

## REGISTRATION

Seats are \$1380 for one person or \$990 for two-five; or \$190 for Sunday Only. UPENN Credit is available (\$100 extra). Price includes extra food costs, workshop materials and handouts. Group size is limited to 100; seats are available on a first-come, first-serve basis. Other restrictions may apply. Register by phone (800-993-9499, business hours EST) or online at [www.dustormagic.com](http://www.dustormagic.com). For questions, contact Megan Billitti ([megan@childrenstech.com](mailto:megan@childrenstech.com)). You can also fax this form to 908-284-0405.



Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

e-mail \_\_\_\_\_

I would like 1 CEU of UPENN Credit (\$100)

PAYMENT Charge \$\_\_\_\_\_ to:

Visa  MC  Amex  A check is enclosed

Number \_\_\_\_\_ Exp \_\_\_\_\_ Code \_\_\_\_\_

## CANCELLATIONS

Tuition is 100% refundable up to April 1; 50% refundable from April 2 to April 18; and non-refundable after April 18. Your room at Asilomar may not be refundable. In the event the Institute is postponed, you will have the option to receive a tuition refund or transfer your seat to another Dust or Magic event.

## HOUSING RESERVATIONS & COSTS

Participants stay at the Asilomar Conference Grounds, 800 Asilomar Blvd, Pacific Grove, CA 93950. Online at [www.visitasilomar.com](http://www.visitasilomar.com), by phone (831)372-8016. Room costs are assigned by Asilomar for two nights for \$146/night/person (costs are higher for single occupancy). You must have a Dust or Magic housing form for this rate.

## OTHER DETAILS

Sessions and discussions may be audio or video recorded unless you specify otherwise. The meeting room has password-free Wi-Fi.

## WHAT TO BRING

1. Something to share Participants are welcome to bring Apps, papers, codes, samples or promotional materials.
2. A laptop computer and tablet for testing products or previewing Internet content. Please make sure all items you bring to share or pass are properly marked.
3. Something to demo. Bring a product or project that could be classified as either "dust" or "magic"—for on-the-spot feedback or an eight minute spotlight demonstration in front of the whole group.

**ATTIRE** Dress is casual.

## INFORMATION RELEASE

We make every effort to respect your privacy. Please notify us in advance if you do not want to appear in any group photos or videos or have other information release concerns.

## QUESTIONS?

More information can be found online at [www.dustormagic.com](http://www.dustormagic.com), or contact Megan Billitti, 908-284-0404 [megan@childrenstech.com](mailto:megan@childrenstech.com)

*The title of this institute comes from Bob Hughes' book Dust or Magic: Secrets of Multimedia Design. The book makes excellent reading, either pre- or post-conference. You can follow Bob's blog: [www.dustormagic.net](http://www.dustormagic.net).*

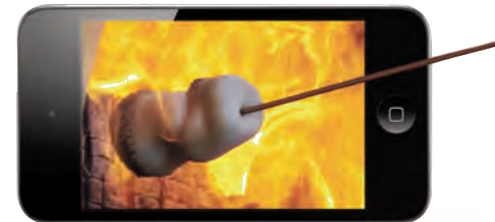


### PRIOR DM ATTENDEES

123 Apps  
360KID  
AWE, Inc.  
American Center for Children and Media  
APlusKidsApps  
Apple, Inc.  
BinaryLabs, Inc.  
Carnegie Mellon University  
Carstens Studios  
CTR  
Crab Hill Press  
CSU Monterey Bay  
Disney  
Duck Duck Moose Design  
Electric Eggplant  
eSpark  
Evan-Moor Edu. Publishers  
Fantage  
Fisher-Price, Inc.  
Interactive Learning Design  
Joan Ganz Cooney Ctr.  
L'Escapadou  
Launchpad Toys  
Leap Frog  
Learning Friends  
Learning Games Lab  
Learning Touch  
Lestroselles  
Living in Digital Times  
LoeschWare  
Luminarium Learning  
Maxis  
Mentor Interactive  
Mindshapes Ltd.  
MIT Media Lab  
Mobile Learning Services LLC  
Moms With Apps  
Morning2Moon Productions  
Motion Math  
My Turn Mobile  
NMSU  
NoodleWorks  
Interactive  
Oceanhouse Media, Inc.  
One Hundred Robots  
Organa  
Parents' Choice Foundation  
PBS Interactive  
Businesses  
Project Injini  
Rullingnet Corp.  
Scholastic  
SmarTots  
Smule  
Software MacKiev  
Still Motion Media  
The Juno Company  
Thinking Moves  
Togetherville Inc.  
Touch Press  
Toy Industry Association, Inc.  
Tribal Nova  
XEODesign, Inc.  
YogiPlay  
Yoomerang  
zinc Roe Design

## CONFERENCE AND TRAVEL INFORMATION

# Dust or Magic 2012 AppCamp



## THE THIRD ANNUAL CHILDREN'S APP DESIGN INSTITUTE

May 20-22, 2012  
Sunday through Tuesday

TO BE HELD AT:

Asilomar Conference Grounds  
Pacific Grove, California on the  
Monterey Peninsula

Created by  
ACTIVE LEARNING ASSOCIATES, INC.  
PUBLISHERS OF  
CHILDREN'S TECHNOLOGY REVIEW  
800-993-9499 (9-3 EST)



[WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)





*"An idea can turn from dust to magic, depending on the talent that rubs against it."  
Matsuo Basho (1644-1694)*

## ABOUT APPCAMP

Since the dawn of the iPad, a small, very smart group of product managers, educators, reviewers, interface designers and researchers gather on the Monterey Peninsula in the late Spring for the **Annual Dust or Magic Children's App Design Institute**. They share ideas and brainstorm about the potential of children's interactive media.

