



Photos via Instagram, @AnnenbergDL

Creative Media Team

Fall 2014 Report



By: Erika Hang, Martin Stack and Courtney Miller



Software/Programs We Support

► Adobe Programs



Photoshop CC
Image editing and compositing.



Illustrator CC
Vector graphics and illustration.



InDesign CC
Page design, layout, and publishing.



Audition CC
Audio editing.



Premiere Pro CC
Video production and editing.



Lightroom 5
Photo editing and management.

► Other Software



WORDPRESS



infogr.am



Prezi



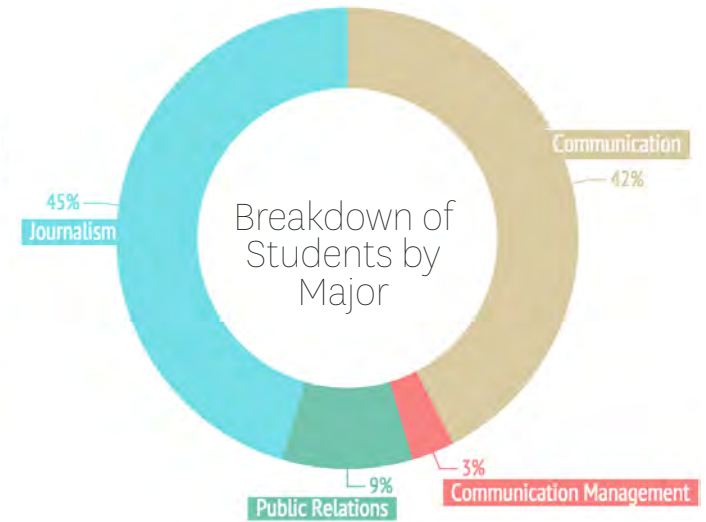
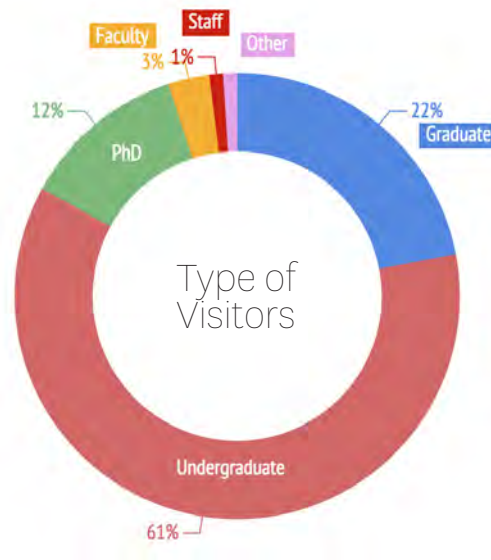
MapBox



Student Helpdesk

- ▶ Decker with Digital Lounge trucker hats and swanky name badges, our 12 Media Support Specialists helped students with projects, answered questions, and troubleshooted Adobe CC installation issues.

Over the course of the Fall semester, our staff filled out **718** support tickets. The following graphs show who visited the helpdesk.

