



**SNDGSF**  
EVOLVING OUR CRAFT

APRIL 7-9, 2016 • SAN FRANCISCO

# THURSDAY STUDENT DAY

Student Day at the San Francisco Chronicle, 901 Mission Street, San Francisco  
Free to all students. Pre-registration required.

|           |  |
|-----------|--|
| 9:30 a.m. | REGISTRATION   |
| 10 a.m.   | <b>Tiffany Grandstaff &amp; Jami Smith,</b><br>San Jose Mercury News |
| 11 a.m.   | <b>Pai,</b><br>San Jose Mercury News                                 |
| 12 p.m.   | LUNCH (12 - 1 p.m.)  |
| 1 p.m.    | <b>Lucio Villa</b><br>San Francisco Chronicle                        |
| 2 p.m.    | <b>KEYNOTE: Rodrigo Sanchez, El Mundo</b>                            |
| 3 p.m.    | PORTFOLIO REVIEWS (3 - 5 p.m.)                                       |
| 7 p.m.    | <b>SNDSF Opening Reception</b>                                       |

# FRIDAY SNDSF SCHEDULE

Workshop events at Holiday Inn, 1500 Van Ness, San Francisco | Registration desk opens at 7:30 a.m.

|            | Ballroom  | Redwood Rm                                | Lower A  | Lower B  | Oregon Rm |
|------------|---|---|--|--|-----------|
| 8:45 a.m.  | <b>Opening welcome</b> What's ahead at SNDSF? (Ballroom)                            |   |  |  |           |
| 9 a.m.     | <b>KEYNOTE: Kawandee Virdee, Embedly</b> (Ballroom)                                 |   |  |  |           |
| 10:15 a.m. | <b>Kat Downs,</b><br>Washington Post  | <b>Tiffany Chu,</b><br>Remix              | <b>Michael Martin,</b><br>Code and Theory                                | <b>CampSND</b><br>Hands-on workshop                                  |           |
| 11:30 a.m. | <b>Che Douglas,</b><br>Wall Street Journal  | <b>Hilary Fung,</b><br>Huffington Post    | <b>Millie Tran,</b><br>BuzzFeed  | <b>Lucio Villa,</b><br>SFChronicle<br><b>Chris Courtney,</b><br>Bloc |           |
| 12:30 p.m. | LUNCH ON YOUR OWN (12:30-1:30 p.m.)   |   |  |  |           |
| 1:30 p.m.  | <b>Mariana Santos,</b><br>Fusion  | <b>Len De Groot,</b><br>Los Angeles Times | <b>Kate O'Rourke+<br/>Sascha Wagner,</b><br>Huntsman Architectural Group | <b>CampSND</b><br>Hands-on workshop                                  |           |
| 2:45 p.m.  | <b>Diversity in design</b> Martin Gee, Time; Tory Hargro, Facebook; Sanny Lin, Bloc | <b>Katie Zhu,</b><br>Medium               | <b>David Leonard,</b><br>Code for America                                | <b>Tran Ha,</b><br>Stanford d.school                                 |           |
| 4 p.m.     | <b>Mark Porter,</b><br>Mark Porter Associates                                       | <b>Sisi Wei,</b><br>ProPublica            | <b>Rebekah Monson,</b><br>The New Tropic                                 | <b>Chris Courtney,</b><br>Bloc                                       |           |
| 5 p.m.     | <b>SND business and rebranding</b>  |   |  |  |           |
| 5:15 p.m.  | <b>KEYNOTE: Rodrigo Sanchez, El Mundo</b> (Ballroom)                                |   |  |  |           |
| 7 p.m.     | <b>Code &amp; Theory Happy Hour: The Showdown</b> 7-9 p.m.                          |   |  |  |           |
| 9 p.m.     | <b>Karaoke for a Cause: SND Foundation fundraiser</b>                               |   |  |  |           |

# SATURDAY SNDSF SCHEDULE

Workshop events at Holiday Inn, 1500 Van Ness, San Francisco | Registration desk opens at 7:30 a.m.

|            | <i>Ballroom</i>  | <i>Redwood Rm</i>  | <i>Lower A</i>                                   | <i>Lower B</i>   | <i>Oregon Rm</i> |
|------------|--|--|--|--|------------------|
| 9 a.m.     | <b>KEYNOTE: Ben Fry, Fathom</b> (Ballroom)                                   |  |  |  |                  |
| 10:15 a.m. | <b>Sarah Sampsel</b> ,<br>Work & Co.<br><b>David Sleight</b> ,<br>Propublica | <b>Alberto Cairo</b> ,<br>University of<br>Miami                             | <b>Emi Kolawole</b> ,<br>Stanford D School       | <b>Susie Cagle</b> ,<br>Knight Fellow                      |                  |
| 11:30 a.m. | <b>Jennifer Daniel</b> ,<br>New York Times                                   | <b>Chris Coyier</b> ,<br>CodePen   | <b>Darren Sanefski</b> ,<br>Ole Miss             | <b>Mike Swartz</b> ,<br>Upstatement                        |                  |
| 12:30 p.m. | LUNCH ON YOUR OWN (12:30-1:30 p.m.)  |  |  |  |                  |
| 1:30 p.m.  | Lightning Talks  | <b>Josh Crutchmer</b> ,<br>SportsDesigner                                    | <b>Jennifer 8 Lee</b> ,<br>UniCode<br>Consortium | <b>Chris Mihal</b> ,<br>Variety                            |                  |
| 2:45 p.m.  |  | <b>Miranda Mulligan</b> ,<br>SNDMakes<br><b>Ramla Mahmood</b> ,<br>Vox Media | <b>Dai Sugano</b> ,<br>San Jose<br>Mercury News  | <b>Robert Hushka</b> ,<br>Detroit Free Press               |                  |
| 4 p.m.     | <b>Platform panel:</b><br>David Wright Jr.,<br>Julie Zhou,<br>Facebook, +2   | <b>Brian Steffens</b> ,<br>RJI<br><b>Alex Remington</b> ,<br>Washington Post | <b>Dave Stanton</b> ,<br>Mobiquity               | <b>Melissa Angle</b> ,<br>Rare<br><b>Will Alford</b> , Cox |                  |
| 5:00 p.m.  | <b>KEYNOTE: Bryan Walker, IDEO</b> (Ballroom)                                |  |  |  |                  |
| 7:00 p.m.  | Awards Gala: Best of News Design   |  |  |  |                  |