

Annenberg Digital Lounge

2017 - 2018
REPORT

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INTRODUCTION

Our 2017-2018 report reviews data and survey feedback from workshops, Certification Courses, and helpdesk tickets to pinpoint successes and find takeaways on how we can improve for future semesters. In addition to analyzing our service portfolio, the report includes projects the Digital Lounge Team is involved in around the school including web support, curriculum support, and signage projects.

Report is best viewed in Acrobat. For any questions or inquiries, please email us at **AnnenbergDL@usc.edu**.

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Workshops







The Digital Lounge hosts workshops every semester around the following topics: Creative Media, Personal Branding and Data Analytics. The team contracts trainers from around the Los Angeles area to create and teach the workshops. This section of the report analyzes our attendees, timing, popular topics, and survey feedback.






Workshop Calendar

The team brainstorms workshops based on feedback and changing industry relevant skills. This year, we did a big push on data analytics, motion graphics, UI/UX, and social media. See the full list of offerings on the workshop calendars below, which were designed by our student workers.









FALL 2017









- 
Creative Resume Techniques with Adobe InDesign
 Wed 9/13, 4:30-6:30pm
 or Thurs 9/21, 1pm-3pm
- 
Making a Story More Visual with Motion Graphics
 Thurs 9/14, 1pm-3pm
 or Tues 10/3, 4pm-6pm
- 
Advanced Data Visualization and Intro to Tableau
 Mon 9/18 & 9/25, 6:30-8:30pm
 or 10/9 & 10/16, 6:30-8:30pm
- 
Building Your Brand
 Tues 9/19 & 9/26, 5-7pm
- 
Excel: The Basics
 Wed 9/20 or 10/4, 6-8pm
- 
Excel: Intermediate
 Wed 9/27 or 10/11, 6-8pm









- 
Telling a Better Visual Story with Infographics
 Tues 10/10, 2-4pm or 11/14, 4-6pm
- 
Secrets for Building Better PDFs
 Tues 10/10, 5-7pm
- 
Retouching Your Photos with Adobe Photoshop
 Thurs 10/12, 1-3pm
- 
Podcasts and Changing the World
 Tues 10/17 & 10/24, 6:30pm-8:30pm
- 
Promoting Social Change through Video
 Mon 10/23 & 10/30, 6:30-8:30pm
- 
Create Professional and Sleek Reports in InDesign
 Tues 10/24, 4-6pm

- 
Intermediate Illustrator
 Wed 10/25 or 11/1, 5-7pm
- 
Drawing with Adobe Illustrator
 Thurs 10/26, 1-3pm
- 
Mobile Workflow: Creating Videos with Your Smartphone
 Thurs 11/2, 1-3pm
 or Wed 11/8, 4:30-6:30pm
- 
Create Interactive Presentations to Connect with Your Audience
 Mon 11/13, 6:30-8:30pm
- 
Designing and Prototyping with Adobe Experience Design
 Thurs 11/16, 1-3pm

SPRING 2018

- 
Quick Ways to Enhance Your Photos with Lightroom CC
 Wed 1/17, 3-5pm
- 
Brand Yourself: Using Your Initials to Create a Logo Monogram
 Thurs 1/18, 3-5pm
- 
Creating an Animated Instagram Post with After Effects
 Mon 1/22, 2-4pm
- 
Making and Printing Business Cards with InDesign
 Mon 1/22, 5-7pm
- 
Creating Custom Artwork with Illustrator
 Wed 1/24, 5:30-7:30pm
- 
Making A Simple, Cohesive Icon Set in Illustrator
 Thurs 1/25, 1-3pm
- 
Content 101: Building a Social Media Content Strategy
 Mon 1/29, 2-4pm
- 
How to Make Micro Videos for Social Media
 Mon 1/29, 5-7pm

- 
Showcasing Your Portfolio Work in Creative Ways
 Wed 1/31, 5:30-7:30pm
- 
The Art of Search Engine Optimization
 Thurs 2/1, 1:30-3:30pm
- 
Creative Resume Techniques with InDesign
 Mon 2/5, 2:00-4:00pm
 or Wed 2/7, 5:30-7:30pm
- 
Content 101: Developing and Maintaining Your Online Content
 Mon 2/5, 4:30-6:30pm
- 
User Experience for the Web
 Thurs 2/8, 1:30-3:30pm
- 
Creating Cooler Lower Thirds with After Effects
 Mon 2/12, 2-4pm
- 
Intermediate Video Workflows with Premiere
 Mon 2/12, 4:30-6:30pm
- 
User Interface Design for Digital Media
 Thurs 2/15, 1:30-3:30pm

- 
Data Analysis with Excel
 Wed 2/21, 6-8pm
- 
Introduction to Illustrator: Creating a Simple Postcard
 Thurs 2/22, 1-3pm
- 
Mobile Workflow: Creating Videos with Your Smartphone
 Mon 2/26, 3-5pm
- 
Creating Good Layout Compositions in InDesign
 Mon 2/26, 5:30-7:30pm
- 
Introduction to Photoshop: Creating Simple Composites
 Wed 2/28, 5:30-7:30pm
- 
Creating Engaging Presentations to Connect with Your Audience
 Thurs 3/1, 2-3:30pm
- 
Effects Essentials with After Effects
 Mon 3/5, 4-6pm
- 
Excel PivotTables, PivotCharts and Slicers
 Wed 3/7, 6-8pm

Unique and Returning Visitors

Over the course of the Fall 2017 and Spring 2018 semesters we offered **47 workshops** to **635 total visitors**. 515 of those total visitors were Annenberg students. Based on a total of 2680 Annenberg students (majors and minors) as of Spring 2018, we are servicing **19% of the school population**. As we move into next year, we'd like to increase our reach to 25% of the school population.

Throughout both Fall and Spring semesters our workshops maintained a consistent visitor return rate of **over 30%**. Our focus remains on targeting more unique visitors. Therefore, we see a 30% return rate as a good baseline and an indicator that workshops are received well.

47 TOTAL WORKSHOPS

23 FALL

24 SPRING

635 TOTAL VISITORS

348 FALL

287 SPRING

135 RETURN VISITORS

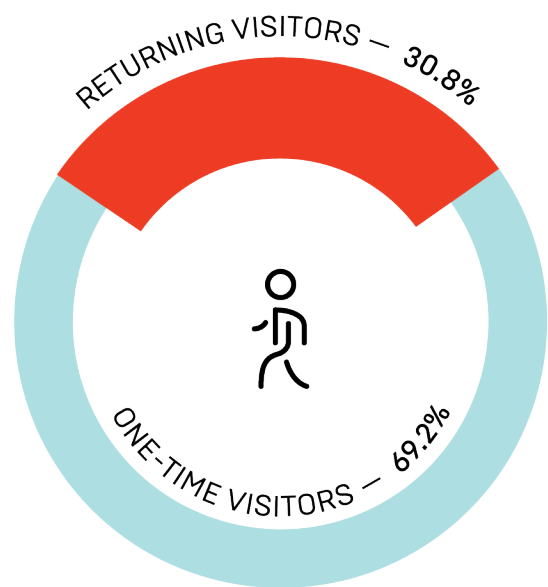
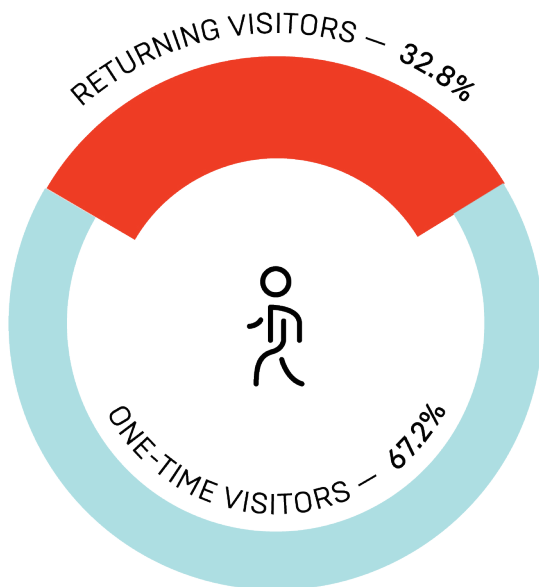
79 FALL

