
KNOWING IS HALF THE BATTLE

by [Bill Kenney](#) and [Erik Reagan](#), Focus Labs, LLC

- Knowing when/if to make the leap to self employment involves not just the financials, but also the level of drive and commitment once you've gone that route.
- When starting out, you *will* under-cut your value; your sense of worth comes with experience.
- **Be confident with yourself and your value!** Don't resolve only to charge what the client will pay; instead, charge what you've established that your experience and value are worth.
 - ... "How can you ask for so much? It took you a minute to draw this!"
"No", Picasso replied, "It took me 40 years." (*The Story of Picasso's Napkin*)
- Although you'll likely think "I/We need the money," **don't be afraid to say NO** to a project.
- **Always have a contract with a well-defined scope**; lacking either can leave you vulnerable to eating the cost of later changes that we not previously defined, and there are *always* changes.
 - "No plan survives contact with the enemy." *Helmuth Karl Bernhard Graf von Moltke*
- When starting a new project, don't quote a new project unless you have all of the details.
 - Try "I don't know, but let me get back to you after I do some research and timelines?"

Personal Additions

- Also define in your contract scope items for which the client is responsible for and what happens if the client does not meet those requirements: timeline shifts, price increase, termination of contract, etc...
- The [Freelancers Union website](#) has an online [Contract Creator](#) – a six-step form available to members, membership being open and free. Other helpful materials are available that don't require membership.
- Presentation materials: <http://focuslabllc.com/blog/knowning-is-half-the-battle>

TRANSMEDIA STORYTELLING:

CONNECTING CONSUMERS TO BRANDS THROUGH MODERN STORYTELLING

by [Meghan Gargan](#), [Conover Tuttle Pace](#)

- By creating a story, you can create a "timeless" campaign.
- Each retelling of the story adds new content unique to the platform; the content could be part of the original main story, a spinoff from it, or a side-story in the same "universe".

Personal Additions

- I have had **zero** experience with Transmedia Storytelling previously, so I was unable to get much from this session without any prior context. If you are interested in the subject, I hope these links will help:
 - [Transmedia storytelling](#) by Wikipedia
 - [Transmedia Storytelling](#) by NM Incite
 - [Transmedia Storytelling: It's the Story, Stupid](#) by Psychology Today

ALTERNATE CLOUD ARCHITECTURES WITH CouchDB

by [Benjamin Young](#), [Couchbase](#)

- [CouchDB](#) is a schema-free database that uses [JSON](#) with keys for storage and retrieval; all queries are not through the data itself, but through the key indexes.
- One of the most unique features of CouchDB is that it allows file attachments (images, spreadsheets, text documents, etc...) to be stored in the database as well.
- The database is accessible through the [RESTful JSON API](#) using PUT, GET, DELETE or POST
- [MapReduce](#) Views are available for exporting data.
- All data is appended, with older entries never updated nor deleted until [compaction](#).
- When replicating a database, the **replicated data can be filtered**. (Awesome!)
 - When a client needs to access only a portion of the data you are currently storing, you could set it up so that the data is filtered during replication so that only data relevant to the client is written into the database they have access to.
- Allows the usage of transactions through the *all_or_nothing* parameter field.
 - Referenced in the [HTTP Bulk Document API](#) under "Transactional Semantics with Bulk Updates."
- [IrisCouch.com](#) offers a free, easily hosted CouchDB – you're live within a minute of signup!

WONDERFUL MAYHEM: THE AGENCY SURVIVAL GUIDE

by [Josh Barrett](#), [BFG Communications](#)

- Your concept itself may not be new, but the approach you take and style you provide may be.
- Remember where the enthusiasm for your career-path came from and keep that feeling alive!
 - Toys, trinkets, anything that inspires you!
 - Take a creativity break, visit places that inspire, or just personalize your desk space.
- "love the one you're with." A negative outlook isn't likely to help neither you nor your situation.
 - Design for what you like. Love it.
- "when people talk, completely listen. most people never listen." Inspiration is not just from within yourself, but can come anything from around you, including all those around you.
- Don't just look at the latest trends for new ideas, but revisit what was done before and see if you can see new ways to present it, or bring the older presentation and style to a new idea.
- Leave your comfort zone behind you; change your daily habits and recharge!

