# Annenberg Digital Lounge

PRESS KIT

# ANNENBERG SNAPSHOT

The USC Annenberg School for Communication and Journalism is consistently ranked as one of the top schools of its kind. With over **2500 students** and 10 different programs, we have a wide range of students across multiple disciplines including Public Relations, Global Communications, and Public Diplomacy in addition to Communication and Journalism.

Communication **41%**

Journalism **14%**

Public Relations **12%**

Public Diplomacy **2%**

Comm Management **15%**

Digital Social Media **1%**

Strategic Public Relations **5%**

Journalism Grad **3%**

Communication Ph.D. **5%**

Global Communication **2%**

# 21ST CENTURY LITERACIES INITIATIVE

In the late 2000s, our Dean traversed the country on a "listening tour," where he spoke with top executives to learn what skills an Annenberg student would need to truly stand out in the marketplace. The emphasis on digital tools could not be understated; hence, our "**Digital Literacies Initiative**" was launched. Thanks to the generosity of our chief benefactor, Wallis Annenberg, we were able to literally design and construct a new, state-of-the-art building to support this new charter.

# OUR GUIDING PRINCIPLES:

PROVIDE ALL STUDENTS WITH AN OPPORTUNITY TO LEARN DIGITAL TOOLS

EMBRACE CLOUD AND MOBILE TECHNOLOGY

LAUNCH SCHOOL-WIDE LAPTOP POLICY

DESIGN FOR FLEXIBILITY

CREATE ENVIRONMENTS THAT ENCOURAGE COLLABORATION

## ADOBE PARTNERSHIP

Their **platform-agnostic approach** has nicely complemented our new Bring-Your-Own-Device policy. With our ubiquitous roll-out of the Creative Cloud to our entire school, we have already seen a rise in creativity. The Annenberg Digital Lounge serves as an official Adobe Certification Center and hosted the first annual EduMAX conference in 2015, which via the Adobe Campus Collaboration project, aims to unite thought-leaders throughout academia.

## POLICY SHIFTS

Our school-wide technology survey showed that almost all of our students are carrying multiple devices, thus we adjusted our service portfolio to better embrace this segue to mobile. We restructured our technology fees to shift how and where we are spending, which includes the Adobe partnership. We also **eliminated our fixed computer labs** in favor of a BYOD policy, designed plenty of laptop-friendly working spaces, and built out our infrastructure so that you can stay fully connected throughout our school.

# WALLIS ANNENBERG HALL

Not many schools have the advantage of designing for digital, so we were thrilled to open the doors to our new, **88,000 square foot, five-story building** in August 2014. Wallis Annenberg Hall sits right in the heart of our campus, and features a three-story media wall in addition to technology-enhanced learning spaces. Always on the cutting-edge, we facilitated a cultural shift from traditional faculty offices to community-oriented neighborhoods and consolidated all of our student media outlets into one converged newsroom. In addition to the latest multimedia production technology, our new building features a one-of-a-kind private media cloud for storage and collaboration.

# BUILDING HIGHLIGHTS

- Three-story Media Wall
- BYOD Policy, No Computer Labs
- Faculty Neighborhoods with Communal Spaces
- 20,000 sq ft Media Center/Converged Newsroom
- Collaboration and Project Rooms
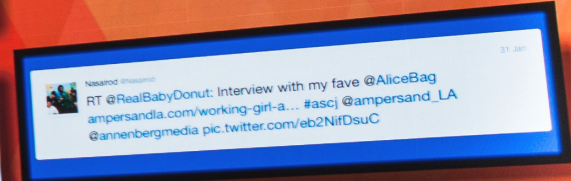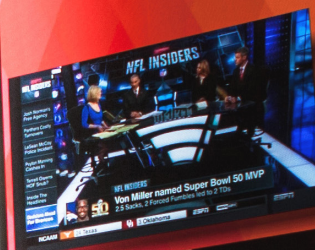- State-of-the-art Media Network Infrastructure
- Flexible, Technology-enhanced Learning Spaces
- Full-service Cafe
- Student Movie Theater with 4K Projection and Surround Sound
- Plenty of Windows, Natural Lighting and Modular Furniture