56 SPRING

UNIQUE VISITORS

FALL 2017

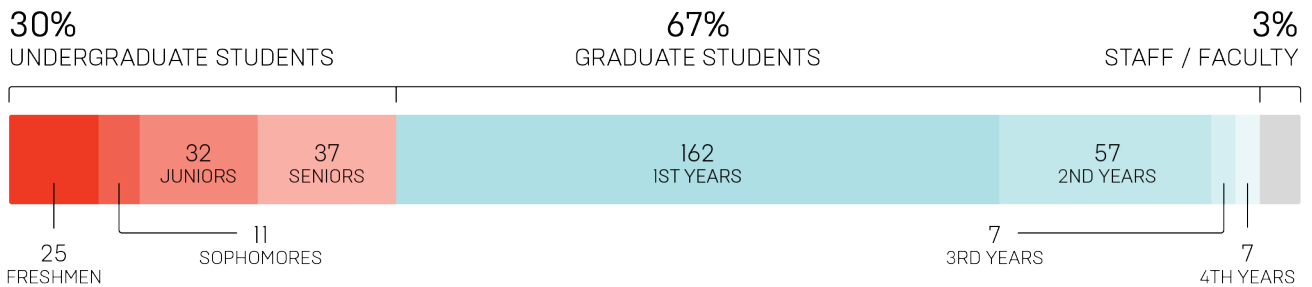
SPRING 2018



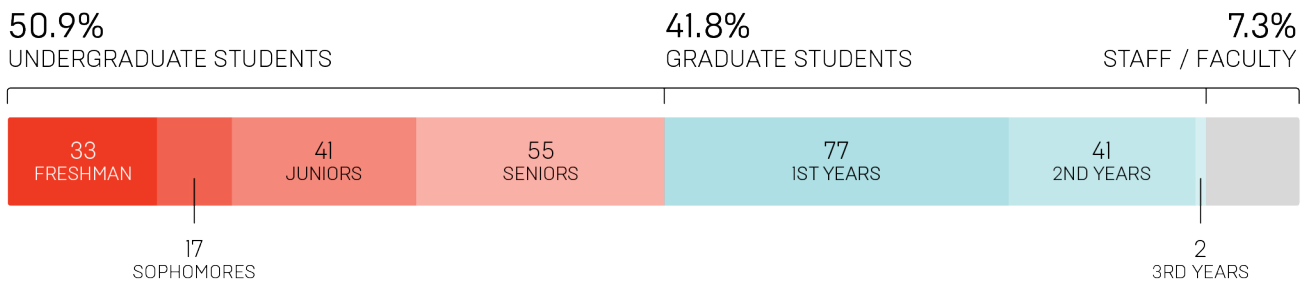
Demographics By Year

Interestingly, Graduate students accounted for over two-thirds of our workshop visitors in the Fall, but in Spring their attendance slowed and their majority was overtaken by Undergraduates despite similar workshop content being offered. It's possible graduate students were concentrated in a few specific events at the beginning of the Fall semester because of their relevance to a specific project or class they all shared. We also suspect that Graduate students get busier in the Spring, working on thesis and Capstone projects and therefore, drop off in workshop attendance. In the future, we'd like to see if this trend continues and possibly come up with solutions to minimize drop off.

STUDENTS BY YEAR FALL 2017



SPRING 2018

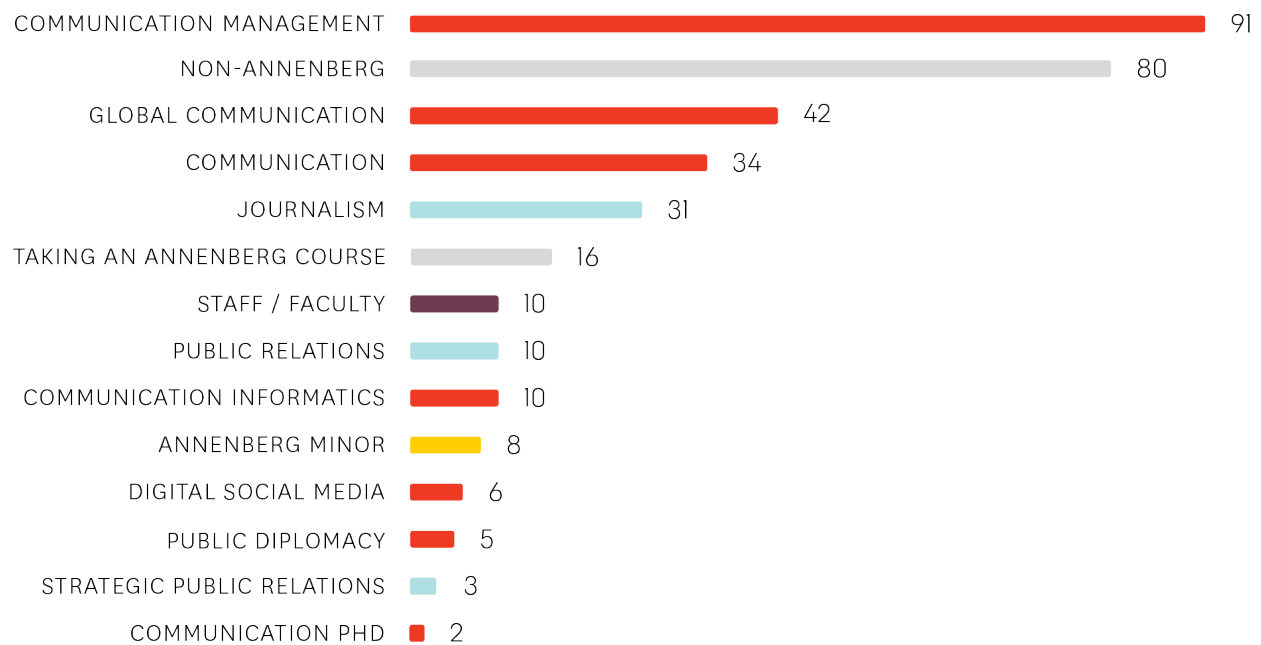


Demographics By Major

As in previous semesters, **School of Communication** students continued to attend our workshops most frequently, accounting for **57% of all visitors** in Fall, versus **13% for the School of Journalism**. When there were open seats, we allowed Non-Annenberg students to attend and as a result, they accounted for over a quarter of our attendees.

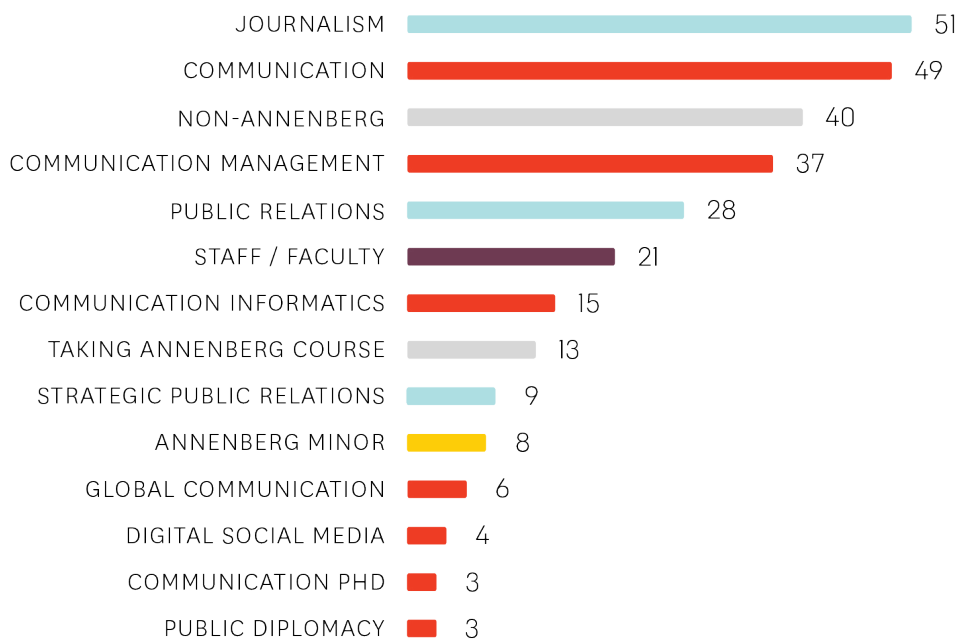
Interestingly, we serviced **33.7%** of the Communication Management cohort overall - 91 students of the 270 enrolled in the degree program in the Fall.

FALL 2017



In Spring, **School of Communication** students continued to be our most frequent visitors, accounting for **41% of all visitors**, but **School of Journalism** attendance jumped from 13% in the Fall to **31% of all visitors**. Journalism majors were our most frequent visitors, followed by Communication and Communication Management students. The increase in Journalism students might be related to the increase in workshops focused on Premiere and After Effects, which was requested by both Journalism faculty and students.

