



Education Summit at MAX Agenda

Sunday, October 24 – Education Summit at MAX – Los Angeles Convention Center

8:00 - 8:30 am – Room 502A – **Continental Breakfast**

8:30 - 9:00 am – Room 502A – **Welcome** – Megan Stewart, Worldwide Director of Higher Education and Community Programs, and Peter Isaacson, Vice President Worldwide Education, Adobe Systems Incorporated

- Overview of Adobe Solutions for Higher Education

9:00 - 9:45 am – Room 502A – **The Adobe Experience** – Michael Gough, Vice President Product Experience

- Join Michael Gough as he shares future directions for development of Adobe's creative tools.

9:45 - 10:30 am – Room 502A – **Industry Collaboration Masters Degree with the BBC** – Mark Shufflebottom, Interactive Design Lecturer, Bournemouth University

- Bournemouth University has developed a series of Masters units that train various industry professionals, including the BBC. This presentation explores some of the practical skills covered in the HD Workflow Unit using tapeless formats with Premiere Pro and After Effects CS5.

10:30 - 10:45 am – **Break**

10:45 - 11:15 am – Room 502A – **Adobe Curriculum, Certification, and Professional Development Resources** – Anuja Dharkar, Group Manager Worldwide Education, Adobe Systems Incorporated

- Join Anuja Dharkar as she provides an overview of Adobe curriculum, certification, and professional development resources.

11:15 am - 12:00 pm – Room 502A – **Rich Media Experiences with Adobe Tools** – Greg Rewis, Group Manager, Evangelists, Adobe Systems Incorporated

- Hear best practices and techniques in Rich media, best practices on the use of Flash Platform and HTML 5.

12:00 - 1:00 pm – **Lunch**

12:15 - 1:00 pm – Room 502A – **Panel Discussion: Research Projects Leveraging Adobe Technologies in University Programs** (Optional) – Phil Ice, Director of Course Design, Research and Development, American Public University System

- This presentation reviews the current body of research on major Adobe applications in the classroom and on campus. Panelists will share their current projects and discuss opportunities for multi-institutional collaboration.

1:00 - 1:30 pm – **Break out sessions**

Design: – Room 504 – *Implementing Collaborative Interactive Design Projects*

Robert Rigel, Director School of Web Design + New Media, Academy of Art University

Collaborative design projects are key to the success the Web Design & New Media department enjoys in working with other Academy of Art University departments. Establishing successful interactive design collaborations between well-versed new media students and students whose skills are from complimentary but traditional programs is an exceptional challenge, but one that can be met with the right elements in place:

- Selecting the best student candidates from both programs
- Selecting the best faculty from both programs
- Selecting and managing the best projects to establish student success

When these considerations are met, student success in interactive design collaborations is extremely rewarding for all participants.

Interactive Design: – Room 505 – *ROME Technology on Campus*

John Schuman, Solutions Architect Worldwide Education, Adobe Systems Incorporated

Join John Schuman for an update and overview of the Adobe Rome pilot programs for education. See the very latest features pertaining to educational use of the product. Find out what we have learned about deployment through various infrastructure systems around North American education pilot programs. John will share the data for both the Higher education and K12 Rome pilots so far, provide detail about the product roadmap, and invite your suggestions and participation.

Interactive Design: – Room 501A – *Toward Emergent and Open Design Projects*

David Carroll, Assistant Professor of Media Design, Parsons The New School for Design

The Junto project, an open discussion platform initiated at Parsons and The New School connects a vibrant world community around topics of futurism and open collaboration. This Alpha prototype, built on Flash Media Server architecture, envisions a new model for co-creation of open systems. In this presentation you will:

- Enjoy an exciting example of how Twitter can mobilize creativity and intelligence around the world for open design projects
- Learn how telepresence tools combined with other systems can promote emergent discussion and design
- See how Junto participants use Adobe tools and platforms to engage in emergent design processes

