

REGISTRATION

All inclusive seats are \$1580 each for app makers; \$880 each for educators, which includes two nights of housing and food, airport transport, handouts, wine and supplies. Group size is limited, early bird gets the worm. Register by phone (800-993-9499, business hours EST) or online at www.dustormagic.com. You can also fax this form to 908-284-0405. For questions, contact Warren Buckleitner warren@childrenstech.com.



Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

e-mail _____

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

PAYMENT Charge \$_____ to:

Visa MC Amex A check is enclosed
Number _____ Exp _____ Code _____

CANCELLATIONS

Tuition is 100% refundable up to March 20; 50% refundable from March 21 to April 4, and non- refundable after April 4. 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

We stay at the Highlights Foundation in Boyds Mills, PA. Single & double rooms are available. Visit www.highlightsfoundation.org or call 570-253-1192



DON'T MISS THESE RELATED EVENTS

Dust or Magic Masterclass • Mar 29, Bologna, Italy
AppCamp • May 31-Jun 2, Monterey CA
Institute • Nov 1-3, Lambertville, NJ

WHAT TO BRING

1. Books to share You know, the old fashioned kind. Bring stories that inspired you as a child.
2. A computer and tablet for testing products or previewing.
3. Something to demo. Bring something you're working on for on-the-spot laser feedback. We'll have a document camera and all the adapters you'll need, to make it easy to show and tell digital content, on any device.

ATTIRE Dress is casual.

INFORMATION RELEASE

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, or contact Warren Buckleitner, 908-284-0404 or warren@childrenstech.com.



The title of this institute comes from Bob Hughes' book *Dust or Magic: Secrets of Multimedia Design*. www.dustormagic.net.

WHO SHOULD ATTEND?

- Interactive designers** who are responsible for making quality digital products.
- Children's book authors** who want to take a print based book and successfully move it to a screen.
- Children's book illustrators** who want to learn how to illustrate for interactive design.
- Early childhood educators** who want to leverage the power of the tablet to help support early learning development.
- Children's librarians** who want to find out what's new with the latest children's book apps, and learn about best practice.
- ESL and Speech and Language Specialists** who want to learn how to use tablets in day to day practice.

TITLES WE'LL DEMO WILL INCLUDE

1000 Adventures
ABC Actions
ABCmouse.com
Alphabeasties
Alphabet Animals: A Slide and Seek Adventure
Another Monster at the End of This Book
Bats! Furry Fliers of the Night
Bob Books: Reading Magic 1
Bubl ABC
Cat In The Hat, The Chuggington Chug Patrol
Cinderella by Nousy Crow
Elmo Loves You!
Endless Alphabet & Reader

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CONFERENCE AND TRAVEL INFORMATION

Dust or Magic

**3RD ANNUAL
"ONCE UPON AN APP"
A SURVEY OF
EARLY LEARNING APPS
FOR LITERACY

DIGITAL STORYTELLING * EBOOKS
ESL * NON-FICTION**

APRIL 19 - 21, 2015
SUNDAY - TUESDAY

TO BE HELD AT
THE HIGHLIGHTS FOUNDATION
BOYDS MILLS, PA



CREATED BY:
Active Learning Associates, Inc.
Publishers of
Children's Technology Review
800-993-9499 (9-3 EST)



THE DUST OR MAGIC EARLY LITERACY RETREAT

Building on the tradition of the Dust or Magic Institute, this event will bring a small passionate group of app developers, librarians and educators together at the beautiful Highlights Foundation. We'll share ideas, critique the latest products, and brainstorm about the potential of children's interactive media for enhancing stories, story telling and storybook making.



UNIQUE OPPORTUNITIES

Dust or Magic participants include a mix of teachers, app designers and publishers. As with other Dust or Magic events, selling and PR-related activities are not permitted. Our agenda is designed around the latest products. You will:

- Refresh your knowledge of the latest theories of literacy pedagogy, in the context of the latest multi-touch screens.
- Learn how to introduce apps to children, and other tried-and-true tablet teaching techniques.
- Relax and take notes as you critique state-of-the-art products by way of live demonstrations.
- Tap the potential of the camera, accelerometer, compass and multi-touch to enrich a child's literacy abilities.
- Get your hands on the latest apps and tablets.
- Apply child development principles to emerging technology in order to "capture the magic."
- 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.



