CREATIVE MEDIA TEAM
Fall 2016 Report

By: Erika Hang, Justin Edwards, and Courtney Miller
Photography by: Johnny Vong

SUMMER CONFERENCES

New Media Consortium | Rochester, NY | June 14-16, 2016
Adobe Creative Campus | Lehi, Utah | June 20-22, 2016
Campus Technology | Boston, MA | Aug 1-4, 2016

With two years under our belt, we decided that summer 2016 was the time to start sharing our story. **Courtney Miller** and **Charles Peyton**, Executive Director of Technical Services and Operations, hit the conference circuit. At the New Media Consortium in Rochester, NY, they presented on our 'cultivation of a creative campus' and how Wallis Annenberg Hall was built to support digital curriculum. At Campus Technology in Boston, MA, they focused on technical infrastructure, and were widely tweeted and quoted as saying things like "learning spaces should be connectors, not containers." Courtney was also honored, through her role with the Adobe Creative Campus committee, to speak about Digital Literacy at the Creative Campus summit in Lehi, Utah.
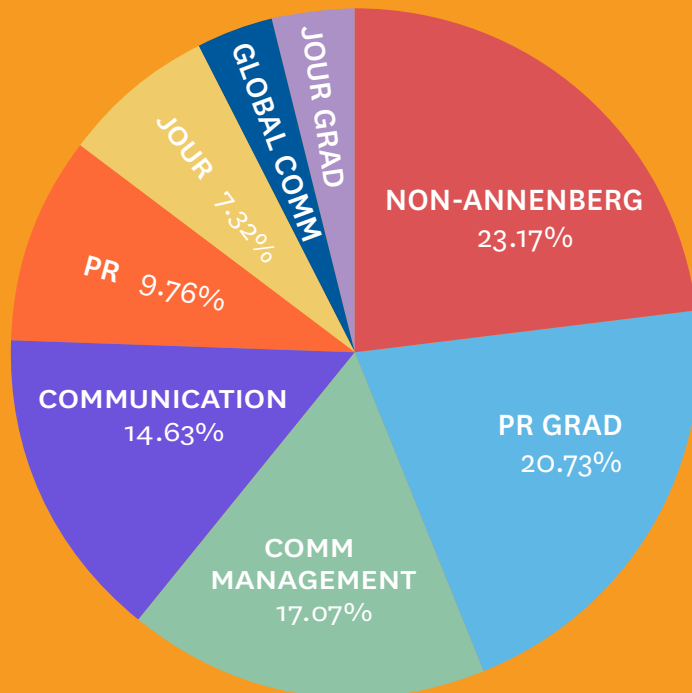
THE SWAG

CODING WORKSHOP SERIES
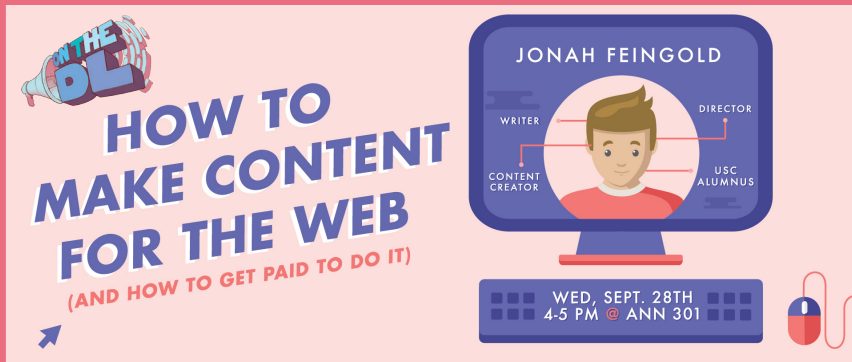# BASIC HTML & CSS

`<h1>` *Hello World! Let's Start Coding!* `</h1>`

EVENT ATTENDANCE BY MAJOR

- NON-ANNENBERG 23.17%
- PR GRAD 20.73%
- COMM MANAGEMENT 17.07%
- COMMUNICATION 14.63%
- PR 9.76%
- JOUR 7.32%
- GLOBAL COMM
- JOUR GRAD

LUNCHBOX SESSIONS

LED BY JOURNALISM INSTRUCTOR
JENNIFER DE LA FUENTE

Back by popular demand, we once again invited **Jennifer de la Fuente**, Journalism Instructor and freelance web developer, to teach her coding workshop as part of our Lunchbox Series. We hosted four sessions of Basic HTML and CSS. More than **80 students** attended and built their very first web pages. With the growing popularity of our programs, we decided to welcome some non-Annenberg students to join in on the fun, including business, informatics, and public health majors. Using the Brackets code editor, Prof. de la Fuente took them from 'Hello World' to creating divs.