Development: – Room 506 – *Learning Games and Simulations*

Eric Klopfer, Director, Scheller Teacher Education Program, Massachusetts Institute of Technology

The MIT Scheller Teacher Education Program (STEP) and The Education Arcade (TEA) focus on research and development of games and simulations for learning. The primary audience is high school and middle school age students in and out of school. In order to simplify or obviate software installation and distribution issues, we have used Flash and Flash Builder to create educational games that can be accessed via the web. With recent advances we are pushing beyond traditional web-based games to include games on mobile devices (Android phones) and software authoring tools on the web. This presentation discusses two projects:

- Educational Games in Math and Science and
- Location-based Mobile Games

1:35 - 2:05 pm – **Break out sessions**

Design: – Room 504 – *Photoshop and Illustrator for 3D Printing*

Peter Patchen, Digital Arts Chair, Pratt Institute

As 3D printers and alternative output devices become more accessible to educators and artists, a wider range of image sources such as sound waves and vector drawings can be used to create three-dimensional objects. This talk demonstrates the use of 3D printers in conceptual art and covers

- Capturing alternative image sources
- Preparing bitmaps and vectors for 3D Modeling
- Alternating prototypes

Film: – Room 505 – *Using Adobe Tools to Create Award Winning Animation*

Birgitta Hosea, Course Director, Central St. Martins University of the Arts

This presentation showcases the latest Character Animation graduation films from Central Saint Martins. The course specializes in the animation of character performance using traditional animation techniques combined with a mixture of Flash, After Effects, Photoshop, Illustrator and Maya. Students are taught techniques in acting and filmmaking alongside software classes on a range of Adobe programs. In this presentation you will see:

- An imaginative combination of traditional animation, hand-drawn graphic techniques, and Adobe software
- Adobe software used for texture mapping and compositing in conjunction with Maya
- Inspiring and entertaining short films that show what can be achieved with Adobe software

Interactive Design: – Room 501A – *Creating an Interactive Professional in 4 Years*

Therese Hannigan and Adam Smith, Assistant Professors, School of Design, Rochester Institute of Technology

How do you educate the future interactive creator? Through a collaborative, team-based approach to education that incorporates design fundamentals, workflows, development strategies, creative processes, and industry roles. This presentation follows several students through their four years at RIT showing you the steps they take in and out of the classroom pursuing a carefully designed process that leads to real-world success after graduating.

Development: – Room 506 – *Open Source Media Framework for Education*

Joseph Labrecque, Senior Multimedia Application Developer, University of Denver

Whether your institution provides progressive video streams over simple HTTP or leverages the full streaming power of Adobe Flash Media Server, when deciding how to implement playback, the Open Source Media Framework (OSMF) is clearly one of the best choices available. Join Joseph Labrecque as he provides a brief overview of OSMF and demonstrates a range of customization options for developing media playback clients within the framework for educational needs. This presentation covers both functional concerns and custom skinning mechanisms to implement your institution's unique branding requirements.

2:05 - 2:20 pm – **Break**

2:20 - 2:50 pm – **Break out sessions**

Design: – Room 504 – *Onomatopoeia: Visualizing Musical Structure*

Brian Lucid, Associate Professor of Design, The Massachusetts College of Art and Design

Type is often taught as an immutable system, rather than an adaptive communication vehicle. This presentation shares a collection of short typographic animations exploring the visual representation of musical structure and the dynamic relationship between typography and the spoken word. The assignment asks students to:

- Consider the semantics of typographic formatting
- Explore typography's role as a vehicle to encode and share human experience

- Begin by translating a musical selection into guttural syllabic utterances—onomatopoeia—
- Use that text as content for typographically illustrating the structure and dynamics of musical form both on paper and in temporal designs

Film: – Room 505 – *CalArts Character Animation -- Adobe Creative Suite in Student Filmmaking and Web Design*

Maija Burnett, Associate Director, Character Animation Program, California Institute of the Arts

