

## 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  
Nik Hafermaas, Ueberall

##### 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**



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.

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#### 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**

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