HOW TO MAKE CONTENT FOR THE WEB
(AND HOW TO GET PAID TO DO IT)

We invited USC alumnus and web content creator, **Jonah Feingold**, to present as part of our on-going **#OnTheDL Series**. Students came in droves to hear about Jonah's career path and what it takes to be a content creator. With limited space in our Instructional Media Lab, we had more than 30 students tune in via our **Twitch TV** livestream and even more continue to watch the recording on our website. The positive feedback on Twitter, Facebook, and in-person was astounding. We hope to bring Jonah back for a second round.

Dani Otter @daniotterusc · Sep 28
Huge shoutout and thanks to @JonahFoundGold for his awesome presentation on being a successful digital content creator today @AnnenbergDL!
↩   ↻ 1   ♥ 3   ...

Heidi Carreon @HeidiCarreon · Sep 28
.@JonahFoundGold I caught your @AnnenbergDL talk briefly via livestream but I learned much! Can't to wait to watch all of it later!
↩   ↻   ♥ 2   ...

HOW TO MAKE CONTENT FOR THE WEB:
(AND HOW TO GET PAID TO DO IT)

WITH JONAH FEINGOLD, WEB CONTENT PRODUCER
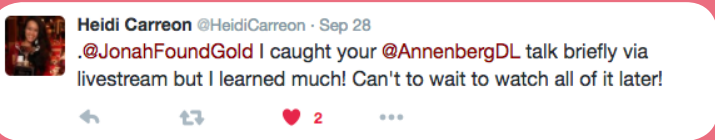
the Annenberg Digital Lounge presents

DATA VISUALIZATION SERIES

all events in
ANN 301D

DATA VISUALIZATION SERIES FEATURING:

LA Times   GRAPHIQ

With the rise of data journalism and growing interest in big data, we launched a Data Visualization Series in October. Our workshops covered 'how to find data' with our resident librarian, **Chimene Tucker**, and 'how to visualize data using Adobe Illustrator' with Design Specialist, **Erika Hang**. After a jam-packed week of learning the skills, students then heard from professionals who are out in the field doing the work. We invited **Ben Poston**, a data desk reporter from the LA Times, to share how his team tackles stories with interactive data. We also invited USC alums **Natalie Morin and Nick Selbe** from Graphiq to give their take on data journalism from a sports and entertainment perspective.
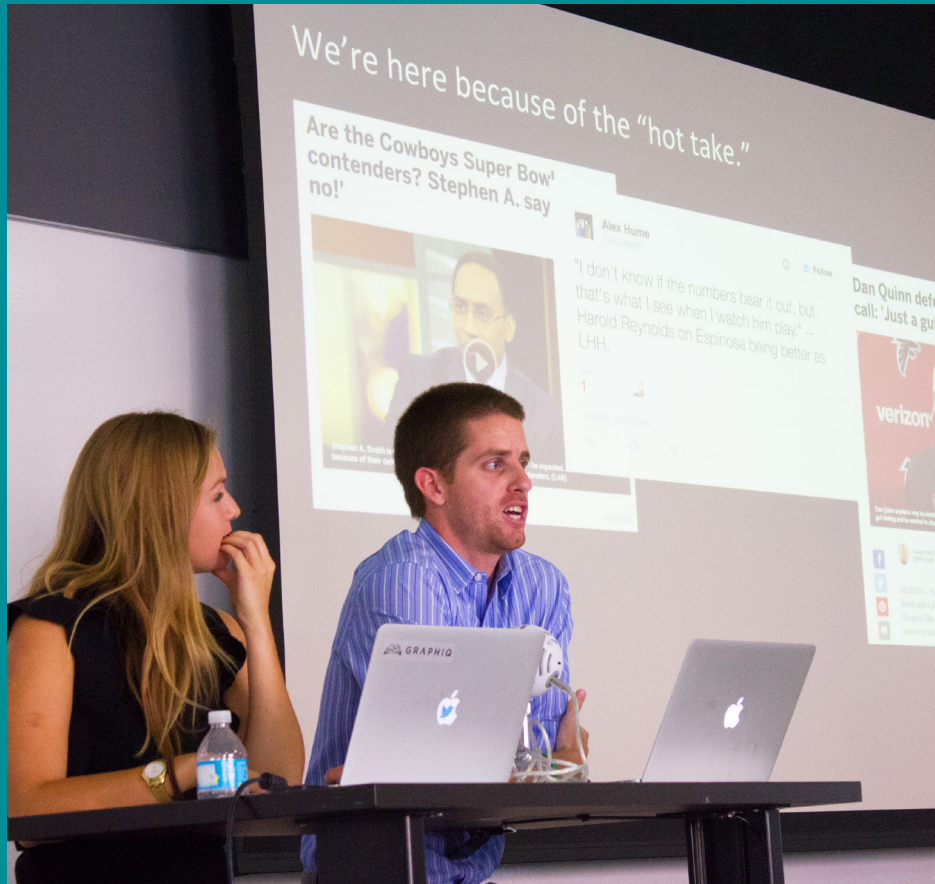
BUILD A PORTFOLIO WEBSITE IN AN HOUR

