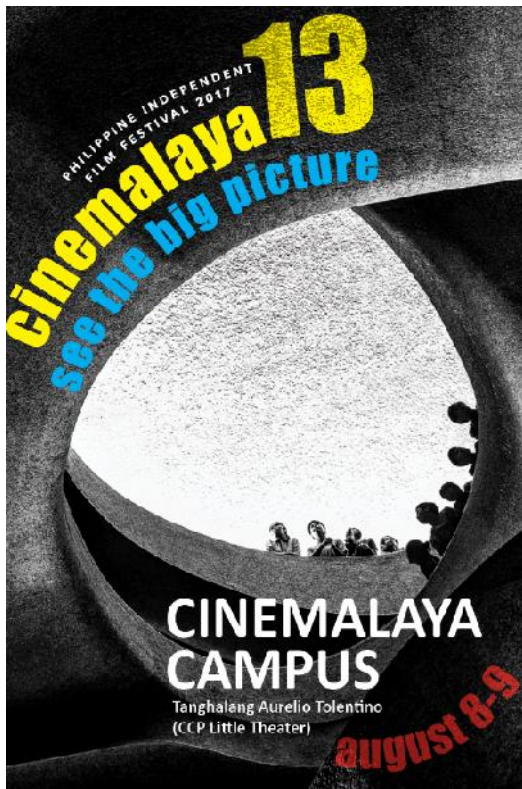


2017 CINEMALAYA CAMPUS
Ano ba talaga ang gusto mong sabihin ? :
Pinoy society through the Lens, Cinema, and Meaning



Media can set the agenda of issues that should concern society. Filmmakers, as members of the world of media, can also be instrumental in setting this agenda.

What issues currently confront Philippine society? What does the film industry do to foreground these issues? What issues do filmmakers deal with in their films? What do they say about these issues? How do they present these issues?

Our filmmakers have confronted the issue of poverty and corruption for so long. How about current issues like extra-judicial killings, terrorism, and dictatorship? This year's Cinemalaya Campus will focus on films and filmmakers and the issues that are deemed important in our society.

More specifically, this year's Cinemalaya Campus will look closely into the production of meaning. What is the role of the producer or the company in the whole scheme of film production? What is the role of the director, the screenwriter, and other members of the staff in the production of meaning? What is the role of the viewer?

Cinemalaya Campus 2017 will go beyond the task of reading films which have been addressed before. This edition will investigate the issues that interest our filmmakers and the production of meaning of these films.

- Clodualdo Del Mundo, Jr., PhD -

PROGRAM & SCHEDULE

Day 1 / August 8, 2017 (Tuesday)

7:00am

Registration
CCP Little Theater Lobby

8:00am

Opening & Welcome Remarks
EVA MARI DG. SALVADOR
Department Manager, CCP Arts Education
2017 Cinemalaya Campus Co - Director

Keynote Presentation
CLOUDALDO DEL MUNDO, JR. PhD
2017 Cinemalaya Campus Co-Director

Introduction to Day 1
FLORDELIZ L. ABANTO
2017 Cinemalaya Campus Moderator

8:30am

Session 1 : Beyond the Story : What Does the Screenplay Mean?

Filmmaking is essentially storytelling. But beyond the story, what does the film want to say? What is the theme? What is the point of the film? All this starts with the screenwriter. In this session, the panelists will share how they tell stories through film and clarify the idea/theme/point that they want to make.

Speaker : RICKY LEE
ADOLFO ALIX JR.

10:00am

Session 2 : From Low Key to High Key : Shedding Light on the Moving Image

The director of photography is a key collaborator of the director in bringing the film on the big screen. We can say that the DOP is the author of the images. How does the DOP use light to shed meaning on the images?

Speaker : DIX BUHAY
JAY ABELLO

11:15am

Session 3 : Character, Color, Design and Meaning

Another member of the filmmaking group who contributes to the production of the image is the production designer. The choice of the color palette, props, costumes, location, and other details modulate the image and contribute towards the production of meaning. How does the PD, in collaboration with the DOP, design the film?

Speaker : LEEROY NEW
TOYM IMAO

1:00pm

Session 4 : Scoring Meaning with Music and Sound

In this session, panelists will share their ideas on the use of music and sound in the creation of mood, emotion, and meaning.

Speaker : CORINNE DE SAN JOSE

2:15pm

Wrap-up of Day 1 / End of Day 1

Day 2 / August 9, 2017 (Wednesday)

7:30am

Registration

CCP Little Theater Lobby

8:00am

Introduction to Day 2

8:30am

Session 5 : Cutting to Make Something Whole

The editor uses seemingly disparate shots, editing them to create continuity, cutting shots into exact lengths to control tempo, to create a whole work to tell the story in the most effective way possible. In this session, the panelists discuss the bag of techniques in the editor's workshop.

Speaker : TARA ILLENBERGER
MONSTER JIMENEZ

10:00am

Session 6 : Mise-en-scène and Meaning

In this session, the panelists discuss the art of modulating the screen, creating the moving image through blocking, camera work, and design with the end in view of clarifying meaning.

Speaker : CARLOS SIGUION - REYNA
TENG MANGANSAKAN

12:00pm

Session 7 : Ano sa Tingin Mo? Reaching the Spectator

In a major sense, making meaning ends with the spectator. The intentions of the filmmakers end where the act of watching and reading films begin.

Speaker : ANGELI BAYANI
BABY RUTH VILLARAMA - GUTIERREZ
MONSTER JIMENEZ
BLISS LIM
RICHARD BOLISAY

2:15pm

Wrap-up of Day 2 / End of Day 2

CINEMALAYA CAMPUS FEES

Regular Package (7 sessions) : P800

Student Package (7 sessions) : P400

Per session:

Regular : P250

Student : P125

SPECIAL STUDENT PACKAGE

P550 = 7 sessions + 1 entry pass to a Visions of Asia film screening (Aug. 8)

+ 1 entry pass to a Main Competition film (Aug. 9)

SPECIAL STUDENT 1-DAY PASS

P350 = 4 sessions + 1 day entry pass either to a Vision of Asia film screening (if Aug. 8) or to a

Main Competition film (if Aug. 9)