

# UW Game Development and Distance Learning Community Workshop

Friday Oct 23, 2009

Location: UW-Whitewater University Center, Room 266

Program sponsored by:

*UW-Whitewater*

*WiSys Technology Foundation*

## AGENDA

10:30 – 10:45 a.m.    **Registration**

10:45 a.m.            **Welcome & Opening Remarks**

Denise Ehlen, Director, Office of Research & Sponsored Programs  
UW-Whitewater  
Welcome

Allyson Hauser, Senior Associate, WiSys Technology Foundation  
Introduction to WiSys

Elena Bertozzi, Assistant Professor, Media Arts & Game Development  
UW-Whitewater  
Overview of UWW Media Arts & Game Development Program

11:00 a.m.            **Participant Introductions**  
Name, organization and collaboration interest

11:15 a.m.            **Presentations Begin**

11:15 – 11:30    Elena Bertozzi  
The Engender Games Group Lab's two works in progress

11:35 – 11:50    Rovy Branon, Executive Director ADL Co-Lab  
Introduction to the Academic ADL Co-Lab

11:55 – 12:05    Spencer Striker, Lecturer Communications UW-Whitewater  
Web Video and the Game Industry - GameZombie

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12:10 – 1:10 p.m.      **Breakout Sessions**

**Entrepreneurship Track**

**Room 262**

Facilitated by Spencer Striker, Lecturer, Communications, UW-Whitewater  
In-depth interactive discussion on the entrepreneurship/business side of the game industry. Topics include in-depth interactive discussion on the entrepreneurship/business side of the game industry, use of social media, and the development of GameZombie. Further topics suggested by participants are welcome.

**Academia Track - Academic Credibility and Support for Game Study/Development**

**Room 264**

Facilitated by Elena Bertozzi

In-depth interactive discussion on the academia side of the game industry. Topics include building an undergrad program in game design, encouraging multidisciplinary collaboration in the academia track, and women in the game industry. Further topics suggested by participants are welcome.

1:10 – 2:00 p.m.      **Lunch/Networking**              **Room 259**

2:00 p.m.              **Presentations Continue**      **Room 266**

2:00 – 2:15      Mark Gehring, CEO Sharendipity  
Empowering Game Development with Sharendipity

2:20 – 2:35      Diane Christie, Game Design and Development Program  
Director, UW-Stout  
The New GDD Program at Stout

2:40 – 2:55      Dan Stevenson, Associate Professor, UW-Eau Claire  
Teaching 3D Game Engine Design

3:00 – 3:15      Anthony Ellertson, Asst. Professor of Web & Digital Media  
Development, and Trudi Miller, Assistant Professor,  
Computer Information Systems, UW-Stevens Point  
WDMD's Approach to the Online Casual & Serious Game  
Market

3:20 – 3:25 p.m.      **Closing Remarks**

Maliyakal John, Managing Director, WiSys Technology Foundation

3:30 p.m.              **Open Discussion Forum/Networking**