

# DIYS Days @ the UCLA Library

October 28<sup>th</sup>, 2011 **Schedule**

*Breakout Sessions Schedule on reverse - see Map for locations*

<b>Time</b>	<b>Session</b>	<b>Location</b>	
<b>8:45 onwards</b>	Registration	Outside Library Entrance	<p>Occurring throughout the day, at various locations:</p> <p><b>Experiences</b></p> <ul style="list-style-type: none"> <li>• Caine's Arcade</li> <li>• Wisconsin Hustle</li> <li>• 8-bit Wonders</li> <li>• 3 Generations</li> <li>• Gamification Powered Networking</li> <li>• Wicked Stories</li> <li>• And a hidden experience... can you find it?</li> </ul> <p>Also in the afternoon, Transmedia Talk will be doing live interviews in the lounge at the West end of "the Street"</p>
<b>9:50 AM – 10:10</b>	Opening Remarks		
<b>10:10 – 10:40</b>	If it Doesn't Spread, it's Dead Henry Jenkins	<p><b>Keynote Sessions</b> will take place in the <b>Conference Room</b> and streamed to overflow seating in the <b>Presentation Room</b> and the <b>Research Commons</b></p>	
	<i>what are you working on and what do you need?</i>		
<b>10:55 – 11:25</b>	Spiral worlds: Writing & Experience Design Christy Dena		
	<i>what are you working on and what do you need?</i>		
<b>11:40 - Noon</b>	Story + Code: Shifting Perspectives of Storytelling in Culture Tommy Pallotta		
	<i>what are you working on and what do you need?</i>		
<b>12:15 - 12:30</b>	<b>Break</b>		
<b>12:30 – 1:35</b>	Breakout Sessions	<p>Details of breakout sessions found in the program; <b>See reverse</b> for locations and times</p>	
<b>1:35 – 2:30</b>	Lunch (on your own)		
<b>2:30 – 4:30</b>	Breakout Sessions		
<b>4:30 – 5:30</b>	Wicked Solutions for a Wicked Problem	Same locations as Keynote Sessions <b>See above</b>	
<b>5:30 – 7:30</b>	Afterparty Mixer	Outside Library Entrance	

# DIY Days Breakout Sessions Schedule

Full schedule on reverse

Please see map for locations

<b>Session types:</b>	Fireside Chat	Talk	Workshop	Case Study
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Conference Room	Presentation Room	Commons Classroom	Sandbox	Research Commons A	Research Commons B	Research Commons C
12:30 – 1:00 How to tell a story with a million tweets, Yoh Kawano & David Shepard	12:30 – 1:00 Leveraging and procuring good data through storytelling, Gunther Sonnenfeld	12:30 – 1:00 From concept to transmedia pilot, Ian Ginn	12:45 – 1:10 Top down/bottom up - where's the value? Allison Norrington	12:35 – 1:35 Building a shared storyworld, Scott Walker	12:35 – 1:15 Building a creative non profit, Alejandro Cohen/ dublab	12:30 – 1:00 html5 and popcorn demo, Ben Moskowitz
1:05 to 1:25 Reasoning From The Future Jorgen van der Sloot	1:05 – 1:35 Brand integrated storyworlds, Robert Pratten	1:05 – 1:35 Creative approaches to the lost children, Mark Harris	1:15 – 1:35 Project searching, Adipat Viridi			1:05 – 1:35 Gamification powered network, Michael Newman
1:25 to 1:35 Wisconsin Hustle						
<b>Lunch Break – 1:35 to 2:30</b>						
2:30 -2:50 Where games and stories meet, Jim Babb	2:30 – 2:55 Transmedia the business of execution, Blerime Topali	2:35 – 3:05 Building next gen comics, Diana Williams & Joshua Dysart	2:30 – 2:50 Ownership vs. access in edutainment, David Shorter	2:30 – 3:15 Creative Financing, Arin Crumley	3:15 – 4:00 Participatory & creative producing, Janine Saunders	2:40 – 3:10 Special Screening: Caine's Arcade Q&A, Caine & Nirvan
2:55 – 3:25 Can transmedia storytelling save the world, Nedra Kline Weinreich	3:00 – 3:40 The realities of crowdfunding, Adam Chapnick & Mark Stolaroff	3:10 – 3:40 Blending & Bending, Zeke Zelker & Effie Brown	2:55 – 3:15 Collaborative Fiction, Jay Bushman			
3:30 – 3:55 Robot heart stories, Lance Weiler	3:45 – 4:25 Artistic entrepreneurship, Jon Reiss	3:45 – 4:15 Niche audiences = \$\$ = Where the Yellowstone Goes, Hunter Weeks	3:20 – 3:45 UX design in storytelling, Takaaki Okada	3:40 – 4:20 Designing for the digital divide, Cynthia Jabar		3:15 – 4:25 Show and Tell Open Slots
4:00 – 4:25 Experiential learning, Joel Arquillos, Benjamin Salka, Antero Garcia			3:50 – 4:30 Clockwork "designing with", Yomi Ayemi			
<b>4:30 – 5:30 Wicked Solutions / Wicked Problem Presentation in the Conference Room – overflow in the Research Commons and Presentation Room</b>						
<b>5:30 – 7:30 Afterparty / Mixer outside the front of the library</b>						