

Creative Media Team

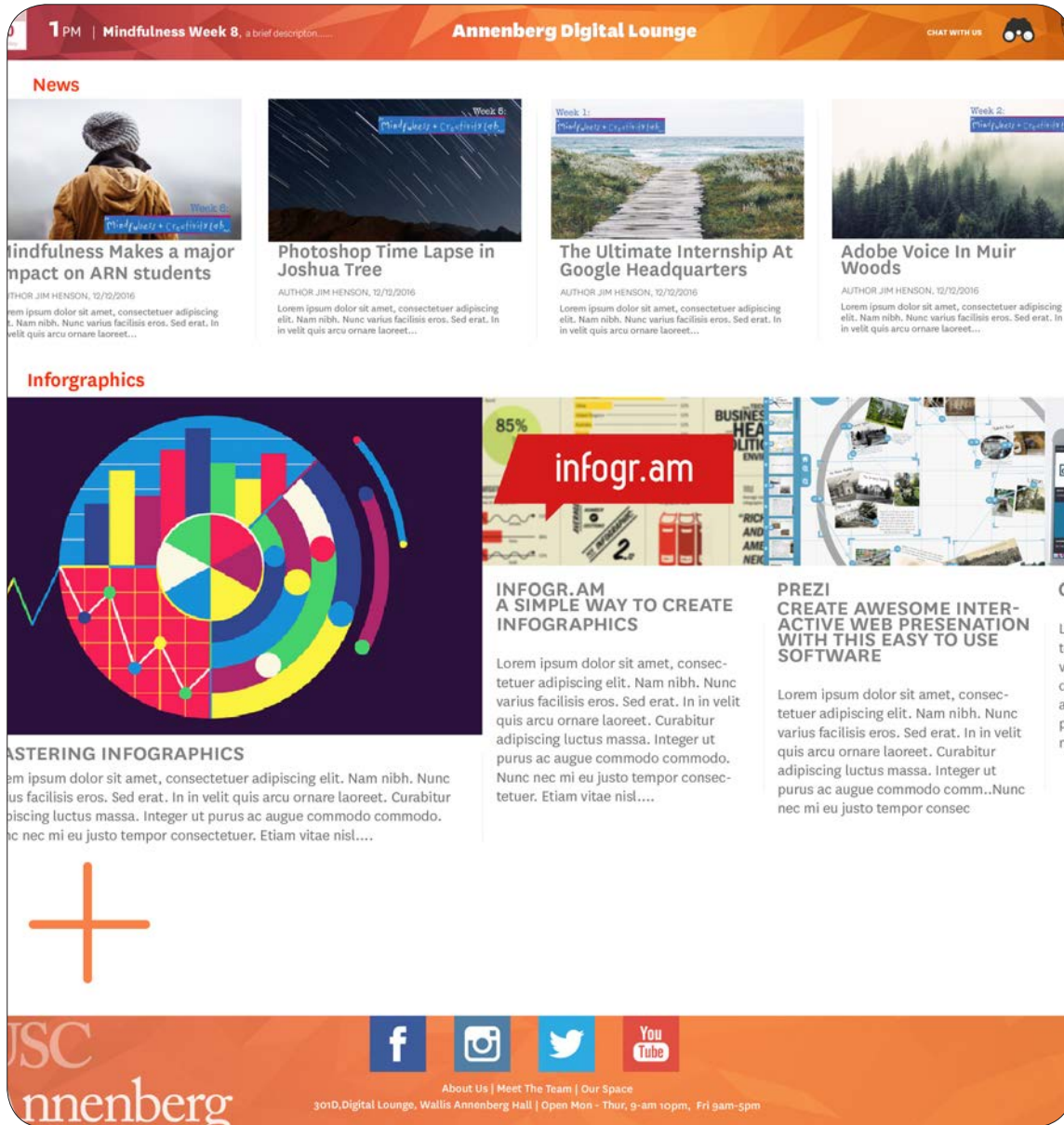


**spring
2015
report**



**By:
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Erika Hang,
& Martin Stack**

Our Digital Presence



Version 2.0, Design by: Martin Stack

- Our digital presence has grown through the roof, clocking in at over 35,000 views on our site (as of 6/1/15) since it launched in August 2014! Our data has also shown us that students are accessing our site remotely and around the clock. Based on this feedback, we are putting more emphasis on creating online tutorials, and will be launching a 2.0 version of our site in July 2015 (pictured to the left) that features live chat, robust commenting and the ability for each user to better customize their own experience.