## UNIQUE OPPORTUNITIES

AppCamp participants include a mix of reviewers, publishers and leading designers. The reviewers share what they've seen and explain what they like. The publishers demonstrate their latest products. Selling and PR-related activities are not permitted. The designers lead case study sessions. Don't miss the chance to:

- Relax and take notes as you critique the latest apps by way of demonstrations.
- Tap the power of potential kid-appeal of the accelerometer, multi-touch and GPS while making connections with veteran designers.
- Get your hands on the latest mobile hardware, including all the Android tablets, the Sony Vita and Nintendo 3DS.
- Apply child development principles to emerging technology in order to "capture the magic" that can launch a business.
- Contribute your own vision of "dust" or "magic."
- Leave inspired to create more engaging products that children can't stop playing, with practical techniques and specific design ideas that you can apply—tomorrow.



*Dust or Magic is not affiliated with any hardware or software entity. There are no sponsors. It is self-funded through participant registrations.*

## DON'T DELAY!

Dust or Magic AppCamp is limited to 100 seats.  
To check availability, visit  
[WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)

## TRAVEL

The Institute starts at 4:00 PM, Sunday, May 20th, although you are welcome to arrive early to participate in the Children's AppFest. The institute will end at 1:30 PM on Tuesday, May 22nd following lunch.

## YOUR TRIP

Asilomar is approximately 120 miles south of downtown San Francisco, and 310 miles from Los Angeles Airport.



**AIRPORTS:** Local taxi companies service the Monterey Peninsula Airport (about \$25), as does the Monterey-Salinas Transit bus system. Airport shuttle service to and from San Jose and San Francisco airports can be arranged in advance through Monterey Salinas Airbus by calling 831-373-7777, or via their website at <http://www.montereyairbus.com/>

The Monterey-Salinas Transit (MST) bus system can take you from the Monterey airport/Asilomar with a transfer. Tell the driver to announce the Monterey Transit Center, which is where you will disembark and transfer to the #1 Asilomar bus. Call (831) 899-2555.

## RETURN

Check out of your room on Tuesday morning, bags ready to go. The luncheon will end at 1:30. If you need to leave earlier, please let us know in advance. To be safe, plan for your flight to leave after 5:30 PM from the Bay Area.

## DRIVING DIRECTIONS

Have your kids set your GPS to Asilomar, 800 Asilomar Blvd, Pacific Grove, CA 93950.



*Warren Buckleitner and Daren Carstens will coordinate the sessions.*



## EVENTS & SPEAKERS

Sessions will be led by expert researchers, designers and reviewers who will help you get smart, fast. These include:

*Lorraine Akemann, Moms With Apps; Thushan Amarasiwardena, Launchpad Toys; Daren Carstens, Carstens Studios; Barbara Chamberlin, University of New Mexico Learning Lab; Michael Colombo, NYU's ITP; Caroline Hu Flexer, Duck Duck Moose; Theodore Gray, Touch Press; Claire Green, Parents' Choice; John Ittelson, CSU Monterey Bay; Björn Jeffery, CEO, Toca Boca; Michel Kripalani, Oceanhouse Media; Ann McCormick, Learning Friends; Ingrid Moon, Disney; Cynthia Nugent, Author; Robin Raskin, Living in Digital Times; Andy Russell, LaunchPad Toys; Mark Schlichting, Noodle Works; Keli Winters, Evan Moor.*

Sunday starts informally at 1:00 PM with the third Children's AppFest, a free, public demonstration of Apps. This is open to the public.

In the afternoon, a special lecture by Theodore Gray of Touch Press on the **Alchemy of Multi-Touch Magic**. You'll learn the inside story of apps like **The Elements** and the **Solar System**; some of the first to



Theo Gray

mine the power of the iPad. Other talks and demos follow a welcome banquet.



Asilomar, which means "refuge by the sea," is located on 105 acres of pine trees and sand dunes near the Pacific Ocean at Asilomar State Beach on the tip of the Monterey Peninsula, Pacific Grove, California. We chose this location because it is affordable but comfortable, and free of distractions. It is a wonderful family destination.

Monday is packed with case studies, demos and informal app discovery activities to help you learn the state of the art in interactive design. This includes three case studies given by the leaders of Toca Boca, Ocean House Media and Duck Duck Moose Design.



Björn Jeffery



Michel Kripalani



Caroline Flexer

We'll end the day with our traditional Pacific sunset beach marshmallow, with more wine and hands-on app testing into the evening.

Tuesday begins with a frank talk about "dust" along with more talks, demos and a look toward what the next year is likely to bring. We'll end with a group lunch and a toast to another amazing year.