# CREATIVE MEDIA TEAM

With our new savvy building underway, we also needed staffing to drive this new charter. Courtney Miller, who was initially recruited to bring more "new media" into the Annenberg curriculum, was tapped to build this new department. Taking what she likes to call the "Swiss Army Knife approach," she set out to hire creatives with a wide range of skillsets, including web, motion graphics and mobile in addition to video and design -- which gives this new team the ability to build projects in house and positions the school to respond to curricular shifts. Launched over the summer of 2014, our small but mighty crew of three researched, developed, and created a program that supports our evolving digital literacy initiative.

# COURTNEY MILLER
## SR. PROGRAM MANAGER, CREATIVE MEDIA

With over 15 years of leadership and professional media experience, Courtney oversees all programming, staffing, content and design, and holds a B.A. in Cinema-Television and an MFA in Writing from USC. She worked as a Video Journalist for the Oxygen Television Network, where she produced short documentaries for their primetime news magazine show, and worked in audio for THX advent Tomlinson Holman at his startup. A true interdisciplinarian, she is also a drummer and has produced dozens of music concerts throughout Southern California. As a faculty member with Semester at Sea, she also lived on a ship for four years where she taught video journalism, ran the shipboard multimedia department and led service learning projects around the world.

# ERIKA HANG
## DESIGN SPECIALIST

As a USC alum with a background in Communication and Digital Studies, Erika brought her experience from several internships and a passion for digital media. Her work at creative agencies such as Eyes of the World Media Group and Prismatics allowed her to develop an eye for graphic design and experiment with mobile development. In addition, she worked in PR and outreach with the Hollywood Reporter and the Southern California Earthquake Center. Her sense of creativity also stems from her days as a college radio DJ and world travels. With these range of skills, Erika helped develop the Annenberg Digital Lounge brand, create content for workshops and tutorials, and lead our student teams.

# JUSTIN EDWARDS
## CREATIVE MEDIA SPECIALIST

Justin Edwards is a Creative Media Specialist and a storymaker. 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. He founded the World Story Organization in 2008, a non-profit organization that delivered film curriculum and training to universities in Nairobi, Kenya. He directed the 2016 feature film *Detective Detective Detective*, co-hosts *The Pseudo Show* on the Sunrise Robot podcast network with his brother, and has a wonderful French wife and two lazy American cats.

# RESEARCH + DEVELOPMENT

As with any new venture, a crucial point of our mission was to first understand our target audience. Though we already knew that media-building was well underway in our Journalism school, our over-arching goal of reaching all Annenberg students meant that we needed to understand them on a global scale. Through focus groups and surveys, we were able to gain some valuable insight into our demographics, which played a key role in designing our programming as data showed that our population is **76% female**. Looking at some of the digital tools they were already using in their personal lives, we decided to launch our inaugural semester with a 'digital take' on traditional arts and crafts. This "Do-It-Yourself" workshop series aims to help students shape and foster their digital identity.

