



Pre-Conference Activities

WEDNESDAY, November 4, 2009

<p>10:00 am - 4:30 pm</p>	<p style="text-align: center;">Pre-Conference Workshop <i>From Start to Finish: The creative and practical needs of a successful media project</i> Location TBA</p> <p>Instructors</p> <p><u>Jonathan Huer</u> is an award winning producer, iPhone developer and educator. He is an Apple Master Trainer with his MFA from USC's Peter Stark Producing Program and his BA in Design Media Arts from UCLA. Currently, he is the Director of Emerging Technologies at Ball State University. His first feature film will be released worldwide in October.</p> <p><u>Andrew Hosey</u> is an Apple Trainer in Soundtrack Pro and Final Cut Pro, and an Apple Certified Master Pro, and an Adobe Certified Associate in Dreamweaver. He has his BA from Ball State University in Telecommunications. Currently, he is the Assistant Director of Ball State's award winning Digital Corps.</p> <p><u>The Digital Corps</u>, made up of undergraduate students, graduate students and professional staff is a tiered system of apprentices, specialists and masters (i.e., "guild" model). Corps members teach industry-standard certification courses and workshops for students, faculty and industry professionals, provide media assistance and consultation, and develop innovative technology applications for industry and non-profit partners. The Corps is the first and only Apple Authorized Training Center in Indiana, and they were recently recognized by Campus Technology with the coveted "Innovator Award" for digital media training and support in 2008.</p>
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THURSDAY, November 5, 2009

<p>9:00 am - 11:00 am</p>	<p style="text-align: center;">iDMAa Board Meeting (Alumni Center Board Room)</p>
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Conference Agenda

Track A: Innovations in Teaching/Learning
Program Design, Process, At the Edge in Other Disciplines

Track B: Design at the Edge
Animation, Art, Interface Design, Architecture

Track C: Future of Interactivity
Social Networks, Virtual Worlds, Interactive TV,
Mobile Technology, Society and Media

THURSDAY, November 5, 2009

All Thursday meetings at the Ball State Alumni Center (unless otherwise noted)

11:40 am - 12:20 pm	Shuttle every 15 minutes from Conference Hotels to Alumni Center				
12:30 - 1:45 pm	<p>Conference Opening (Assembly Hall)</p> <p>Keynote Address Beyond Screens: Redefining the media space Dale Herigstad, Schematic</p>				
1:45 - 2:00 pm	Break				
2:00 - 3:00 pm	Discussion Lounge Available in Library	<p>Plenary Session A <i>Preparing Students for the Workforce: An Industry Take</i> Michael Adamson, Turner Sports Dale Herigstad, Schematic Bryan Gray, MediaSauce Kurt Kratchman, ASB.TV (Assembly Hall)</p>		<p>Plenary Session B <i>Promotion and Tenure Policy (Working Group)</i> Led by Jeff Ritchie and Gail Rubini (Meeting Rm 1)</p>	
3:00 - 3:15 pm		Break			
3:15 - 4:30 pm		<p>Panel A Innovations in Teaching/Learning (Meeting Rm 1A)</p>	<p>Panel B Design at the Edge (Meeting Rm 1B)</p>	<p>Panel C Future of Interactivity (Meeting Rm 2A)</p>	<p>Panel D Bonus Track (Meeting Rm 2B)</p>
4:30 - 5:00 pm	Transportation from Alumni Center to Ball State Museum of Art				
5:00 - 7:00 pm	<p>IDEAS Opening (Ball State Museum of Art)</p>				
7:00 - 7:15 pm	Transportation from Museum of Art to Downtown Muncie				
7:15 - 9:15 pm	<p>Dinner and Student Showcase (Vera Mae's Bistro, 207-209 S. Walnut Street)</p> <p>Muncie Art Walk (Various)</p>				
9:00 - 11:00 pm	Shuttle every 30 minutes from Downtown to campus, Alumni Center and hotels (Pick up on the half hour at Vera Mae's)				

FRIDAY, November 6, 2009

All Friday meetings on Ball State Campus (unless otherwise noted)