GOING TO MOBILE: REPURPOSING YOUR EXISTING WORK

by [@Kevin Stochlmeyer](#), [C2 Graphics Productivity Solutions](#)

- Know the major players in the market (brands of tablets, phones, ...) and their limits.
- There are two Adobe plug-ins that you should already have: Folio Builder & Overlay Creator.
 - Download both in the Folio Producer tools for InDesign: [Windows](#) or [Macintosh](#)
 - [Folio Builder Help Guide: "Create a Folio"](#)
 - [Overlay Creator Help Guide: Overview of Interactive Overlays](#)
- Did you know that the [Adobe Media Converter](#) has been part of your Adobe Suite since CS4? You can convert your videos to H.264 for web and mobile platform viewing with Adobe!
- There are many digital publishing options, each offering their own solutions and costs.
 - [Adobe Digital Publishing Suite](#): \$395 per publication, with a ~ \$2,995 up-front cost.
 - [AquaFadas](#): no per publication fee, but a \$500 up-front cost.
 - ... assorted others
- Digital Publishing Suite Tips from Adobe
 - [The iPhone App](#) – Free; Currently has two issues: *Folio Basics* and *Interactive Overlays*.
 - Adobe DPS Tips Blog – Free, though not that much content at the moment.

DEVELOPING FOR THE WEB, ON THE WEB

by [@Matt Pardee](#), [Cloud9 IDE, Inc.](#)

- Cloud9 is a web-based IDE that supports HTML, JavaScript, CSS, Coffeescript, Ruby, PHP and many others, though it was admitted there should probably be a "beta" label to the whole thing since not all of the features are necessarily fully implemented for all syntaxes and languages.
- Does not support MySQL. Oops... this may be a great time to try CloudDB, huh?
- Integrates with your development projects on [GitHub](#) and [Bitbucket](#).
- Uses [NodeJS](#)... which does what? I'm too ignorant to explain, so here is a video doing it for me:
 - [Yahoo! User Interface Theater](#) presents "[Introduction to NodeJS](#)" (58m)

Personal Additions

- To me, this is a cheap solution to having 4+ developers working on the same thing, yet without having to convince your boss to shell out for something like Microsoft's SharePoint and getting the Macs on it too...
- There are other software solutions for developers, often already built right into the editors.
 - [Adobe Dreamweaver](#) will do file lockouts and remote backups...
 - [EditPlus](#) will do local backups and prompt if there have been changes to a document since load...
 - My personal favorite! While it costs \$35 for a single-user license, I paid for it during version 2.* back in 2001 and the license is still valid through v4.0 – currently v3.31.
 - [Notepad++](#) is what everyone always seems to rave about to me, but no clue as its benefits other than color syntaxing – both of the ones previously mentioned do that by default.

GEEKEND HACKATHON – 2011 Savannah

Savannah Morning News: [Geekend 'Hackathon' makes for long but creative night for participants](#)

- [Vegetater](#): tweet the vegetables you eat for points and badges; compete with family and friends
- Huey Kablooey: image recognition to go to the associated web comic “issue”
- Fieldtripor: a “social” site for teachers to meet companies offering field trip tours/support
- [Hug Every Cat](#): because you know you want to hug every cat you can! (Strays coming soon!)
- Neighborhood Advocate: advocate your neighborhood by marking problems that need fixing

GEEKEND FOLLOWUP...

Easy Website Links

- Geekend (<http://Geek-End.com/>)
 - Event tweets: <http://twitter.com/#!/search?q=%23geekend>
 - Presentations: <http://vimeo.com/geekend> (coming soon if not already posted)
- GM EN-V demo @ <http://www.youtube.com/watch?v=9z26Sy5Gmm8>

This post-event report was written with the intent to inform others and distribute the lessons I learned from the sessions attended. Session presenters and speakers have been credited their material. The Geekend Hackathon contestants are un-named because I didn't catch their names, but I'm sure they're mentioned, or will be, on the Geekend website somewhere, or you may contact Geekend to inquire.

This document may be updated at a later time if further presentation materials are made available to public viewing and usage. If you are a presenter and have done so, please let me know where I can link to them. ☺