



REGISTRATION

Tuition is \$1480 for one person or \$990 for two to five. The price includes all meals but one, workshop materials and ground transportation to and from the airport. In order to insure quality of discussion, group size is limited. Seats are available on a first-come, first-serve basis in the order in which the tuition payment is received. Other restrictions may apply. To register, visit the secure online registration form at www.dustormagic.com/institute/register or you can fill out this form and fax it to 908-284-0405 or info@childrenstech.com.

Name _____
 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Fax _____
 e-mail _____

PAYMENT

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

CANCELLATIONS

Tuition is 100% refundable up to October 1; 50% refundable from October 2 to October 18; and non-refundable after October 18. Your Inn room can be cancelled up to 48 hours prior to the start of the event. In the event the Institute is postponed, you will have the option to receive a tuition refund or keep your seat for the next proposed date.

INN RESERVATIONS

Participants stay at The Inn at Lambertville Station, 11 Bridge Street, Lambertville, NJ 08530. Rooms cost \$140/night or \$155/night (deluxe). Suites are \$180. Call the hotel at 800-524-1091 (ask for "Dust or Magic" or visit www.lambertvillestation.com).

ADDITIONAL INFORMATION

PHOTOGRAPHS & VIDEO

Sessions and discussions may be audio or video recorded unless you specify otherwise, and could be on YouTube. Dust or Magic is a free exchange of information.

WHAT TO BRING

1. Literature to share. Participants are welcome to bring papers, samples or promotional materials. Send 50 copies to DUST OR MAGIC, c/o CTR, 126 Main Street, Flemington, NJ 08822. You can also bring materials with you.
2. A device, such as a laptop or tablet for notes, testing and sharing projects.
3. Something to demonstrate. Bring a product or project that could be classified as either "dust" or "magic"—for on-the-spot feedback or a five minute spotlight demo with laser feedback.

ATTIRE

Dress is informal/casual.

QUESTIONS

More information can be found online at www.dustormagic.com, or by calling Warren Buckleitner at 908-284-0404. Email warren@childrenstech.com

*The title of this institute comes from Bob Hughes' book **Dust or Magic: Secrets of Successful Multimedia Design**. The book makes excellent reading, either pre- or post-conference. Follow Bob's blog, at www.dustormagic.net.*



PRIOR ATTENDEES

360KID
 Age of Learning
 Animusic
 Apple
 Artgig Studio
 AWE
 BrainPOP
 Breteau Foundation
 Carnegie Mellon University
 Carstens Studios
 Children's Technology Review
 Cinekid
 codeSpark
 Computer Explorers
 Crab Hill Press
 Crayola
 Cupcake Digital
 Disney
 DreamBox Learning
 Dubit
 Educational Testing Service
 Electronic Arts, Inc.
 ESRB
 ETC at Carnegie Mellon University
 Evan-Moor
 FableVision
 Facebook
 Fairlady Media, Inc.
 Fisher-Price
 Frog Design
 Georgia Tech
 Google
 Her Interactive
 Highlights for Children
 Houghton Mifflin Harcourt
 Ignite Learning
 IIT
 iThrive
 TCIUS-IMM Program
 Joan Ganz Cooney Center
 Kidos Inc.
 Knowledge Adventure
 L'Escapadou
 LeapFrog
 Legacy Interactive
 LEGO Group
 Lifelong Kindergarten Group, MIT
 Living in Digital Times
 Mattel, Inc.
 McGraw-Hill Education
 Microsoft
 Moms With Apps
 NASA
 NCTM
 National Wildlife Federation
 NBC Universal
 Netflix
 NMSU Learning Games Lab
 No Strings Productions
 Nickjr.com
 NoodleWorks Interactive
 Nasy Crow
 NYU Steinhart
 Organa
 Parents' Choice Foundation
 PBS Kids Sprout
 Pearson
 Penn State University
 PlayCollective
 Playful Invention Company
 PBS
 Random House
 Riverdeep-The Learning Co.
 Roger Wagner Studios
 Sago Sago
 Schell Games
 Scholastic
 Sesame Workshop
 Seven Academy
 Shiny Things
 Software MacKiev
 StoryToys
 Strong Museum of Play
 Teachers College, Columbia
 Teachers With Apps
 Teachley
 TEC Center at Erikson
 The New York Times
 Thirteen/WNET
 THQ, Inc.
 Tigrly
 Tinybop, Inc.
 Toca Boca
 Touch Press
 TTPM
 Ululab
 USA Today
 Victory Productions
 Viva Media
 Vtech
 Waterford Institute
 WGBH Interactive
 Wonder Workshop
 Woot Math



Dust or Magic

— 2018 —

THE 18TH ANNUAL CHILDREN'S NEW MEDIA DESIGN INSTITUTE

— with —

Chris Byrne, TTPM; Alice Cahn, Power of Zero/No Bully; Daren Carstens, Carstens' Studios; Barbara Chamberlin, NMSU; Vikas Gupta, Wonder Workshop; Jim Marggraff, LeapPad Inventor; Krista Marks, Woot Math; Carolyn Handler Miller, Digital Storytelling; Emmet O'Neill, Touch Press; Robin Raskin, Living in Digital Times; Susan Rivers, iThrive Games; Jesse Schell, CMU & Schell Games; Emily Schlemmer, Facebook; Mark Schlichting, Noodleworks ... and others.

