

AGENDA

THURSDAY, JULY 14

Registration + Networking

8:00-9:00am

Welcome + Introductions

9:00-9:30am

MORNING SESSIONS

SESSION 1: DESIGNING WITH CODE

9:30am-12:00pm

Lauren Kelly Sheridan, Mustard Square/Senovva

SESSION OBJECTIVES

- Learn foundation HTML skills that aide in the development and design of basic web programming elements
- Understand the structure and syntax of HTML and coding languages as it applies to design of websites, CMS, digital signage and other connective experiential platforms

Session sponsored by TBD

SESSION 2: VR OPPORTUNITIES

9:30am-12:00pm

Refik Anadol, Refik Anadol Studio

SESSION OBJECTIVES

- Understand the fundamentals of virtual reality technologies and the possibility for use in creating digital narrative experiences
- Explore how VR technologies such as Oculus and Vive can provide a platform for experiencing and understanding dynamic and non-linear content

Session sponsored by TBD

LUNCH BREAK

Grab a bite to eat in the LA Arts District

12:00-1:30pm

SEGD SEG D Xplorer is held at Senovva
Los Angeles Arts District
1401 E 3rd St
Los Angeles, CA 90033

AFTERNOON SESSIONS

SESSION 1: PROJECTION MAPPING

1:30-4:00pm

Jeff Grantz, Materials & Methods

SESSION OBJECTIVES

- Learn how to map content on physical environments to create new and dynamic experiential mediascapes.
- Understand the software platforms that are used to model, map, and control digital content for 3d surfaces and spaces.

Session sponsored by TBD

SESSION 2: CONTENT DEVELOPMENT

1:30-4:00pm

Paul Anderson, Senovva

SESSION OBJECTIVES

- Learn the process for developing original content and evaluating what media type is appropriate for the project and context
- Explore how to best manage the development of video, motion graphics, live, and generative content and how to plan for both production standards and platform requirements

Session sponsored by TBD

XPLORER/XCHANGE

A group dialogue focused on the results and outcomes of the day

4:00-5:00pm

SEGD LOS ANGELES CHAPTER MIXER

Location TBD

5:30-8:00pm

THANK YOU TO OUR SPONSORS



PRESENTING SPONSOR
2016 SEG D GOLD
INDUSTRY PARTNER



EVENT HOST PARTNER