the production and dissemination of media art such as web art, digital audio, multimedia performances and other networked practices. Through the internationally recognized [HTMLles Festival of Media Art and Networked Practices](#), the monthly [Femmes br@nchées \(Wired Women\)](#) salons, artists residencies, cutting-edge training workshops, co-production initiatives, the circulation of commissioned critical essays in its online journal [.dpi](#), radio broadcasts on the weekly show [The XX Files](#), year-long [commissioned artworks workshops](#) and anytime member-access to its [Open Source Linux Lab](#), Studio XX supports artists in their experimental, creative, and critical appropriation of digital tools, offering both a physical and virtual space for exchange between artists and the general public, and for innovative and engaged collaborations between artists, technicians, scientists, scholars and activists.

Studio XX encourages initiatives that examine the underlying possibilities of the Net as a medium for communication, facilitating the emergence of new forms of networked collaboration, even new modes of citizenship. The Studio fully supports the development of a digital democracy which values autonomy, collaboration, information- and content-sharing, and the use of free and Open Source technologies.

In 2007, Studio XX launched its Open Source dual boot Mac/Linux [XX Lab](#) to ensure women's access to technological research and training. In 2008, Studio XX launched the [Matricules](#) archive. Three years in the making, *Matricules* is one of the world's



largest online archives of digital artworks created by women.

To view Studio XX's Strategic Plan: <http://studioxx.org/fr/planStrategique>

Acting as a catalyst for the exchange of resources between various areas of concentration within the discipline of media art as well as with a myriad of complimentary organizations, on a local, national and international level, Studio XX is pleased to co-produce First Person Digital, playing a key role in development, training and production of innovative artworks.