



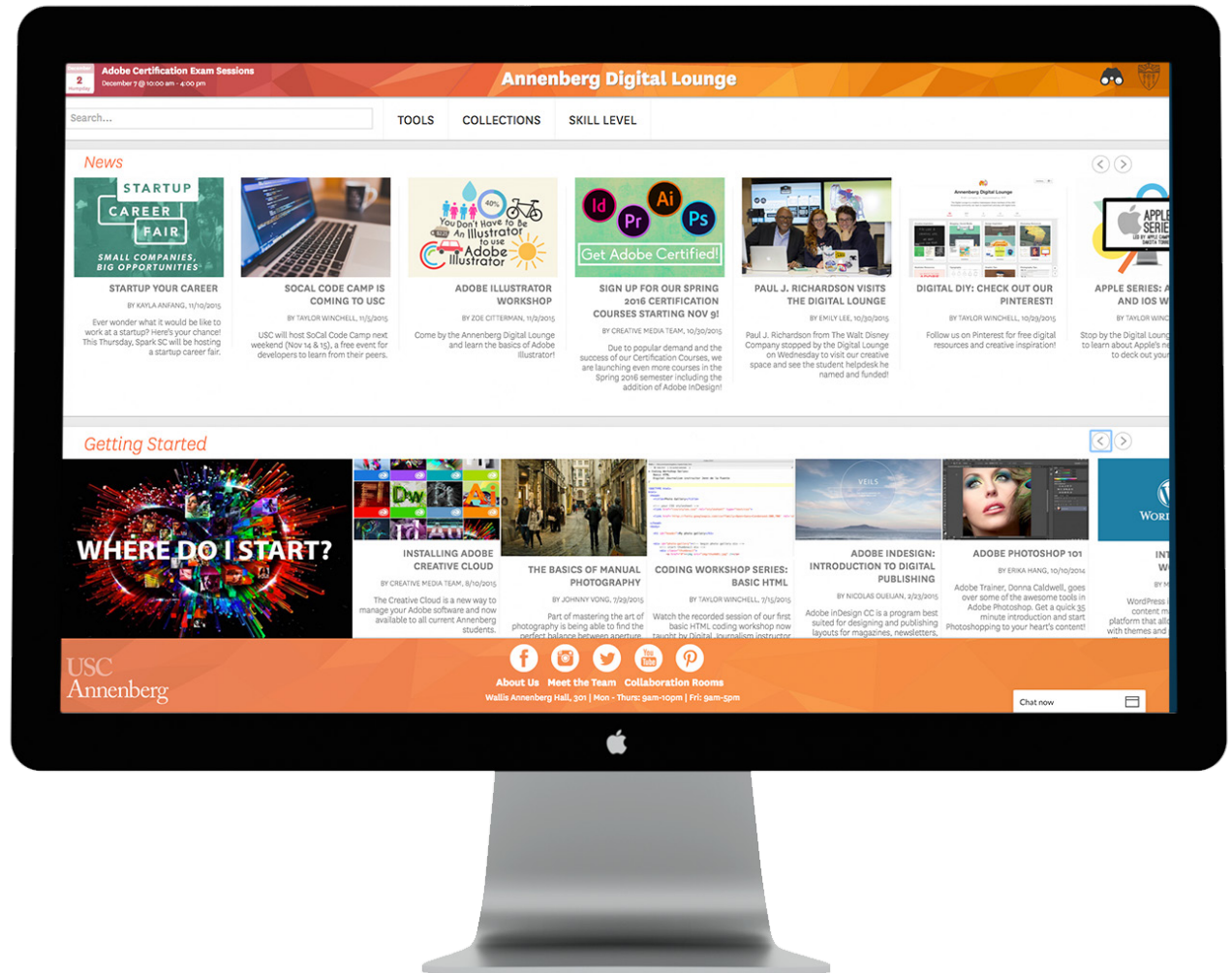
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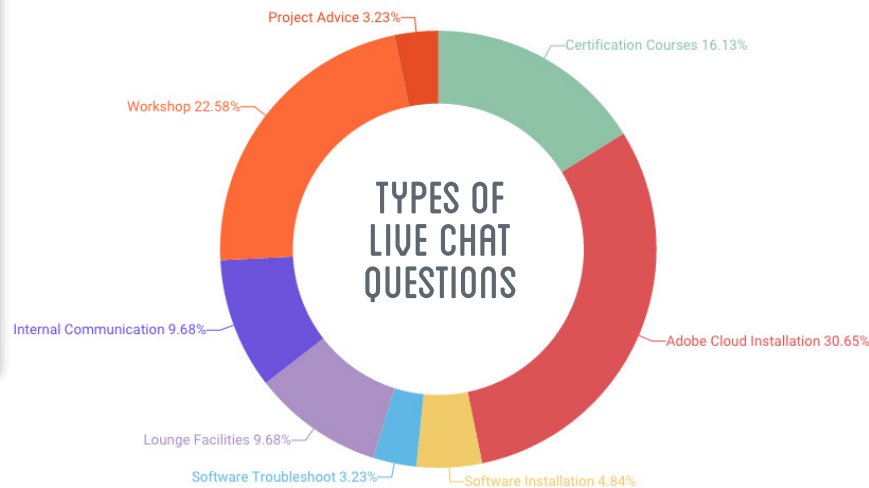