This presentation discusses creative uses of the Adobe Creative Suite in student filmmaking and web design in the CalArts Character Animation Program. Students in Character Animation make one film for each of the four years of their BFA degree program. In addition to Photoshop and After Effects, Flash has become increasingly important in the filmmaking process as a tool for visual development, storyboarding and animating. This presentation showcases:

- The CalArts Character Animation student filmmaking workflow
- Uses of Flash in student filmmaking process, as an animation and web design tool

Interactive Design: – Room 501A – *RIAs that Keep Students Engaged*

Britt Carr, Education Developer Consultant, Formerly of Miami University

Come and see some of the truly interactive applications designed to build students mastery and keep them engaged. These activities provide personalized experiences that only the Flash platform can deliver. See how to use Adobe product features for crafting learning experiences that go beyond multiple-choice activities including:

- Web Cam and Microphone input
- Easy 3D simulation
- Object Manipulation
- Custom Feedback

The presentation features learning activities designed to give the learner the control they need to make learning their own personal experience.

Development: – Room 506 – *Interactive Media Development at IGM/RIT*

Andrew Phelps, Professor & Chair, Interactive Games & Media and Steve Kurtz, Professor, Rochester Institute of Technology

The Department of Interactive Games and Media strives each year to advance state-of-the-art in media-centric computing education. This presentation reviews the approach, a focus on experimentation, concept delivery for interactive media, and a toolset that links the Adobe CS5 Master Collection with other third-party tools and development environments. The curriculum and projects pay specific attention to the role of the developer as an integrated part of the design process. You will see projects including:

- A laser-based touch-surface multimedia experience
- Augmented reality games with custom interfaces
- Projects aimed at teaching advanced mathematical concepts through simulation and visualization
- Game interfaces concocted out of surfboards and boxing gloves

2:55 - 3:25 pm – **Break out sessions**

Design: – Room 504 – *Sustainability: From Trend to Lifestyle*

Gloria Lee, Professor School of Arts & Architecture and Riley Triggs, Graduate Student, University of Texas - Austin

The University of Texas at Austin's newly formed Office for Sustainability gave Design Division students an opportunity to propose ways to change the culture at UT to make the term "sustainability" more a lifestyle than just a trendy word. The Design students formed teams and through research, interviews, and surveys, developed the background to evolve five proposals that would help UT students begin to live the idea of sustainability, from freshman orientation week through graduation. The success of the students' teamwork and impressive

presentation resulted in the hire of an undergraduate to create a social media communication campaign.

Film: – Room 505 – *Visual Effects Training at USC School of Cinematic Arts*

Eric Hanson, Associate Professor of Cinematic Practice, University of Southern California

Get an inside look at a highly acclaimed international program that strongly encourages innovation and experimentation while emphasizing imagination, creativity, and critical thinking. This session will focus on the curriculum and technology used for teaching visual effects in the USC School of Cinematic Arts' John C. Hench Division of Animation and Digital Arts. The presentation will cover:

- 3D basics taught in Autodesk Maya and Foundry Nuke
- The importance of learning Adobe® After Effects® and Photoshop® fundamentals for establishing viable visual effects skills for animation students

Interactive Design: – Room 501A – *Creating Transmedia Content for Mobile Devices*

Amber Bezahler, Chair Digital Design Program, Vancouver Film School

VFS knows that content creation for mobile devices is an important part of today's publishing market. With that in mind we have undertaken the creation of high-quality interactive content for this platform by leveraging the unique skill sets provided by the various VFS programs. This presentation covers the lessons learned while working to create the highest quality content ever produced at VFS.

Development: – Room 506 – *A Virtual Coach for Online Medical Training*

Avinash Idnani, Post Graduate Computer Science, Georgia Institute of Technology

This presentation covers "Dr. Vicky," a prototype virtual coach currently under development in conjunction with Yale medical research faculty in Flash and Flex. Dr. Vicky is an application for teaching medical professionals how to appropriately deliver intervention for patients with substance abuse issues. It implements an AI virtual coach agent that helps mediate the user's learning experience. Dr. Vicky maintains a "user model" to keep track of how the learner is progressing along a series of learning competencies and uses that model for making decisions about when and how to provide feedback during the learning experience.

