

Outline of ABU DigistaTeens



Principle and Purpose of the Event

“ABU Digista teens” is an educational program that follows the pattern of the previous “ABU Voyage to the Future” events, which were international exchange programs whereby teenagers studied Asian environments and human living conditions, and were held from 2003 to 2009. As a succeeding project, ABU Digista Teens events launched in 2011 and are being held as opportunities for teenagers to learn and support each other through expressing their achievements while they create new digital images in this technological era.

The potential for growth of teenagers is remarkable, yet the disparity of the technical level of digital skills is widening among teenagers. Youths attempt image expression and are inspired by their own sensibility as they challenge themselves.

The program focuses on the progress of their learning about images and supports their growth. This is the significance of the ABU Digista Teens event as an educational program.

Youths in each country introduce their artwork at the international festival held in autumn and those young people exchange their thoughts and expressions. The host broadcaster records the festival and gives the participating broadcasters the edited footage together with an English language script for broadcast in each country. And each participating broadcaster can broadcast the packaged program itself or re-edit (shorten or add their original footage) and broadcast it.

It is not a competition but a chance for teen creators to have opportunities to express themselves with video images and find their hidden talents. Along one common theme, festivals will be held around Asia in which teenagers study and create digital art together.

Substance of the Event (Final)

The principals of this festival are individuals/groups as representatives called Challengers, selected by each participating organization/broadcaster. The Challengers and their digital art products are introduced by video together with the process of their growth and discovery during their creation.

The Mentors, popular artists and active creators in each country/area who gave the Challengers some advice, are also invited to the venues and give their unique appraisal and advice to the teenagers and their products with enthusiasm.

- 1) The standards for the challengers are, as a rule, under age 20 or students as of the event day.
- 2) A theme of the artwork is chosen each time. For the previous events, Dream, Friendship, Life, Home and Future were chosen as themes. For the 5th ABU Digista teens, the theme of Happiness has been selected.
- 3) The method/technique of digital art creation can be any, i.e., animation, frame-photos, stop-motion, live-action, digital illustration (scanning), 3DCG, etc. The only rule is digital equipment must be used for editing to complete the artwork.

The event is not a competition about the achievement of products, but an expression of the process of product creation through video shooting and interviews, which show the participants' capabilities, i.e., ideas, desires, efforts, discovery, joy, growth and so on. It is important that people of all ages can study various aspects of digital art and be impressed through watching this program.

There is no jury to award a grand prix. The prizes are tokens of encouragement given the title of Master, such as Visual Master, Concept Master and Story Master and are determined by the mentors from each country.

Scheme of the Event in Each Country

1) Selecting Challengers through Workshops

In each country, a workshop is held in support of the main event. Teenagers who have a common interest in digital art and video images but vary in ability, technique, and circumstances, participate in the workshops and learn how to create concrete video image artwork from basic images with advice from professionals as Mentors.

Holding a workshop for teenagers to participate and learn about digital art is the significance of this educational project, but the method and its scale can be determined within the budget and functional range of each broadcaster.

In the process of the workshop, Challengers, who actually create the video images and participate in the final event, are selected in each country by producers and mentors.

2) Creating artworks

According to the theme and the rules, the challengers start creating digital artwork by casting their ideas into shape. They find the tools they need through professional advice and make efforts to produce high quality products. What is required is not only technique but also the desire to be expressive through the theme.

The Challengers take their assignment of the theme back to their homes or schools. They consider their concept, scenario and storyboard, getting advice from the Mentors who become advisers, then continue through trial and error to realize their shooting and video image creation.

3) Producing a short documentary introducing the challengers' growth through making artwork

The core of the program is their unique imagination, their growth and discovery through the process of this production, so some individuals/groups are followed by camera crews that record their growth. The resulting short documentary will be introduced at the international festival together with the challengers' digital artwork.

The process of 1) 2) 3) above can be used to produce each participating broadcaster's domestic programs.