## WHO IS OUR TARGET DEMOGRAPHIC?

**24%**

**76%**
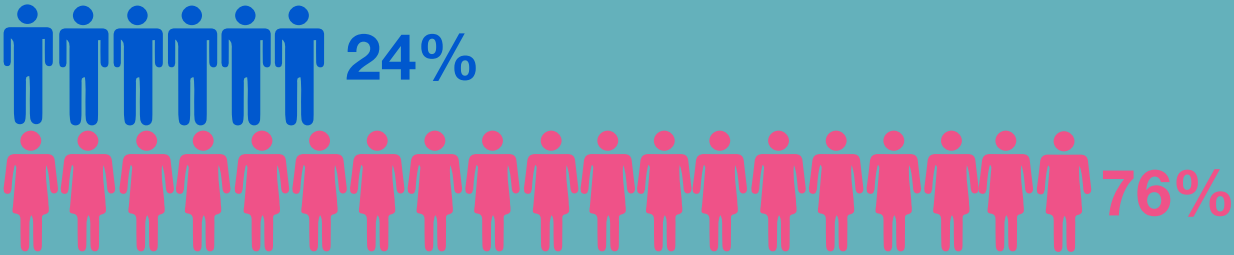
SOURCE: "WHO IS ANNENBERG" PROJECT, SPRING 2014

## OUR TYPICAL STUDENT

FEMALE
AGES 18-22
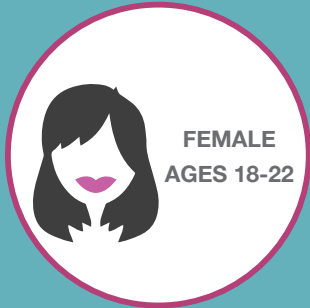
## WHAT DRIVES OUR CONCEPT?

EXPERIMENTATION    CREATIVITY

ENGAGEMENT    SHOWCASE

SIMPLICITY    DIGITAL IDENTITY

DO-IT-YOURSELF    COMMUNITY

## WHAT IS THEIR SOCIAL SPHERE?

Pinterest

Etsy

SOCIAL MEDIA & BLOGS

## OUR BRAND

In true startup fashion, the Creative Media Team began with a giant brainstorm and landed on the concept of the "Annenberg Digital Lounge." This brand resonated with our core stakeholders and embodies the vibe of our makerspace. The colors and geometric patterns of Wallis Annenberg Hall can be seen throughout our various logo designs.



**dl**

*digital lounge*
www.annenbergdl.org

**Annenberg Digital Lounge**

## OUR MISSION

"The Digital Lounge is a creative makerspace where members of the Annenberg community can learn to experiment and play with the digital tools they have received as part of the Digital Literacy Initiative. Through workshops, events, helpdesk support and Adobe Certification Courses, we aim to promote a DIY culture that empowers our students to create and learn, regardless of their background or prior experience. From audio to video, to interactivity and the web, we want to make these tools approachable and fun for all!"