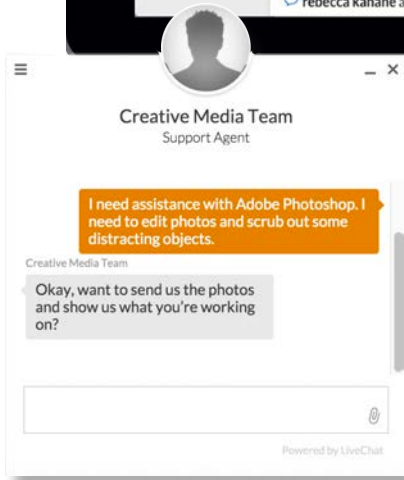
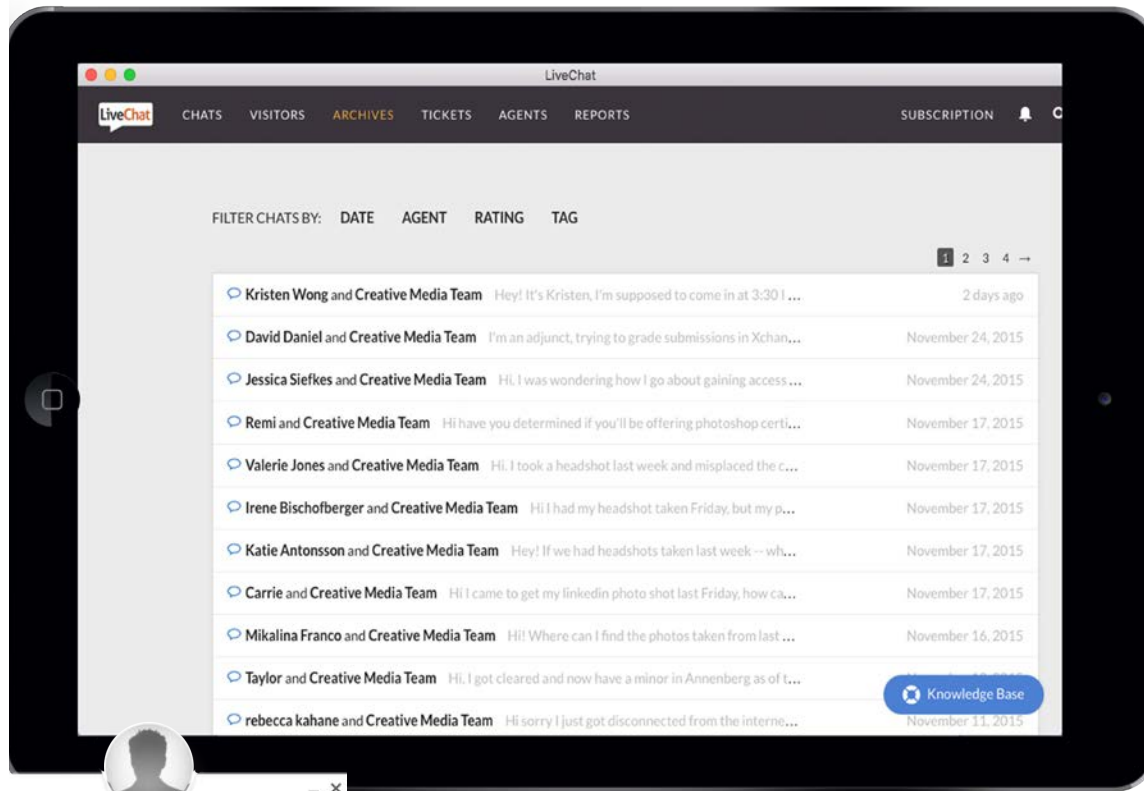
FALL 2015 REPORT
BY: ERIKA HANG & COURTNEY MILLER



