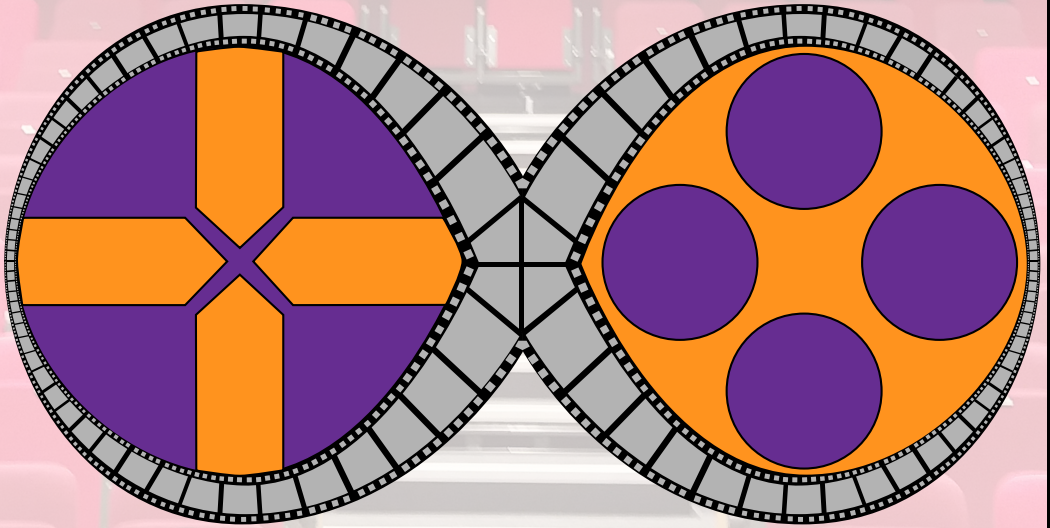


INTERNATIONAL MACHINIMA CONVENTION

I M C 2 0 1 6



www.MACHINIMACONVENTION.CO.UK

WHEN & WHERE

10am - 5:30pm
Saturday 25th June

The Venue@DMU
Western Boulevard
Leicester
LE2 7BU

HOW MUCH

Free
for the
2016 IMC event

WHAT

Panels
Indie Games
Game Art Gallery
Interviews

WHAT IS MACHINIMA?

Machinima, at its most basic, can be described as games-based filmmaking. It grew out of the Quake gaming community in 1996, and uses skills from games, animation, and filmmaking. Notable producers include Rooster Teeth, Yogscast, and PewDiePie.



WHY IS IT IMPORTANT?

Machinima is important as a creative and cultural medium as it is cheap to produce, flexible, and evolving rapidly, and the tools used are becoming more accessible every day. Services like YouTube and Vimeo are cutting into traditional media markets, but they are also giving the audience a platform to share their own content. This is leading

to the democratisation of media production, and is blurring the line between content creator and content consumer. Machinima is a major part of the content being shared this way.

ABOUT THE INTERNATIONAL MACHINIMA CONVENTION

The IMC aims to bring academics and industry members from games, animation, and film together, in order to host an ongoing conversation about the history and future of machinima. The event is organised by a MA/MSc Creative Technologies student from DMU.



For more information, please get in touch.

www.MACHINIMACONVENTION.CO.UK

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