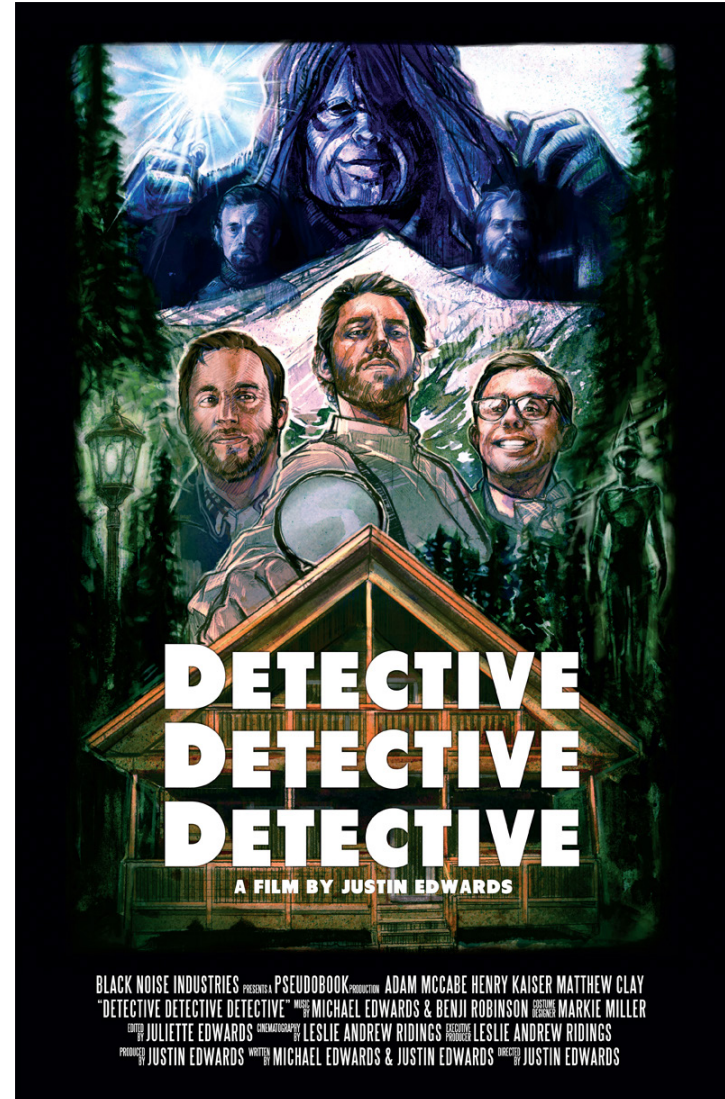# Creative Media Team

SPRING 2016 | ERIKA HANG, JUSTIN EDWARDS, & COURTNEY MILLER

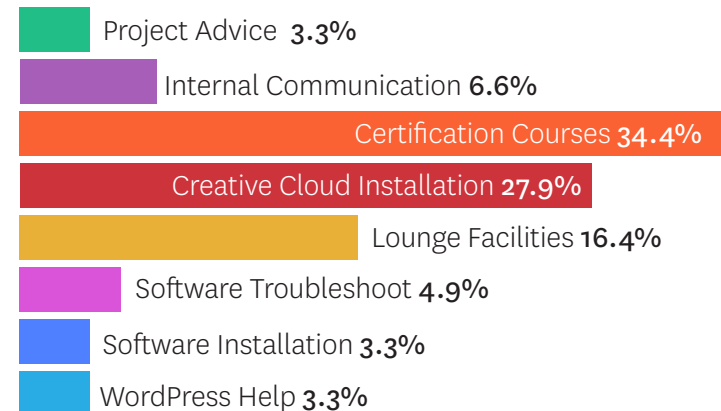# NEW TEAM MEMBER:
JUSTIN EDWARDS

Justin Edwards is our 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. 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.

ANNENBERGDL.ORG WEBSITE

With the addition of our new Creative Media Specialist and continued support from our in-house WordPress guru, Engineering grad **Nick Halsey**, we added some much-needed upgrades to the site. This includes a table-of-contents submenu to help users drill down from within a tutorial. We also spruced up our CMS, improved readability, and added a sizable amount of new content, including our new Press Kit. We are working on version 2.1 over summer and hope to launch in Fall 2016 with enhanced responsiveness.