WEBSITE 2.0

Since the launch of Version 2.0 of our website in July 2015, we've worked hard to keep our news section current, post new tutorials every week, and be readily available to answer questions via our LiveChat! Our savvy Public Relations team has taken over the News section - posting multiple times a week on relevant topics such as upcoming workshops in the Digital Lounge and events happening around USC. Our traffic has increased, clocking in with **56,000 views** and counting. Thanks to our hard working WordPress guru, Nick Halsey, we have continued to update and improve the site, including the recent addition of a way to filter tutorials by tool, collection, or skill level. With our increased digital presence and focus on social media, we've made our footer sticky to allow for easy access to our channels. We have also added a page regarding our new collaboration rooms, and expanded the staff page.





LIVE CHAT

To create a better customer service experience and connection between the site and our physical space, we added a way to chat with our Media Support Specialists from anywhere and anytime during business hours. LiveChat allows student users to receive virtual support from a pop-up window on our site, and on our end, it creates a ticketing system for us to keep track of questions and user data. Students can upload any relevant screenshots or images to illustrate their question. Since our launch in September, we've had **over 100 chats**. Thanks to this new feature, we are now able to connect with students who watch our online screencasts at home, and we have even been working with our students who are studying abroad!

Annenberg Digital Lounge is on Facebook. To connect with Annenberg Digital Lounge, sign up for Facebook today.

Sign Up Log In

digital lounge
Education

Timeline About Events Photos More

PEOPLE

★★★★★
408 likes
3 visits

Annenberg Digital Lounge
3 hrs · 🌐

Did you know that you can live chat our helpdesk? Learn all the ways we can help you survive finals week!

August

December

283% increase in followers!

dl

Annenberg Digital Lounge

Home Videos Playlists Channels Discussion About

What to watch next

THINGS I LIKE

The Annenberg Digital Lounge's Adobe
by Annenberg Digital Lounge
25 views · 1 month ago

Adobe Lightroom Tutorial - Develop Panel Basics
by Annenberg Digital Lounge
11 views · 1 month ago

Coding Workshop Series: Build A Simple Portfolio
by Annenberg Digital Lounge
20 views · 1 month ago

Adobe After Effects - Animate your Designs
by Annenberg Digital Lounge · 2 views · 1 month ago

Popular channels

Marques Brownlee
Subscribe

Simply Nalogical
Subscribe

DroidChat
Subscribe

ZeptoLab
Subscribe

ettthehiphopper
Subscribe

Solo Man
Subscribe

Adobe

Adobe Voice (1/4) First Opening Voice
1:03

Adobe Voice (2/4) Adding Voice Over To Slides
2:34

Adobe Voice (3/4) Stylizing Your Project
7:37

YouTube

Annenberg Digital Lounge

© USC - Los Angeles, CA - www.annenbergdl.org

The Digital Lounge is a creative makerspace where members of the USC Annenberg community can learn to experiment and play with digital tools.

16 Boards 345 Pins 3 Likes 17 Followers 125 Following

Creative Inspiration

Blogging / Social Media

Design Inspiration

Coding Resources

Infographic Elements & Exa...
LOS ANGELES ✈️ PORTLAND
HOW DO PEOPLE CONNECT TO WORK?

Photoshop Resources

Illustrator Resources

Typography

Smile

Home Moments Notifications Messages Search Twitter

digital lounge

TWEETS 564 FOLLOWING 245 FOLLOWERS 218 LIKES 136

Annenberg DL @AnnenbergDL

We are a digital makerspace in USC Annenberg Hall, where students can create, experiment, learn and play. Find us on Facebook, Instagram & Vimeo: @AnnenbergDL

ANN 301 AnnenbergDL.org

Photos and videos

Annenberg DL @AnnenbergDL · 15m
Happy Studying everyone! We're in the homestretch. The DL is open until Wed Dec 16, but will be closing at 5pm that day. Good luck! 🍀

Annenberg DL @AnnenbergDL · Dec 10
Check out this video of our very own Adobe educator, Chana Messer, on her passion for digital art! youtu.be/SeI3nCH7neU

0 50 100 150 200 250 300 350 400 450

367% increase in impressions per month!



OUR SOCIAL MEDIA TEAM

With the launch of our new Public Relations team, we focused on increasing our digital presence and reach over this past semester. The team, consisting of 5 students, created more website content based on our target demographic, and turned into a promotional powerhouse. We are now leveraging the power of social media by promoting all of our events on Facebook, and we've created new media outlets such as a Pinterest page full of resources, and a fun SnapChat geofilter with our sweatshirt logo! Overall, we've increased our followers and reach astronomically. Our Facebook saw an increase of **283% in followers** and **1200% increase in post reach**. On Twitter, we increased our followers by 68% and our impressions per month by 367%.