**ANNENBERG DIGITAL LOUNGE**

ANNENBERG**DL**.ORG
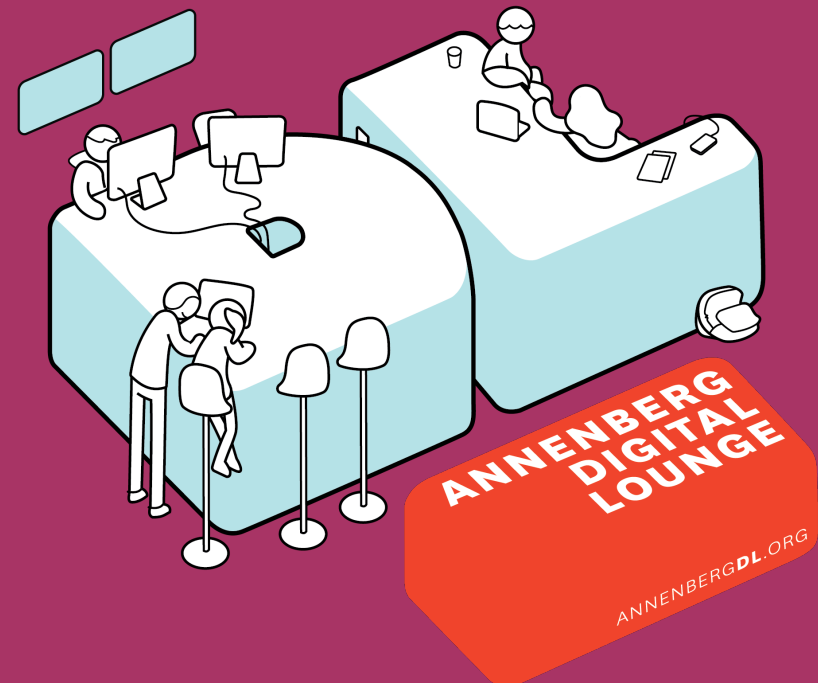
# OUR MAKERSPACE

Housed on the 3rd Floor of Wallis Annenberg Hall, the Digital Lounge features workspace nooks, a 32-seat instructional media lab, group collaboration rooms and our student "genius bar." Throughout our makerspace, we feature moving furniture, bean bags, whiteboards, rolling monitors, and a constant stream of new technology to foster collaboration and creativity. As an alternative to the more traditional "study halls," we play music and encourage conversation. Serving as a central hub for Annenberg students, we keep our space open Mondays through Thursdays from 9:00 am to 10:00 pm and Fridays from 9:00 am to 5:00 pm.

# PAUL J. RICHARDSON STUDENT HELPDESK

Our student helpdesk (a.k.a. "Genius Bar") was sponsored by Paul J. Richardson, Chief Diversity Officer at the Walt Disney Company and Senior VP of Human Resources at ESPN. Leveraging USC talent, we've worked hard to create a diverse team of student Media Specialists with expertise in graphic design, web, photography, film, animation, architecture and engineering. Members of the Annenberg community can roll-up with their devices to receive one-on-one assistance with projects and software on the fly.

# WORKSHOPS

Throughout the academic year, we offer various workshops that are open to all Annenberg students on a first-come, first-served basis. Taking a holistic approach, we offer different entry points to multimedia literacies, knowing that one size never fits all when it comes to creativity. For example, you can learn Adobe Lightroom by taking a "selfie" in our pop-up headshot studio and retouching it, and Adobe Premiere Pro seems a lot less daunting when you're learning how to make a cat video. On the more traditional front, our annual "Career Bootcamp" week aims to help our graduating seniors land a job by offering tailored sessions, such as crafting a resume in Adobe InDesign and creating an online portfolio with WordPress.

# ADOBE CERTIFICATION COURSES

Over 10 weeks, we take students on a deep dive into the software and prepare them for the Adobe Certified Associate exams. We offer courses in Photoshop, Premiere Pro, Illustrator and InDesign. Due to popular demand, we are continually adding more sections every semester. At the end of our first year, we had a **78% pass rate**, which means that many of our students can now add professional media artist to their resume, and give themselves a competitive edge in the marketplace.

# EVENTS

In addition to our in-house offerings, we love to bring in guests who will inspire our students to "speak digital." We partner with faculty to produce our monthly "Lunchbox Series," which leverages their expertise and focuses on a rotating theme like coding or web analytics. Through our "On the DL" speaker series, we've hosted guests from Google, LinkedIn, Apple, Tableau, Facebook, and are continuing to grow. Staying connected to the community, we aim to partner with local organizations, including the USC AIGA chapter and WordCamp Los Angeles. We also participate in the annual "Hour of Code" worldwide event, inviting local high school students to geek out with us.

# CURRICULAR SUPPORT

We work closely with faculty to integrate more technology and digital projects into the curriculum. In the Journalism school, we have students creating and publishing apps in the iTunes Store. Students in Public Relations and our 1-year Journalism M.S. program are now using our robust WordPress environment for their e-portfolios and capstone projects. Our team also designed the lab curriculum for ASCJ 200, which is a core requirement for incoming students and the flagship of our interdisciplinary offerings. In this course, we teach students how to build digital projects from a critical thinking perspective.

# OUR STUDENT TEAMS

As we consistently recruit some of the top talent across USC, our abundance of creativity has led to a constant flow of new ideas and projects. Along with providing software expertise, our student teams create tutorials for our website, and promotional materials that include videos, stickers, sweatshirts, animations and digital signage. In addition to our Media Specialists, we also have a Public Relations team that helps us plan, advertise and run events. Not only is it cost-saving versus hiring full-time employees, our student workers clearly understand the student point of view, and are crucial to helping us stay relevant and fun!