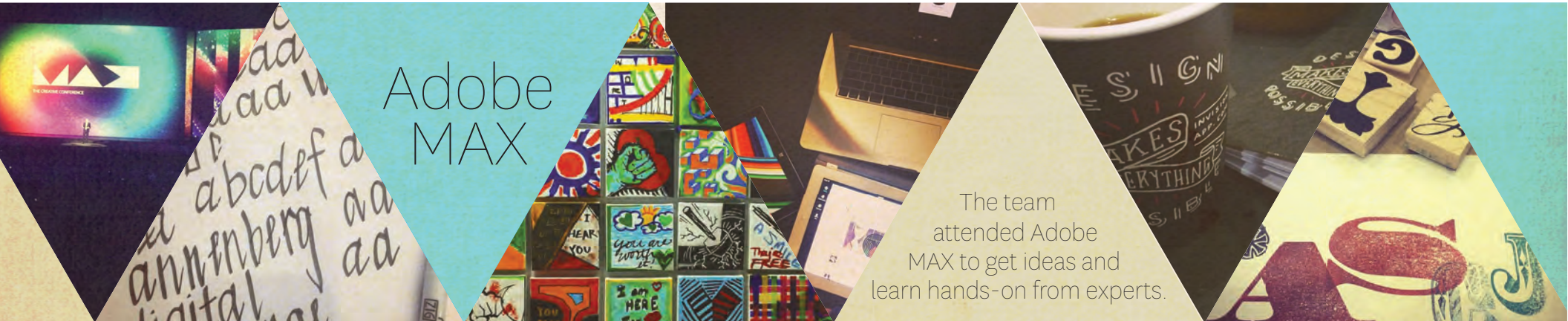


Percentage of Printer Questions vs. Software/Program Questions





Adobe Partnership



Adobe MAX

The team attended Adobe MAX to get ideas and learn hands-on from experts.

Creative Cloud Download Numbers Nearly tripled!



DECEMBER 1352 students

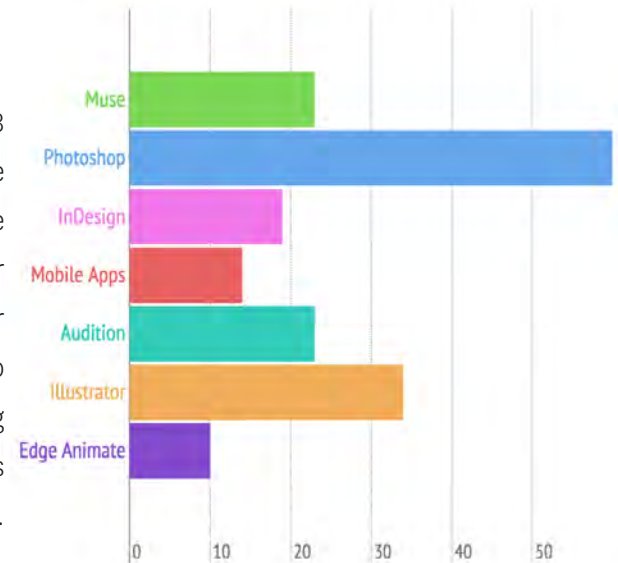


With the launch of the Digital Lounge and the marketing efforts of the Creative Media Team, Creative Cloud download numbers showed a significant increase. We hope to continue this trend into next semester.

AUGUST 509 students

Adobe Days

Over three full days, we offered 18 sessions that focused on the Adobe Creative Cloud. Led by our Adobe expert, Donna Caldwell, we had over 180 in attendance (see numbers for each workshop to the right), We also invited our friends from Annenberg Radio News to host a few sessions and partake in the fun.





Our Workshops: DIY Series

▶ Our “DIY Series” took real-world examples and broke them down into simple steps. Students came with their devices and walked away with a cool project to showcase. Fall 14 Workshops included:

- **DIY: Digital Identity** - Students learned how to shoot with a DSLR, how to light a photo, and how to use Lightroom to edit their photos. In addition, they walked away with professional and fun headshots that they shot of each other.
- **DIY: Photo Blogging** - Students captured product shots and learned how to create high-quality images for a photo blog. Students dabbled in Lightroom, Illustrator, and WordPress.
- **DIY: Rich Media Construct** - This workshop showed students how to make a cinemagraph using the video timeline function of Photoshop.
- **DIY: YouTube Production** - Students learned how to capture video, bring it into Premiere Pro, and encode it for YouTube in Media Encoder.

