



Academic Conference 2014 Johannesburg

16 – 17 September

EXPERTISE

“Translating and integrating the EXPERTISE of industry professionals into teaching and learning for African Schools in film, television and performance”

**A conference hosted by AFDA
Johannesburg, South Africa**



PROGRAMME: SEPTEMBER 2014

DAY 1:	Tuesday 16 September 2014	
08:00 – 08:50	Conference Registration Tea and Coffee	
<i>Time</i>	<i>Speaker</i>	<i>Topic</i>
09:00 – 09:30	Garth Holmes <i>Chairman of AFDA</i> <i>Chairman of CARA</i>	Opening Address and introduction to Cilect African Regional Association (CARA)
FOCUS AREA 1: PERSPECTIVES ON TEACHING EXPERTISE		
09:30 – 10:00		Presentation: Topic TBC.
10:00 – 10:15	Coffee and Tea	
10:15 – 10:45		Presentation: <i>“I might not get it – but I will!</i> <i>From Novice to Expert through life-long learning”</i>
10:45 – 11:15		<i>“Motherboards, microchips, fractals and things – Finding a motif which dictates structure”</i>
11:15 – 11:45		<i>“Opening the gate: Designing and implementing outreach video training that creates opportunities for creative collaboration and meaningful interaction between UCT and participants outside its existing community.”</i>
11:45 – 12:15		<i>“Challenges and prospects of integrating theory and practice in Midlands State</i>

		<i>University's Multimedia Production Workshop for student filmmakers."</i>
12:15 – 13:15	Lunch	
13:15 – 13:45		<i>"Digital Native - Musical Immigrant: Overcoming the Obstacles of Teaching an advanced level of Film Scoring to musically inexperienced student."</i>
13:45 – 14:15		<i>"Student-Mentor training through practical collaboration on productions"</i>
14:15 – 14:45		
14:45 – 15:00	Coffee and Tea	
FOCUS AREA 2: PERSPECTIVES ON CHANGING MEDIA LANDSCAPES		
15:00 – 15:30		<i>"How I learned to stop worrying about the ever changing media landscape and love Punk Rock"</i>
15:30 – 16:00		<i>"Getting It Seen: How Recent Film Graduates Are Distributing Their Films Through Digital Platforms And Film Festivals"</i>
16:00 – 16:30		<i>"Social Context, Self-Reflexivity and Collaboration: Using Participatory Video as a Tool for Teaching and Research"</i>
16:30 – 17:00		
17:00	Refreshments at the AFDA Canteen	
DAY 2:	Wednesday 17 September 2014	
08:45 – 09:00	Coffee and Tea	
FOCUS AREA 2: PERSPECTIVES ON CHANGING MEDIA LANDSCAPES		
09:00 – 09:30		<i>"Applying langue (structure) and parole (accent) to film studies in a post-disciplinary media world"</i>
09:30 – 10:00		<i>"Durban as a Film Friendly Industry: a value chain analysis of a Durban produced film"</i>
10:00 – 10:30		<i>"Film censorship in South Africa. Change without change?"</i>
10:30 – 10:45	Coffee and Tea	

FOCUS AREA 3: PERSPECTIVES ON NOLLYWOOD		
10:45 – 11:15		<i>“Lessons from new Nollywood: A theory from the Global South”</i>
11:15 – 11:45		<i>“Nollywood: The Dynamics of an African Video-Film Audience”</i>
11:45 – 12:15		
12:15 – 13:00	Lunch	
13:00 – 13:30		
13:30 – 14:00		
14:00 – 14:30		
14:30 – 15:00		
15:00 – 15:30		
15:30 – 14:00		
14:00	Refreshments at the AFDA Canteen	