

iDMAa Summit 2014
Utah Valley University

November 5-7, 2014
Orem, Utah

Wednesday, November 5, 2014

Arrival Day: On Your Own in Orem or Salt Lake City

6:00pm – 7:30 pm Conference Registration, Utah Valley University [Library Building: LI 120](#)
DINNER ON YOUR OWN – before or after IDEA's

7:30 pm iDMAa Conference Kickoff & IDEAS_14 UVU [Library Building: LI 120](#)

8:00 pm IDEAS_14 Art Exhibition Opening (Auditorium, Lakeview & [Timpanogos Rooms](#)) Complimentary Dessert Buffet & Drinks

Thursday, November 6, 2013

8:00 am Conference registration, Utah Valley University [Library Building: LI 120](#)

8:30 am [Daily Remarks & Housekeeping, and the introduction of a New Sponsor](#)

9:15 am Keynote - "How Data Drives Digital Creativity" [Ryan Peterson](#) – CEO & Creative Director, FingerFood Studios ([LI 120](#))

10:00am Panel "Second Screen – What It Means for Design, Creativity & Commerce"
Moderator [Michael Niederman](#), Columbia College: Panelists [Ryan Peterson](#) – CEO Fingerfood Studios, [Meredith Amdur](#) – SVP Strategy DirecTV ([LI 120](#))

11:00 am Break

11:15 am - 12:30pm Multi-Track Presentations:

Paper Presentations ([LI 120](#)) Panel Moderator: [Brigid Maher](#)
Digital Systems and Codes: [EJ Herczyk](#), [Brian Smith](#), [Gregory Corness](#)

IDEAS Artist Panel (Lakeview) Moderator: [Dave Beck](#)
Hunting, Gathering, & Sharing: [David Burns](#), [Jessica Larva](#), [Tammy Renee Brackett](#)

12:30 pm LUNCH Sound Design Workshop: [Arlen Card](#) & [Michael Wisland](#), [Using Equalization And Compressing Digital Media Sound](#) –CS 623 (*Limited to 25 Attendees*) *This workshop will walk you through sound dynamics and compression, introducing equalization*

as the means to edit and correct sound. Microphone choice and placement will also be presented.

2:00 pm [Keynote: "Transmedia – A fantasy that's become real," Dave Farland](#), writer

2:45 pm – 4:00pm Multi-Track Presentations:

Paper Presentations ([LI 120](#)) Panel Moderator: [Brigid Maher](#)
Digital Theory and History: [John Perkins-Buzo](#), [Rene Garcia Cepeda](#), [Andres Montenegro](#), [Fabrizio Augusto Poltronieri](#)

IDEAS Artist Panel (Lakeview) Moderator: [Dave Beck](#)
The Science & Politics of Design: [Brad Tober](#), [Yeohyun Ahn](#), [James Mai](#), [Michael Lee](#)

3:45 pm Break

4:15 pm – 5:00 pm Academic Keynote: *Emerging Media Issues & Academia* [Brigid Maher](#) & [Jennifer Proctor](#) Journal Roll-out. Pressing Issues and Call for Content ([LI 120](#))

5:00 pm Adjourn for the Day

Dinner: On Your Own or Dutch/Themed Dinners in Orem (Sign-up Sheet)

7:00pm Private Screening of [An Honest Liar](#) (Documentary) (CS 404).
Producer, [Duane Anderson](#) & Director, [Tyler Measom](#), will be present for questions and discussion. The film has won a number of awards, and will be released in theaters soon.

7:30 pm The Utah Valley University Department of Theatrical Arts for Stage and Screen Presents: [The Romeo and Juliet Project](#) (The Noorda Theatre)

Friday, November 7, 2013

8:45 am Coffee and Conference Housekeeping

9:00 am Keynote – "[Michael Rees](#) – Director of the Center for New Art – William Patterson University" 2014 iDMAa Lifetime Achievement Award Winner – intro by P. Weishar ([LI 120](#))

9:45 am – 11:00am Multi-Track Presentations:

Paper Presentations ([LI 120](#)) Panel Moderator: [Brigid Maher](#) Digital Pedagogy: [Leena Jayaswal](#), [Kari Barber](#), [Katherine Hepworth](#), [Andrea Quam](#), [Mitchell Ogden](#)

IDEAS Artist Panel (Lakeview) Moderator: [Dave Beck](#)
Virtual Cameras and Realities: [Brian Smith](#), [Andres Montenegro](#), [Aaron Higgins](#)

11:00 am Break

11:15 am- 12:30 pm *Keynote: Deconstructing The Beatles, Sgt. Pepper's Lonely Heart's Club Band. Michael Wisland, Associate Professor, Utah Valley University (Ragan Theater)*

Michael Wisland is an Associate professor of Digital Media at Utah Valley University. He has one of the largest person collections of sound recording in the country, including many one-of-a-kind recordings. For over thirty years Michael has sought out early recordings and source materials produced by London's fab four. He has lectured extensively on the Beatles, their music, and the way they changed pop culture forever, being equally comfortable with an audience of physicists as with an audience of musicians. His presentation on the Sgt. Pepper Album phenomena is presented in surround sound and includes reassembled versions of the title track and *A Day in the Life*, which closes the album.

12:30 LUNCH (On Your Own)

1:30 pm – 2:45pm Multi-Track Presentations:

Paper Presentations (LI 120) Panel Moderator: [Brigid Maher](#)
Digital Case Studies: [Jinsil Hwaryoung Seo](#), [Barton Poulson](#), [Melinda White](#), [Jennifer Roudabush](#), [Kevin Burke](#), [Morgan Jenks](#), [Yoshiko Burke](#)

IDEAS Artist Panel (Lakeview) Moderator: [Dave Beck](#)
Non-linear Relationships & Narratives: [Dave Ryan](#), [Liss LaFleur](#), [Jennifer Proctor](#)

3:00 pm *Keynote: [Adam Able](#), A Digital Filmmaker. Launching a career of independent filmmaking at Sundance and the film festival circuit. (LI 120)*

3:45pm – 5:00pm Multi-Track Presentations:

Paper Presentations (LI 120) Panel Moderator: [Brigid Maher](#)
Work shopping Digital Pedagogy: [Kristian Perry](#), [Scott Shamp](#), [Alex Braidwood](#), [Mary Pettice](#)

IDEAS Artist Panel (Lakeview) Moderator: [Dave Beck](#)
The Game Aesthetic: [Joyce Rudinsky](#), [Paul Clay](#), [Jessye McDowell](#)

5:15 pm – 6:00 pm *Keynote: Developing an On-Line Student Portfolio Panel: [Thor Anderson](#), [Arlen Card](#), [Michael Harper](#), [Vartan Ouzounian](#) (LI120)*

6:30 pm iDMAa Awards Dinner, [Student Center: Center Stage](#)