On the virtual front, students continue to engage with our site remotely via our LiveChat feature, which has proven particularly useful for students studying abroad.
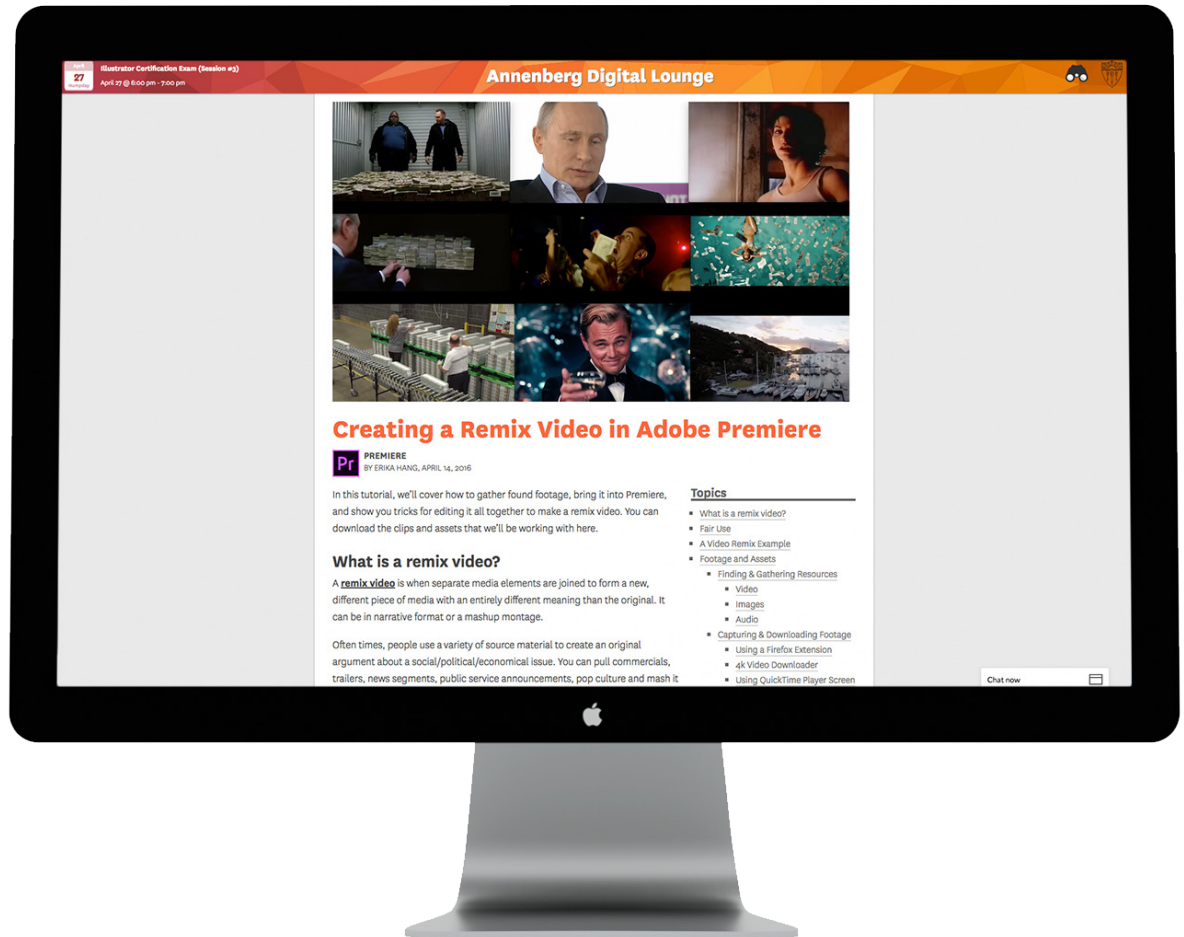
STATS
AS OF JUNE 1, 2016

93,627 TOTAL VIEWS

21,861 UNIQUE USERS

130+ TUTORIALS

LiveChat

- Project Advice **3.3%**
- Internal Communication **6.6%**
- Certification Courses **34.4%**
- Creative Cloud Installation **27.9%**
- Lounge Facilities **16.4%**
- Software Troubleshoot **4.9%**
- Software Installation **3.3%**
- WordPress Help **3.3%**

PUBLIC RELATIONS TEAM

Our mighty student PR team regularly updated our news section, and kept our social media channels - *Facebook, Twitter, Instagram, Pinterest, and YouTube* - active and informative, as social media continues to be our main point of connection with Annenberg students. Moving into next year, we're bringing on an Events Manager named **Jordan Fowler**, who is a current Media Arts + Practice major and Adobe Student Representative. She also just so happens to be the outgoing USC Student Body Vice President who made history by being on the first all-female ticket at a Pac12 school, and was responsible for bringing big names to campus including Gloria Steinem, so needless to say we are elated to have her on the Creative Media Team! **Taylor Winchell**, a graduate student in Communication Management who is equally talented and certified in Premiere Pro and Photoshop, will continue her crucial role as Social Media and PR Coordinator. With Jordan and Taylor in these student leadership roles, we're confident that we will have some top-notch programming lined up for next year.

ANNENBERGDL.ORG NEWS SECTION

News

DIGITAL LOUNGE PRESS KIT

BY ZOE CITTERMAN, 2/29/2016

We're excited to announce that our media press kit is finished and available for download!

GOING VR: THE FUTURE OF UI TECHNOLOGY

BY ZOE CITTERMAN, 3/10/2016

We're excited to announce the second speaker in our #OnTheDL Series: Jerome Lacote!

BECOME A USC ADOBE STUDENT REP

BY MAC MCDONOUGH, 3/21/2016

The application deadline for USC Adobe Student Reps is March 31, 2016!

NPR'S NEXT GENERATION RADIO AT ANNENBERG

BY TAYLOR WINCHELL, 3/22/2016

The Digital Lounge hosted NPR's Next Generation Radio for chosen Annenberg students to train and promote diversity in the newsroom.

**#ONTHEDL: GOING VR WITH THE FUTURE OF UI TECHNOLOGY**

BY TAYLOR WINCHELL, 3/23/2016

Designer Jerome Lacote discusses his UI/UX design experience, gives advice to students, and discusses the future of virtual and augmented reality.