LED BY WORDPRESS EXPERT NICK HALSEY

Our resident WordPress expert and web developer for AnnenbergDL.org, **Nick Halsey** led a workshop on building a portfolio site from scratch. With students eager to start curating their digital identity, Nick walked them through how to purchase hosting, customize their domain, install WordPress, and play with their theme - all in just an hour! As a core contributor to WordPress, he also provided tips and best practices for working with the CMS.
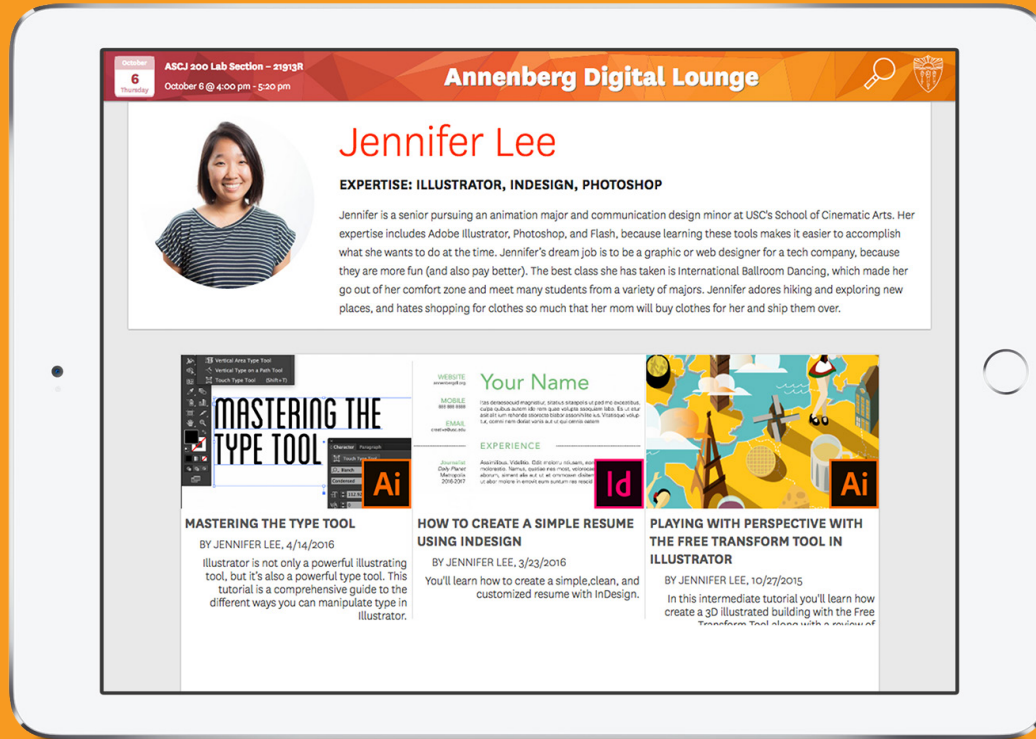
OUR HELPDESK STAFF

We have an incredible team of **15 student media specialists**, and we like to show them off. We recently launched a new feature on our website that highlights their background and expertise. The revamped author pages include their bio and aggregate custom tutorials they've created. Now, whether Annenberg students are starting to mock-up a resume in InDesign or are learning how to utilize CSS, they can easily find the media specialist who can best assist them, and either chat with them remotely or meet with them in-person.