# MARKETING

On a campus with so many competing events, our marketing efforts have been a crucial component of our success. While our Public Relations team focuses on our social media strategies, our designers are constantly churning out digital signage that is prominently displayed throughout Wallis Annenberg Hall.



**ARTS & CRAFTS ZONE AT THE DL**

**MAY 4-5, 12PM-4PM**

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



LUNCHBOX SESSIONS

The Annenberg Digital Lounge presents

**CODING WORKSHOP SERIES**

BACK BY POPULAR DEMAND!

ZERO EXPERIENCE REQUIRED

BEGINNERS LEARN THE BASICS!

**4 sessions** taught by Digital Journalism instructor **Jenn de la Fuente**

**HTML**

TUES
FEB 16 | 1-3PM

WED
FEB 17 | 1-3PM

**CSS**

TUES
FEB 23 | 1-3PM

TUES
MAR 1 | 1-3PM

ANN 301D

FOR MORE DETAILED INFO: WWW.ANNENBERGDL.ORG



ANNENBERG DIGITAL LOUNGE PRESENTS

WITH THE ADOBE CREATIVE CLOUD

**LAND A JOB. LAUNCH YOUR CAREER.**

ANN 301

**MONDAY 4/6**
11:00 AM - 8:00 PM
HEADSHOT STUDIO & PHOTO EDITING
5:00 PM
PERSONAL BRANDING WITH YUMI WILSON OF LinkedIn
IN PARTNERSHIP WITH ANNENBERG CAREER DEVELOPMENT

**TUESDAY 4/7**
11:00 AM - 6:00 PM
CREATE YOUR BRAND & LOGO

**WEDNESDAY 4/8**
11:00 AM - 5:00 PM
RESUME & COVER LETTER BOOTCAMP

**THURSDAY 4/9**
11:00 AM - 6:00 PM
LEARN DIGITAL TOOLS AND PRESENTATION SKILLS

**FRIDAY 4/10**
10:00 AM - 3:00 PM
START YOUR WORDPRESS PORTFOLIO SITE

FOR MORE DETAILED INFO
ANNENBERGDL.ORG



SPEAKER 2:

**JEROME LACOTE**

**GOING VR: THE FUTURE OF USER INTERFACE TECHNOLOGY**

Jerome Lacote is a veteran designer with a variety of professional experiences, including UI/UX design for Rockstar Games and Activision. Lacote will recount his experiences in the field, give advice on designing user experiences for digital products and services, and discuss the future of UI/UX in the context of virtual and augmented reality.

ON THE DL

#OnTheDL a series of lectures by creative professionals hosted by the Digital Lounge.

**ANN 301D**
TUES MAR 22 1-3PM



40%

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

$2.25

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

ANN 301D

designed for beginners // no RSVP required!
for more info: visit www.annenbergdl.org