**THE PAUL J.
RICHARDSON
STUDENT HELPDESK**

Our Students

Our team continues to grow with over 20 impressive students who bring design, PR, web, video, and audio expertise to our helpdesk! When they're not working for us, they're directing feature films, commercials, music videos, and starting their own companies in their free time.

Content Creators

Not only do our Media Specialists help students, faculty and staff, they also churn out an incredible amount of content. This semester, they designed staff sweatshirts, stickers, and promotional videos and fliers for the Annenberg Digital Lounge that have been prominently displayed throughout ANN.

Our Donor's Visit!

Paul J. Richardson from The Walt Disney Company and ESPN stopped by in November to take a look at our creative space and see the student helpdesk that he named and funded! We were delighted to have our namesake visit the helpdesk, and to let him see, first-hand, the world of creativity we have launched in his name here.

OUR STUDENT PRODUCED WORK

Our talented team has produced an impressive bevy of work this semester. Art Majors, Matthew Torres and Kai Jiang, have drawn promotional stickers for students to add to their laptops, and designed staff sweatshirts. Our videographer and Cinema MFA student, Johnny Vong, produced a video package to highlight the Adobe Certification Courses for incoming students.

ADOBE CERTIFICATION PROMO VIDEO



STICKERS



STAFF SWEATSHIRTS + SNAPCHAT GEOFILTER





ADOBE CERTIFICATION COURSES

Due to the success of our pilot, which offered 2 Photoshop courses and landed a 78% pass rate on the exam, we expanded our certification program to include Illustrator and Premiere Pro in addition to Photoshop. With waiting lists for almost every section, we had 135 students enrolled in our program. And, we were delighted to have an incredible amount of diversity within that population, with nearly every single major at Annenberg represented.

THE INSTRUCTORS

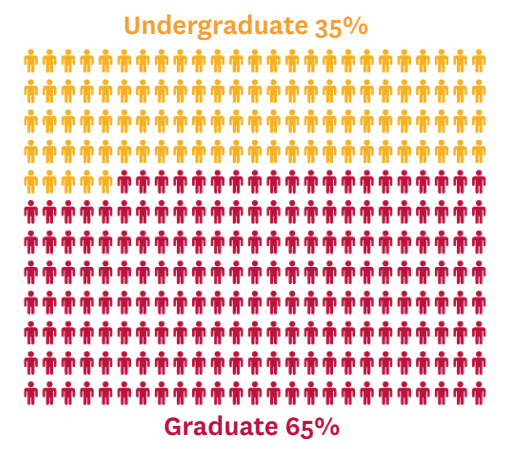
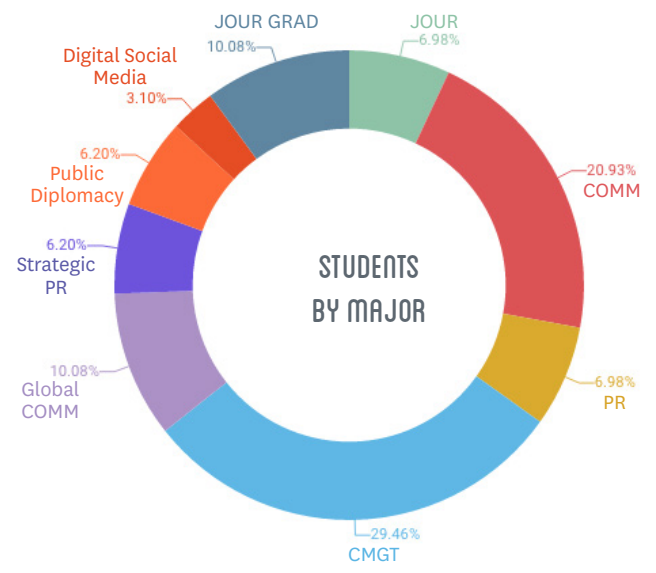


Chana Messer
Photoshop + Illustrator



Rick Miller
Photoshop + Premiere Pro

DEMOGRAPHICS



OUR FEEDBACK



"I had an excellent experience. I thought I already knew a lot about Premiere, but the course showed me some best practices, some foundations I was missing, and some great new tricks!"
- JOUR Undergrad Student