Our Website 

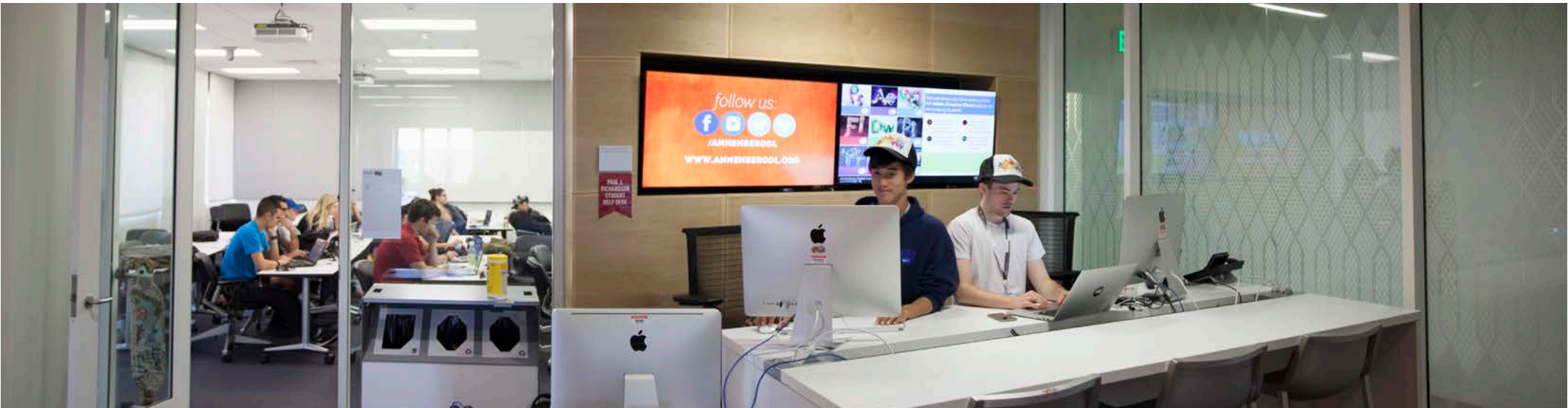
Views: 35,000+

Tutorials: 100+

Our Social Media    

Followers: 300+

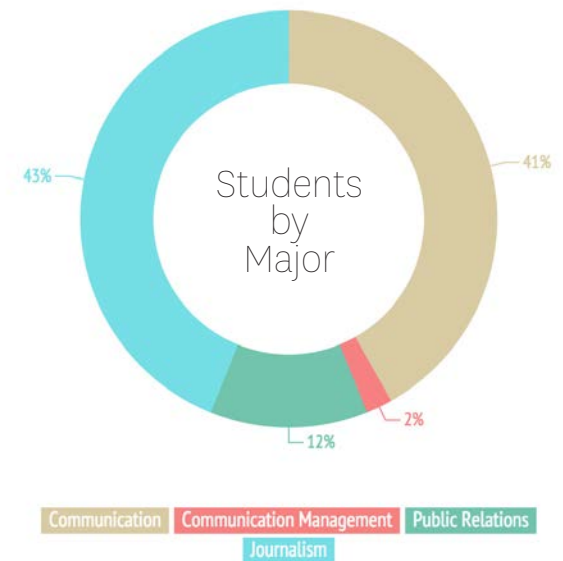
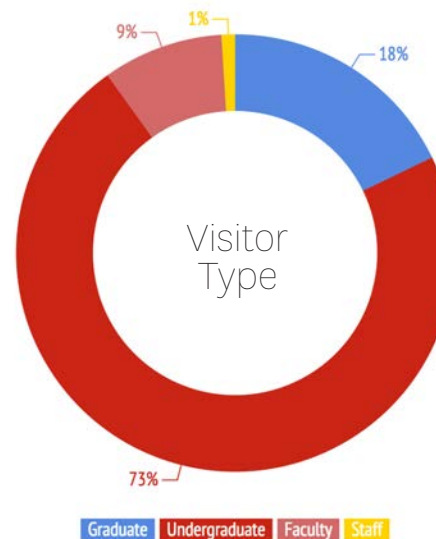
Student Helpdesk