▶ Here are some examples of student work created in the DIY Series:





Other Workshops

► Digital Signage



Signage by: Erika Hang & Martin Stack

► In addition to the DIY Series & Adobe Days, we hosted a range of other workshops throughout the Fall semester, even bringing in some guest speakers:

- Digital Toolkit
- Data Collection & Visualization
- Intro to WordPress.com
- WordPress: Advanced Theme Customization
- Apple Campus Rep Sessions with Kevin Chuang
- Adobe Photoshop 101
- Adobe After Effects: Creating a Lower Third
- Adobe Illustrator: Creating Infographics
- Twitter 101 with Robert Hernandez
- Tapping into the Tablet Experience with Amara Aguilar
- 5 Must-Have Mobile Apps with Amara Aguilar
- Data Visualization: Communicating Maps with Andy Rutkowski & Chimene Tucker
- Intersections Reporting Workshop with Annenberg Radio News
- Blackboard with Carl Kuzmich



Student Engagement

▶ Vimeo

We recorded almost all of our workshops and uploaded them to our Vimeo channel (www.vimeo.com/AnnenbergDL) as well as our main website (www.AnnenbergDL.org).

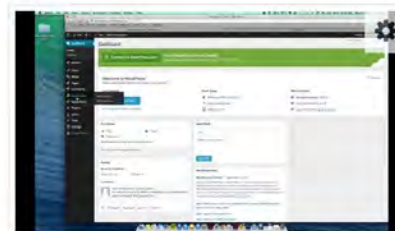
This served as a resource for students who could not attend a particular workshop and/or wanted to revisit a workshop they attended.



Blackboard Session with Carl Kuzmich
2 months ago



Adobe InDesign
2 months ago



WordPress: Introduction to Themes
2 months ago



Adobe Illustrator: Infographics
2 months ago

▶ Student Feedback

“DIY: Digital Identity’ is an amazing workshop!! I learned so much on how to use Lightroom and I also got to take a great shot of myself. The skills I have obtained through the Digital Lounge are sure to help me in the future! I love Annenberg! Thanks Marty, you’re awesome!”

-Undergrad, Communication Major

“Great workshop! Erika identifies what level of skill each person has and helps everyone accordingly!”

-Grad Student, Comm Management

“I attended the Data Collection and Visualization workshop led by Courtney and I don’t regret it! It was my first time attending a Digital workshop at the new Annenberg building and I learned so much!”

-Grad Student, Comm Management

“I believe most students are still getting used to the Digital Lounge space. But it’s an awesome idea, great infrastructure and amazing people!”