WORKSHOPS + EVENTS

As the staff hyperfocused on expanding our Adobe certification program and teaching the ASCJ 200 course, we leveraged the talent of the USC Adobe Student Representative program to help us with programming. We hosted workshops on After Effects, Illustrator, Google Analytics, HTML/CSS, and Adobe mobile apps. We even hosted an event with the Annenberg Media Impact Project for a one-off design think tank with Jessica Clark, media futurist and Founder of Dot Connector Studios.

WORKSHOP ATTENDANCE

JOUR GRAD
8.14%

JOUR
9.3%

PR Grad
8.14%

PR
4.65%

COMM
25.58%

Attendance
By
Major

CMGT
44.19%
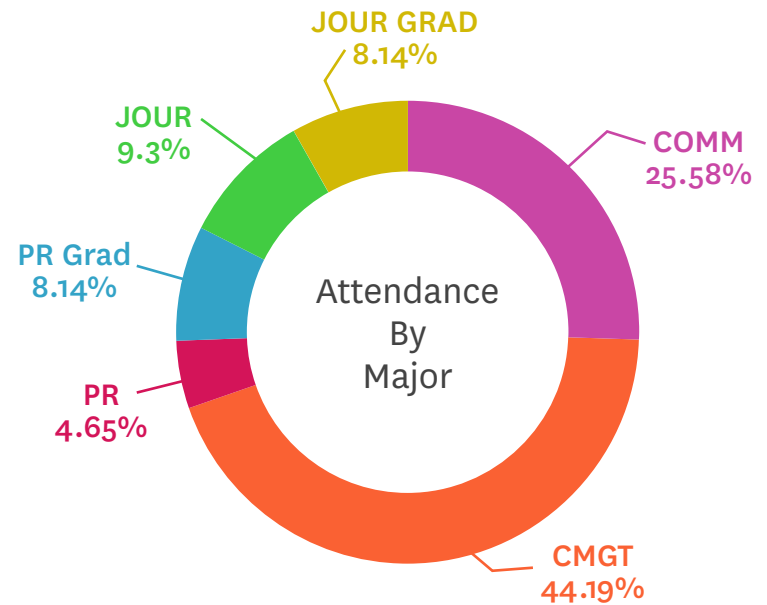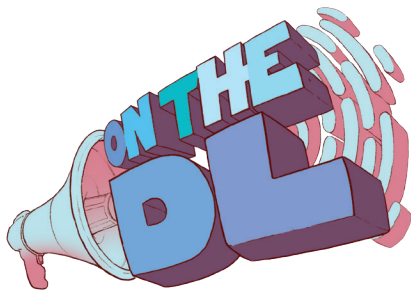
#ONTHEDL SERIES

In Spring 2016, we launched the **#OnTheDL** series, where we invite creative professionals into our 32-seat Instructional Media Lab to "talk digital." Our resident artist, Fine Arts major Matthew Torres, developed the 'On the DL' brand and logo for our promotional materials. We brought in three guest speakers including UI/UX Designer Jerome Lacote, USC Annenberg Professor and Google Analytics expert Dana Chinn, and Adobe evangelist Chana Messer. With nothing but positive feedback from attendees, we plan to expand this program and offer even more events next year.

#ONTHEDL: GOOGLE ANALYTICS

For our first #OnTheDL speaker series, we brought in Journalism Professor and Media Impact Project Director, Dana Chinn, to show students the ins and outs of using Google Analytics, and how to best understand who you're reaching. Students walked away knowing how to improve traffic to their websites, and how to interpret that user data.

#ONTHEDL: FUTURE OF VR WITH JEROME LACOTE

Our 2nd #OnTheDL event delved into the world of virtual and augmented reality with acclaimed UI/UX designer, Jerome Lacote. As an expert in the emerging field, Jerome walked through his experience and offered his thoughts on the future of User Interface Design, and how it fits within the space of Virtual Reality. Another sold-out (but free) event, we live streamed his talk on TwitchTV, where over 100 additional students followed along remotely.

SPEAKER 2:

JEROME LACOTE

THE FUTURE OF USER INTERFACE IN VIRTUAL & AUGMENTED REALITY

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.

sponsored by

Adobe   ON THE DL

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

ANN 301D
TUES MAR 22 1–3PM

#ONTHEDL: MOBILE APPS

For our last #OnTheDL speaker series, we tapped our beloved Adobe Certification Instructor, Chana Messer, to showcase the power of the Adobe mobile apps. From Adobe Capture CC to Adobe Comp, she revealed the magic of having the Creative Cloud at your fingertips.
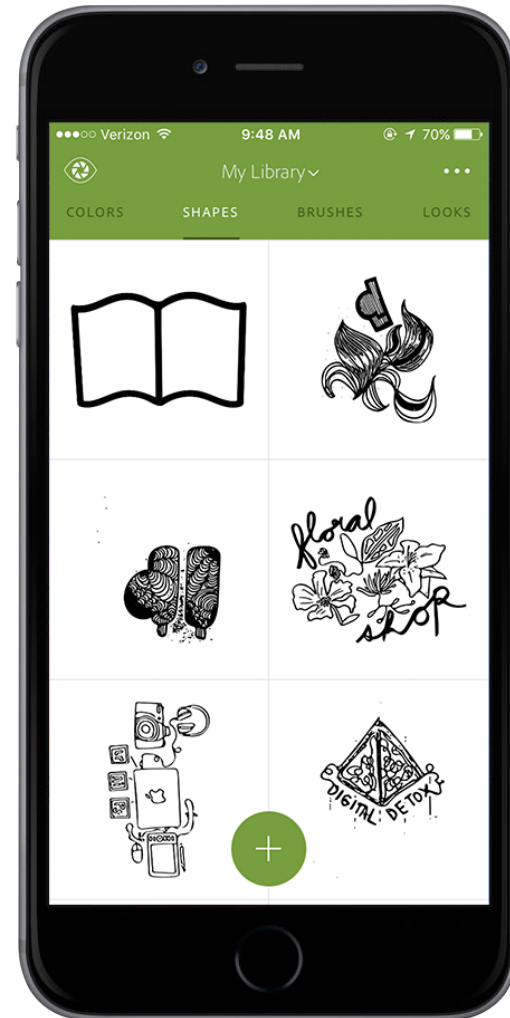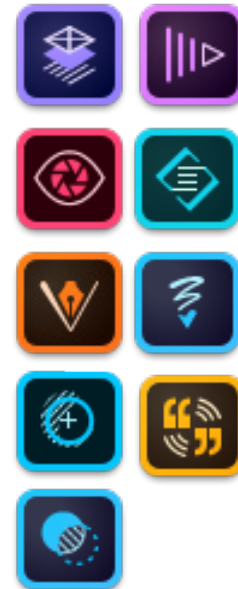
LUNCHBOX SERIES: CODING