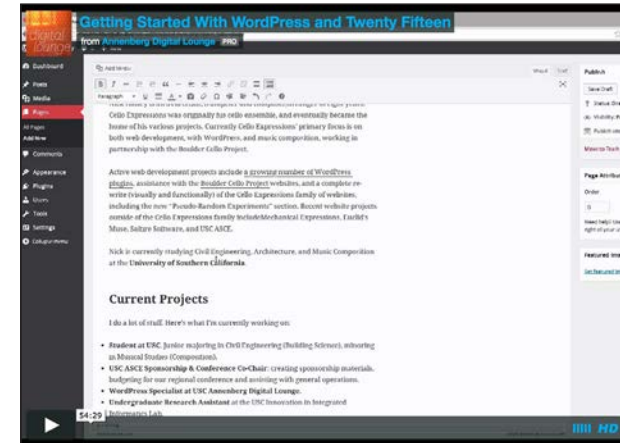
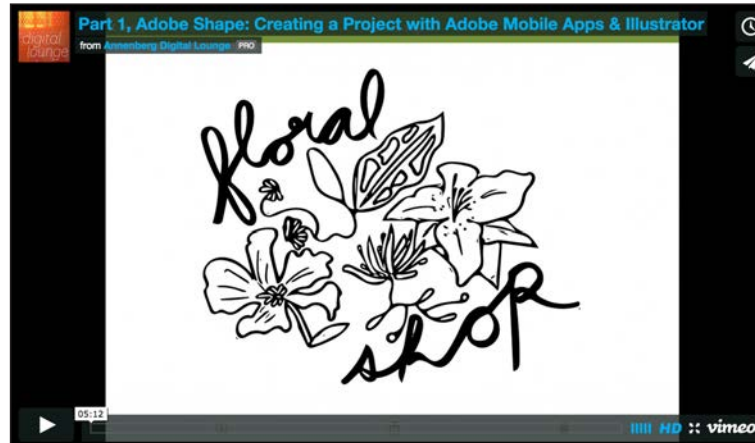
Our Team

- This semester, we expanded our trucker-hat wearing team to include students from the Roski School of Art and Design and the School of Architecture. Not only are they experts in the Adobe software, but they have further inspired our Annenberg students to approach creativity in new and innovative ways.


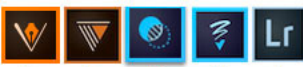

The following visualizations show the types of visitors we received at the helpdesk. Though our traffic has grown, the demographics have remained rather consistent since our launch in August 2014.



Screencasts



Over 100 Screencasts:

- Adobe Creative Cloud 
- Adobe Mobile Apps 
- WordPress 
- Arts & Crafts for Creative Inspiration
- Event Recaps

▶ With over **35,000 views + 75 comments** answered, our site has become more than just a supplement to ANN 301, it's our epicenter for all things Annenberg Digital Lounge. For the student working on a project at 3:00 am, to the student studying abroad, we aim to give them the creative advice they need, whenever and wherever they need it.

We asked for student feedback throughout the year, and through surveys and mad-libs, we got it! Though our analytics told us a similar story, their repeated requests for more screencasts and tutorials made it crystal clear that we have been moving in the right direction.

As we head towards the Fall 2015 semester, we will continue to grow our library of screencasts, which can be found on our site, Vimeo, and our newly launched YouTube channel. In addition to producing our own tutorials, we will also continue to curate a library of digital resources.