SPRING 2018



31%
SCHOOL OF
JOURNALISM

41%
SCHOOL OF
COMMUNICATION

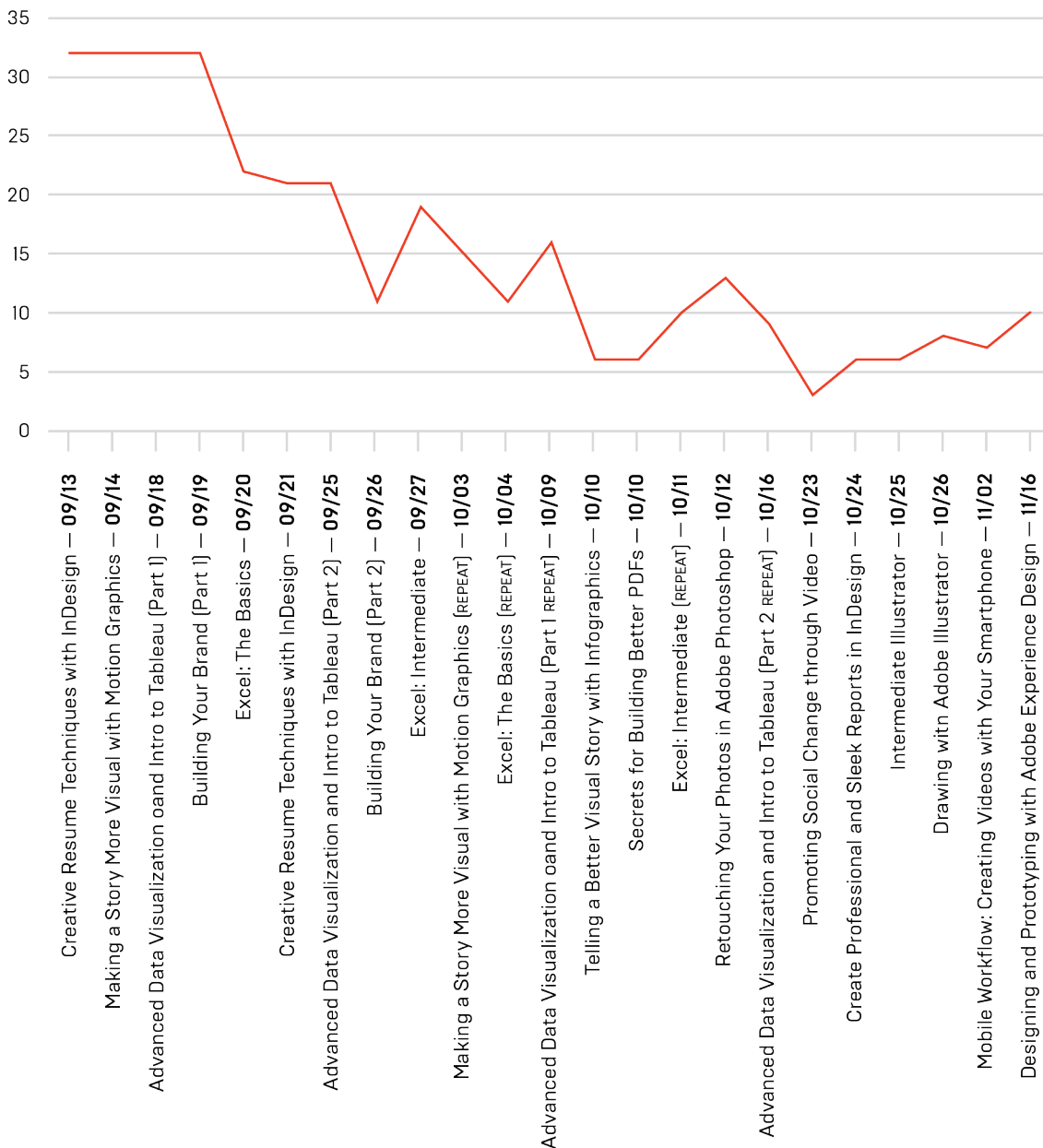
19%
NON-ANNENBERG



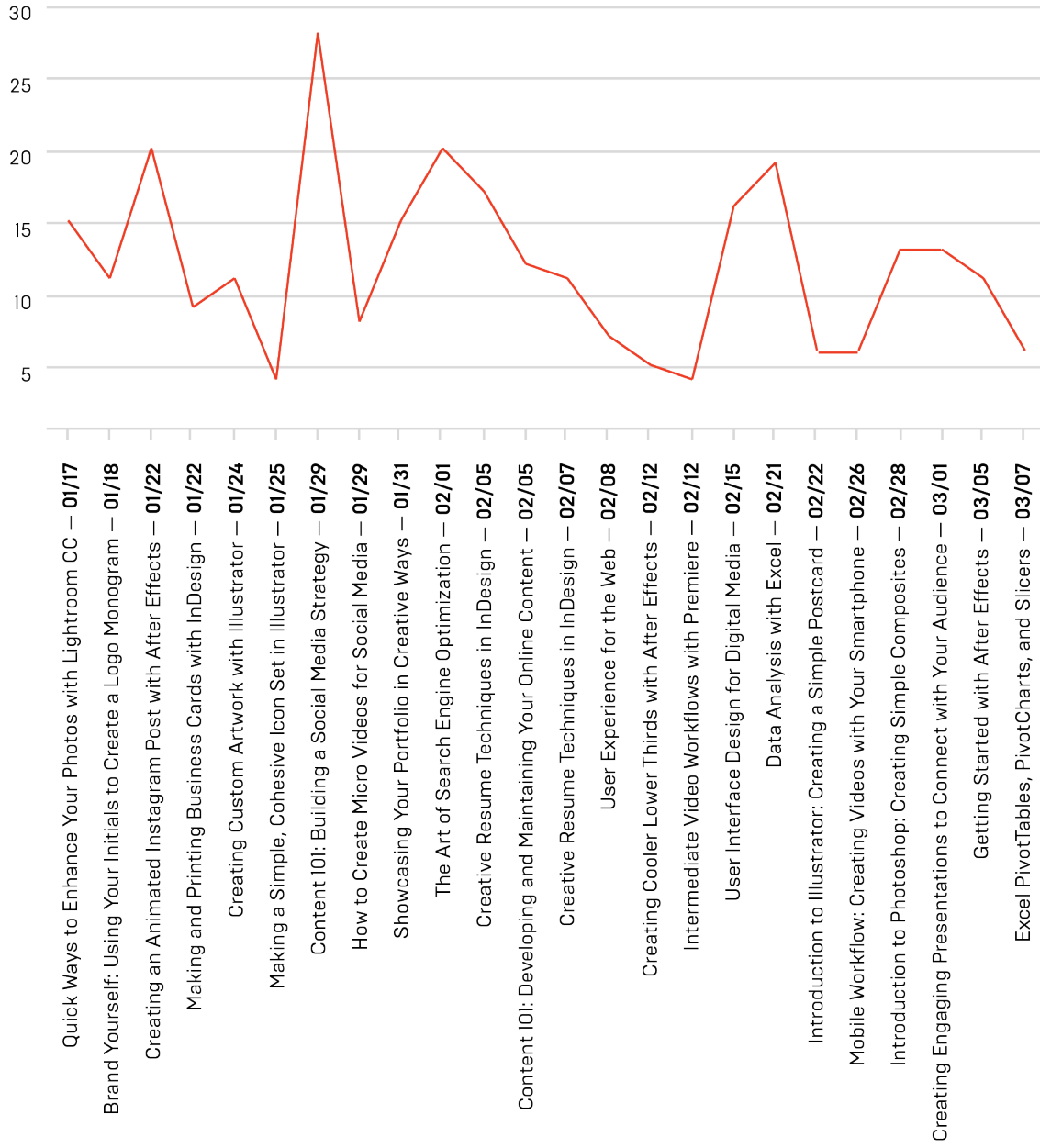
Timing

Participation generally drops towards the end of our workshop calendar, so maximizing attendance and return visits at the beginning of the semester, when students have fewer class obligations, should be tested in future semesters.

FALL 2017



SPRING 2018



Popular Topics: Fall 2017

TOP 8 FALL WORKSHOPS

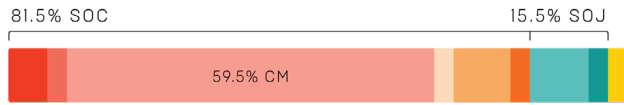
1. 9/13 — Creative Resume Techniques with InDesign
2. 9/14 — Making a Story More Visual with Motion Graphics
3. 9/18 — Advanced Data Visualization and Intro to Tableau (Part 1)
4. 9/19 — Building Your Brand (Part 1)
5. 9/20 — Excel: The Basics
6. 9/21 — Creative Resume Techniques with InDesign
7. 9/25 — Advanced Data Visualization and Intro to Tableau (Part 2)
8. 9/27 — Excel: Intermediate

Workshops during the Fall semester generally had higher attendance than in Spring, and our most popular events covered branding, motion graphics, and working with data. All of the most popular workshops took place in September, which emphasizes that students are more engaged during the first few weeks of school.

The top eight workshops in Fall had a large draw, accounting for **61% of the entire semester's attendance** versus the other 15 workshops, which accounted for 39%.

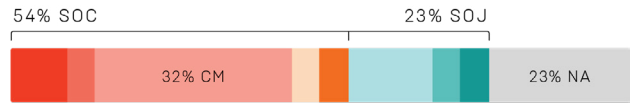
We noticed that despite the fact that both parts of the Tableau workshop were in the top 8, the majority of the attendees were Non-Annenberg students. Therefore, we dropped Tableau in the Spring. However, we plan to explore other data visualization tools that might better appeal to Annenberg students. In addition, after conversations this summer with faculty and curriculum coordinators, both Digital Social Media and Communication Management programs have expressed interest in continuing Tableau workshops.