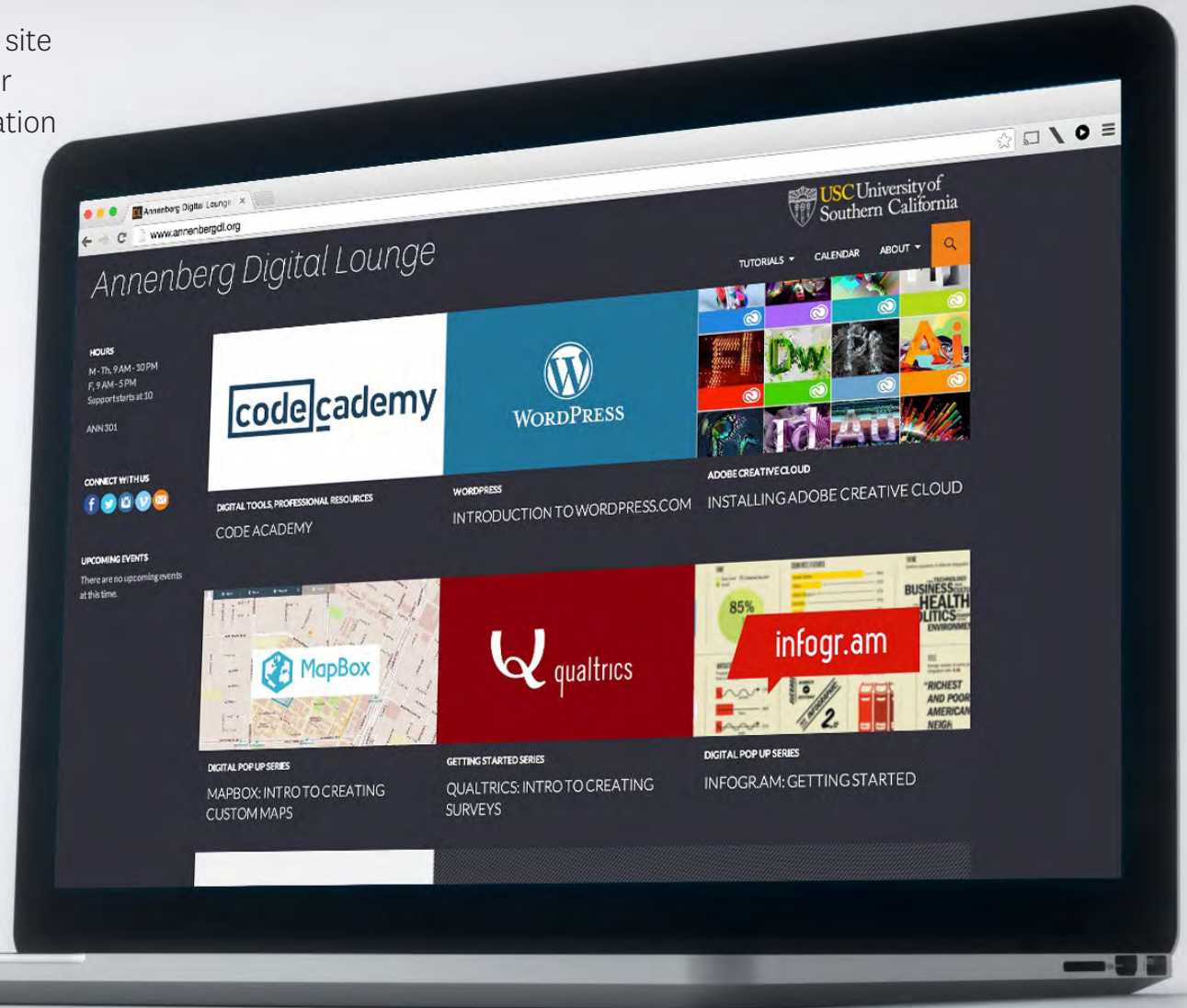
-Undergrad, Journalism Major



Our Digital Presence

- ▶ We created a mobile-friendly WordPress site from the ground-up that houses all of our tutorials, schedules, and general information about the Annenberg Digital Lounge.

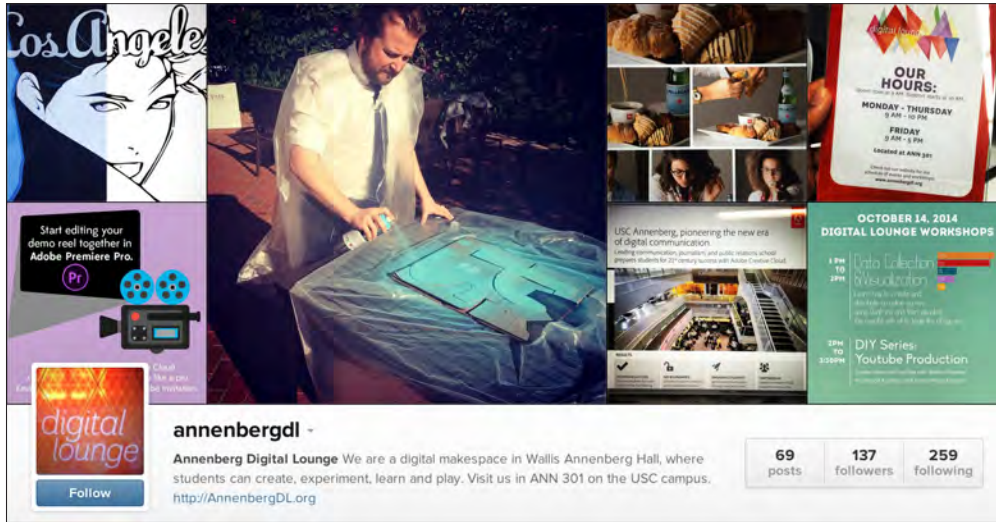
Visit us at <http://www.annenbergdl.org>



Website & Design by: Martin Stack



Our Social Media



- ▶ We leveraged social media - Facebook, Instagram, and Twitter - as a means of connecting with the Annenberg community. In addition, social media served as an outlet to promote our events and workshops -- we were even featured by Adobe during Adobe MAX.