Certification Courses

The Instructors



Chana Messer

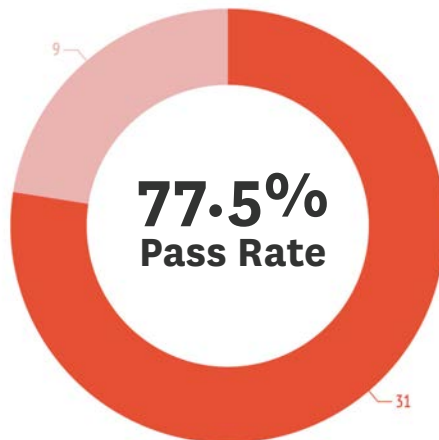


Rick Miller

- ▶ Spring 2015 marked our official launch as an authorized Adobe testing center! We started with 2 Photoshop Certification Courses, taught by Adobe Evangelists Chana Messer and Rick Miller. The sessions took place Wednesdays, 5pm - 7pm, and Fridays, 1pm - 3pm for 10 weeks. 60 students registered for the course.

Results

- ▶ Of the 60 students who registered for the course, 40 students took the Visual Communication Using Adobe Photoshop ACA Exam.

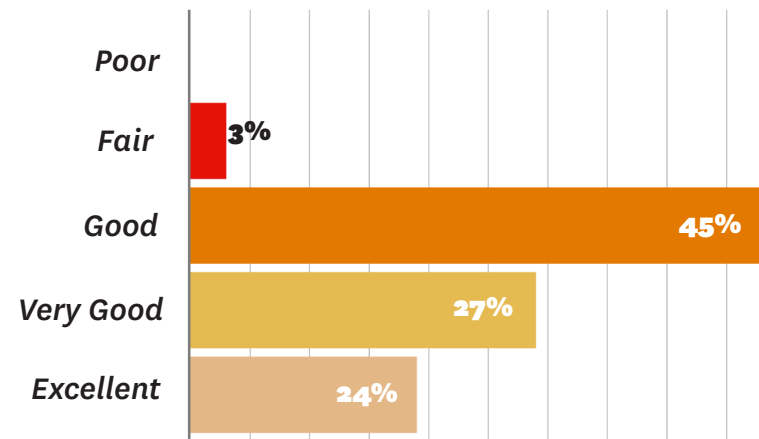


Passed Failed

Feedback

- ▶ With a 77.5% passing rate on the exam, I think it's fair to say that the course was a huge success! We received lots of positive feedback on the class and the instructors!

How would you rate your overall experience of the course?



Instructor Feedback

- ▶ "Overall [Rick is] a very great professor; really open to questions and easy to work with and wants his students to pass and succeed in Photoshop." -JOUR GRAD
- ▶ "Chana kept things lively and effectively communicated the necessary information for students to pass the test. I actually felt like Chana over prepared me -- I was daunted by the test initially." - COMM UNDERGRAD

Events

More Events & Partnerships

- ▶ As with any start-up, we wanted to put some continued focus on promoting our services and building relationships. We worked with Adobe for another set of Adobe Days, brought in the Digital Faculty for an afternoon of “Coffee and Code,” and partnered with our colleagues from Career Development on a career bootcamp, which included an event with LinkedIn and a week of programming geared towards students shaping their digital identities and landing a job.

Moving forward, we will continue to foster relationships and host even more events!



Career Bootcamp: LinkedIn Headshots



Blue Carpet Event



DIGITAL LOUNGE KICKOFF WEEK

TUESDAY, 1/23: 10 AM - 3 PM
BLUE CARPET EVENT
The Annenberg Digital Lounge (ANN 301) is open for business! Get a headshot in our professional photo studio, work our special blue carpet, say hello to our Media Support Specialists, and catch a glimpse of Photoshop Man!

Adobe Days
Let our Adobe trainers, answer questions!

DAY 1:
9:30 am - 10:30 am
Adobe Audition: Audio Editing with Annenberg Radio News
10:30 am - 11:30 am
Adobe Premiere Pro: Getting Started
11:30 am - 12:30 pm
Adobe Photoshop: Turn the photo you have into the one you want
1:30 pm - 2:30 pm
Playing with Adobe After Effects & Premiere Clip
2:30 pm - 3:30 pm
Adobe InDesign: Creating Interactive Media
4:00 pm - 5:00 pm
Adobe Illustrator: Getting Started
5:00 pm - 6:00 pm
Adobe InDesign: Creating a Publication