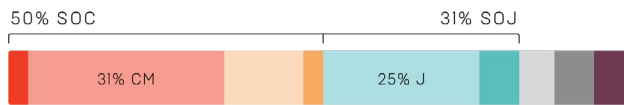
Creative Resume Techniques with InDesign

SEPT 13 4:30-6:30PM **32** TOTAL ATTENDEES



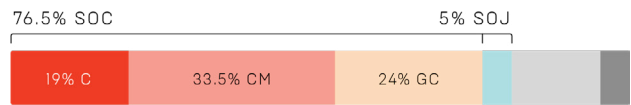
Excel: The Basics

SEPT 20 6:00-8:00PM **22** TOTAL ATTENDEES



Making a Story More Visual with Motion Graphics

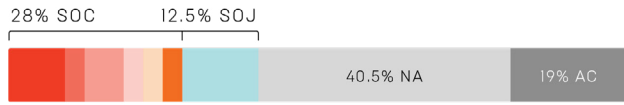
SEPT 14 1:00-3:00PM **32** TOTAL ATTENDEES



Creative Resume Techniques with InDesign

SEPT 21 1:00-3:00PM **21** TOTAL ATTENDEES

REPEAT



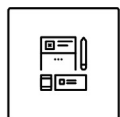
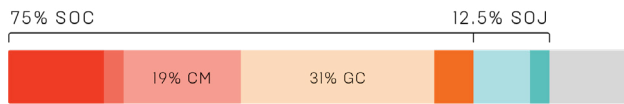
Advanced Data Visualization and Intro to Tableau (Part 1)

SEPT 18 6:30-8:30PM **32** TOTAL ATTENDEES



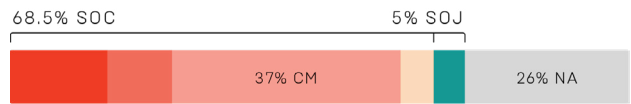
Advanced Data Visualization and Intro to Tableau (Part 2)

SEPT 25 6:30-8:30PM **21** TOTAL ATTENDEES



Building Your Brand (Part 1)

SEPT 19 5:00-7:00PM **32** TOTAL ATTENDEES



Excel: Intermediate

SEPT 27 6:00-8:00PM **19** TOTAL ATTENDEES

- soc SCHOOL OF COMMUNICATION
- soj SCHOOL OF JOURNALISM
- C COMMUNICATION
- J JOURNALISM
- CI COMMUNICATION INFORMATICS
- PR PUBLIC RELATIONS
- CM COMMUNICATION MANAGEMENT
- SPR STRATEGIC PUBLIC RELATIONS
- CP COMMUNICATION PHD
- M ANNENBERG MINOR
- GC GLOBAL COMMUNICATION
- NA NON-ANNENBERG
- DSM DIGITAL SOCIAL MEDIA
- AC TAKING AN ANNENBERG COURSE
- PD PUBLIC DIPLOMACY
- SF STAFF / FACULTY

Popular Topics: Spring 2018

TOP 8 SPRING WORKSHOPS

1. 1/29 — Content 101: Building a Social Media Content Strategy
2. 1/22 — Creating an Animated Instagram Post with After Effects
3. 2/1 — The Art of Search Engine Optimization
4. 2/21 — Data Analysis with Excel
5. 2/5 — Creative Resume Techniques with InDesign
6. 2/15 — User Interface Design for Digital Media
7. 1/17 — Quick Ways to Enhance Your Photos with Lightroom CC
8. 1/31 — Showcasing Your Portfolio in Creative Ways

While events during the Spring semester generally had slightly lower attendance than in Fall, the topics of our most popular workshops in each were relatively similar, focusing on resume building, personal branding, motion graphics, and data analysis. A highlight this semester was Content 101: Building a Social Media Content Strategy, a first time workshop which was our most well-attended event and received a very positive response from students.

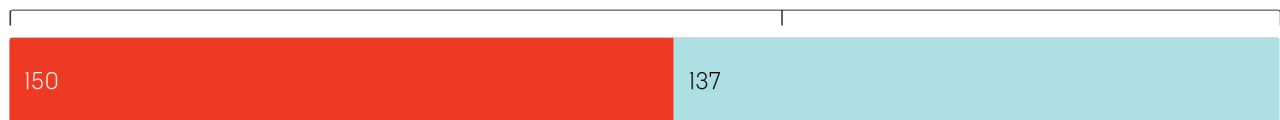
The Top 8 workshops accounted for **52% of attendees** versus the other 16 workshops, which accounted for 48% of attendees. Since our top 8 workshops account for such a large portion of attendees in both the Fall and Spring, we plan to add more workshops centered around branding, social media, motion graphics and web design/analytics workshops next year.

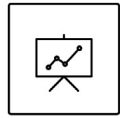
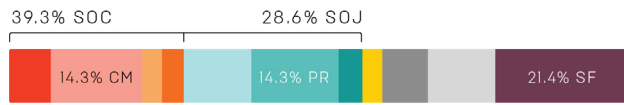
52%

"TOP 8" ATTENDANCE

48%

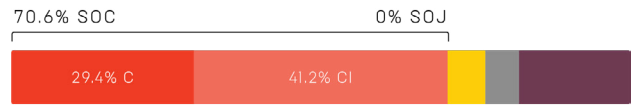
REMAINDER ATTENDANCE





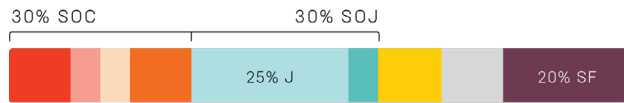
Content 101: Building a Social Media Content Strategy

JAN 29 2:00-4:00PM **28** TOTAL ATTENDEES



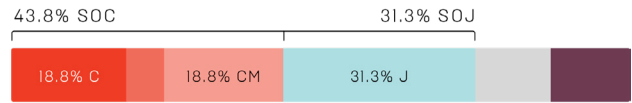
Creative Resume Techniques with InDesign

FEB 5 2:00-4:00PM **17** TOTAL ATTENDEES



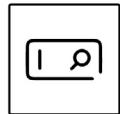
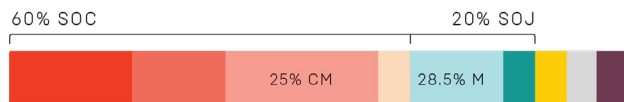
Creating an Animated Instagram Post with After Effects

JAN 22 2:00-4:00PM **20** TOTAL ATTENDEES



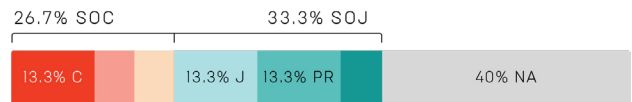
User Interface Design for Digital Media

FEB 15 1:30-3:30PM **16** TOTAL ATTENDEES



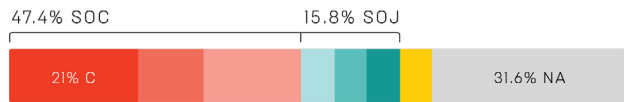
The Art of Search Engine Optimization

FEB 1 1:30-3:30PM **20** TOTAL ATTENDEES



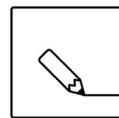
Quick Ways to Enhance Your Photos with Lightroom CC

JAN 17 3:00-5:00PM **15** TOTAL ATTENDEES



Data Analysis with Excel

FEB 21 6:00-8:00PM **19** TOTAL ATTENDEES



Showcasing Your Portfolio in Creative Ways

JAN 31 5:30-7:30PM **15** TOTAL ATTENDEES

- | | |
|-------------------------------------|---------------------------------------|
| soc SCHOOL OF COMMUNICATION | soj SCHOOL OF JOURNALISM |
| C COMMUNICATION | J JOURNALISM |
| CI COMMUNICATION INFORMATICS | PR PUBLIC RELATIONS |
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| CP COMMUNICATION PHD | M ANNENBERG MINOR |
| GC GLOBAL COMMUNICATION | NA NON-ANNENBERG |
| DSM DIGITAL SOCIAL MEDIA | AC TAKING AN ANNENBERG COURSE |
| PD PUBLIC DIPLOMACY | SF STAFF / FACULTY |

Survey Feedback

In the Spring 2018 semester we implemented a new Workshop Satisfaction Survey which gauged attendee familiarity with the workshop subject, engagement with the content and instructor, and provided space for open-ended feedback on the workshops and programming offered in the Digital Lounge. The survey received a **27% response rate** over the course of the semester, and the feedback we received was overwhelmingly positive. However, we'd

like to increase our survey response to a 40-50% response rate to get a more accurate picture.

“This was great! I’m looking forward to practicing with these skills [&] using this for my class!”

— WORKSHOP ATTENDEE
COMMUNICATIONS MAJOR

To increase the response rate going forward, we'll need to look into how we deliver the survey and encourage students to participate, including soliciting more feedback in person and through follow-up emails.

Students largely left the workshops feeling more confident in the software or content being covered than when they arrived. While lessons generally

focused on more entry-level techniques and software skills, only a quarter of visitors reported coming in at a more advanced level, so most found these new skills relevant and useful to their coursework and future careers. Over **85% of respondents** were interested in attending more workshops in the future.

While the majority of attendees are relatively inexperienced with software like Adobe Creative Cloud and are requesting beginner workshops, there is a small demand for higher level skills, particularly in After Effects. When offering more advanced workshops in the future, we would need to accommodate both of these groups, perhaps by progressing in difficulty throughout the semester.