# OUR WEBSITE

Our overall approach to the design of **AnnenbergDL.org** was to reach out and ask students what they wanted to see, versus trying to guess and tell them. We custom built a WordPress theme that creates an intuitive user experience. The design features our wide-range of tutorial content via curated collections.
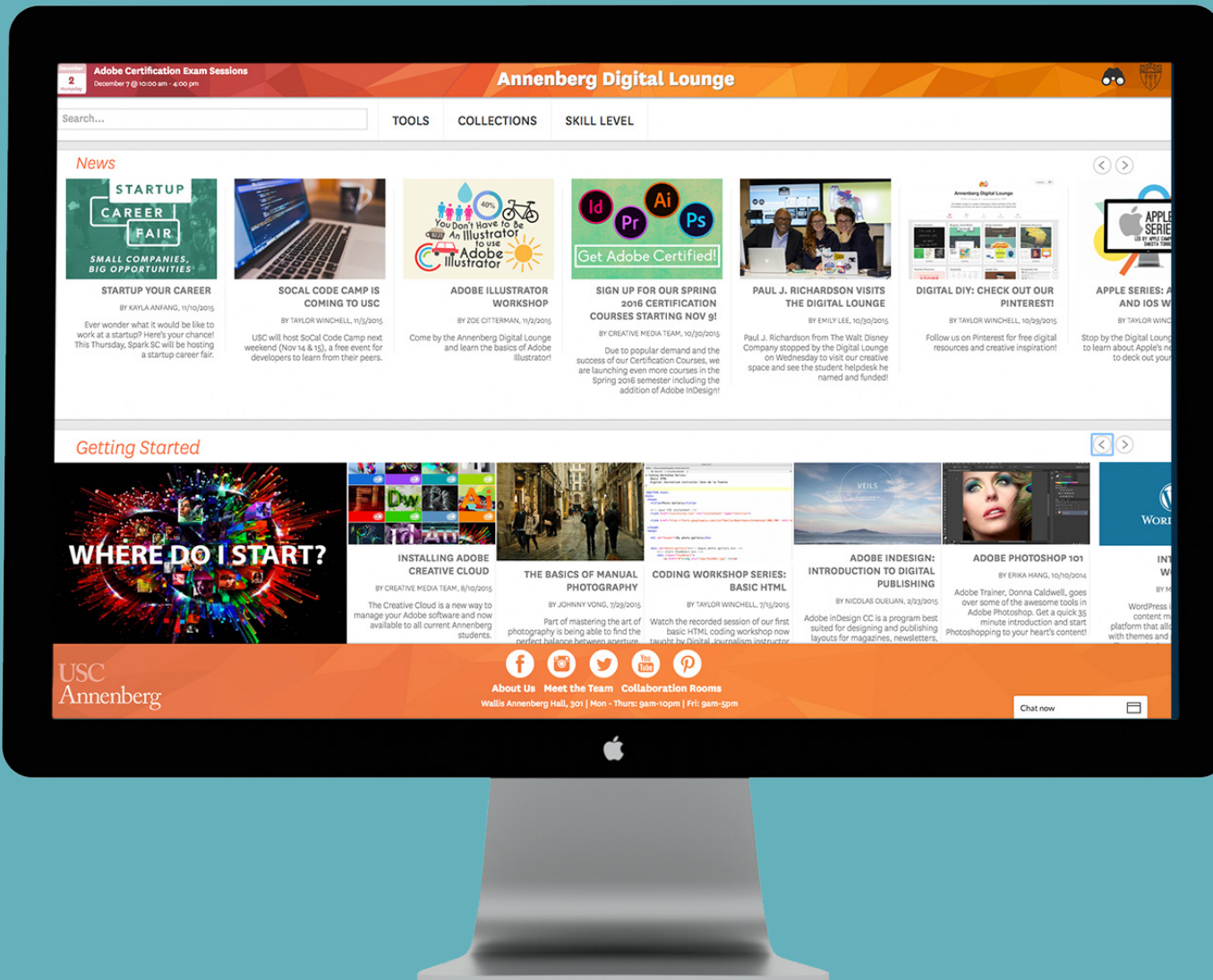


## 1ST YEAR STATS

**57k Views**
**100+ Tutorials**

## HIGHLIGHTS

**Featured Calendar**

**LiveChat Integration**

**Custom-Built Plugins**

## COLLECTIONS

**Motion Graphics**
**Audio + Video**
**Graphic Design**
**Photography**
**Web Design**

## SOCIAL INTEGRATION

We know that our students are always online, so we decided to embrace their social media habits to our advantage. We promote all of our events through Facebook, and have a robust portfolio of social channels, including TwitchTV for live streaming and our own Snapchat Geofilter. For those looking for more interaction with our team, we have harnessed the power of LiveChat on our website, so that students studying abroad or off-campus can still consult with one of our Media Specialists for one-on-one support.

# USC Annenberg
School for Communication
and Journalism