



# Wednesday, August 13

PRINT/PHOTO

VIDEO/ANIMATION

WEB/INTERACTIVE

8:00–9:00AM

Registration/Breakfast

9:15–10:15AM

**Taking InDesign to the Next Level**  
Anne-Marie Concepcion

**How to Perfect Your Podcast**  
Jake Ströh

**Flash Animation with One Line of Code**  
James Conway

10:30–11:30AM

**Playing with Fireworks**  
Jake Ströh

**Solving the Dog Problem with Design Therapy**  
Howard Nourmand

**Adobe Flex and AIR Introduction**  
Zach Stepek

11:30AM–1:00PM

Lunch/Exhibits Open

1:15–2:15PM

**Moving from Quark to InDesign**  
Anne-Marie Concepcion

**Solving the Dog Problem with Design Therapy**  
Howard Nourmand

**Web Design in Print Design Terms**  
James Conway

2:30–3:30PM

**Metamorphosis of the Mona Lisa**  
Matt Zumbo

**Portable Portfolios in a Mobile Environment**  
Adam Pratt

**Dreamweaver CS4 – The Secrets Out!**  
Rob Huddleston

3:45–4:45PM

**Utilizing Adobe Photoshop and Lightroom**  
Adam Pratt

**Combining Photoshop, Video, and 3-D Images**  
Tom Petrillo

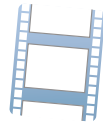
**Flash on the Red Carpet**  
Cris Ippolite

5:00–6:30PM

Cocktail Hour/Exhibits Open

6:30–8:30PM

Dinner/Keynote Event



# Thursday, August 14

PRINT/PHOTO

VIDEO/ANIMATION

WEB/INTERACTIVE

8:00–9:00AM

Breakfast/Exhibits Open

9:15–10:15AM

**Deconstructing King Kong**  
Mike Kasun

**How to Perfect Your Podcast**  
Jake Ströh

**CSS Forms - The Good, the Bad and the Ugh!**  
Rob Huddleston

10:30–11:30AM

**Utilizing Adobe Photoshop and Lightroom**  
Adam Pratt

**Combining Photoshop, Video, and 3-D Images**  
Tom Petrillo

**Flash Animation with One Line of Code**  
James Conway

11:30AM–1:00PM

Lunch/Exhibits Open

1:15–2:15PM

**Web Design in Print Design Terms**  
James Conway

**Portable Portfolios in a Mobile Environment**  
Adam Pratt

**Adobe Flex and AIR Introduction**  
Zach Stepek

2:30–3:30PM

**Photoshop CS3 Secrets and Beyond**  
Kevin Stohlmeyer

**Adobe Rocks Hollywood**  
Michael Kanfer

**The Seven Forbidden Flash Secrets Revealed!**  
James Conway

3:45–4:45PM

**InDesign Tips and Tricks**  
James Wamser

**Adobe Rocks Hollywood**  
Michael Kanfer

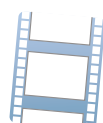
**Dreamweaver CS4 – The Secrets Out!**  
Rob Huddleston

5:00–6:30PM

Exhibits Open

6:30PM

Milwaukee Irish Fest



# Friday, August 15

PRINT/PHOTO

VIDEO/ANIMATION

WEB/INTERACTIVE

8:30–9:00AM

Breakfast

9:00AM–12:00PM

Hands-On Sessions

Hands-On Sessions

Hands-On Sessions

12:00PM

End of Conference



# Session Information

## PRINT/PHOTO SESSIONS

### Taking InDesign to the Next Level

Anne-Marie Concepcion

ID

Session information coming soon!

### Moving from Quark to InDesign

Anne-Marie Concepcion

ID

Session information coming soon!

Dw

### Playing with Fireworks

Jake Ströh

Ps

An introductory session on how Fireworks will benefit your web prototyping workflow. Still using Photoshop to create user interfaces? Making the switch to Fireworks could not be easier, as this session demonstrates the simplicity of opening Photoshop documents and progressing forward with Fireworks.

Fw

### Metamorphosis of the Mona Lisa

Matt Zumbo

Ps

Join Matt Zumbo as he demonstrates his mastery of Photoshop, sharing the tools & techniques he uses to create award-winning pieces for companies such as The Chancery, Koss, Leinenkugels and more. Learn expert tips and tricks turning your everyday Photoshop documents into amazing works of art.

### Utilizing Photoshop and Lightroom

Adam Pratt

Ps

Are you overwhelmed by the endless conversion options in (and around) Photoshop, Photoshop Lightroom and beyond? If so, then this is the session for you! With explanations of workflows, methods and suggested practices for workflows you'll be on your way to creating stunning monochromatic images in no time as you learn which tool to use for a given project.

LR

### InDesign Tips and Tricks

James Wamser

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In this session you will be exploring the hidden features and secrets of the latest version of Adobe InDesign. Valuable tips and tricks, timesaving workflows, and exciting features will all be discussed and presented.

### Photoshop CS3 Secrets and Beyond

Kevin Stohlmeyer

Ps

In this session you'll glean many timesaving tips for creating really tough selections and learn fast ways to create today's most popular photo effects like silhouettes, partial color, duotones, grunge collages, gorgeous grayscale conversions, creative photo frames, filtered edges, and more. We'll also take a look at the four secrets of great graphic design that will ensure your layouts always look their very best!