Back by popular demand, we repeated our Coding Workshops for our Spring 2016 Lunchbox Series, led by Digital Journalism Lecturer Jenn de la Fuente. She once again wowed them with HTML/CSS sessions, and taught a full house of mostly Communication majors how to start coding in their editor of choice - Sublime, Bracket, or TextWrangler.

CODING TOOLS:

OPEN HOUSE EVENT

We like to kick-off each semester with an open house, so that students new to Annenberg know where we are and what we offer. Affectionately named our "Blue Carpet" event, students can visit the space and further have the chance to get up close and personal with our mascot, "Photoshop Man." During an afternoon of fun, visitors can snack, snap and print out selfies at our Instagram photobooth, and we also have colleagues from our IT department join us at the helpdesk to offer additional troubleshooting assistance.

ADOBE ILLUSTRATOR: 101

The Adobe Student Representative team hosted a few workshops, including "Adobe Illustrator: 101." We packed the room with hopeful illustrators as Audey Shen, a Communication major, showed attendees how to use the pen, shape, and 3D tool.

BEYOND Z: DESIGN THINKING

In partnership with the Media Impact Project, we hosted Jessica Clark, media futurist and Founder of Dot Connector Studios, for a hands-on design workshop. Attendees experimented with a new alphabet to communicate the impact of virtual reality and other emerging platforms. We were also very excited to serve Dunkin Donuts coffee, which has recently landed in LA!

NPR: NEXT GENERATION

Over Spring Break, we hosted the NPR: Next Generation workshop, which promotes diversity in the newsroom by bringing young voices and ideas to public radio. The Annenberg students who were accepted into the workshop learned recording techniques, writing, on-air presentation skills, social media reporting, and audio production in just one week.
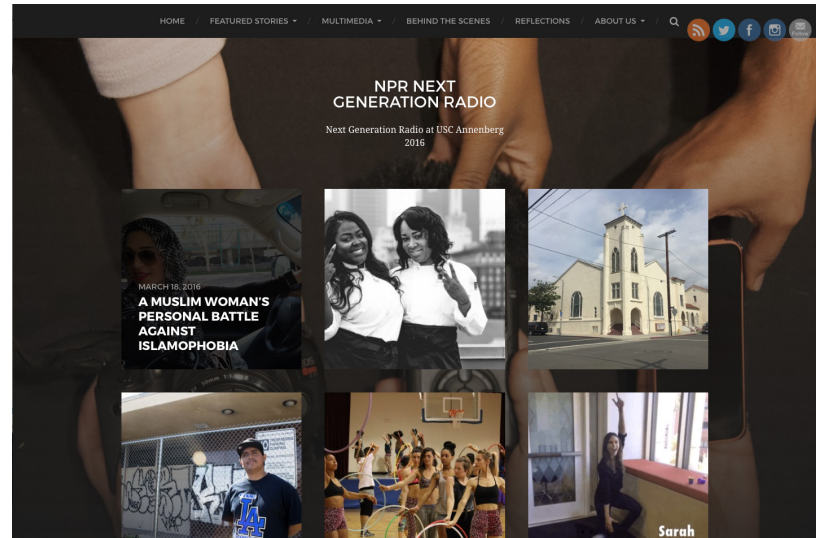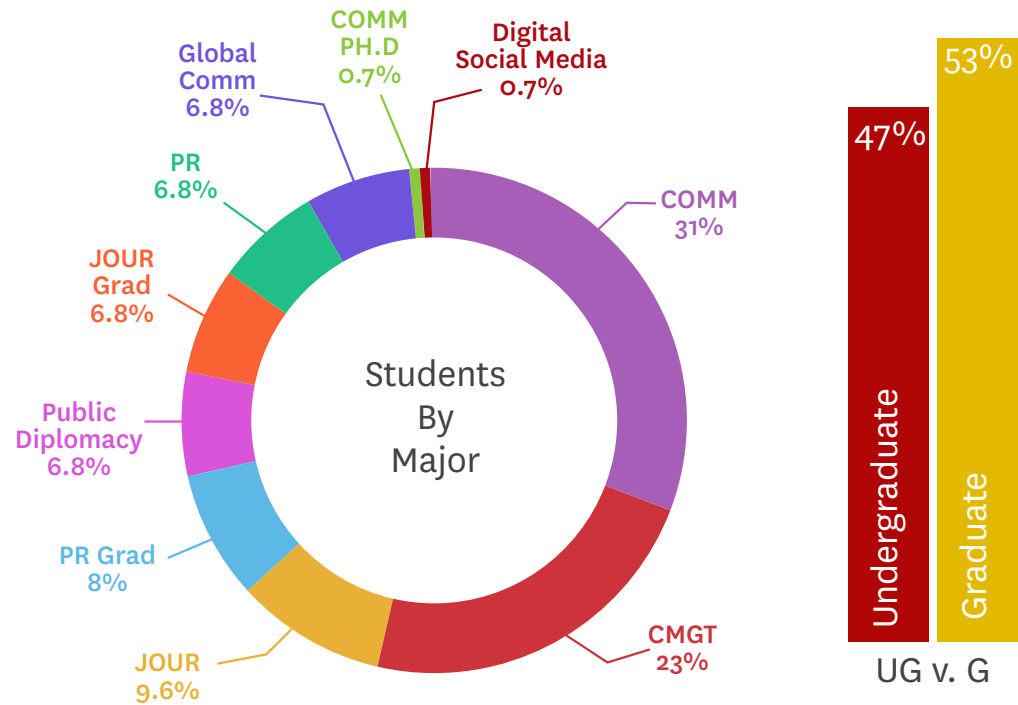
ADOBE CERTIFICATION COURSES