AJ = Arts and Journalism Building

BC = Ball Communication Building

LB = Letterman Building

7:45 - 8:15 am	Shuttle every 15 minutes from Conference Hotels to Campus				
8:00 - 8:30 am	Continental Breakfast and Networking (AJ Atrium)				
8:30 - 9:30 am	<p align="center">Keynote Address <i>Design for the Future</i> Tom Kelley, IDEO (AJ 175)</p>				
9:30 - 9:45 am	Break				
9:45 - 10:45 am	Discussion Lounge Available in Ball Communication 220 IDEAS Exhibition Open - Ball State Art Gallery 9:30 am - 5:00 pm	Plenary Session A <i>Virtual Worlds / IDIA Lab</i> (AJ 225)		Plenary Session B <i>The Industry of Interactivity</i> Michael Adamson, Turner Sports Interactive (BC 127)	
10:45 - 11:15 am		Break outside BC 220/CICS			
11:15 am - 12:30 pm		Panel A <i>Innovations in Teaching/Learning</i> (BC 200)	Panel B <i>Design at the Edge</i> (BC 212D)	Panel C <i>Future of Interactivity</i> (BC 215)	Discussion Lounge - Your Choice (BC 220)
12:30 - 1:45 pm	Lunch (LB Lobby)				
1:55 - 3:00 pm	<p align="center">Keynote Address <i>Behavior Change through Social Gaming</i> Rueben Steiger, Millions of Us (AJ 175)</p>				
3:00 - 3:15 pm	Break outside BC 220/CICS				
3:15 - 4:30 pm	Panel A <i>Innovations in Teaching/Learning</i> (BC 200)	Panel B <i>Design at the Edge</i> (Ball State Art Museum)	Panel C <i>Future of Interactivity</i> (BC 215)	Discussion Lounge - Your Choice (BC 220)	
4:30 - 6:00 pm	<p align="center">Campus Tours (Letterman Lobby)</p> <p align="center">Shuttle every 15 minutes between Conference Hotels and Campus</p>				
6:00 - 6:30 pm	<p align="center">Reception and Members Meeting (LB Lobby or AJ Atrium)</p>				
6:30 - 9:00 pm	<p align="center">Dinner and Awards Ceremony (LB Lobby or AJ Atrium)</p>				
9:30 - 11:30 pm	<p align="center">Screening of "My Name is Jerry" (Letterman Screening Room)</p> <p align="center">Shuttles every 15 minutes to Conference Hotels</p>				

SATURDAY, November 7, 2009

All Saturday meetings at the Ball State Alumni Center

7:45 - 8:15 am	Shuttle every 15 minutes from Conference Hotels to Alumni Center					
7:45 - 8:15 am	Continental Breakfast and Networking (Alumni Center)					
8:15 - 9:15 am	Keynote Address Philip Beesley, University of Waterloo (Assembly Hall)					
9:15 - 9:25 am	Break					
9:25 - 10:30 am	Discussion Lounge Available in Alumni Center Library	Panel A Innovations in Teaching/Learning (Meeting Rm 1A)	Panel B Design at the Edge (Meeting Rm 1B)	Panel C Future of Interactivity (Meeting Rm 2A)	Panel D Bonus Track (Meeting Rm 2B)	Discussion Lounge - Your Choice (Library)
10:30 - 10:40 am		Break				
10:40 - 11:30 am		Plenary Session <i>"Results from the Video Consumer Mapping Study, funded by the Nielsen-backed Council for Research Excellence"</i> Mike Bloxham, Ball State Insight & Research Michael Holmes, Ball State Insight & Research (Assembly Hall)				
11:30 am - 12:15 pm		Town Hall Meeting/Conference Closing (Assembly Hall)				
12:15 pm		Box Lunches for Tour Attendees Shuttle every 15 minutes from Alumni Center to Conference Hotels 12:15 - 1:30 pm				
12:45 pm	Shuttle to Campus for Tours					
1:00 - 4:00 pm	Campus Tours 1:00 - 2:30 pm (Letterman Lobby) IDEAS Exhibition Open 1:30 pm - 4:00 pm (Ball State Museum of Art) Shuttles from Campus to Conference Hotels Every 30 minutes (Pick up at Atrium Parking Lot)					