November 4-6, 2018
 Sunday through Tuesday

To be held at:
 The Inn at Lambertville Station
 11 Bridge Street, Lambertville, New Jersey



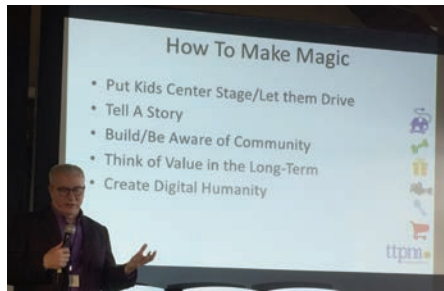
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 PUBLISHERS OF
CHILDREN'S TECHNOLOGY REVIEW

908-284-0404

WWW.DUSTORMAGIC.COM

ABOUT THE INSTITUTE

Designers of children's interactive products (apps, toys, games) are invited to come to Lambertville, NJ, for the 18th annual Dust or Magic Institute. This relaxing three-day meeting brings a small group of leading designers, educators, reviewers, digital artists and researchers to get and give feedback, review the trends, brainstorm and share ideas.



UNIQUE OPPORTUNITIES

This year's agenda includes a mix of reviewers, researchers and publishers who will share what they've seen this year and explain what they'd like to see more of in 2019. Don't miss the chance to:

- Relax and take notes as you view the latest interactive products by way of fast, critical demonstrations.
- Personally try new techniques to see how they can be harnessed for children.
- Apply known principles of child development to the latest technologies in order to "capture the magic" that can launch a new line of products, or a company.
- Contribute your own vision of a product that represents either "dust" or "magic."
- Leave inspired to create more engaging products that work with children, with practical techniques and specific design ideas that you can apply—tomorrow.



DON'T DELAY!

The Institute has room for just 50 participants, and has sold out every year. Check for availability at WWW.DUSTORMAGIC.COM



WHEN TO ARRIVE

Check in starts at 4:00 PM at the Creekside Room on Sunday, Nov. 4 at The Inn at Lambertville Station Lobby, followed by the first formal session, at 5:00 PM. Dinner is served at 6:30 PM followed by a presentation at 8:00 PM. The Institute will end formally at 1:30 PM on Tuesday, Nov. 6, following lunch.

YOUR TRIP

Plan to arrive at Newark Liberty Airport the morning of Sunday November 4. Take the **Trans-Bridge Bus** (www.transbridgebus.com) directly to Lambertville. Ticket are sold at the Olympia Trails bus counters are located in the ground transportation levels of every terminals. Tickets cost \$35 one way. There are two bus options, each stopping within four blocks of the Inn.

Newark Airport—> Lambertville
Bus 1 10:55 AM—> 12:40 (arrive)
Bus 2 3:00 PM—> 4:25 (arrive)

RETURN

Check out of the Inn on Tuesday morning, bags ready to go in the Riverside room. The luncheon will end at 1:30, and the bus will depart for Newark airport at 1:55 PM, arriving at Newark at **3:15 PM**. If you need to leave earlier, please let us know in advance. To be safe, plan for your flight to leave after **4:15 PM** on Tuesday.

DRIVING DIRECTIONS

Set your GPS to **11 Bridge Street, Lambertville, NJ 08530**. From New York City: (approx. 90 minutes) via the NJ Turnpike South to Exit 14. I-78 West to I-287 South (exit 29). Merge onto US-202 South (exit 17) on the left- toward US-22 Somerville/Flemington for about 25 miles. Take the last exit before the toll bridge, Rt. 29. Watch for **Bridge** street. The Lambertville Station is 11 Bridge Street, on the edge of the Delaware river. There are no parking fees.



Warren Buckleitner and Daren Carstens will keep things moving.



EVENTS & SPEAKERS

Sundays' events start with hors' d'oeuvres at 4:00 pm in the Creekside Room, and at 5:00 pm, the **2018 State of Children's Interactive Media** panel. After an amazing banquet in the old train station, we'll examine Facebook Messenger Kids with **Barbara Chamberlin** and **Emily Schlemmer**.

Monday will begin with quick demos of emerging products, plus an introduction to the *Interactive Designers Cookbook*, with the latest magical ingredients. Morning sessions will cover storytelling in physical spaces (**Carolyn Handler Miller**) and dis-equilibration (**Mark Schlichting**). After lunch, we'll have some case studies on Woot Math by **Krista Marks** and Wonder Workshop by **Vikas Gupta**. New for this year: a field trip to The College of New Jersey (where Warren now teaches) for a talk on AR/VR by **Jesse Schell**, plus a



panel discussion that includes **Emmet O'Neill** of Touch Press. The Inn at Lambertville Station is located on the shore of the Delaware River. The station was designed in 1867 by Thomas Ustick Walter, who also designed the United States Capitol. The Inn is an easy walk (via bridge) to New Hope, PA, a picturesque town nestled along the Delaware River. New Hope is a shopper's paradise with 100 stores.

panel discussion that includes **Emmet O'Neill** of Touch Press.

Tuesday will start with some frank feedback on the year from TTPM's **Chris Byrne**, followed by thoughts from media veteran **Alice Cahn**. Next, **Robin Raskin** will share which technologies she thinks will shape the next generation, and **Susan Rivers** of iThrive Games will discuss designing for teens. The day ends with the return of LeapPad inventor **Jim Marggraff**.

The institute will conclude with a lunch buffet and a ride to the airport.



Emily Schlemmer, Facebook



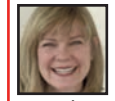
Barbara Chamberlin, NMSU



Miller



Schlichting



Marks



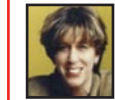
Gupta



O'Neill



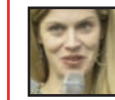
Byrne



Cahn



Raskin



Rivers



Marggraff