3:25 - 3:40 pm – **Break**

3:40 - 4:10 pm – **Break out sessions**

Design: – Room 504 – *Unleash Your Inner Spielberg with Adobe Presenter 7*

Brian Klass, Senior Web Systems Designer, Johns Hopkins Bloomberg School of Public Health

In this session, you will learn how to use directorial and editing techniques from both film and the stage to create highly engaging and impactful Adobe Presenter presentations. The Johns Hopkins Bloomberg School of Public Health combines effective narrative techniques with solid instructional design practices to create graduate-level lectures using Adobe Presenter that are both effective and affecting. We'll share how to:

- Use the techniques of pace, space, and silence to create an emotionally arresting presentation
- Use a cohesive, specific design style to create a visually affecting presentation
- Integrate instructional practices of reflection and collaboration to create a pedagogically effective presentation

Film: – Room 505 – *Bringing Stories to Life- Adobe tools in the Humber College Film and TV Program*

Eva Ziemsen, Program Coordinator, Professor Film and Television Production, Humber College

The Film and Television Production Program at Humber College, Canada, teaches students foremost that filmmaking is storytelling, where content should be presented in the most appropriate form. Since all stories are unique they require a specialized formal and technical

execution. This presentation highlights the notable fact that nearly every frame of most films produced in the Humber College Film and TV Production Program has been enhanced using tools in the Adobe Creative Suite Production Premium. The presentation provides video examples of special effects-heavy work and the more subtle use of the AE and PS toolkit.

Interactive Design: – Room 501A – *Social Visualizations and Interfaces*

Eric Gilbert, Computer Science Graduate Student, University of Illinois Urbana

Social visualization is visualization about people for people. This presentation features work by our research group on this theme. It presents interfaces built to summarize product reviews, understand your Twitter history, and to visualize voice. In some cases, we use Adobe tools end-to-end. In others we use Adobe products to prototype before moving to another distribution system.

Development: – Room 506 – *Direct Manipulation UI – UI that supports doing what you want to do more naturally*

Anne Connell, Information Assurance Interaction Designer, Carnegie Mellon University

Designing mobile user interfaces grows ever more interesting. Device and network capabilities are improving, platforms are giving us more features to help the user, privacy and security are becoming more important, and device proliferation is increasing. This talk focuses on:

- The impact of tablets as integral parts of the mainstream computing experience
- Their role in enhancing students' level of preparedness
- The value of their form factor and
- The Adobe toolset that aids creating mobile applications

4:15 - 4:45 pm – **Break out sessions**

Design: – Room 504 – *Design is foundational, collaborative, unpredictable, imperfect*

Douglas Higgins, Graphic and Interactive Communication Faculty, Ringling College of Art and Design

This presentation highlights two case studies of collaborative design projects at Ringling College. Students are asked to manage complexity, leverage their collaborative research, and develop their own methodologies for diverse delivery channels, including print, environmental design, websites, motion, mobile apps, touch screen, and data maps/visualizations using Adobe Creative Suite. Students become content experts. They grapple with current perspectives on technology, corporate culture, and globalization.