DAY 2:
9:30 am - 10:30 am
Adobe Audition: Audio Editing with Annenberg Radio News
10:30 am - 11:30 am
Adobe Illustrator: Getting Started
11:30 am - 12:30 pm
Adobe InDesign: Creating a Publication
1:30 pm - 2:30 pm
Playing with Adobe After Effects & Premiere Clip
2:30 pm - 3:30 pm
Adobe Premiere Pro: Getting Started
3:30 pm - 4:30 pm
Adobe Photoshop: Turn the photo you have into the one you want
4:30 pm - 5:30 pm
Think & Drink (Faculty Only Event)

Annenberg Digital Lounge
www.annenberg.org

Adobe

Coffee and Code with Peggy Bustamante



COFFEE & CODE

ANNENBERG DIGITAL LOUNGE PRESENTS

thursday, april 16th
2-3pm
at ANN 301D
Hosted by
Peggy Bustamante
& Amara Aguilar

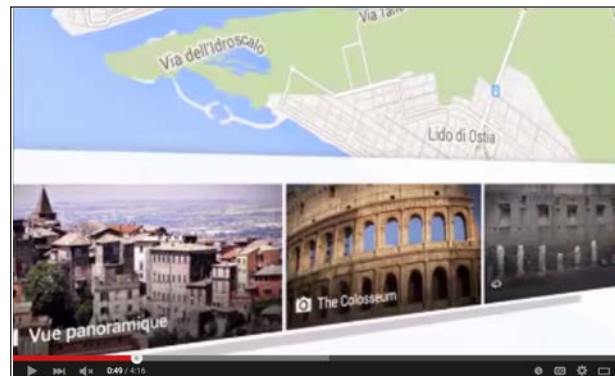
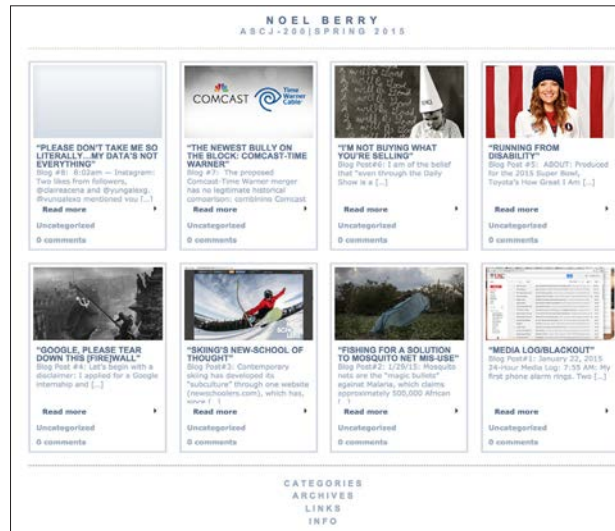
faculty only event
no prior experience necessary!

for more info:
annenbergd.org

Navigating Media and News in the Digital Age

- ▶ Another successful pilot, the Creative Media Team worked with Professors Judy Muller and Alison Trope on helping to shape the project curriculum for this converged course, which came under the synergistic banner of “ASCJ” and included students from Journalism and Communication.

Taught in the Digital Lounge on Friday afternoons, the lab section covered tutorials in Adobe Photoshop, After Effects, Premiere Pro and Clip. Students worked on projects aimed at using digital tools for critical thinking. These projects were alongside traditional papers and readings, and were further supported outside of class by the helpdesk staff. Once completed, they were posted to their WordPress sites. Though the course accomplished its goals, scalability is a concern for the future.



JOUR 499: Interactive Media Design for Publishing

- Publishing an app is no easy feat, which makes it even more impressive that this small but mighty class managed to produce over 8 in just one semester! In addition to providing software support, the Digital Lounge also served as their first client, and arranged for the class to be visited by Team Adobe, where the students could pitch their apps to executives including the Senior Manager for DPS Product Marketing.