We expanded our certification program this semester to include 3 Photoshop, 1 Illustrator, 1 Premiere Pro, and 1 InDesign section, serving a total of **149 students**. The program continues to be a success with each course filling up to capacity. With a **70% average pass rate** across the board, we plan to continue offering all 4 courses with the support of our awesome Adobe instructors, Chana Messer and Rick Miller.

Our talented student artist, Kai Jiang, designed an Adobe character for each course. Students who passed the exam took home their respective Adobe sticker to show off their accomplishment. The stickers are also a great marketing tool as students love to slap them onto their water bottles and laptops.

Now that we have left the pilot phase and are a full-fledged Adobe Certification Center, we are researching Learning Management solutions. As we continue to scale, we need to better manage course registration and assignments. Ideally, we are hoping to integrate this functionality into AnnenbergDL.org.

Annenberg Digital Lounge • www.annenbergDL.org

Students By Major

- COMM PH.D 0.7%
- Digital Social Media 0.7%
- Global Comm 6.8%
- PR 6.8%
- JOUR Grad 6.8%
- Public Diplomacy 6.8%
- PR Grad 8%
- JOUR 9.6%
- CMGT 23%
- COMM 31%

UG v. G
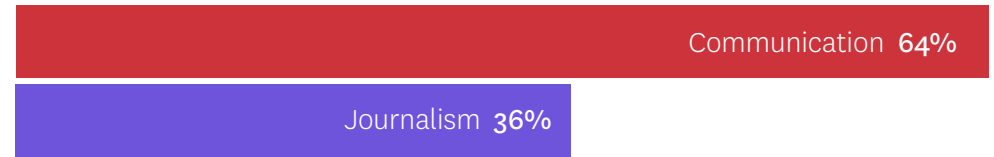
- Undergraduate 47%
- Graduate 53%

ASCJ 200: NAVIGATING MEDIA AND NEWS IN THE DIGITAL AGE

All hands were on deck in support of ASCJ 200, which serves as the flagship of the new ASCJ curriculum, where students learn Journalism and Communication side-by-side. Courtney Miller worked with Professors Alison Trope and Judy Muller to craft the curriculum, design the labs, and to help ensure that the students' media projects made a cohesive, critical argument.
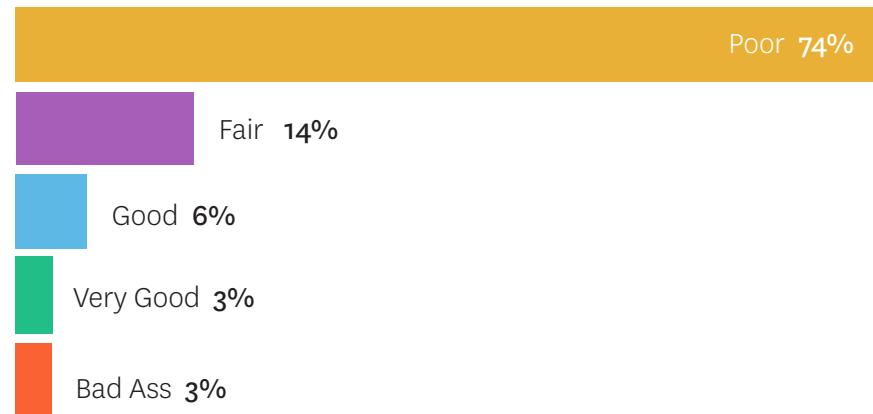
Knowing that this course is scaling significantly with the Fall 2016 roll-out of our revamped undergraduate Journalism curriculum, we had all Creative Media staff present for each lab section, and we all took turns at the helm. Erika Hang, our Design Specialist, took the lead on the infographic assignment, walking them through multiple sessions of Illustrator. Justin Edwards, our resident podcaster, dazzled them with the power of Audition and best practices for Audio/Video field production. Courtney filled in the rest with Photoshop, Premiere Pro, and basic design/composition.

