

Steve Gagnon
DESIGN TO INSPIRE :
TUESDAY SEPTEMBER 9

9:30 ~ 10:30

A SMART DESIGN PROCESS & COMMUNICATING VISUALLY

Successful advertising involves getting someones attention but, the real challenge is getting them to remember you. We'll look at advertising hooks, then see how a Smart Design Process can help us dig deeper into the viewers mind, how to communicate with typography before it's read and how color psychology effects people in many different ways.

15 minutes : break

10:45 ~ 11:45

CREATE THE FACE OF BUSINESS : ILLUSTRATOR

We'll work through an actual project for a small cafe in Texas utilizing the Smart Design Process. Then learn why you'd want to use Illustrator for your project and how keep your workflow efficient and smart across the Adobe Creative Suite. With Illustrator CS3, utilize new and not so new tools and features that increase creativity and efficiency with your projects.

15 minutes : questions

12:00 ~ 1:00 = lunch break

1:00 ~ 2:00

IMAGE EDITING & PREPARATION FOR DELIVERY : PHOTOSHOP

No fluff here. Anyone who edits photographs will get a lot out of this section. These are great tips and tricks for a real world workflow. Utilize new and not so new tools for your photo edits and learn what works for different applications. Ever change your mind? Keeping your image re-editable without losing quality is key.

15 minutes : break

2:15 ~ 3:15

APPLICATION OF SMART DESIGN AND WORKFLOW : INDESIGN

Now bring those assets from Illustrator and Photoshop into InDesign for a well deserved, smooth workflow. Features in InDesign will make your project easier to work with. We'll create a project that's efficient and flexible which allows more time to be creative.

15 minutes : break

3:30 ~ 4:15

VIDEO AND ANIMATION : PHOTOSHOP CS3 EXTENDED

Video in Photoshop? Yep, and what's great about that is, what you already know in Photoshop with still images now applies to video. Watch out YouTube, Photoshop in da-house!

15 minutes : questions

Anthony Bueno
CREATE ENGAGING EXPERIENCES :
WEDNESDAY SEPTEMBER 10

9:30 ~ 10:30

RICH INTERNET APPLICATIONS: THE NEW FACE OF FLASH

Flash and the Flash Player have come a long way, from being a simple tool to create online animations to being the most downloaded piece technology used to deliver interactive and engaging experiences. Get up to speed with new advancements of the technology as well as an overview of the new applications utilizing the Flash Platform.

15 minutes : break

10:45 ~ 11:45

GOING FROM PRINT TO WEB IN A FLASH

Going from Print to the Web is one of the hardest transitions that designers face. Take your assets from Photoshop and Illustrator CS3 and easily integrate them into a Flash project. Learn how easily it is to take your design and deploy across the two mediums.

15 minutes : questions

12:00 ~ 1:00 = lunch break

1:00 ~ 2:00

THE VIDEO REVOLUTION

The online video experience has drastically changed and increased significantly over a short period of time. Community sites like YouTube and MySpace to corporate entities like Microsoft are utilizing this media to deliver video to users to tell a story or to sell their product. Learn what it takes to jump on the Flash Video bandwagon deliver your own to Hollywood masterpiece.

15 minutes : break

2:15 ~ 3:15

INTERACTIVE VIDEO WITH AFTER EFFECTS AND FLASH

Having static video on your site is slowly becoming yesterday's trend. Learn how to create an interactive video presentation that utilizes techniques that both products are known for.

15 minutes : break

3:30 ~ 4:15

AS2 TO AS3: WHAT I NEED TO KNOW AS A DESIGNER

With the release of Actionscript 3, now's the time to leave the timeline manipulation behind and utilize the true power of Flash. Control all aspects of your Flash project and utilize the improved performance of the latest Flash Player. If you're season AS2 programmer looking for a transition to AS3 or a designer ready to take their skills to the next level, this is the session for you.

15 minutes : questions

Roman Villarreal
DEPLOY TO YOUR AUDIENCE :
THURSDAY SEPTEMBER 11

9:30 ~ 10:30

DESIGNING AND PLANNING YOUR PROJECTS 101

So you learned how to use a piece of software and now need to build your masterpiece. Don't waste your time staring at the blank white screen. This session will demonstrate best practices on how to design and develop an effective presentation from start to finish. Your work should speak for itself. Learn to describe the features and benefits of your product or service to be informative and persuasive.

15 minutes : break

10:45 ~ 11:45

WEB 2.0 TECHNOLOGIES AND YOU

Harness the power of new Web 2.0 technologies for work and your everyday life. Learn how to incorporate cloud computing and web services such as Google/Yahoo maps, Flickr image feeds, Google Analytics and more. See why adding YouTube video and Acrobat.com to your workflow is good for your business.

15 minutes : questions

12:00 ~ 1:00 = lunch break

1:00 ~ 2:00

METHODS OF PUBLISHING CROSS MEDIA

Now that you have your great communication piece, learn the best methods to deploy it to the masses for maximum reach and effectiveness. This session will describe what works and what to watch for when publishing. You will learn how to take your existing media assets and convert them easily for different platforms including the web, mobile devices, Flash video, PDF and the desktop. Use Dreamweaver to bring together all of these elements and deploy to the masses.

15 minutes : break

2:15 ~ 3:15

WEB MARKETING IN YOUR WEBSITE

Bring traffic to your website with proven techniques using paid and free methods. You will get a brief overview of search engine optimization as well as a variety of tools to make this job easy. This session will demonstrate how to effectively use web marketing on your site without overwhelming your visitors and your budget.

15 minutes : break

3:30 ~ 4:15

WEB BUILDING FOR LOVE AND MONEY

Looking for what it takes to become a well rounded web builder? This experience session will look at what elements are necessary for building complete websites that incorporate the latest technologies. Learn how to pitch these ideas and create strategies for building revenue. Modularize your services and create passive income. Take it to new levels with streaming media and dynamic applications.

15 minutes : questions