Adobe Marketing Promos: Photoshop Man

▶ We don't just teach digital skills, we also practice what we preach! Leveraging the bevy of talent on our team, we asked each of our 12 student workers to pitch ideas for a promo video. Narrowing it down to two, they worked in teams to storyboard, shoot and edit these marketing teasers, beginning with Photoshop Man.





Adobe Marketing Promos: Creative Cloudy



► Our second character, “Cloudy,” may seem a little funky, but in the end saves the day by troubleshooting the Creative Cloud. This piece further showcases the animation and special effects skills of our highly talented team!

Tagline: *Adobe Creative Cloud, it’s not that scary after all!*



Spring 15: Adobe Certification + DPS Pilot



► Photoshop Certification

We are launching our ACA Certification by offering a 10-week Photoshop course, taught by Adobe Evangelist, Chana Messner. The course will take place on Wednesdays 5-7pm, starting Feb 11, and will prepare students for the “Visual Communication Using Photoshop” exam. In the future, we hope to expand our Adobe certification to include ACA courses in Premiere Pro, InDesign and Illustrator.



► Pilot: Digital Publishing Suite

We are working with Digital Journalism Professor Amara Aguilar to pilot the Adobe Digital Publishing Suite in her interactive media course. This pilot will allow her 15 students to build interactive apps in Adobe InDesign and publish to the iTunes store. Based on the projected success of this project, we hope to consider expanding the Digital Publishing Suite to the rest of Annenberg for easy mobile app creation.



Spring 15: Bluehost Student Portfolio Pilot



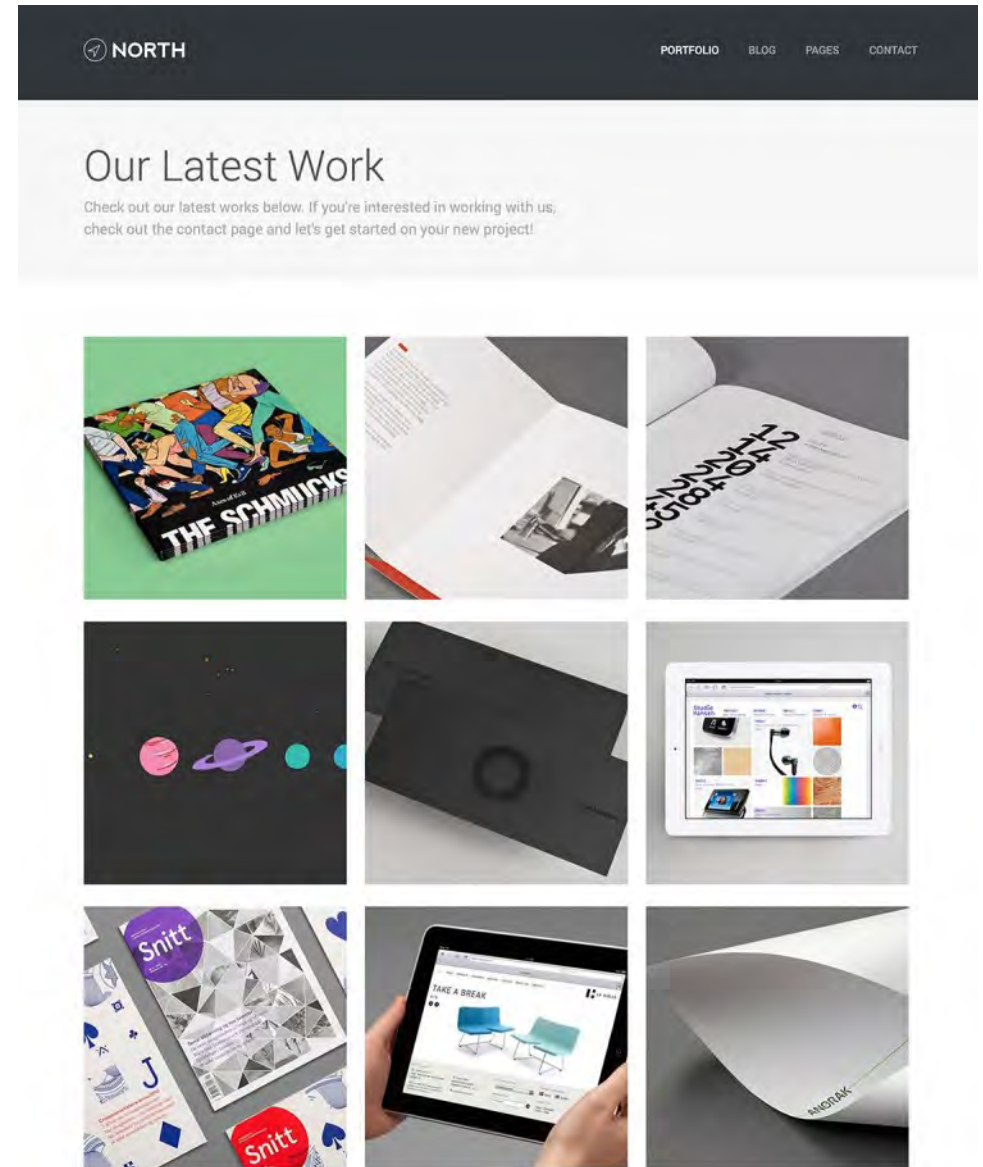
- ▶ In Spring 2015, we will be providing **200 students** with WordPress portfolio sites hosted on Bluehost. This pilot will include students from Journalism, Public Relations, and also the combined ASCJ 200 course.