Over the course of 15 weeks, the students learned to produce image manipulations, memes, blogs, infographics, Instagram stories, remix videos, podcasts, and Man-On-the-Street videos -- culminating into a final group project that brought all of their newly-learned multimedia skills to the ultimate test.

STUDENTS BY MAJOR

Communication **64%**

Journalism **36%**

WHERE THEY STARTED: CREATIVE CLOUD EXPERIENCE LEVEL

Poor **74%**

Fair **14%**

Good **6%**

Very Good **3%**

Bad Ass **3%**

TOOLS LEARNED

Ps Ai Pr Au W Instagram Twitter infogr.am
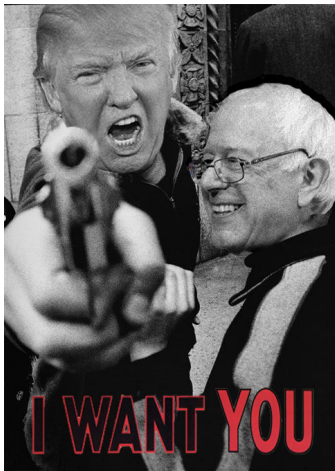
THE BEST OF ASCJ 200: PHOTO REMIX

For their first assignment, the students learned the art of photo manipulation using Adobe Photoshop in just two 50-minute sessions. Students were tasked with manipulating an iconic image to give it new meaning and context.
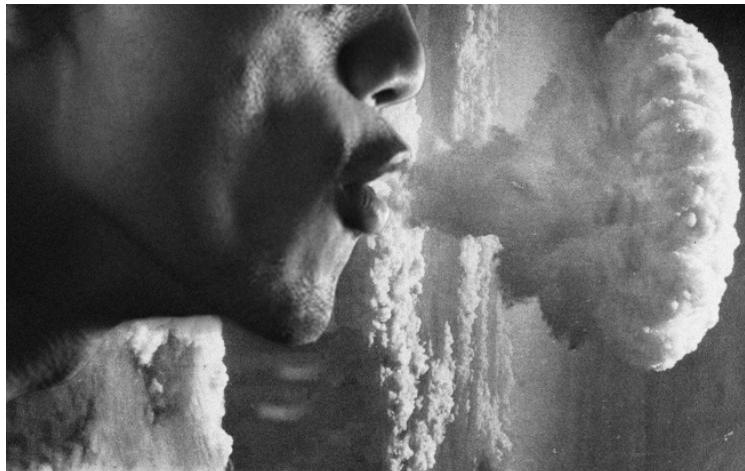
THE BEST OF ASCJ 200: INFOGRAPHICS

The students learned how to sift through data and bring it all together into an infographic using Adobe Illustrator. Over 2 lab sessions, they learned how to pull vector files, create their own shapes and icons, and transform it all into a story. On top of that, we covered best design practices and tips for making their infographic look good. Needless to say, we got some incredible results considering that most of them had never even touched the software prior to our workshops.
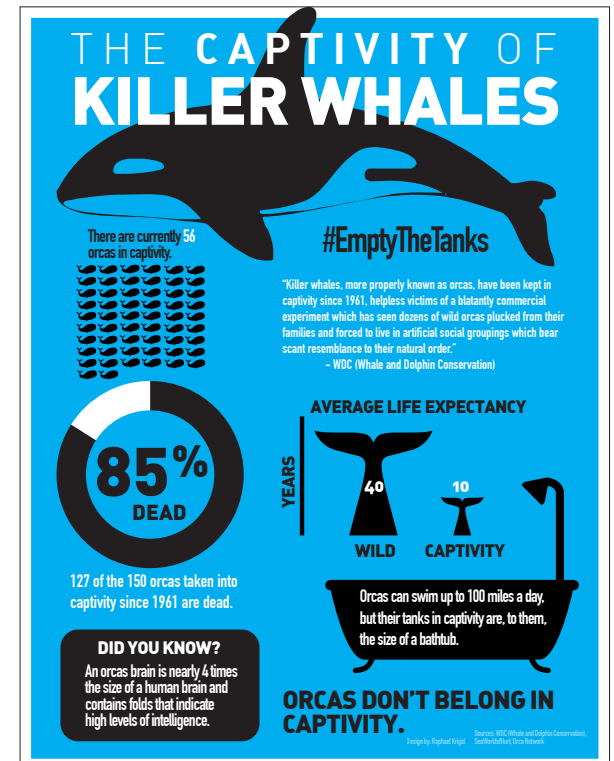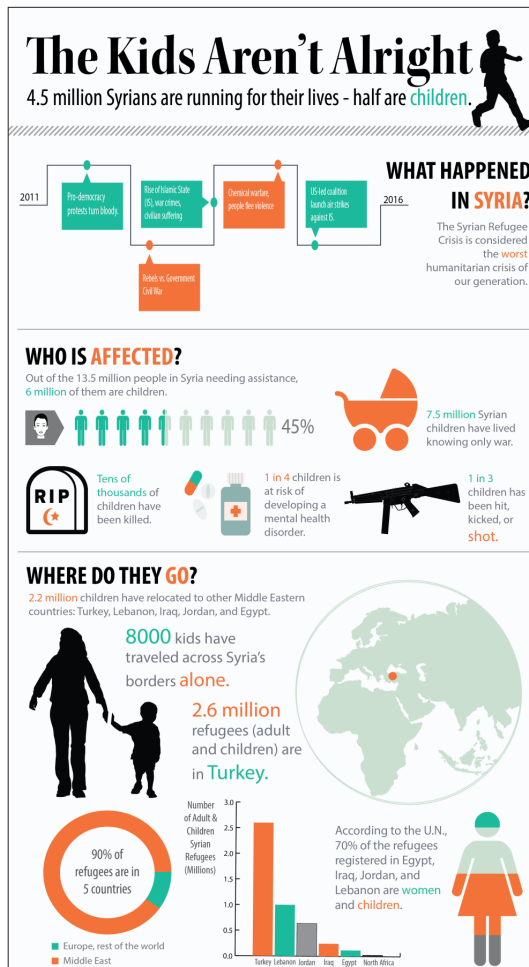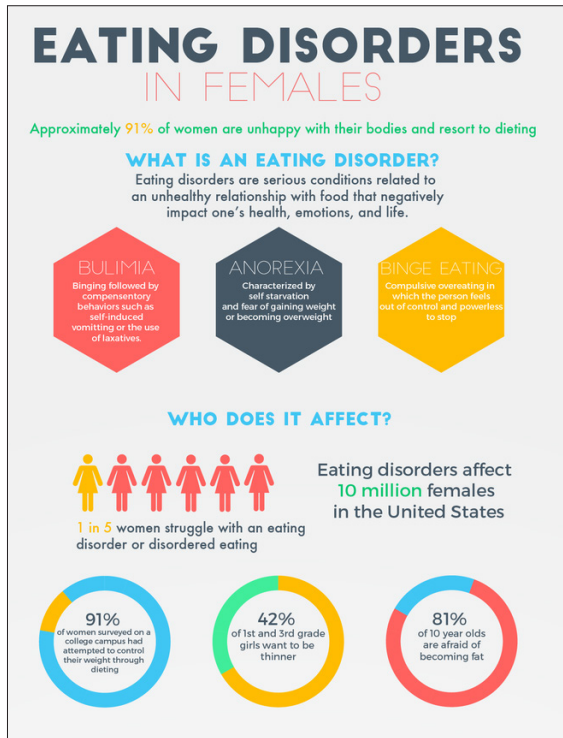
THE BEST OF ASCJ 200:
MAN-ON-THE-STREET VIDEO