Majors represented:

- Communication Undergrad
- Journalism Undergrad
- Communication Grad
- Journalism Grad
- Public Relations
- Specialized Journalism



Led by Professor Amara Aguilar

Powered by:

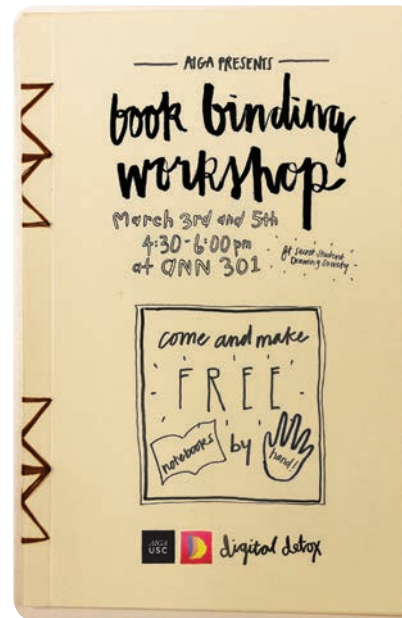




Example Project: Modern Masculinity

- ▶ Jessica Oliveira, an MS Journalism graduate with no prior design or mobile development experience, produced this interactive magazine that covers a variety of themes in which masculinity is present. The application includes one-on-one interviews, videos, and data highlighting the gender gaps present in America. The app was published to the iTunes store on June 5, 2015!

Digital Detox Series



Arts & Crafts Days

- ▶ Running with the Dean's vision of "*blue sky thinking*," we took his proclamation to create "*an environment where innovation and creativity are encouraged to take seed and blossom -- and where spaces cause unconventional ideas to unite*" to heart.

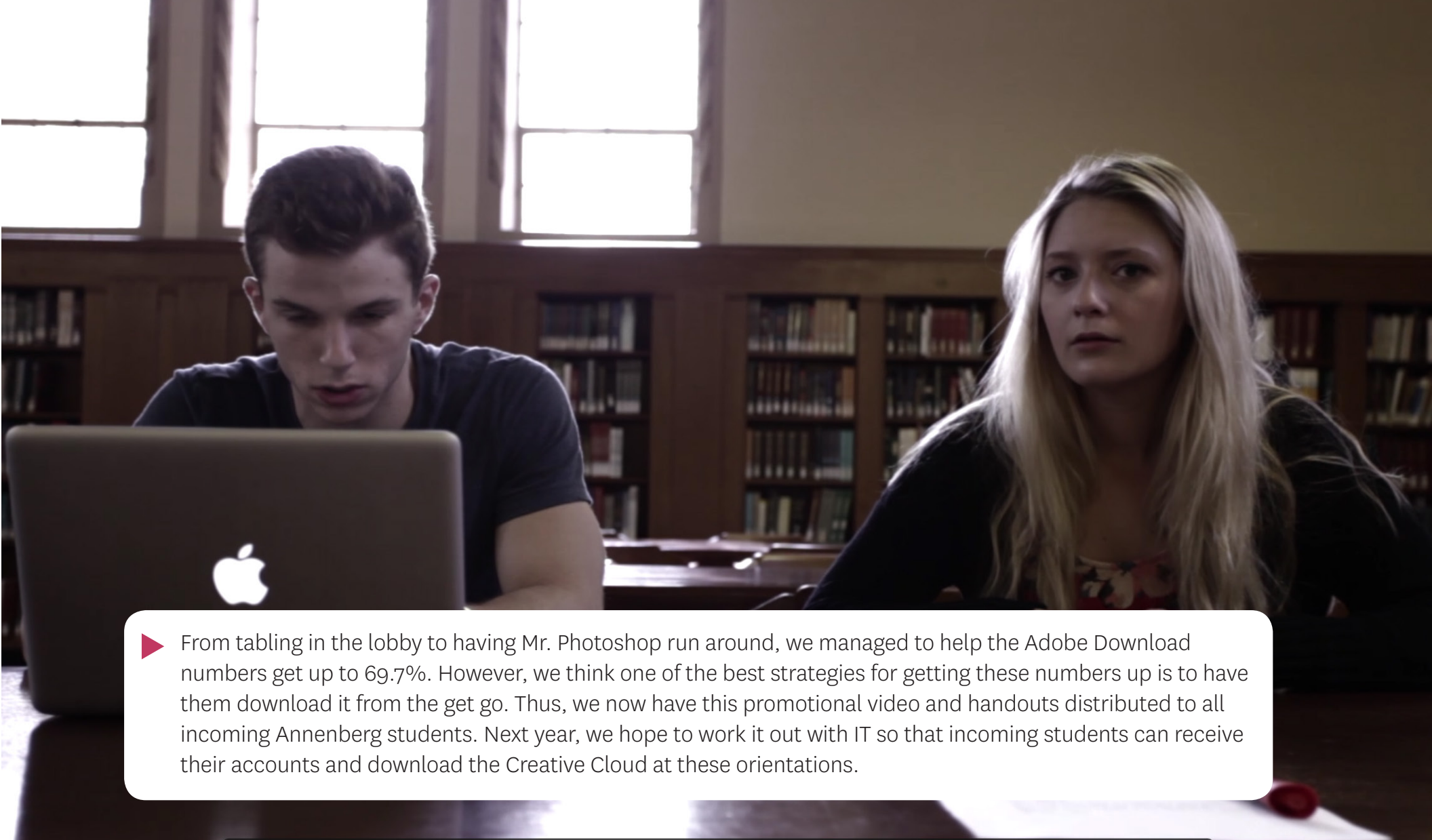
Some of the best digital projects begin with tape and glue. And with our Digital Detox series being some of the most popular events we offer, Annenberg students seem to agree.