FRESH, NEW TALENT

We kicked off the semester with a new posse of talented Media Support Specialists. From Media Arts + Practice to Fine Arts, we pulled students from all around the university. Arguably our most enthusiastic team to date, they've already produced tutorials and designed content for our events and workshops.

CURRENT PROJECTS

With **18 student workers**, the Creative Media Team continues to grow. We are always brainstorming on new projects, whether it's improving the space, creating new marketing videos, or planning our next event. Luckily, with such a talented student team on-hand, we have been thrilled to further exploit their skills.

As a true testament to the success of our ASCJ 200 course, we hired one of the "A" students from last semester to join our team of media rockstars. **Julienna Law**, a Journalism major, is now a member of our PR team. This fall, she is producing interactives, teasers, and a promotional video on ASCJ 200. (Yes, it's very meta).
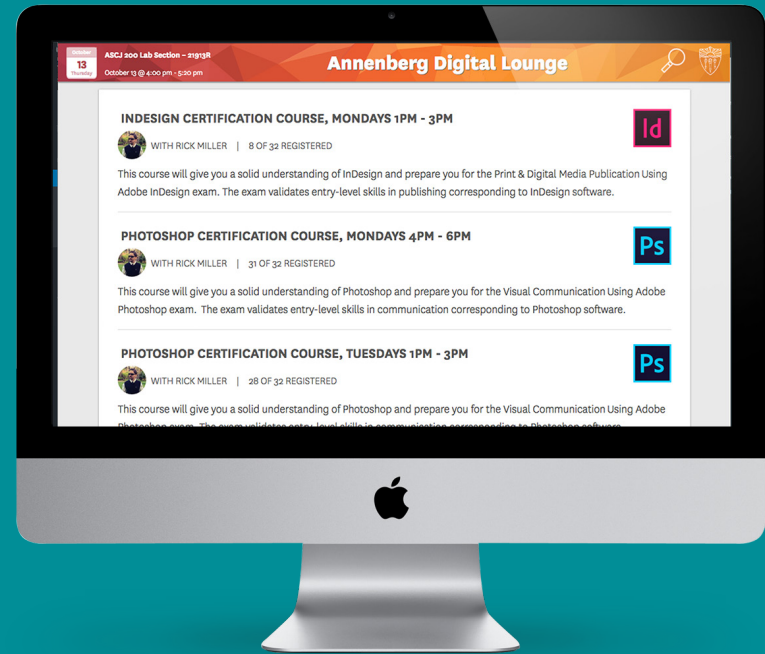

VIDEOGRAPHER: JULIENNA LAW

SPACE IMPROVEMENT: VINYL PROJECT + JUKEBOX

We designed the Digital Lounge as a hub for creativity, and we take our student feedback seriously. "More fun, less cowbell" -- we have heard their cries loud and clear. With this in mind, we turned an old iMac into a jukebox so they can take over the DJ controls. We also hired two DL alums, **Kai Jiang and Matthew Torres**, to come back as artists-in-residence. Taking our quirky vibe to a new level, they are working on new sticker designs and have added some vinyl illustrations to our white walls. Who doesn't feel giddy while surrounded by bright orange game controllers, a slice of pizza, and a galactic space dog!

INDESIGN CERTIFICATION COURSE, MONDAYS 1PM - 3PM

Id

WITH RICK MILLER | 8 OF 32 REGISTERED

This course will give you a solid understanding of InDesign and prepare you for the Print & Digital Media Publication Using Adobe InDesign exam. The exam validates entry-level skills in publishing corresponding to InDesign software.

PHOTOSHOP CERTIFICATION COURSE, MONDAYS 4PM - 6PM

Ps

WITH RICK MILLER | 31 OF 32 REGISTERED

This course will give you a solid understanding of Photoshop and prepare you for the Visual Communication Using Adobe Photoshop exam. The exam validates entry-level skills in communication corresponding to Photoshop software.