In lecture they learned to deconstruct good journalism, and in lab, it's their job to make it themselves! In only a few short weeks, they learned how to shoot video, slice up their footage, create title cards, add music and effects, and edit. We sent the students out to create a 2-minute Man-On-The-Street (Vox Pop) video on a topic of their choosing. Questions ranged from 'Should we let Syrian refugees into the United States?' to 'Are you a feminist?'

MUSLEMA PURMUL

"I AM MUCH MORE CAFEFUL ABOUT NOT BEING OUT LATER AT NIGHT."

Katie - Junior

THE BEST OF ASCJ 200: FINAL PROJECTS

For the final project, students worked in small groups to tackle a single issue, ranging from LGBT representation in the media to a lack of women in STEM. After a significant amount of research on their chosen topic, students then had to curate and vet sources using the "SMELL test," and build a WordPress site to cohesively showcase their work and argument.

Multimedia projects built into these sites included photo manipulations, podcasts, remix videos, infographics, Man-on-the-Street videos, memes, BuzzFeed-style listicles, cinemagraphs, ad campaigns, and social media channels. As if learning all of the software to create these elements wasn't hard enough, students then had to apply their critical thinking skills to ensure that each piece contributed to the overall argument. With an **average grade of A-** on the final and a B+ in the class overall, their hard work clearly paid off.
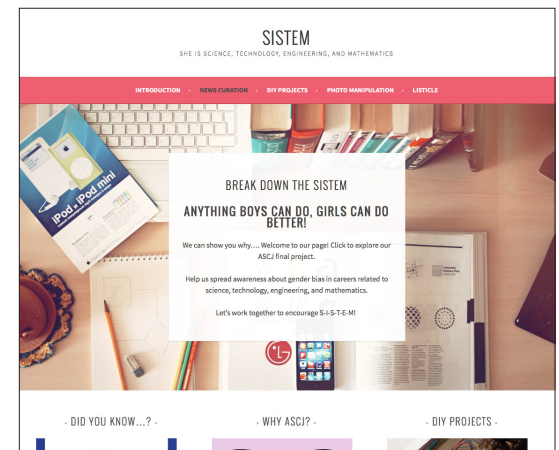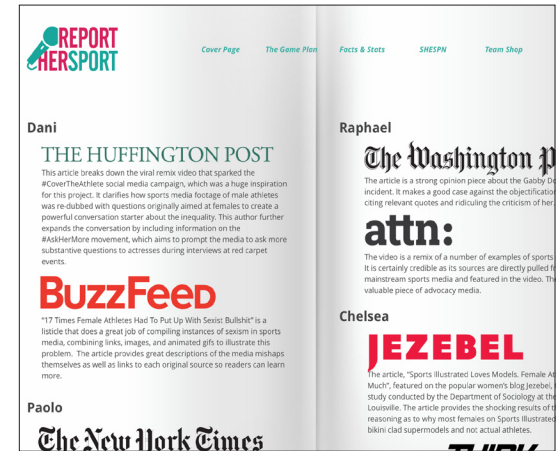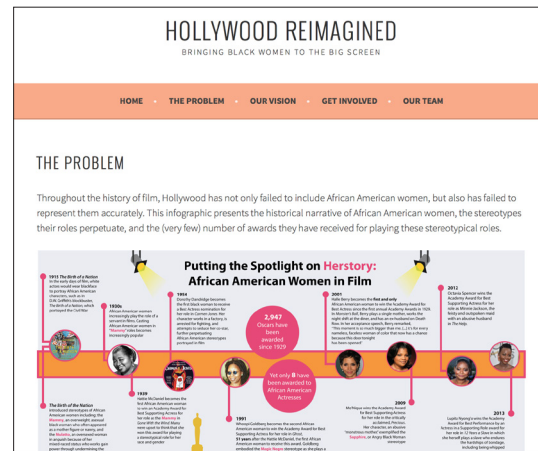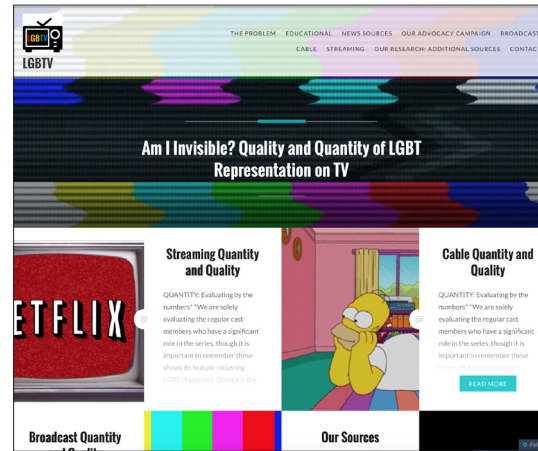
SXSW EDU CONFERENCE