See how we:

- Build a collaborative classroom culture
- Incorporate real world possibilities applications, experimentation, and technology
- Define a media neutral strategy for design education

Film: – Room 505 – *Integrating Adobe training into Ball State University through the Digital Corps*

Jonathan Blake Huer, Director of Emerging Technologies and Media Development, Ball State University

Ball State University created the Digital Corps, a mix of professionals and students who provide project support and training for the University community. This successful program has provided many valuable lessons about integrating training into curriculum, facilitating interdepartmental collaboration, and supporting grants and other projects. This presentation details how we support:

- The highest-achieving students and how they give back
- Basic software needs of the entire student body
- The specific needs of various departments, and
- The specific needs of grants and other special projects

Interactive Design: – Room 501A – *A shortcut to amazing animations across multiple devices with Flash CS5*

Jynse Cremers and Klaus Delanghe, Digital Design Lecturers, University College West Flanders

Learn the best tips and tricks to create the fastest, smoothest and best performing animations in Flash, whether for desktop, web, or mobile applications. You will:

- See how to get the most out of the new CS5 animation features
- Learn how to optimize your animation workflow
- View correct step-by-step animation techniques and
- See inspiring work by Howest students.

Development: – Room 506 – *New projects from Carnegie Mellon's HCI Institute*

Jenna Date, Director Human-Computer Interaction Institute, Carnegie Mellon University

The Human-Computer Interaction Institute applies Adobe tools in a wide range of research and applied projects. This presentation shares new student and faculty work from the 2009-2010 academic year.

4:50 - 5:20 pm – **Break out sessions**

Design: – Room 504 – *Insight into the Visual Communication Course at The Glasgow School of Art*

Brian Cairns, Faculty and Paul Stickley, Head of Visual Communications, Glasgow School of Art

This presentation offers an informal and unique insight into one of the most prestigious and successful Visual Communication courses in the United Kingdom. You'll

- See a showcase of student work
- See how students apply their training after graduation
- Discuss the Department philosophy and
- Hear about future directions

Film: – Room 505 – *3D Stereoscopic Editing in Adobe Premiere Pro CS5*

Dave Helmly, Manager, Solutions Engineer Digital Media Organization, Adobe Systems Incorporated

Join Dave Helmly as he walks you through a complete workflow for 3D Stereoscopic editing in Adobe Premiere Pro CS5. In this 30-minute tour, Dave will cover:

- Various rigs
- 3D viewing options
- Real-time editing, and export

Interactive Design: – Room 501A – *Designing for Multiple Screens? Adobe tools are the Key*

Jim Babbage, Faculty, Centennial College

Fireworks is an ideal tool for screen design thanks to its short learning curve and pixel-level accuracy. Students can be "up and running" with Fireworks with as little as one introductory lesson. Integration with Device Central and Export workflows for Flash Catalyst (FC) allows students to quickly take designs and preview them in mobile devices or bring them into FC to create interactive experiences. This presentation gives:

- An overview of some of the pixel-precise features of Fireworks for wire-framing and prototyping
- A preview a mobile design in Device Central, and
- An example of a static Fireworks-designed comp converted into an interactive experience in Flash Catalyst

Development: – Room 506 – *InterACT with the Flash Platform!*

Koen De Weggheleire, Flash Platform Lecturer and Wouter Verweider, Lecturer, University College West Flanders

- In the very beginning there was ...interaction. Everybody in the world used tools to interACT with food, animals, water, fire. For more than 10 years our tool of choice has

been ActionScript for creating interactive and innovative experiences for the user. Join us to see how HOWEST students are using camera, microphone, touch devices, and sensors to build interactive rich media applications.

7:00 - 9:00 pm – 10th Annual Adobe Design Achievement Awards Ceremony, Regal Cinemas Premiere House

- Join Master of Ceremonies and former board member of the Adobe Design Achievement Awards and design, Sean Adams and former judge Noreen Morioka of AdamsMorioka and design, film and interactive luminaries and past Adobe Design Achievement Awards Finalist and Winners as they screen the finalist's entries and unveil the winners in 12 categories in 3 media areas, Interactive Media, Film and Motion and Traditional Media.

9:00 - 11:00 pm – 2010 Adobe Design Achievement Awards Gallery opening, Los Angeles Convention Center

- See the complete the Winners and Finalists entries in the ADAA Gallery which will remain open for the entire MAX conference. Celebrate the success of all the Finalists with a Champagne toast and hosted hors d'oeuvres.