"This is my second Course with Chana - she's the best; very professional and available to her students for questions all throughout the Adobe suite. I would highly recommend her to a friend seeking to take the course for the certification and practical knowledge." - COMM Undergrad Student

PASS RATE





WORKSHOPS + EVENTS

This year, we focused on creating more partnerships to help us fill out our calendar of workshops and events. We teamed up with AIGA and Adobe Student rep, Chris Han, to host one of our most successful workshops to date! The Motion Graphics workshop brought in over 70 students, eager to start learning Adobe After Effects. Now that our workshops are consistently outgrowing our 32-seat instructional media lab, we have started **live streaming** our events on Twitch TV! We enlisted the new Apple Rep, Dakota Torres, to continue our Apple Series workshops that covered El Capitan, Keynote, Pages and the new OS. We also hosted new workshops on Adobe Illustrator, Photography, and Coding. To end the semester, we continued our mission to help students detox with crafts and donuts over the study days.

You Don't Have to Be
An Illustrator
to use
Adobe
Illustrator

\$225

40%

Wed, Nov 11 & Wed, Nov 18
12:00pm - 2:00pm

ANN 301D

APPLE SERIES
LED BY APPLE CAMPUS REP
DAKOTA TORRES

WED, NOV 4
3:00 PM - 4:00 PM
DECK OUT YOUR
PRESENTATIONS & DOCUMENTS:
KEYNOTE & PAGES

WED, NOV 11
3:00 PM - 4:00 PM
WHAT'S NEW IN
EL CAPITAN & IOS 9

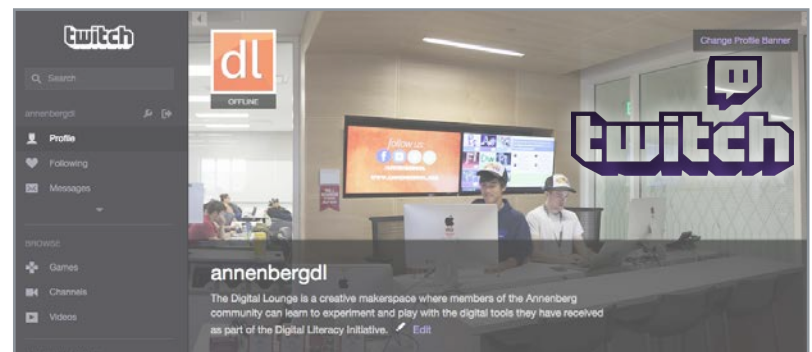
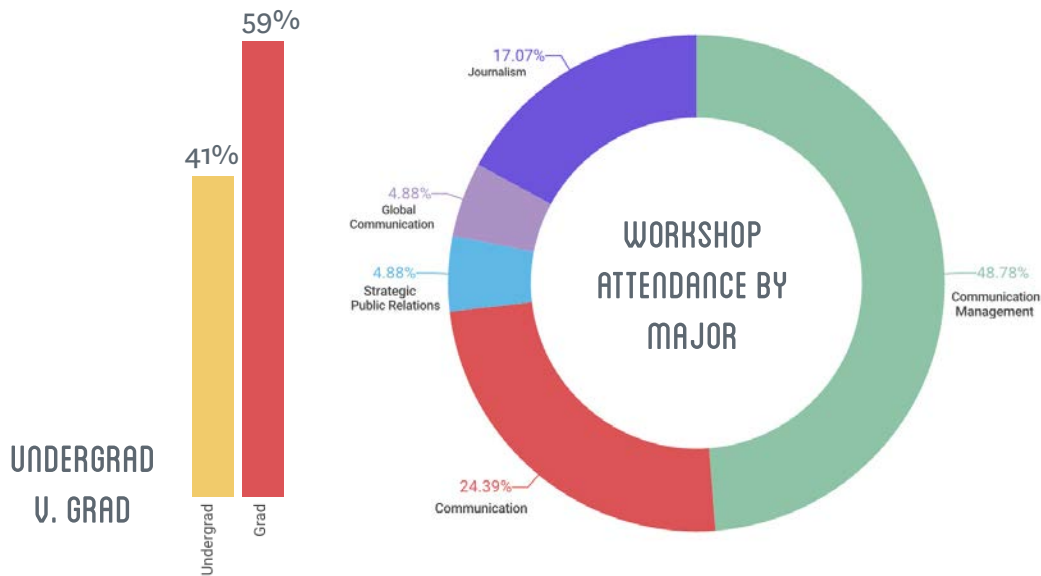
LOCATED IN THE
ANNENBERG DIGITAL LOUNGE
ANN 301

crafts & donuts

ARTS & CRAFTS
ZONE AT
THE DL

DEC 7 - 8, 2PM-4PM

Take a study break and join us at the digital lounge! We will have FREE:
book binding
button making
sticker machine
donuts
...and more!!





