

Dust or Magic Options for TCNJ IMM Faculty and/or IMM 498 Students

Instructions and background. For 15 years, I've hosted a meeting for designers of children's interactive media at the Inn at Lambertville Station. This is a private meeting; participants pay to attend. The idea is to "get smart through demos."

The full agenda, with descriptions of the speakers, are at <http://dustormagic.com/2015-institute-agenda/>

IMM 498 Students (and profs) are welcome to drop in on one of the sessions, providing the following guidelines are followed:

- Observe quietly in the back of the room (you may need to stand).
- Do not take a seat from a paid participant.
- Do not eat any of the snacks (sorry but they cost a zillion dollars).
- It is understood that this is not a formal TCNJ event; attendance is optional and you are coming as a choice. The Dust or Magic event, TCNJ assumes no liability for you.

***** = one event, described below.

PLEASE RSVP to warren@childrenstech.com so I can know if you're coming. If you're coming to the AppFest you do need to formally register.

WHERE: The Riverside room 11 Bridge Street, Lambertville, NJ
<https://www.google.com/maps/place/Lambertville+Station+Inn/@40.3652371,-74.9483227,17z/data=!3m1!4b1!4m2!3m1!1s0x89c3ff499283fa6f:0x180a672495c0f77b>

-----OPTIONS -----

*****Nov. 1 2:00 - 4:30 PM AppFest (in the lower level). We'll have tables and chairs -- bring an extension cord if you need power. This is a chance for small, underfunded publishers or students to come and set up a "micro booth" and get discovered, or to see what over people are doing. Demos can be very basic -- you can show just one screen, a demo loop, or create a simple handout. Registration required <http://ezregister.com/events/14761/>

*****Nov. 1 8 to 10 PM 8:00 Making Magical Characters with Puppets and in Apps, With Muppeteers Michael Frith and Kathryn Mullen. Kathy and Michael will discuss the different aspects of bringing characters to life throughout their careers. Michael K. Frith worked with Jim Henson's Muppets for 21 years as Director of Creative Services and Executive Producer. He was co-creator and conceptual/puppet designer of Fraggle Rock and Between the Lions. Jim Henson and Kathryn Mullen Jim Henson and Kathryn Mullen Kathy started on "The Muppet Show" and was a core Muppet performer for 10 years. She played leads in Fraggle Rock and The Dark Crystal and was a co-creator and principle puppeteer on the PBS reading series Between the Lions. She now writes and directs for No Strings Productions. Please note that this session can go very late. It is OK to take a nap, or run up to to your room. If you're coming from a different time zone, it helps to book a room at the Inn. Recently, Michael has started thinking about interactive screens and app design, and has been working with Emmet O'Neill and Bob Tedeschi to create an app based on Leonardo DiVinci. The app, and the app design process will be demonstrated during this multi-media mashup of ideas, props, and app design.

*****Nov. 2 8:00 Evening Talk by Scot Osterweil Doom and Gloom: an Optimists Perspective Why most of the talk about STEM and 20th century skills misses the point. Scot Osterweil is the Creative Director of The Education Arcade at MIT. He is a designer of award-winning educational games, working in both academic and commercial environments, and his work has focused on what is authentically playful in challenging academic subjects.

TUESDAY MORNING

*****Nov 3 8:30 The power of asking "what will happen if I try this?"



Jens Peter de Pedro

By [Jens Peter de Pedro](#), the creative designer at Toca Boca.

How to give young children the tools to understand the power of creation, testing and the chance to say “what will happen if I try this?”



Remco Pijpers

****9:00 [Remco Pijpers](#), Mijn Kind Online, Netherlands.

Topic: A conversation on quality children’s content from a Dutch point of view. Remco is the author of the book “Positive Digital Content for Children.”

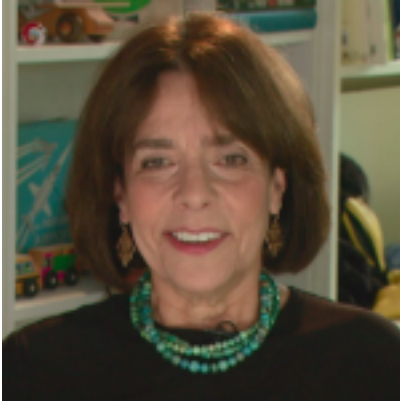


Barbara Chamberlin

****9:15 [Barbara Chamberlin](#), New Mexico State University Game Lab.

Topic: **Using a Design Advisory Panel: Getting Great Feedback from Brilliant People.** In addition to the beta testing the Learning Games Lab does with members of their target audiences, they’ve had great experiences asking colleagues to formally review products as part of a “Quality Assurance” panel. Barbara

Chamberlin will share strategies she uses to select expert reviewers, structure and support feedback so that it is most useful, and how she helps her team make sense of what they hear. All in 15 minutes.



Claire Green

****9:30 [Claire Green](#), President of the Parents' Choice Foundation.

Topic: Reviewing the Reviewers. It's time to pull back the curtain and shed some light on the world of ratings and awards. What types of bias harm or help the reviewing process? Who and what lurks behind the editorial? As background, have a look some of the questions raised in [Amy Jussel's recent posts](#).

9:45 [Mark Schlichting](#), Living Books Creator and President of [Noodleworks](#).

Topic: "The Magic of Audio." This is an exploration how sounds help you make great apps. This is a follow up on [Mark's talk on Secrets of Animation](#).



Mark Schlichting

10:00 Break/Demos



Kimberley Sorenson

*****10:15 **Kimberly Sorenson**, Curriculum Director of Waterford Learning with three decades of classroom time with 8th graders.

Topic: “Making Sense.” A description of the brain’s journey from novice to expert, and the implications this has for instruction. This talk has implications for stuff like motivation, executive function, the transition from direct instruction to constructivism, the relationship between the right and left side of the brain, and the acquisition of wisdom.



***** 10:30 [Caroline Hu Flexer](#), Co-Founder, Duck Duck Moose Design.

Topic: What we learned (and are still learning) by making [WonderBox](#).

*****10:45: [Raul Gutierrez](#), CEO of Tinybop. What we learned (and are still learning) from making [The Everything Machine](#)