iTunes U: Mindfulness + Creativity Lab



- ▶ Our Mindfulness + Creativity Lab, co-sponsored by the Mindful USC initiative, filled-up in under 10 minutes. Twenty attendees learned how to use mindful thinking to overcome creative roadblocks over a 7-week course. Our event was so popular, it was featured in a Canadian documentary, and we were also approached by Apple to feature our content on iTunesU. Our first collection will be published in summer 2015.

Promo for Orientation



- ▶ From tabling in the lobby to having Mr. Photoshop run around, we managed to help the Adobe Download numbers get up to 69.7%. However, we think one of the best strategies for getting these numbers up is to have them download it from the get go. Thus, we now have this promotional video and handouts distributed to all incoming Annenberg students. Next year, we hope to work it out with IT so that incoming students can receive their accounts and download the Creative Cloud at these orientations.

Partnerships

Current Partnerships:



Adobe



Mindful USC



Future Partnerships:





Trisight

- ▶ What better way to work on our Public Relations strategy than to work with an Annenberg-student-run Public Relations firm! We asked our newly-formed social media team to come up with some new ideas, and boy did they deliver! The organization, currently run by Mitchell Paul and Laura Davenport, grad students in Strategic Public Relations, brings together students from across the university to create strategic communication services and integrated campaigns for small business clients. After pitching, TriSight has agreed to take on the Annenberg Digital Lounge as a client for next year.



Larger Bluehost Rollout

- ▶ Though the acceptance rate during our Spring 2015 rollout was not as high as we were hoping for (56%), we gained some invaluable insights for improving deployment, and of the sites that were created, many were successful and used by Bluehost for a student showcase site. We also know that marketing will play a big role, which we now have TriSight to help us with.

Because there is no better way for students to showcase the work they build than on a WordPress portfolio site, we think it is an essential component of the Student Tech fee, thus the Creative Media Team is planning a school-wide rollout for next year. To take it up a notch, the team is also working with USC ITS and the Bluehost development team on Shibboleth integration! If this works, this initiative could also solve many other current problems.

Plans for Fall 2015



More Certification Courses

- ▶ We initially weren't sure how successful the certification courses would go given the 10-week commitment, but with a 77.5% exam pass rate, we now feel secure that more certification courses is the way to go. We are now an official examination center through Certiport and plan to expand our offerings. Other exams we are looking at include Premiere Pro, Illustrator and InDesign. Since we did have students sign-up who didn't complete the course and/or take the exam, and tons of students who were wait-listed, we plan to work with the administration on a potential fee bill charge for students who sign up for a course and don't complete it.



Expanded Student Team for projects

- ▶ We would love to think that it's because we are so friendly and popular, but the truth is that our project load is starting to outweigh our bandwidth, likely due to the types of creative services we offer. To solve this problem in a budget-friendly way, we are planning to add another team of students to the Creative Media Team that is project-driven, versus tied to the helpdesk. We will also need to design more trucker hats that sport our new look and feel, to be revealed with our new website that will launch in July 2015!