Workshop attendees broadly agreed on the types of programming they wanted to see offered by the Digital Lounge going forward. Requests for Creative Media workshops accounted for two-thirds of all requests, while interest in Data Analytics and Branding split the remainder evenly.

“I kept my design simple this time, so more advanced tricks next time!”

— WORKSHOP ATTENDEE
COMMUNICATIONS MAJOR

Photoshop was a main area of focus, with a number of specific requests for workshops covering photo editing, color correction, and retouching. Social media was also a topic students wanted to see addressed more, with requests ranging from social media posting and scheduling to analytics, strategy, and marketing.

“[I’d like to see] case studies in content marketing - this instructor would be great for future workshops!”

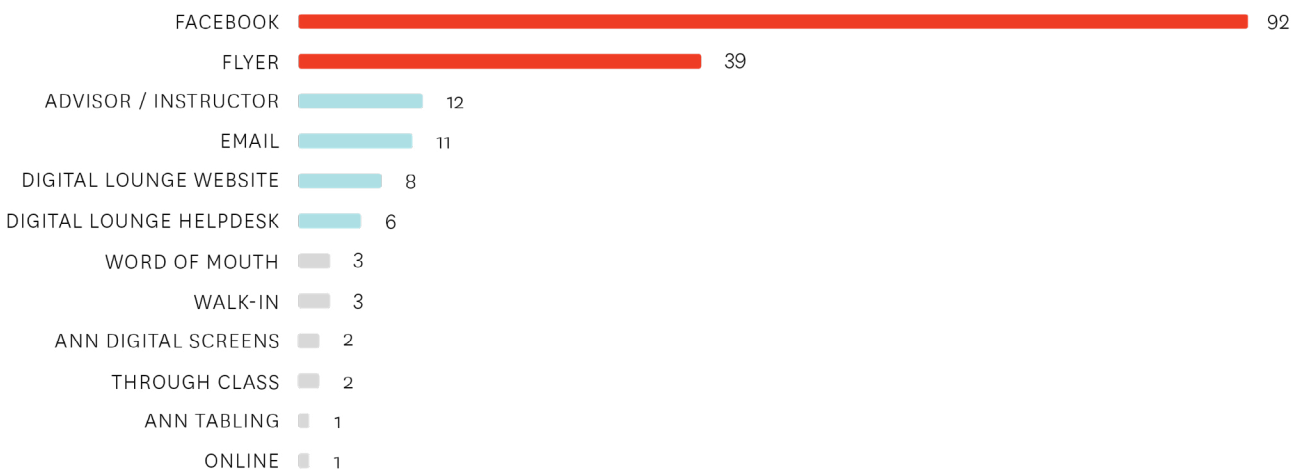
— WORKSHOP ATTENDEE
PUBLIC RELATIONS MAJOR

Survey feedback included a number of requests for workshops outside of our typical programming, with coding and open lab time with instructors being the most common. When planning for Fall 2018 we will need to determine the best way to integrate these outliers into our normal schedule.

Marketing Strategy

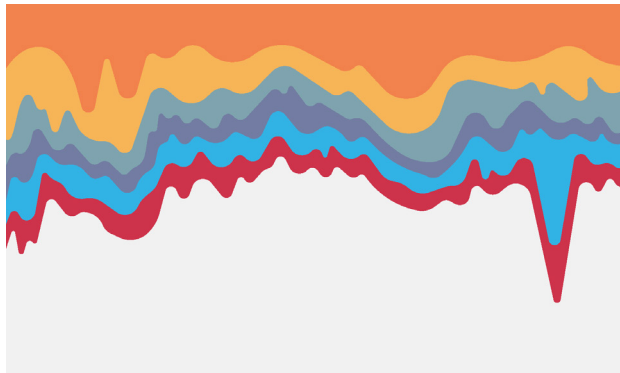
During the Spring 2018 semester we began tracking the effectiveness of the various ways we promote our workshop calendar by soliciting responses from attendees. Facebook was by far the most common way visitors received information about our workshops, accounting for **51% of all responses**. Promotional flyers and word of mouth also brought in a good portion of our visitors.


MARKETING RESPONSE SPRING 2018



Facebook event posts reached our widest audience, but promotional flyers may be a way to reach students who would otherwise not know about the Digital Lounge and our workshops. When promoting our events next semester, we should more actively and strategically distribute flyers and our workshop calendar to attract these new visitors. Opportunities include class visits or dropping off individual event flyers at the Student Advisement office.

Thanks to our mighty team of student workers, we're able to distribute these beautifully designed flyers (on the following page) and post Facebook events to reach our customers. Luckily, we continue to recruit and attract talented student workers from all over the university to help with our communication and marketing strategy.





advanced data visualization and intro to tableau

2 - PART SERIES
9/18 & 9/25
 OR **10/9 & 10/16**
 6:30 - 8:30 PM

RSVP PART 1 — bit.ly/1f770bleou1
 PART 2 — bit.ly/1f770bleou2

Data visualizations are a critical business tool. This workshop serves as an introduction to the visual techniques that are often employed when describing, analyzing, and communicating data in a business setting. We'll start by explaining the role of data visualization in a business setting, and then dive into basic visual methodology.

INSTRUCTED BY **JUANITA RODRIGUEZ**
 LOCATED IN ANN 301D

MAKING A STORY MORE VISUAL WITH
MOTION GRAPHICS

ANN 301D

Instructor: Ed Cook

THURSDAY
September 14
1PM - 3PM
 RSVP here: bit.ly/1f770m1001

TUESDAY
October 3
4PM - 6PM
 RSVP here: bit.ly/1f770m1002

Telling a story visually is compelling. Add simple animation to the story, and it makes a much bigger splash. More and more, animation is being used not only to grab the viewer's attention, but to get ideas across. Use animation to impart complex ideas, establish a corporate identity, or get the attention of buyers on the web. We'll explore ways of creating simple animated logos and text, and incorporate it into a pitch/project.

Creative Resume Techniques WITH **ADOBE INDESIGN**

ANN 301D

Regardless of your area of focus, a strong and visually compelling resume has a far better chance of getting you noticed, than doing the same thing as everyone else. We'll tackle some challenges that arise in resume design – including ways to display lists, and design tips for both a sparse and an overcrowded resume.

Instructor: Rick Miller

Monday
February 5
2:00PM - 4:00PM

Wednesday
February 7
5:30 - 7:30PM

RSVP here: bit.ly/resumetech

HOW TO MAKE MICRO VIDEOS FOR SOCIAL MEDIA

ANN 301

M O N
0 1 / 2 9
5 - 7 P M
ANN 301
RICK MILLER

Micro-videos are easily shareable and quickly consumable, making them a great way to showcase your news, campaign, or report. In this workshop, you'll learn how to condense information into just 10 to 15 seconds of video. We'll use Premiere to compile small clips together with concise captions. Then, we'll show you the best way to prepare micro-videos for export and how to make it digestible for your audience.

RSVP — bit.ly/microvideowksp

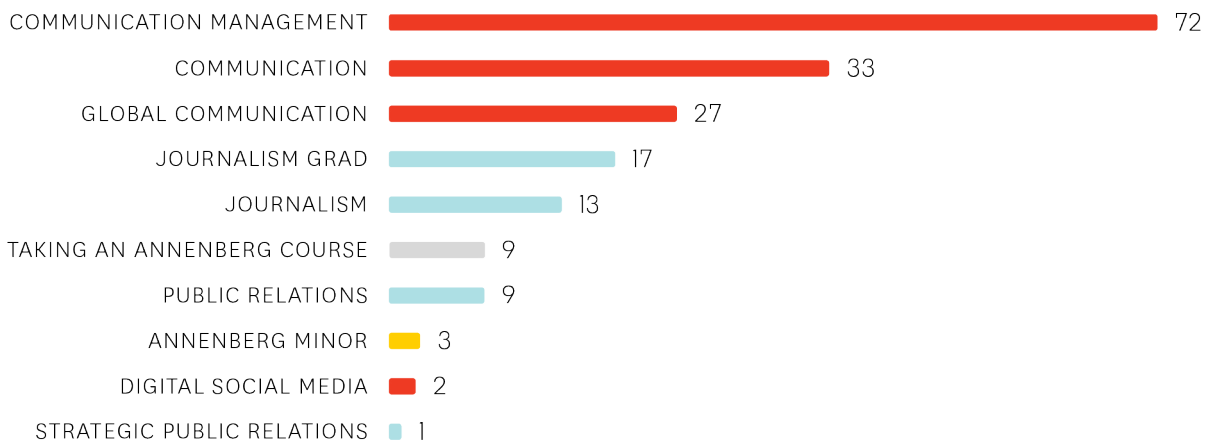
Certification Courses

Our Adobe Certification Courses, which launched in Fall 2014 with a Photoshop pilot, have expanded to 13 courses that now include Illustrator, Premiere, and InDesign courses. These 10-week courses, led by Adobe experts, provide an in-depth overview of the software and prepare students for the Adobe Certification Exam, which is taken in-house in our Instructional Media Lab. This section of the report analyzes our attendees, pass rates, and survey feedback.