### Deconstructing King Kong

Mike Kasun

Ai

Join Illustrator Expert Mike Kasun as he explores the intricate development of his latest work, King Kong. Learn tips and tricks to creating a colorful, stylized illustration that wows. Valuable tips and tricks, timesaving workflows, and exciting features will all be discussed and presented.

## HANDS-ON SESSIONS

**Acrobat Tips and Tricks**  
James Wamser

**Photoshop CS3 Secrets**  
Kevin Stohlmeyer

**InDesign InDepth**  
James Fritz and Meribeth Fleischman



# Session Information

## VIDEO/ANIMATION SESSIONS

### Adobe Rocks Hollywood

Michael Kanfer

Adobe's Academy Award winning Visual Effects Supervisor Mike Kanfer will show how Adobe software is used to create state of the art visuals throughout the Hollywood film and broadcast community. See how masters of visual effects and motion graphics use programs like After Effects, Premiere Pro, and Photoshop to create award winning work.

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### How to Perfect Your Podcast

Jake Ströh

Learn how to effectively create and edit your podcasts with Jake! From equipment recommendations to editing using the Adobe Creative Suite, he will walk you through the ins and outs of a great podcast and show you some not-so-great attempts. A must for those interested in producing their own content on the web!

AE

Sb

### Combining Photoshop, Video and 3-D Images

Tom Petrillo

Learn direct from Adobe how Photoshop extends it's reach into the world of video. Topics include how to take a group of still images and quickly create a video, open an existing video to remove or add a logo, add type and graphic elements, and animation techniques. Also learn how to create 3-D in After Effects using the Vanishing Point perspective tool in Photoshop. This very informative session is not to be missed!

Ps

AE

### Portable Portfolios in a Mobile Environment

Adam Pratt

Learn how to prepare your design work for a portable portfolio that you can take with you on your Apple iPhone, iPod Touch, or iPod. We'll cover everything from Photography and InDesign to Flash and Video. Learn some great tricks for file conversion and tips for presenting your portable portfolio.

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### Solving "The Dog Problem" with Design Therapy

Howard Nourmand

Join Howard as he explores and discusses creating the opening titles for "The Dog Problem". The problem: "I knew the blot idea was strong but I still was unclear about how I would animate them and my initial storyboards lacked specificity." Find out how he used After Effects and the Creative Suite to solve the problem in this inspiring and informative session.

AE

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## HANDS-ON SESSIONS

**After Effects and Premiere Tips and Tricks**  
Alex Lucas

**Producing Your Own Audio Podcast**  
Jake Ströh



# Session Information

## WEB/INTERACTIVE SESSIONS

### Flash Animation with One Line of Code

James Conway



Tired of working in the timeline? want more control over your animations? more interaction in your movies? this is the session for you. Learn one line of actionscript code and you can animate your movieclips in almost any fashion. Dozens of variations on this one line of code will be shown and explained (and provided to attendees as original fla files) You can make amazing animations without a single tween on the timeline (or, combine timeline and code for even more creative options)

### Adobe Flex and AIR Introduction

Zach Stepek



The Rich Internet Application revolution is here! With the release of Flex 3 and the Adobe Integrated Runtime (AIR), a whole new world of interactive media has arrived. How are you going to adapt? Watch as Zach Stepek shows you how to integrate Flash with Flex and AIR to create amazing desktop applications.



### Dreamweaver CS4 – The Secrets Out!

Rob Huddleston



In May, Adobe posted the public beta of the next version of Dreamweaver. Come take a guided tour of the new features of this, the most exciting release of Dreamweaver in years. Explore the all-new interface, Live view, Spry 1.6.1 integration, Photoshop Smart Objects, and more!

### Web Design in Print Design Terms

James Conway



Web design - it's not coding, it's a handful of magic words. Really understand the process of designing for the web with this jargon free, beginners introduction to the right way to make web pages. This session is step by step introduction to the web design process originally designed to help print designers add web design to their skill set but will help anyone who is interested in just how web pages get build (with an emphasis on the best practices in the field). Topics include: goals for a web page, how to get a pixel perfect layout, and more!

### CSS Forms - The good, the Bad, and the Ugh!

Rob Huddleston



An increasing number of web sites today use forms, and yet there seem to be many more examples of bad form design than good. This session will discuss how to make forms that are visually attractive, accessible and usable. Using real-world examples from some of the top web sites, we will talk about the mistakes made by many designers. We will also discuss how to make sure that your form is accessible to persons with disabilities and show how CSS can be used instead of tables to lay out forms and make them visually stunning.



### Seven Forbidden Secrets of Flash Revealed!

James Conway



There are 7 forbidden secrets of Flash that no-one is supposed to know... well ok, that's not exactly true but there are somethings not covered particularly well on the web or in books. Join this session to learn: clicktag magic and how banner ads get tracked; pop-ver ads; how to take your website full screen; scrolling backgrounds, animation with code not the timeline (short version); preloaders; backup content for people who don't have the plug-in; and how flash takes over screens.

### Flash on the Red Carpet

Cris Ippolite



Learn how Flash can be used to create feature-rich client-server applications that leverage databases to create a dynamic interactive experience. In this session, FileMaker™ Pro developer Cris Ippolite will showcase his recent work with Flash, including a Flash database-driven application created for the Oscars® Award Ceremony, a firefighters memorial application, and more!

## HANDS-ON SESSIONS

### Standards Based Web Design

James Conway and Dustin Drees

### Dreamweaver CS4 Hands-On

Rob Huddleston

### Adobe Flash, Flex and AIR Hands-On

Zach Stepek