PHOTOSHOP CERTIFICATION COURSE, TUESDAYS 1PM - 3PM

Ps

WITH RICK MILLER | 28 OF 32 REGISTERED

This course will give you a solid understanding of Photoshop and prepare you for the Visual Communication Using Adobe Photoshop exam. The exam validates entry-level skills in communication corresponding to Photoshop software.
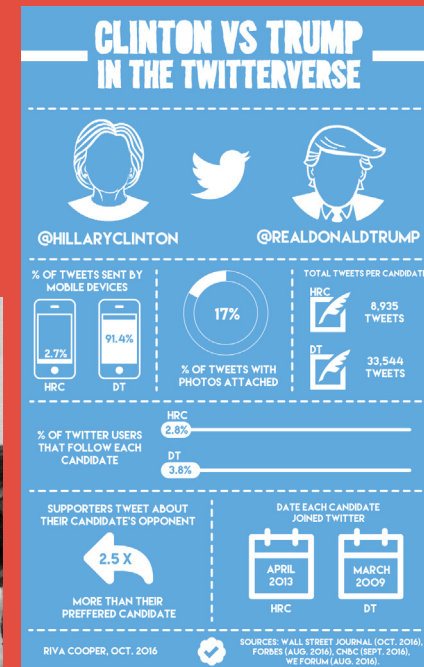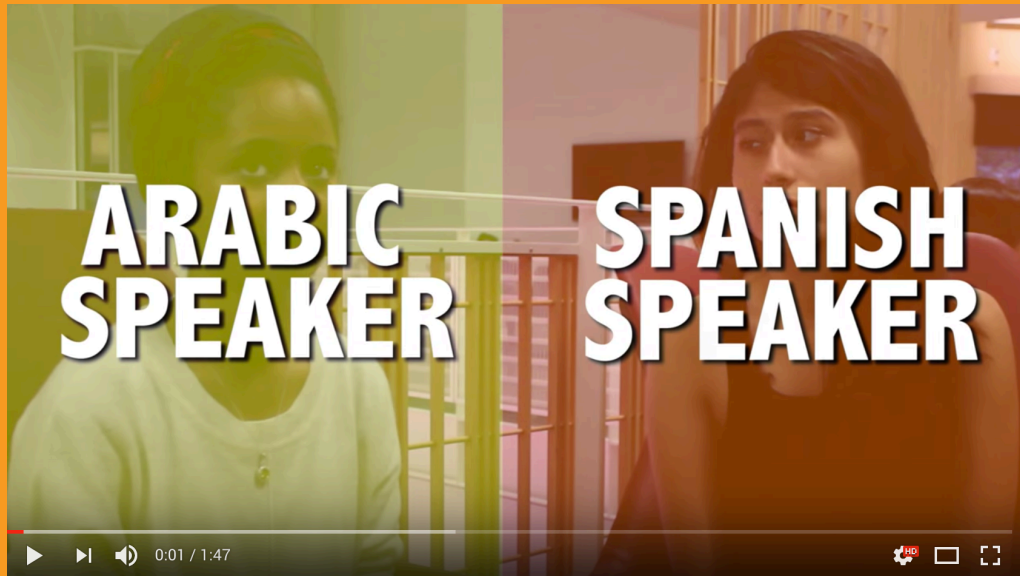
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PASS RATE: **86%**

With the expansion of our Adobe ACA certification program, our WordPress expert, **Nick Halsey**, was able to integrate course registration, attendance, and student profiles into our website. Using a custom post-type, Nick coded taxonomies for "Semester, Tool Type, Instructor, and Day & Time," which was no easy feat. The integration saved us a load of administrative work and created a seamless experience for our students. We also leveraged the use of USC's existing LMS, Blackboard, for management of course content, and it now serves as a conduit between our instructors and their students. With **140 students** taking courses this semester, we'll have our hands full when it comes to proctoring the exams in December!