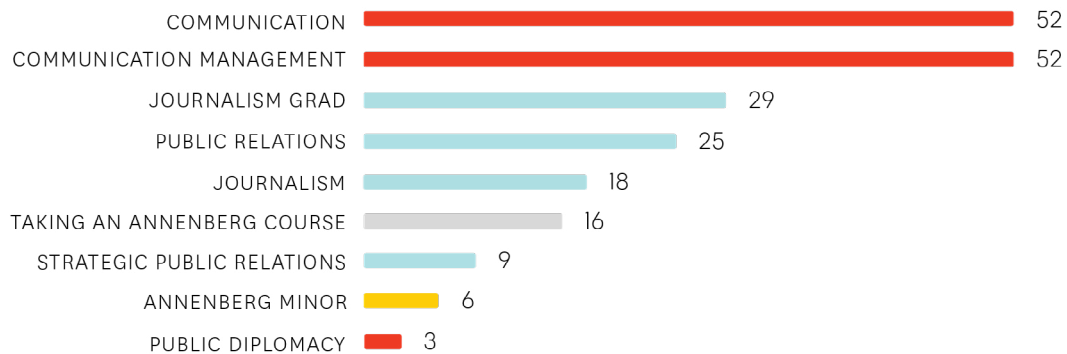
Demographics

Our Certification Courses were most popular with School of Communication students in both Fall and Spring semesters. However, in Spring our number of Annenberg Minors and School of Journalism students more than doubled from the previous semester. This can be attributed to the fact that an additional Premiere course was added on Fridays to accommodate an overwhelming request from graduate Journalism students for another section.

STUDENTS BY MAJOR FALL 2017



SPRING 2018



Pass Rates

In order to decrease drop off rate and increase our pass rate, we're working with our Adobe Certification instructors to streamline communication and create common syllabi across all courses. The addition of Blackboard as a hub for the course has helped students stay on top of the materials, if they miss a class or two throughout the semester.


Students who took the InDesign Certification Course had the most success with the Adobe Certified Associate exam, achieving a 96% and 92.31% in the Fall and Spring, respectively.

The average pass rate across all the courses was **83.94%** in the Fall semester and **83.33%** in the Spring, with an average of **83.6%** for the year, up from last year's average of 76%.

We started Fall with 186 registered students, and 21 dropped throughout the course of the semester. Spring saw a similar drop rate, where 36 students dropped out of 221 total registered for the semester.

FALL 2017

 **PASS RATE** 48 PASS
88.89% 06 FAIL
2 COURSES 03 DROP

 **PASS RATE** 21 PASS
72.41% 08 FAIL
1 COURSES 0 DROP


 **PASS RATE** 22 PASS
75.86% 07 FAIL
2 COURSES 16 DROP


 **PASS RATE** 24 PASS
96.0% 01 FAIL
1 COURSE 02 DROP

SPRING 2018

 **PASS RATE** 50 PASS
80.65% 12 FAIL
3 COURSES 21 DROP

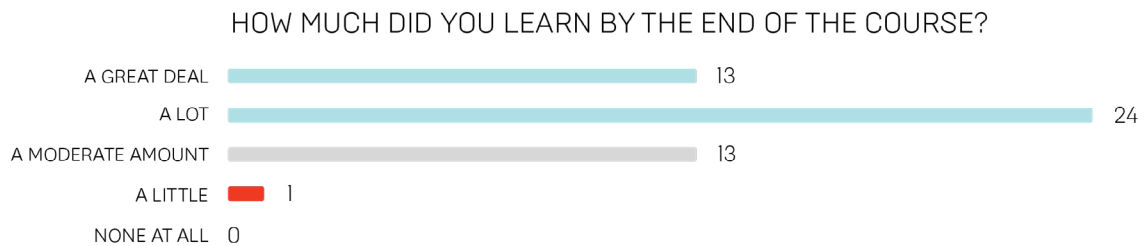
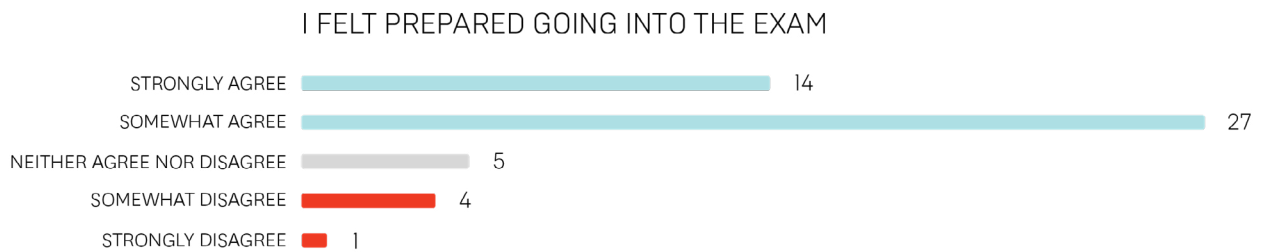
 **PASS RATE** 38 PASS
80.85% 09 FAIL
2 COURSES 05 DROP

 **PASS RATE** 20 PASS
90.91% 02 FAIL
1 COURSE 03 DROP

 **PASS RATE** 12 PASS
92.31% 01 FAIL
1 COURSE 07 DROP

Survey Feedback

Over half of our Certification Course students completed our course survey after taking the ACA exams. The majority of registered students entered their class without a very in-depth understanding of the software, and reported that they improved a lot over the course of the semester. Nearly all the students reported having a positive experience in the course, but some recommended that we spend more time focusing on exam preparation and advanced techniques.



“Please continue hosting these certification courses and also offer [them] for Marshall/other majors as well! Thanks!”

— ANONYMOUS STUDENT

Student Helpdesk

Our student helpdesk provides in-person one-on-one support for software and project questions. Staffed with student workers from various schools (Cinema, Roski, and Viterbi), they provide expertise on software and tools that Annenberg students utilize in their classes, which includes Adobe Creative Cloud, WordPress, and coding. Tickets are solved in person, on the spot, and logged in our Zendesk system. This section of the report analyzes our Zendesk data to understand our visitors, busiest times of the semester, and types of questions. As a service that receives low usage, the team is focused on increasing awareness of the helpdesk.

Visitors

The Helpdesk generated **243 total tickets** throughout the Fall 2017 semester and **212 tickets** in Spring.

Unique visitor numbers were similar in both semesters, with 109 students using our services in Fall and 105 in Spring. In particular, the top four users of our services in Fall accounted for over a quarter of all tickets, nearly as many as the total tickets generated by one-time visitors throughout the entire semester.

455 HELPDESK TICKETS

243 FALL

212 SPRING

214 UNIQUE VISITORS

109 FALL

105 SPRING

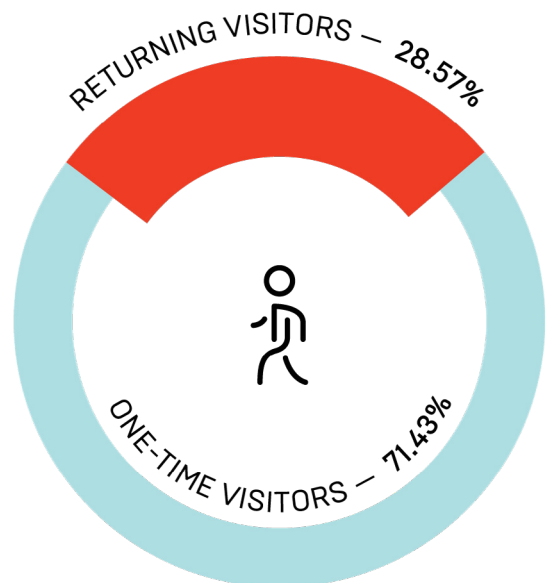
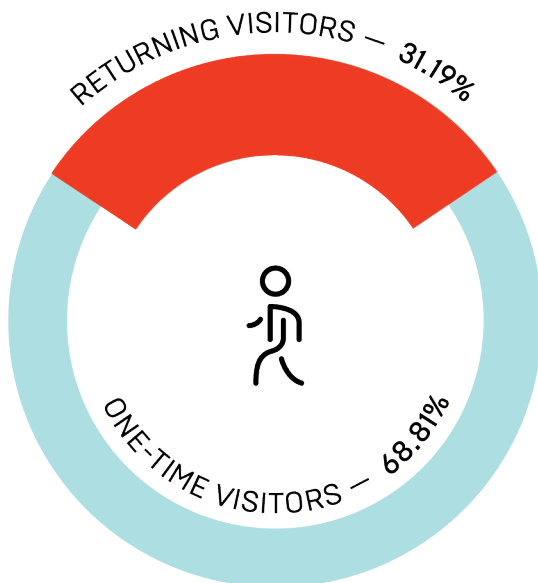
Nearly a third of our Helpdesk visits are from returning students, indicating high satisfaction with the help they're receiving and that many come to rely on us for software support they aren't receiving elsewhere. A priority, though, should be to make sure student workers are advising them how to solve their problems and not simply solving them outright.

Based on our unique visitor numbers, the Helpdesk is utilized by only **8% of the Annenberg student body**. We'll need to reevaluate how we make students aware of our services, and ensure that student workers are accurately logging all the help they provide visitors so our usage data is as comprehensive as possible. We'd like to increase usage to 10-15% next year.

