Abstract
To the uninitiated, programming is a mystical art that is confounding and confusing. But it need not be. The constructs of programming can be represented in simple ways, such that they are easily comprehended by children, knowledge workers, and even designers. At Adobe, we are developing methodologies to help reduce the complexities of programming, and make programming a playful, constructive, and productive activity for a wide range of users. This talk will discuss the history and current landscape of playful programming, and will introduce the audience to best practices for playful programming used in Adobe's Flash Catalyst application (to be released in 2010).

About the Speaker
Ethan Eismann is an Experience Design Manager at Adobe Systems. His team focuses on A) making it easier for professional designers to create interactive experiences, and B) improving the workflows between designers and developers throughout all phases of software development. In the recent past, Ethan was the Sr. Experience Design Lead of Adobe Catalyst, a new professional design tool. With Catalyst, he crafted a product vision that makes it easy for designers to prototype rich interactive experiences that can be taken to code. Ethan has also worked closely with the Adobe AIR team to develop best design practices for the emerging Adobe AIR platform, and he has designed experiences for a wide range of mobile devices, RIAs, websites, and desktop applications for Adobe and other companies. Ethan attended the UC Berkeley School of Information Management and Systems where he collaborated with engineers and architects to design and build physical and screen-based interfaces. Before that, he studied philosophy at Pomona College.