Courtney Miller joined Annenberg TechOps colleagues James Vasquez, Charles Peyton, Ray Barkley and Elena Mirzaians at the SXSWedu conference in Austin, TX, March 7-10, 2016. By providing a platform for collaboration, SXSWedu works to promote creativity and social change. As if hearing Temple Grandin and Lizzy Valesquez wasn't enough, Courtney also had the opportunity to attend multiple sessions on 21st Century learning, forged new relationships with companies like Lego and Dropbox, and was invited to participate in the New Media Consortium's one-day summit, "Innovating Higher Education: Moving To Scale."

ADOBE CAMPUS COLLABORATION PROJECT

As we continue our partnership with Adobe, we have been elated to speak with other schools about our experience. In addition to site visits and presenting at conferences, we have also hosted colleagues from visiting institutions who are curious about our approach to supporting digital.

HOW DESIGN LIVE CONFERENCE

To get some design inspiration, we sent Erika Hang to 'How Design Live' in Atlanta, GA, May 19-20, 2016. The conference combines breakout sessions, keynotes, a few hands-on workshops with Adobe, and networking opportunities to create a jam-packed schedule of inspiration and creativity. Designed "to refuel your passion for your work combined with practical knowledge," the conference proved to be just the right amount of fun and professional development.

Keynote speakers included a wide range of creatives: Tiffany Shlain, Jonathan Fields, Aaron Draplin, and VP of Global Design at Coca-Cola, James Sommerville. On top of great speakers, Erika attended sessions that ranged from 'Building Your Personal Brand On The Job' to 'Content Velocity at Clemson.'

With a big emphasis on community and networking, Erika had the opportunity to meet with colleagues in higher education, including the other USC (University of South Carolina), Utah Valley University, and Lone Star College to name a few.

OUR
PRESS KIT

As our team moved into year two, we realized that we were missing a valuable marketing tool, a Press Kit. Our Design Specialist, Erika Hang, crafted and prepped the kit in time for the summer conference circuit including Campus Technology and New Media Consortium, where our team will be presenting about our experiences on creating an infrastructure for creative innovation. As always, she knocked it out of the park with a slick design that is already being met with accolades.

The 20-page booklet outlines the story and thinking behind the creation of the Annenberg Digital Lounge and Creative Media Team.

With a school-wide digital literacy initiative and state-of-the-art building to support it, we have a unique story to share. And now, when somebody asks about our backstory, we've got the perfect item to hand them.

LOOKING AHEAD:
SUMMER + FALL 2016

SUMMER CONFERENCES

With our new Press Kit and some flashy Keynote decks in hand, we're hitting the conference circuit to tell the story of the Creative Media Team and the Annenberg Digital Lounge. We'll be presenting at the New Media Consortium in New York, Campus Technology in Boston, and to other academics at the Adobe Creative Campus summit in Utah. In addition to sharing our own insights, we are also looking forward to making new connections and learning from other schools.

ASCJ 200 EXPANSION

With a second semester now under our belt, we plan to reevaluate the multimedia assignments over summer and prepare for the growth of the course. As it now becomes a requirement for Journalism freshmen, we will now be scaling to accommodate at least 100 students moving forward.

TWIXL MEDIA PILOT

We have recently partnered with Twixl Media to help support Professor Amara Aguilar's Interactive Media Design for Publishing course, where students learn to create and publish mobile apps. Using Twixl, which works as a plug-in for Adobe InDesign, the students will learn how to create and publish fully-formed apps for real-life clients.

EXPANDED OFFERINGS

We plan to continue creating tutorials and content for our website, and to stock our helpdesk with savvy, talented Creative Cloud experts. In addition to Adobe, we'll be looking to expand our software portfolio with an emphasis on data analytics, using SPSS and Excel.