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	DIVISION ADVISORY		Name of Office: OSDS-SDS

DIVISION ADVISORY


No. 191, s. 2019

To : Heads of Public Secondary Schools

From : The Schools Division Superintendent

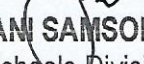
Subject: 1st EMC National Conference (EMC NatCon 2019):
Let's Get M.A.D. (Make a Difference)

Date : August 15, 2019

RELEASED
AUG 18 2019
By: 
DepEd Angeles City
Division of City Schools

Please be informed that the Animation Council of the Philippines, Inc. (ACPI) will conduct its 1st EMC National Conference (EMC NatCon): Let's Get M.A.D. (Make a Difference) on September 27, 2019 at the University Theater, Holy Angel University, Angeles City.

Attached is the endorsement letter signed by Atty. Revsee A. Escobedo, Assistant Secretary, Officer-in-Charge, Office of the Undersecretary, Planning, Human Resource and Organizational Development and Field Operations, for reference.


LEILAN SAMSON-CUNANAN, CESO V
Schools Division Superintendent

lvi/chiefsgod

CA # 194

"SMILES BRIGHT, SERVES RIGHT"



Republic of the Philippines
Department of Education

Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary

DM-PHRODFO-2019-00632

ENDORSEMENT

July 15, 2019

Respectfully referred to **DR. NICOLAS T. CAPULONG**, OIC - Office of the Regional Director, DepEd Region III, the herein communication from **RENE B. MISA**, Executive Director, Animation Council of the Philippines, Inc. (ACPI), requesting endorsement for the conduct of 1st EMC National Conference (EMC NatCon 2019): Let's get M.A.D. (Make A Difference) on September 27, 2019 at the Holy Angel University, for evaluation and appropriate action.

Direct communication with the party concerned is desired, copy furnished this Office, citing the tracking code indicated on the upper right-hand corner of this Endorsement.

ATTY. REVSEE A. ESCOBEDO

Assistant Secretary

Officer-in-Charge, Office of the Undersecretary
Planning, Human Resource and Organizational
Development, and Field Operations

16491

Copy furnished:
RENE B. MISA
Executive Director
Animation Council of the Philippines, Inc. (ACPI)
IBPAP Office, C2 Building
Bonifacio High Street Central, 7th Avenue,
Bonifacio Global City, Taguig

OUPFO/SMogao



HOLY ANGEL UNIVERSITY
COLLEGE OF INFORMATION AND COMMUNICATIONS
TECHNOLOGY
IN PARTNERSHIP WITH
ANIMATION COUNCIL OF THE PHILIPPINES, Inc.



ANIMATION COUNCIL
OF THE PHILIPPINES, INC.

PROUDLY PRESENTS

1ST EMC NATIONAL CONFERENCE

MADCon 2019

Make a Difference THROUGH
MULTIMEDIA ARTS & DESIGN



8:00 am - 5:00 PM
SEPTEMBER 27, 2019
UNIVERSITY THEATER,
HOLY ANGEL UNIVERSITY, ANGELES CITY

Dear Sir,

Greetings from the **Holy Angel University & Animation Council of the Philippines, Inc.!**

In partnership with **Holy Angel University-College of Information and Communications Technology (HAU-CICT)** and the **Animation Council of the Philippines, Inc.**, we bring you the **"1st EMC National Conference (EMC NatCon2019): M.A.D. (Make A Difference through Multimedia Arts & Design)"** will be held on **September 27, 2019 at University Theater, San Francisco De Javier Bldg., Holy Angel University, Angeles City**

Offered in a number of universities in the country, the Entertainment and Multimedia Computing (EMC) Program has produced outstanding individuals in various fields of the arts and sciences. And with the growing number of schools offering the course, HAU-CICT envisions to reach out and connect with numerous individuals to discuss and provide insights on the EMC Program through this pioneering event.

Rationale:

At these times, The Entertainment and Multimedia Computing (EMC) Program is at its early offering, with only a number of universities offering the said program. Support and Fellowship with regards to EMC becomes very scarce and elusive. With this conference, CICT envisions to reach out and connect with other schools offering the same program (EMC) and build good rapport and network to further develop, enhance, and perhaps establish the possible Entertainment and Multimedia Computing Industry in the country. With the assistance of the Animation Council of the Philippines, Inc. (ACPI), the country's premier and only Animation Organization in the country, The University will be able to pioneer this endeavor while being promoted at the same time, not just as its active member, but its pro-active partner for the creative industry as well.

Program Objectives:

- ✦ To gather all members of the academe (Student, Faculty, Administrators) in the program of Entertainment and Multimedia Computing, Related and Allied programs for a possible fellowship, showcasing content (Paper Presentation and Film showing) and networking as well.
- ✦ Convene and provide insights by industry experts for sharing and possible collaborations.
- ✦ Promote the EMC program of the University and even the University itself.
- ✦ To Pioneer in providing and establishing opportunities for fellow academicians in the field of EMC.
- ✦ To help develop quality education for EMC through seminars and conference.
- ✦ To develop new market and workforce for EMC Industry.

In line with this, we would like to invite students and Faculty to attend **1st EMC National Conference (EMC NatCon2019): M.A.D. (Make A Difference through Multimedia Arts & Design)"**. We believe that the knowledge from the speakers for this year's **MADCon 2019** will be of value to your company. Attendees will benefit from the experience that the speakers have working with international companies and how

they have adapted their creative processes to respond to their needs. This is also an opportunity to interact and ask questions to these industry practitioners.

We encourage student and Faculty to use the platform that **MADCon** offers to connect with other members of the EMC industry by attending the conference.