UNIQUE VISITORS

FALL 2017

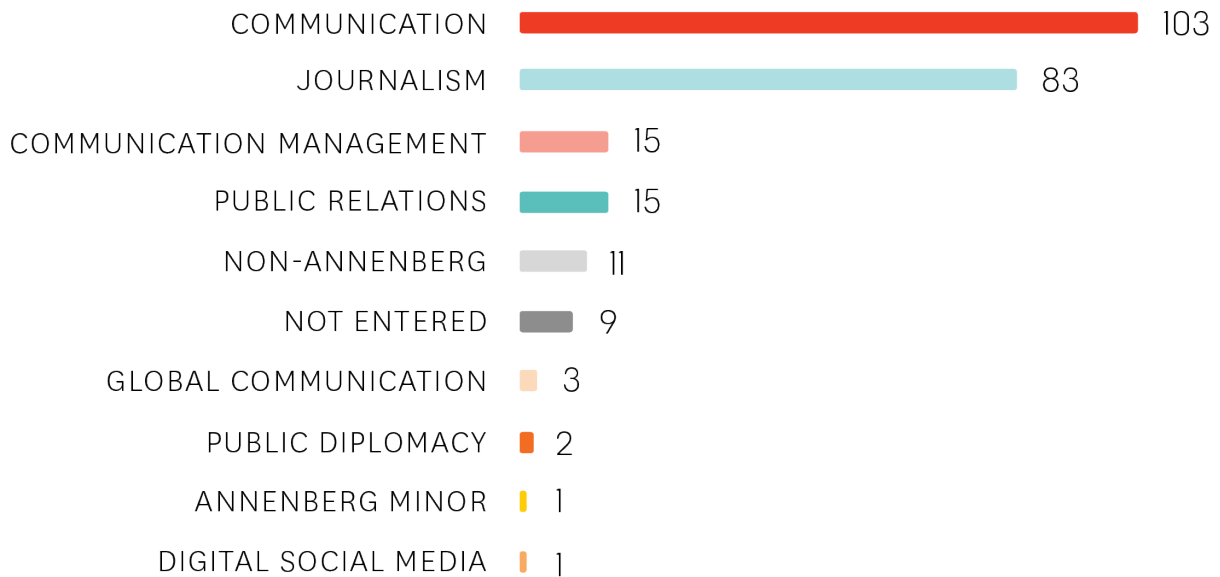
SPRING 2018



Demographics

In the Fall semester School of Communication students took advantage of our services most often, accounting for **51% of attendees**, versus 40% of visits coming from School of Journalism students. The vast majority of our visitors were Undergraduate students, and Communication and Journalism majors specifically accounted for the most of our tickets, at 42.39% and 34.16% respectively. We suspect this is linked to the large number of undergraduates in ASCJ 200, who are directed to our helpdesk for questions.

FALL 2017



40%
SCHOOL OF
JOURNALISM

51%
SCHOOL OF
COMMUNICATION

9%
NA

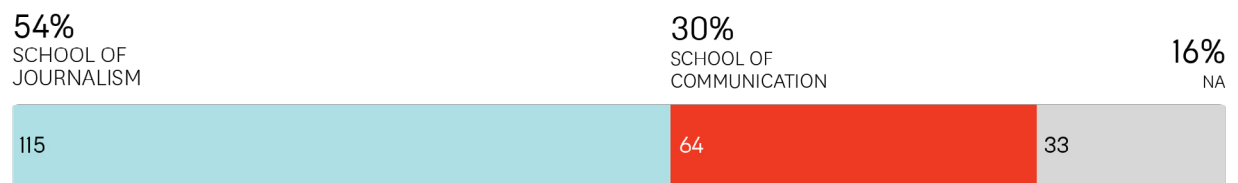
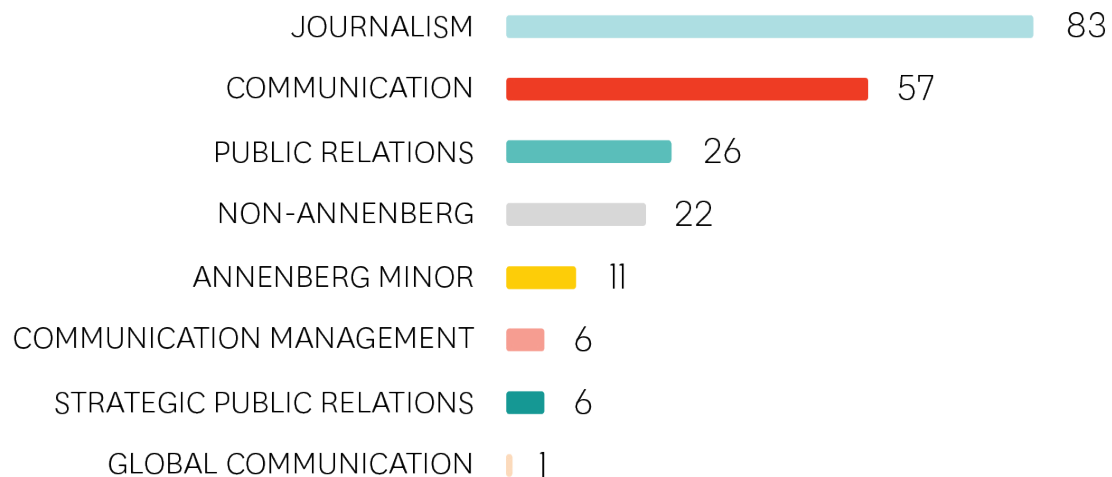
98

124

21

Visits to the Helpdesk shifted in Spring, when Communication students began to use our services less frequently. Journalism major visits remained constant both semesters, and Public Relations and Communication Management majors continued to see us in small numbers.

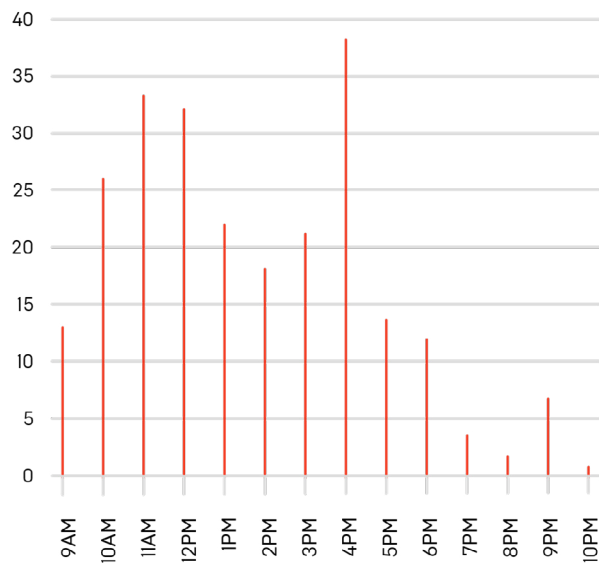
SPRING 2018



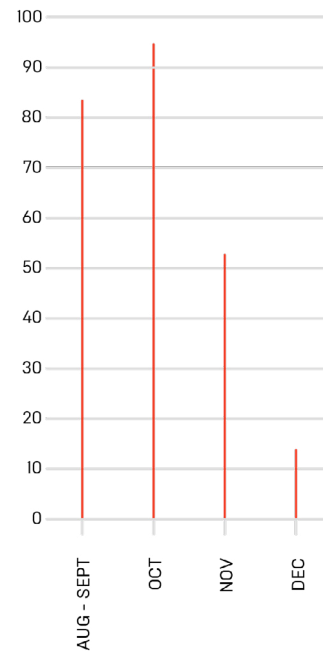
Timing

Use of the Helpdesk varies depending on the time of day, as well as how far along students are in the semester. Our busiest periods are from in the mornings and afternoons, with only **16.46%** of our Helpdesk use occurring after 5:00 PM. The first half of the Fall 2017 semester generated 177 Helpdesk tickets, while only 65 occurred during the second half.