Support

- ▶ To support these sites, we'll be hosting workshops on how to change your theme, how to add content and how to "pimp out" your portfolio site. We'll also be posting screencasts on our website.

In addition, our resident WordPress expert, Nick Halsey, will be hosting weekly helpdesk hours for students to drop-in for WordPress support.

In order to help students better customize their websites, we've vetted a list of theme authors to recommend, and have even convinced a few of them to offer our students a discount.





Spring 15: ASCJ 200 + McWeb Rollout

ASCJ 200: Navigating Media and News in the Digital Age

- ▶ Under the newly-launched ASCJ brand, which aims to promote curricular synergy across the Annenberg spectrum, Professors Judy Muller and Alison Trope have designed the first-ever hybrid course that aims to have Communication and Journalism students working with digital tools, side by side.

Courtney Miller has been working very closely with this power duo to help infuse digital projects into the syllabus, and the Digital Lounge is excited to be hosting the lab sections every Friday from 11:00 am - 11:50 am. This will give the Creative Media Team a lucrative entry point into the minds of our students, and will also allow us to provide hands-on support. Furthermore, having this birds eye view will help us to determine how to best scale our support should this course become an elective in the future.



McWeb: Media Asset Management System

- ▶ The Creative Media Team will be helping to support the rollout of our Media Asset Management System, designed by Primestream/Fork. In addition to creating online tutorials that can be found on AnnenbergDL.org, we will also be hosting in-person workshops on Xchange and fielding questions at our helpdesk.



Spring 15: Digital Detox Series



digital detox

The Digital Detox brand identity reflects the “hands-on” style of the series. The logo and logo type are both constructed out of cut and ripped construction paper to represent the tangibility of the participants experience.



CMYK 0, 97, 81, 0
Hex FF0830



CMYK 77, 49, 0, 0
Hex 3B82FF



CMYK 0, 50, 100, 0
hex FF8000



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- ▶ While our mission still remains to teach students digital skills, we are also aiming to promote balance and further encourage creativity through non-digital means, taking some inspiration from our friends at Google who employ a Chief Happiness Officer to help foster positive growth. This alternative series will include a Mindfulness Creativity Lab taught by USC Marshall Professor Allen Weiss and co-sponsored by the Provost’s Mindful USC initiative, arts and crafts sessions led by USC Roski student group AIGA, and we are also looking to partner with USC Thornton and KXSC for some live tunes.

▶ Cross Collaboration:

