

# JUMPSTART 2015

## Programme Schedule

### New Delhi:

**18 August 2015**

Timings:	Programme:
09.00 a.m. to 09.45 a.m.	Registration
09.45 a.m. to 10.00 a.m.	Opening Remarks
10.00 a.m. to 11.00 a.m.	<p><b>STORYDUST</b>            What makes a good story? Is it plot, characterization, writing style, illustration, visualization or a combination of all these things? Successful storytellers find ways to adapt their medium to their message. They reinvent, they reimagine, they create. Our panelists are all experts in their fields and know exactly how to keep a child's attention. In this panel discussion, we explore the elements of a good story ... in fact, we explore the elements of a great story.</p> <p style="text-align: center;">(1) Nicki Greenberg            (2) Leonie Norrington            (3) Julia Regul Singh            (4) Motti Aviram</p> <p>Moderator: Sayoni Basu</p>
11.00 a.m. to 11.30 a.m.	Tea / Coffee Break
11.30 a.m. to 01.00 p.m.	Masterclasses Begin

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**Writers' Masterclass with Leonie Norrington**

All successful writing, whether it is autobiographical, non-fiction or fiction, essays, journalism or reports, needs character and all characters need to speak in a clear and accurate voice. Leonie Norrington will show a variety of practical writing techniques, cheeky tricks and devious sins that will help you find your characters' voices, let them speak and keep faith in them when they hijack your carefully planned plot. This masterclass uses the act of writing as instruction. We will write, write and write, read a little and write some more. The participants will explore the depths of their characters' consciousness, learn to see the world through their characters' eyes and speak clearly through their voice. Please bring along a character, a writing book and a pen.

**Illustrators' Masterclass with Nicki Greenberg**

How do you find your illustration groove? Great illustration is about telling stories visually. In this workshop, Nicki Greenberg will look at a range of visual narrative techniques, and help you explore using your own personal style to make your illustrations sing on the page. The workshop will include character development exercises, tips about materials and media, and ideas for planning and creating an illustrated 'world' in your book. She will then bring these ideas together to workshop your own projects. Please bring along your work in progress (at any stage - preliminary sketches are fine). You will also need to bring paper, pencils and any other materials you would like to experiment with.

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	<p><b>Masterclass on Storytelling Techniques by Ameen Haque</b> How do you tell a story? Each of us has a story to tell, but how do we bring it alive in a performance for children? Storyteller Ameen Haque takes you from page to stage. Learn how to convert a written story into a performance. This masterclass will address storytelling fundamentals as well as advanced techniques and give you tips on how to start a storytelling session, how to add music and actions to a performance, voice modulation and body language for storytellers.</p> <p><b>Screen writing Masterclass with Motti Aviram</b> This masterclass is aimed at people who want to gain key skills that will help them develop and write film and television content for children. Screenwriter Motti Aviram will work with you and help you deal with topics such as the language of scriptwriting, understanding the basic cognitive needs of young viewers, principles in scriptwriting for children, children’s humour, writing for puppets and using television writing techniques in developing interactive books for children.</p>
01.00 p.m. to 02.00 p.m.	Lunch Break
02.00 p.m. to 03.30 p.m.	Masterclasses Resume
03.30 p.m. to 04.00 p.m.	Tea / Coffee Break
04.00 p.m. to 05.00 p.m.	Masterclasses Resume

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## Bangalore:

21-22<sup>nd</sup> August 2015

### Day 1: Inspiration

Timings:	Programme:
09.00 a.m. to 09.45 a.m.	Registration
09.45 a.m. to 10.00 a.m.	Opening Remarks
10.00 a.m. to 11.45 p.m.	<p><b>WINDOWS:</b>  <i>Windows is about opening up the imagination, a flight of fantasy, a dance of creativity. Our panellists are experts in world-building. Through effective storytelling, whether it is writing, illustration, theatre or film, they play with the ways in which history, mythology and stories are relayed to children, how these ways are enriching and, invariably, a lot of fun.</i></p> <p>(1) Nicki Greenberg (Illustration)            (2) Arundathi Venkatesh (Writing)            (3) Aruna Ganesh Ram (Theatre)            (4) Motti Aviram (Film)            Moderator: Manasi Subramaniam</p>
11.45 p.m. to 12.15 p.m.	Tea / Coffee Break @ Cafe Max
12.15 p.m. to 01.00 p.m.	<p><b>MIRRORS:</b>  <i>Mirrors is all about providing specific insights into specific fields. This will be broken up into three simultaneous sessions. Each participant can choose a session to attend.</i></p> <p>(1) Reflections: Leonie Norrington on books (conversation managed by Manasi)</p>

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	<p>Does fiction reflect reality or does reality reflect fiction? As Mark Twain famously put it, ‘the only difference between reality and fiction is that fiction needs to be credible.’ Children’s fiction has the capacity to influence minds, spark dialogue and shape culture through its engagement with the real world. In the cross-cultural context, truth as a corollary to fiction can be hugely complex and subjective. Leonie Norrington grapples with some of these issues in this insight talk.</p> <p>(2) Through the Looking Glass: Anand Ramachandran on interactive digital narratives (conversation managed by Prashasti) How does one weave interactive digital narratives? What can content creators, educators and parents learn from video games on how to engage kids in play and help them learn at the same time? Join digital storyteller and video game designer Anand Ramachandran as he shares insights on childhood, play, learning and digital narratives.</p> <p>(3) Prism of Ideas: Deeptha Vivekanand on story-based learning (conversation managed by Ameen)</p>
01:00 p.m. to 02.00 p.m.	Lunch Break @ Café Max
02.00 p.m. to 03.00 p.m.	<p><b>KALEIDOSCOPIES:</b> <i>Is children’s content a monetizable proposition? How do producers of children’s content create brand identities, build trust, manage expectations and aggressively sell their product? What are the obstacles in publishing, gaming, film-making, education, bookselling and libraries for children? And</i></p>

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	<i>what are the opportunities to be seized? Our panel of experts, each of whom successfully manages a brand in six important children's content industries, have some valuable insights for you when it comes to building a financially viable property.</i>
03.00 p.m. to 03.30 p.m.	Tea / Coffee Break @ Café Max
03.30 p.m. to 05.00 p.m.	<p><b>SLAMATHON</b></p> <p><i>Are you a writer with a great story idea? When an editor or agent opens your submission, are you enticing them to turn the page, or set it aside and move on? During this session, our panel of industry professionals will offer critiques articulating and explaining their responses and feedback to your story idea. Those wanting to participate must submit must come prepared with a five-minute pitch for their story.</i></p> <p>(1) Nicki Greenberg  (2) Leonie Norrington  (3) Sudeshna Shome Ghosh  (4) Motti Aviram</p>

## Day 2: Perspiration

<b>Timings:</b>	<b>Programme:</b>
09.30 a.m. to 10.00 a.m.	Registration

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<p>10.00 a.m. to 01.00 p.m.</p>	<p>Learning gets Storyfied!  <b>Library and Pedagogy Workshop with Goodbooks and Jumpstart</b>  <i>A conference for Educators, Librarians, Publishers, Parents and Tech innovators to present, discuss and debate experiments in education such as gamification and story based learning. Let's find out how successful is it to move away from the traditional modes of learning to a more game based approach and integrate stories with formal curriculum to make learning a fun-filled experience.</i></p>
<p>10.00 a.m. to 01.00 p.m.</p>	<p>Masterclasses Begin  <b>Writers' Masterclass with Leonie Norrington</b>          All successful writing, whether it is autobiographical, non-fiction or fiction, essays, journalism or reports, needs character and all characters need to speak in a clear and accurate voice. Leonie Norrington will show a variety of practical writing techniques, cheeky tricks and devious sins that will help you find your characters' voices, let them speak and keep faith in them when they hijack your carefully planned plot. This masterclass uses the act of writing as instruction. We will write, write and write, read a little and write some more. The participants will explore the depths of their characters' consciousness, learn to see the world through their characters' eyes and speak clearly through their voice. Please bring along a character, a writing book and a pen.</p> <p><b>Illustrators' Masterclass with Nicki Greenberg</b>          How do you find your illustration groove? Great illustration is about telling stories visually. In this workshop, Nicki Greenberg will look at a range of visual narrative techniques, and help you explore using your</p>

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02.00 p.m. to 03.00 p.m.	Masterclasses resume
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04.00 p.m. to 05.00 p.m.	Masterclasses Resume

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