LUNCHBOX SESSIONS

We launched a new workshop series called the “Lunchbox Sessions” that encourages students to come and learn a new skill or tool during their lunch break! In October, we brought in Digital Journalism Instructor Jenn de la Fuente to lead a 3-part Coding Series that covered Basic HTML, Basic CSS, and brought it all together to build a simple portfolio website. It was one of our most popular series to date with a packed house each session. In November, with the help of Rick Miller, one of our Adobe Instructors, we put on a 3-part Photography Workshop Series. We covered iPhoneography, brought back our popular headshot studio, and showed students how to touch up those professional shots for LinkedIn! With the help of our PR team, we were able to garner interest and excitement. We’ll definitely be continuing this series again next semester!

the Annenberg Digital Lounge presents

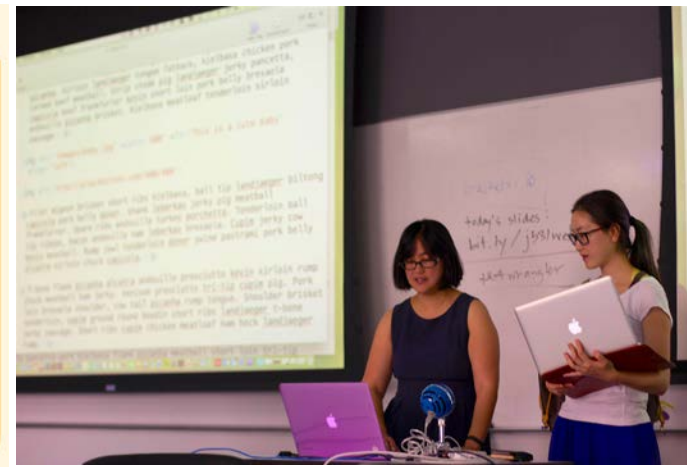
CODING WORKSHOP SERIES

ZERO EXPERIENCE REQUIRED! BEGINNERS LEARN THE BASICS!

3 sessions taught by Digital Journalism instructor Jenn de la Fuente

1	WED OCT 14 12-2PM HTML	2	WED OCT 21 12-2PM CSS	DON'T MISS IT! ANN 301 NOTE: FOOD WILL BE PROVIDED!
3	WED OCT 28 12-2PM BUILD A SIMPLE PORTFOLIO WEBSITE			

FOR MORE DETAILED INFO, VISIT WWW.ANNENBERGDL.ORG



FOR MORE DETAILED INFO, VISIT WWW.ANNENBERGDL.ORG

ANN301

the Annenberg Digital Lounge presents

PHOTOGRAPHY WORKSHOP SERIES

BEGINNERS LEARN THE BASICS! ZERO EXPERIENCE REQUIRED!

1	2	3
<p>LEARN HOW TO TAKE BETTER PHOTOS WITH YOUR SMARTPHONE</p> <p>NOV 3 NOV 5 1-2 PM</p>	<p>FACESHOT STUDIO</p> <p>NOV 10 NOV 12 NOV 13 1-3 PM</p>	<p>ADOBE PHOTOSHOP: PHOTO RE-TOUCHING</p> <p>NOV 17 NOV 19 1-2 PM</p>





The hub for research-driven, predictive VR experiences.



WOMEN'S HACKATHON TEAM HOSTED IN THE DL

In October, we hosted a team of 6 innovative women from other universities who competed in the Women's Hackathon. Aimed at promoting more women in technology and bridging the #gendergap, Mediashift launched this weekend of girl-hacking madness to see who could come up with and pitch the most innovative and viable idea within the realm of immersive journalism. Each

team included 5-7 female students, a mentor, and a plastic farm animal to mark their moniker.