Also, we are encouraging you to invite your student to join us in the Competition for Film Presentation. We are now accepting animated movie entries for the 1st EMC National Conference and Film Festival 2019! Application period is from August 1, 2019 (Thursday) to September 13, 2019 (Friday).


The Conference and the Film Festival will be held at Holy Angel University Theatre, Angeles City on September 27, 2019. See PDF for the complete guidelines: <http://bit.ly/2ZlIeLf>

Entrance fee is only Php 200 for all individuals, students, and faculty. These tickets may be purchased from Animation Council of the Philippines, Inc. (ACPI) here: <http://bit.ly/MADCon2019> or you may contact us at secretariat@animationcouncil.org or dial 817-2727 local 810 or from Holy Angel University: jmendez@hau.edu.ph or dial 888-8691 local 1538.


Should you have any questions or concerns regarding MADCon 2019 please feel free to contact us.


Thank you and we look forward to hearing from you.

Yours Truly,


Ms. Jeanky Salenga-Mendez
Conference Chair / EMC Coordinator
Email: jmendez@hau.edu.ph

Noted:


DR. FRANCISCO D. NAPALIT
Dean, CICT
Program Coordinator, PSM in Cyber Security


RENE B. MISA
Vice-President, ACPI

1ST EMC NATIONAL CONFERENCE

MADCon 2019

MAKE A DIFFERENCE THROUGH MULTIMEDIA ARTS & DESIGN

Latest Technology and Creation of Alternative Application for Film Media



"Animation Trends in the Industry"
MARIE GRACE DIMAKUNAN
General Manager/Animator

Dimakunan is a pioneer member and consistent elected officer for the Animation Council of the Philippines. She has worked for multiple studios such as Pi-Cartoons Inc. and Toon City. She was the overall Creative Director and Co-Producer for AGENT ANIMATION SERIES, an all-Filipino action-adventure TV Series. At present, she is the Technical Director and Assessment Career Producer of Top-Play Institute of Animation and Design.



"Latest Technology and Creation of Alternative Application for Film Media"
EDUARDO BUARI PINEDA
Film Director/Scriptwriter
Producer for Television

A Director-writer for TELEVISION PRODUCTION, Film and Filmography. Written 43 screenplays and 71 teleplays to date. Nominated for the screenplay and teleplay at the Cannes, Berlin Film Academy, Los Angeles, Cannes, Moscow, and the Venice International Film Festival awards.



"Working in a Foreign Studio for Animation"
JESS ESPAÑA
Character Layout Artist/Assistant Film Director
Animator

Jess is a Filipino animator. He was hired as a team supervisor and lead animator of Pi-Cartoon, Inc. where he previously served as a character layout artist, animatic layout artist and assistant director on The Simpsons and has worked as a character layout artist on Futurama and King of the Hill. Jess won the first Filipino to win an Emmy for working on "Eternal Moonshine of the Simpson Mind".



"Directing, Storytelling, Characters/Concept Development for Animation"
ROMULO TITUS "TITO" ROMERO
Animation Director/Producer

Tito Romero has been a part of the animation community since 1984 and has been part of different studios that worked on notable projects like Jockey Quest, X-men, Star Wars from Mars as well as others. He was the animation director that made the feature film "DAVID" as well as the short film for the College of St. Benilde called "THE LITTLE ONE".



"Intellectual Property (IP) Ecology"
MAGOO DEL MUNDO
Creative IP Ecologist/Composer & Producer
Engagement & Strategy Manager

Del Mundo is a corporate and branding Strategist specializing in and pioneering the practice of Creative Intellectual Property (IP) in the Philippines. He is working alongside the Department of Industry, Film Development Council of the Philippines, National Book Development Board and the Patron Engagement and Marketing Department of the Philippine Animation and Game Design Studios.



MADCON2019: 1st National Conference for EMC**PROGRAMME**

8:00am-8:45am	Registration
8:45am-9:00am	Doxology National Anthem Holy Angel Hymn
9:00am-9:20am	Welcome Remarks Dr. Luis Maria R. Calingo University President
9:20am-9:40am	Inspirational Message / Statement of Conference Objective Dr. Alma S. Espartinez AVPAA
9:40am- 10:20am	1 st Plenary talk Mr. Magoo Del Mundo
10:20am-11:00am	Presentation of Film/Output (1 or 2 video)
	2 nd Plenary talk Ms. Grace Dimaranan Top Peg Animation Studios
11:00-11:20	Presentation of Film/Output (1 or 2 video)
	Morning Break
11:20-12:00nn	3 rd Plenary Talk Direk Eduardo "Ed" Buan Palmos Film Director – Scripwriter – Producer from Television
12:00pm-1:00pm	Presentation of Film/Output (1 or 2 video)
	Lunch Break
1:00pm- 1:45pm	4 th Plenary Talk Mr. Romuald Titus "Tito" Romero Animation Director, Teacher
1:45pm – 2:15pm	Presentation of Film/Output (1 or 2 video)
	5 th Plenary Talk Mr. Jess Española Animator – Assistant Film Director – Character Layout Arts
2:15pm-4:00pm	Presentation of Output/Film Panel Reading of Guidelines and Criteria Panels: Ms. Marilyn Montano, TeamApp Studio/ACPI Mr. Rene Misa, ACPI Mr. Jess Espiñola, Animator/Assistant Film Director/Character Layout Artist
	Film Presentations
4:10pm-5:00pm	Awarding of Best Output/Film Presentation Announcements Closing Remarks Dr. Francisco D. Napalit CICT – Dean