CERTIFICATION COURSES

ASCJ 200: CORE COURSE

When we started this adventure in Spring 2015, we knew what was coming. As the face of the Dean's Digital Literacy Initiative, the flagship course of our new cross-curricular offerings was headed towards stardom. Along with the launch of our new Journalism curriculum, ASCJ 200 is now a core requirement for all incoming Freshmen. Which means, we are now in the business of scaling from 30 to 100+ students, as we teach them multimedia storytelling alongside critical thinking.
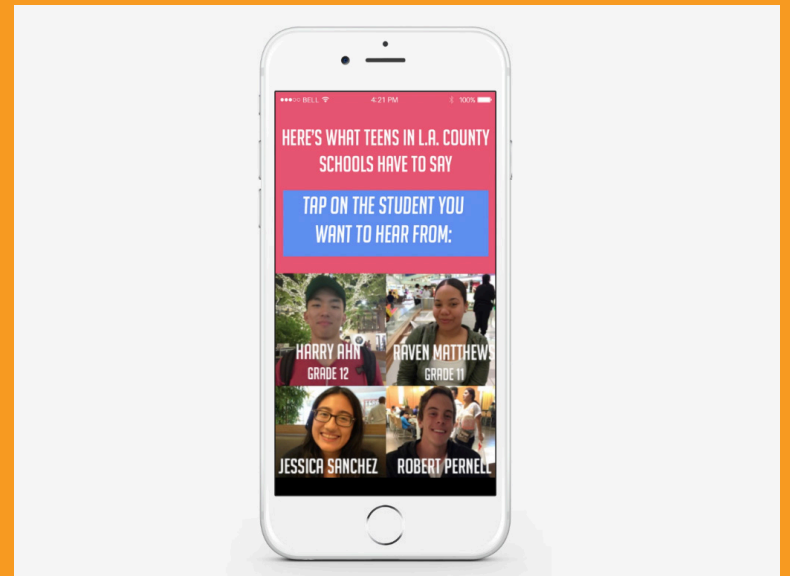
Working with Professors **Judy Muller** and **Alison Trope**, **Courtney Miller** has taken the lead on teaching and designing the lab portion of the survey course, which puts Adobe Illustrator, Photoshop, Audition, Premiere Pro, and WordPress in the hands of our students for the first time. She was delighted to hire Creative Media Specialist, **Justin Edwards** as an adjunct instructor, along with **Ross Schneiderman**, who serves as a Senior Editor at Newsweek.

RAPE CULTURE IS OVER!

TYSON. CARGILL. JBS. NAT. BEEF PACKING CO

BRED. ABUSED. SLAUGHTERED.

Les Misérables

STOP THIS PHENOMENON NOW

CLINTON VS TRUMP IN THE TWITTERVERSE

@HILLARYCLINTON   @REALDONALDTRUMP

I WANT YOU TO WAIT TILL YOU'RE 21

ARABIC SPEAKER   SPANISH SPEAKER

▶ ▶| 🔊 0:01 / 1:47   ⚙ HD ▭ ⛶

Please choose a language   请选择语言
AGING WITH ONE CHILD
老有所依

NEW JOURNALISM CURRICULUM

After two years of in-depth review, USC Annenberg has been proud to launch a complete overhaul of our undergraduate Journalism program. Beginning this semester, Journalism students will now receive a healthy dose of digital tools throughout their four year experience, including the implementation of the Adobe Creative Cloud, emerging platforms, and coding into the curriculum. As the central hub for all things digital, the Creative Media Team has played an integral role in the planning of this new roll-out, and will continue to serve as the backbone of technical support for our students as they venture into more multimedia projects.

HERE'S WHAT TEENS IN L.A. COUNTY SCHOOLS HAVE TO SAY

TAP ON THE STUDENT YOU WANT TO HEAR FROM:

HARRY AHN
GRADE 12

RAVEN MATTHEWS
GRADE 11

JESSICA SANCHEZ

ROBERT PERNELL

EDUMAX: CAMPUS COLLABORATION

For the second year, Adobe hosted EduMax and brought schools from all over to participate in a fun and jam-packed day of peer-led presentations and conversations. The pre-conference focused on how different schools are providing and supporting digital literacy with their Adobe partnerships. From the keynote speaker, the Dean of University of North Chapel Hill to Jan Holmevik from Clemson University, we learned a lot of ideas from our fellow peers. Not only did we learn, we were graciously given the opportunity to present again. Alongside Courtney, we were delighted to bring a member of our Digital Journalism faculty, **Amara Aguilar**, our PR and Social Media Coordinator, **Taylor Winchell**, and our Creative Media Manager, **Erika Hang** for the presentation. Our 'Digital Literacy' presentation covered everything from inception of the 21st Century Literacies, developing our new curriculum, the creation of the Creative Media Team and Digital Lounge, and how all of this is empowering our students like our rockstar student, Taylor. Overall, it was a great opportunity to connect with other universities, pass out our press kits, and learn new ideas.

ADOBE MAX: CREATIVITY CONFERENCE

San Diego, CA | November 2 - 4, 2016

Following EduMax, we joined a few more members of our TechOps team including Justin Edwards, Chuck Boyles, Sebastian Grubaugh, and Victor Figueroa at Adobe Max, hosted along the beautiful marina in the San Diego Conference Center. The creativity conference was 3 days filled with inspiring speakers like Lindsey Addario and Quentin Tarantino, practical learning labs, and fun activities in the Community Pavilion. We learned new shortcuts and tricks to improve our existing workflows, caught a glimpse of the newly-engineered features in our favorite Adobe programs, and tried out so many different VR experiences that we lost count.