DON'T DELAY!

**APPS IN THE WOODS
HAS SPACE FOR 40**

**TO CHECK AVAILABILITY, VISIT
www.dustormagic.com**

TRAVEL

The Institute starts at 5:00 PM, Sunday, April 19, although you are welcome to arrive early to check into your cabin. The last session ends at 1:30 PM on Tuesday April 21. If you'd like to stay for another day, the price is \$135 (extra, payable directly to the Highlights Foundation) which includes meals. You must tell us on Monday if you plan to stay.

WHERE IS IT, EXACTLY?

Highlights Foundation Workshop is near Honesdale; located in a remote region 2½ hours from New York City and approximately 45 minutes from the Wilkes-Barre/Scranton International Airport (AVP). Set your GPS to 41° 38' 26" N 75° 08' 14" W which is roughly 391 Boyds Mills Road, Milanville, PA 18443. You are welcome to come early and stay late. We'll try to help with rides to/from this airport if needed and rental cars are available.

ENDING TIME

Our retreat will formally end at 1:30 on Tuesday; followed by an optional 24 hour decompression period until Wednesday at 1:30.

A SPECIAL MEETING — A SPECIAL LOCATION

The Highlights Foundation has innovation in children's literacy in its DNA. It is on these grounds where Garry Cleveland Myers and Caroline Clark Myers lived when they started Highlights For Children in 1946. Today their homestead is a small rural campus designed by the Myers' grandson, Kent Brown. There's the founders' farmhouse, 21 cabins and a new conference center known as The Barn at Boyds Mills. You'll find everything you need for complete intellectual freedom and physical relaxation, including open-style classrooms, an outdoor fireplace and a giant kitchen for hanging out. The cabins are rustic — yes — but don't worry; the beds are soft, and the facilities spotless. You'll find your own writer-ready desk, chair and pre-stocked bookshelves. The farm-style meals are outstanding and snacks are always available. The low tech surroundings include high tech features, including reliable Wi-Fi and large HD screens for demos.



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Fantastic Flying Books of Mr. Morris Lessmore
Frozen: Storybook Deluxe
Learn to Read for Children at Starfall
Monkey Preschool Explorers
Monster's Socks
Montessori Crosswords
My Own Story Time Pad
My Reading Tutor
One Fish, Two Fish...
Reader Bee and the Story Tree
Sago Mini Doodlecast
Strange and Wonderful World of Ants
Touch, Look, Listen: My First Words
Up With A Fish!
Word Wagon
Word Wizard
Writing Wizard
Would You Rather Be a Pollywog
Zoo Animals: Touch, Look, Listen

FACULTY: THEORY MEETS PRACTICE

The agenda mixes food and fun with theories of children's literacy development and demonstrations, lectures and time to informally brainstorm with leaders in this emerging space.



GAIL LOVELY
Lovely Learning

Gail Lovely is an independent educator and author who leads her own consulting and training company. She earned her Master's Degree in Educational Computing from Pepperdine University where she was an Adjunct Professor. Gail is known for her practical approach to education and her appreciation for making complex things understandable.



WARREN BUCKLEITNER
Children's Technology Review

Warren Buckleitner is the editor of Children's Technology Review. He's been a preschool and elementary teacher and a professor at TCNJ. He speaks at education and library conferences, and contributes content to many books and publications, including a decade of children's tech coverage for the New York Times. He holds a doctorate in educational psychology from Michigan State University. He serves as the chair of the BolognaRagazzi Digital Prize at the Bologna Children's Book Fair.

AGENDA AT A GLANCE

Sunday April 19

5:00 PM Welcome, overview, dinner and demos from around the world

Monday April 20. Top 50 literacy-related apps that everyone should know about; fairy tales meet tablets; fiction and non-fiction; innovative interactive techniques; scaffolding does and don'ts; language localization and toggling; literacy theory crash course.

Tuesday April 21. Apple vs. Android vs. Kindle. What are the affordances of each? Introducing apps to young children; using literacy apps in library settings; the bottom 40; more demos.

Conclusion: Tuesday at 1:30 after lunch.