Over the course of 36 hours, teams developed a brand, marketing strategy, investment projections, and built an entire website in addition to launching a social media presence. A team of 7 judges that included Laura Davis from BuzzFeed and

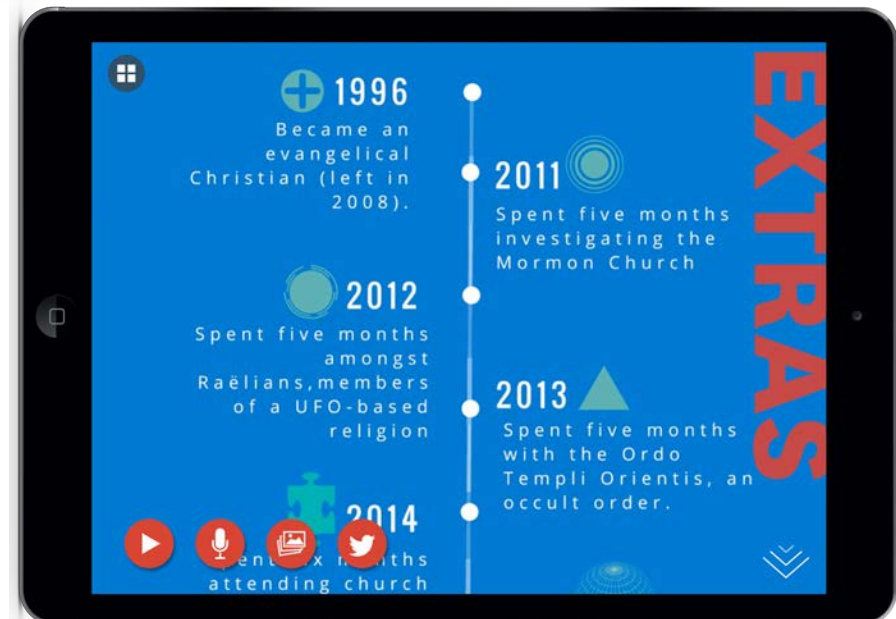
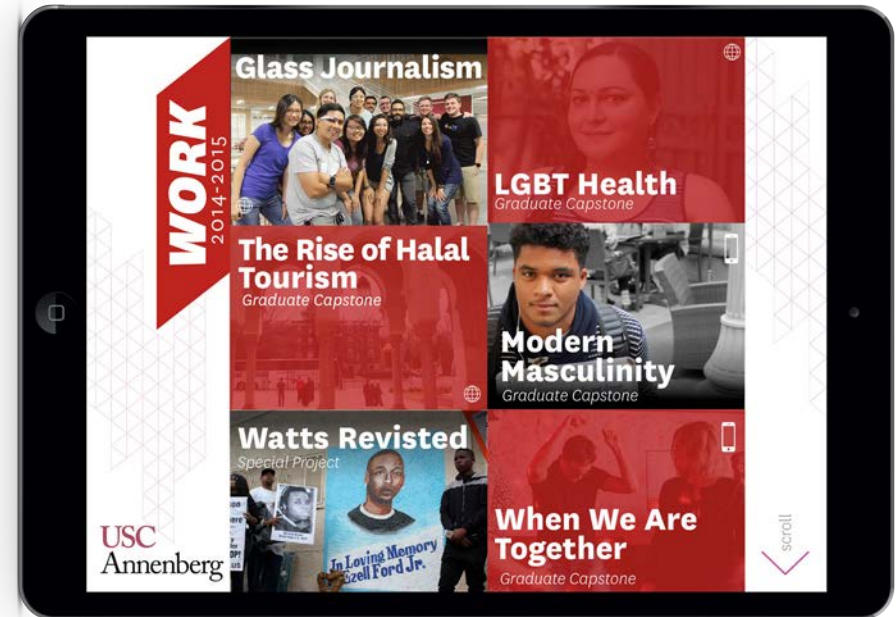
Violet Mae Lim from the Media Operations team at Facebook critiqued the work and chose a winner! The DL-hosted team that Courtney mentored, Team Giraffe, took second place with their idea for a research-driven agency that helps predict and create VR experiences. Their idea was deemed feasible, utilized immersive journalism and told a compelling story!



ADOBE DPS BOOTCAMP + USC STORYSPACE MOBILE APP

Over the summer, USC Annenberg hosted Adobe's DPS Bootcamp, a multi-day workshop to bring a publication to life for mobile publishing. Ten different teams, ranging from universities to Oakley and the Church of Scientology, brought their ideas and assets to create a proof of concept and prototype. The Annenberg Digital Lounge team, led by Erika Hang, set out to create a mobile application that showcased student work coming out of USC Annenberg. Our mentor, Karin De Oliveira, the Art Director for Mirium Agency, guided us on how to best integrate interactivity and produce a useful app. In addition to our team, the USC Annenberg Media Center, USC Admissions, and a USC Viterbi team participated in the event.

We plan to publish the app to the Apple Store in early Spring 2016!

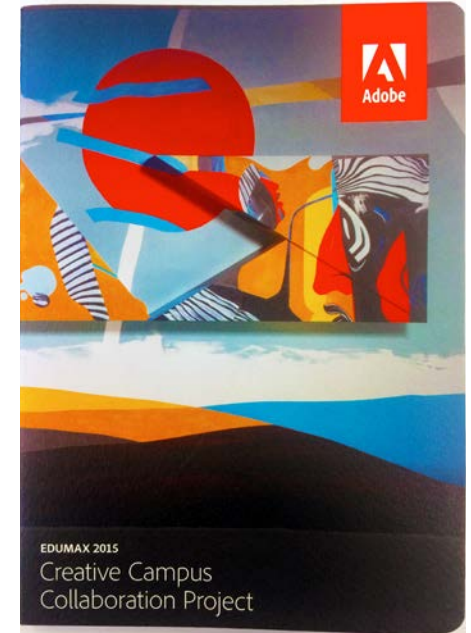




EDUMAX + ADOBE MAX

In partnership with Adobe, we launched and hosted the first annual EduMax conference, bringing together over 30 CIOs and thought-leaders throughout higher education to share and discuss how campuses are supporting educational technology. Courtney Miller, along with James Vasquez and Charles Peyton, presented on Annenberg's 21st Century Digital Literacies Initiative and the story of the Digital Lounge. Based on the success of that presentation, Courtney was tapped by Adobe to co-chair the new Campus Collaboration board.

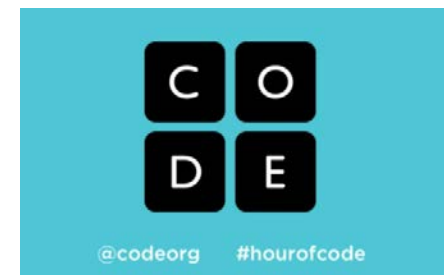
The fun continued with the Adobe Max Creativity Conference, where we learned new tips and tricks, what new apps are on the way, and how to infuse more creativity into our lives and the Digital Lounge. We were delighted to have two of our Media Specialists join us this year, art major Matthew Torres, and Gabriela Gomes, who is working on her MFA in Interactive Media.





PARTNERSHIPS

We are always looking for new ways to leverage existing resources, and to champion the idea of collaboration. Our partnership with Adobe remains strong, as we continue to see an increase in download numbers and a huge demand for more certification. We have further been working with the newly-established team of Adobe student representatives, who are working with us to plan more events and workshops for next semester. Our connection remained strong on the Apple front as well as we continued to offer drop-in sessions at the helpdesk and workshops with their campus representative. Kicking off our second year of existence, we were thrilled to be chosen as a client for the student-run PR firm, Tri-Sight. They worked with us on the establishment of our student PR team, and will be helping us with faculty outreach next semester. Moving into Spring 2016, we are working hard to offer a full-calendar of events under our "Guest Geek" series. Be on the lookout for guest speakers from Buzz Feed, NPR, E! Style Networks and Disney.





PLANS FOR SPRING 2016

MORE ADOBE CERTIFICATION COURSES

With continued demand for these courses, we are adding a section on Adobe InDesign and increasing our total course count to 6, which brings our total number of students in the program to 192. Always listening to feedback, we heard our students' requests to offer earlier sign-ups. So, thanks to Erika Hang, we already opened registration for Spring 2016 back in November, so students have been able to plan these courses around their class schedule.

NEW TEAM MEMBER

Justin Edwards will be joining us in January 2016 as the new Creative Media Specialist. He studied film production at the University of Texas at Austin and received a B.A. in Performance, Production, & Culture from Bowling Green State University, an M.Ed. from BGSU in Career & Technology Education, and an M.F.A. in Film Producing from the American Film Institute. Needless to say, he's creative and he likes school, which makes him a perfect fit.

ASCJ 200

We are once again teaching the lab section of *ASCJ 200: Navigating Media and News in the Digital Age*. This interdisciplinary course, taught by Professors Judy Muller and Alison Trope, is literally designed to engage students in 21st century literacies, which is directly tied to our mission. For this Spring 2016, the attendance is capped at 50, but will soon scale dramatically as it becomes a core requirement for all Journalism undergrads next year, putting the Digital Lounge front and center!

SPACE IMPROVEMENT

Now that we've had a year to observe how students are using our makerspace, we are planning to do some continual upgrades throughout next year. In addition to improving our AV system, we are also trying to make the space feel more "lounge-y." Look out for more bean bags, vinyl on the walls, and nooks that feel a little more cozy. Thankfully, we have an architect on our team, Nicolas Oueijan, who is a master at re-imagining space.