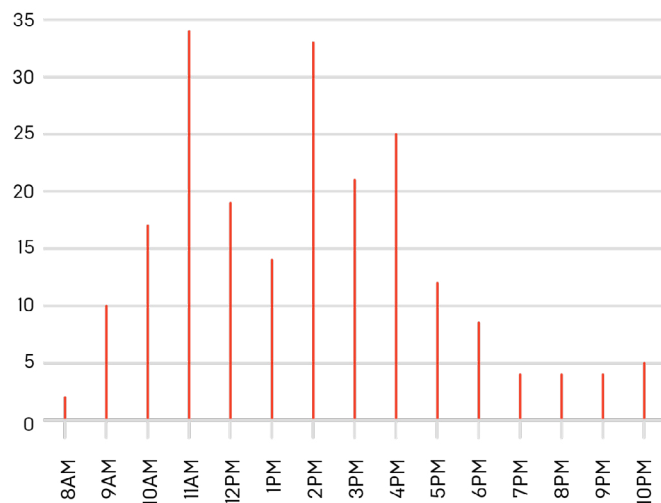
HELPDESK REQUESTS — PER HOUR
FALL 2017



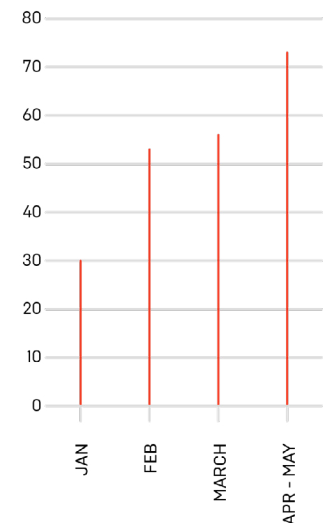
HELPDESK REQUESTS — PER MONTH
FALL 2017



SPRING 2018



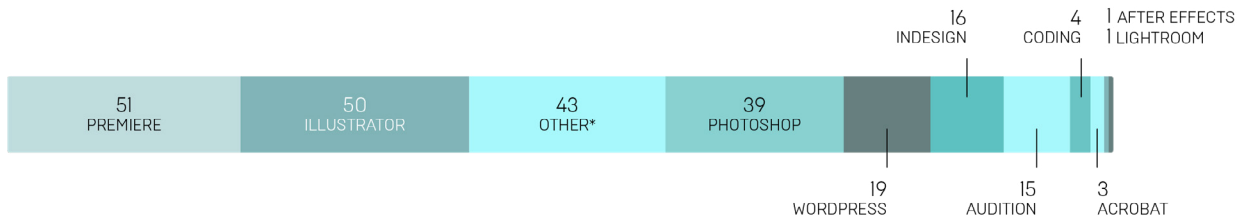
SPRING 2018



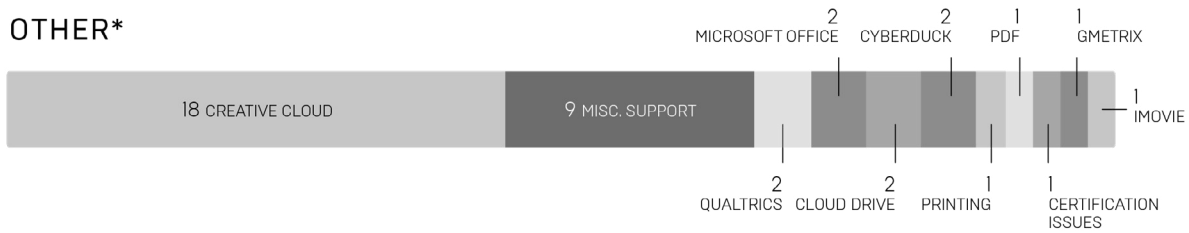
Types of Tickets

Software help provided by the Helpdesk was dominated by Adobe Creative Cloud programs, with Premiere issues topping the list. Students requested help with Illustrator and Photoshop nearly as often, and WordPress and general Creative Cloud issues rounded out our top five most frequently used tools. We need to ensure all student workers are experts in these essential programs, and direct them to our website's tutorials and workshop recordings for programs they are less familiar with.

FALL 2017



OTHER*



SPRING 2018



OTHER*



Web Curriculum and Accreditation Support

With accreditation a big priority for the school, the Digital Lounge Team has taken on a significant role in helping provide and manage controlled web environments that can be archived and stored for the accreditation process every 6 years. Currently, this includes the graduate Journalism projects hosted on an environment called USC Storyspace; and JOUR 414 Capstone sites and PR 351A final projects hosted on an environment called ASCJ Capstone. This section of the report reviews how we supported these environments and showcases some of the best student work that came out of these programs and classes.

ASCJ Capstone

Starting in Spring 2018, our team worked with ASCJ Curriculum Coordinators and faculty to create a web curriculum environment for the undergraduate curriculum that was similar to the existing USC Storyspace environment. The school needed a streamlined archival and accreditation process to ensure that the sites are preserved for 6 years. With accreditation as the priority, the sites needed to be administered and controlled by the school and flexible for the student's needs. Since the undergraduates are not required to learn coding, we opted to create hosted individual WordPress.org sites. Our web vendor, Array Systems built the environment, admin panel, and created scripts to automate the site creation, email notifications, and account management.

For our pilot run, we worked with Professor Lisa Pecot-Hebert to roll this out in JOUR 414 and Professor Jennifer Floto to roll this out in PR 351A. Each site was created as a subdomain of ascjcapstone.org and distributed during the 4th week of school. The Digital Lounge Team assisted with rollout and offered additional in-class WordPress workshops to get the students started. We also offered support at our helpdesk throughout the semester.

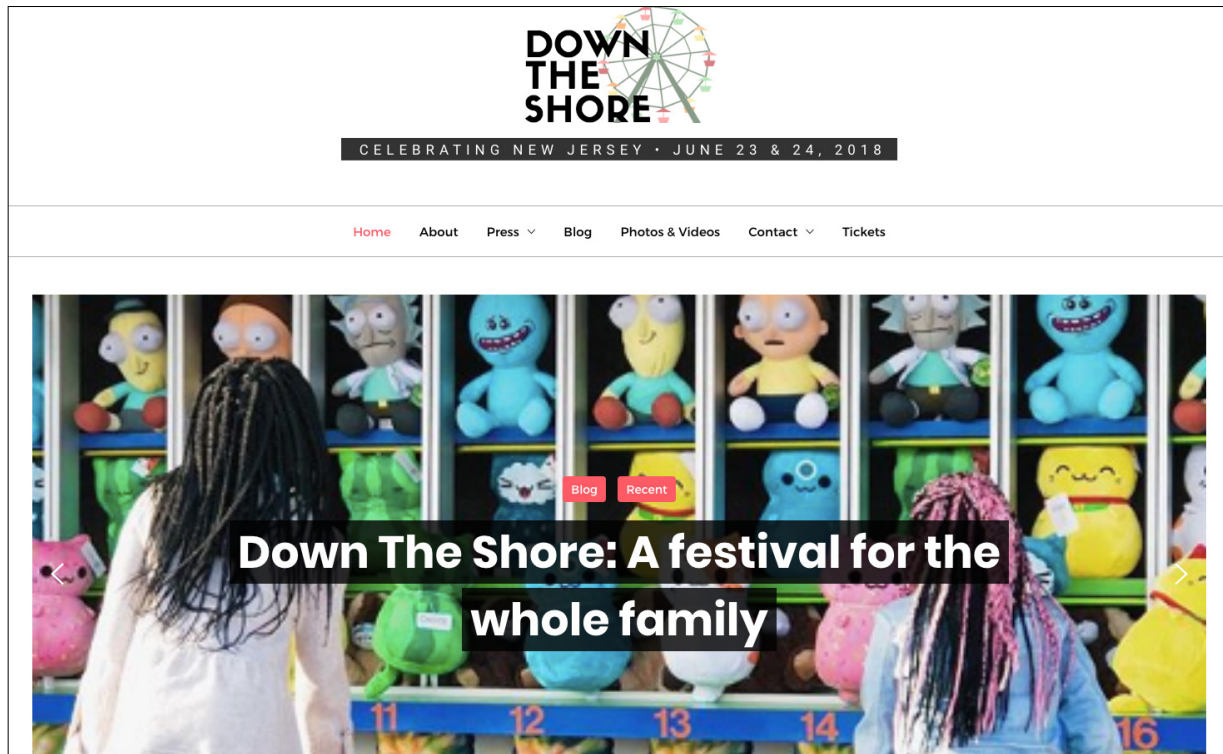
Using the sites, JOUR 414 students created interactive web pages with video and audio on topics ranging from Instagramming to autism to mental illness. PR 351A students created mock newsroom and PR sites for companies and organizations such as Life is Beautiful Music Festival, Lush Cosmetics, and Vans.

Despite some challenges in miscommunication among the faculty, curriculum coordinators, and staff, the sites were rolled out successfully and ready for the reviewers to assess in June.

This summer, the Digital Lounge Team will be working with Array Systems to streamline our tutorials and test the archive and retrieval process; and continue working with curriculum coordinators and faculty to provide better support and workflows for the Fall 2018 semester as we prepare to scale up the number of sites.

See examples of sites on the next pages.

Example ASCJ Capstone Sites






#MeToo: The Workplace's Role In Making A Moment Into A Movement

A promotional page for the "Life is Beautiful" event. The background is a cityscape at sunset with the text "LIFE IS BEAUTIFUL" and "PRESS" overlaid. Below the main title are three columns of information: Music, Food, and Art. Each column has an icon, a title, and a short paragraph of text. At the bottom, there are three small images: a woman and a man, a chef, and a colorful art installation.


LIFE IS BEAUTIFUL


PRESS



Music


Get to know performer, Sofi Tukker who is returning to the 2018 Life is Beautiful stage. Check out our piece on the funky electro-pop duo that's taking the music industry and festival scene by storm.






Food


Every year at Life is Beautiful, culinary geniuses come together to create dishes full of incredible flavor for attendees to enjoy. Stay tuned for our 2018 Culinary Lineup coming soon!





Art

This year, Life is Beautiful's Art Motel will be transformed by artist Ann Hamilton. We are so excited to see what she has in store. Check out our Backgrounder on Ann Hamilton and her previous projects.

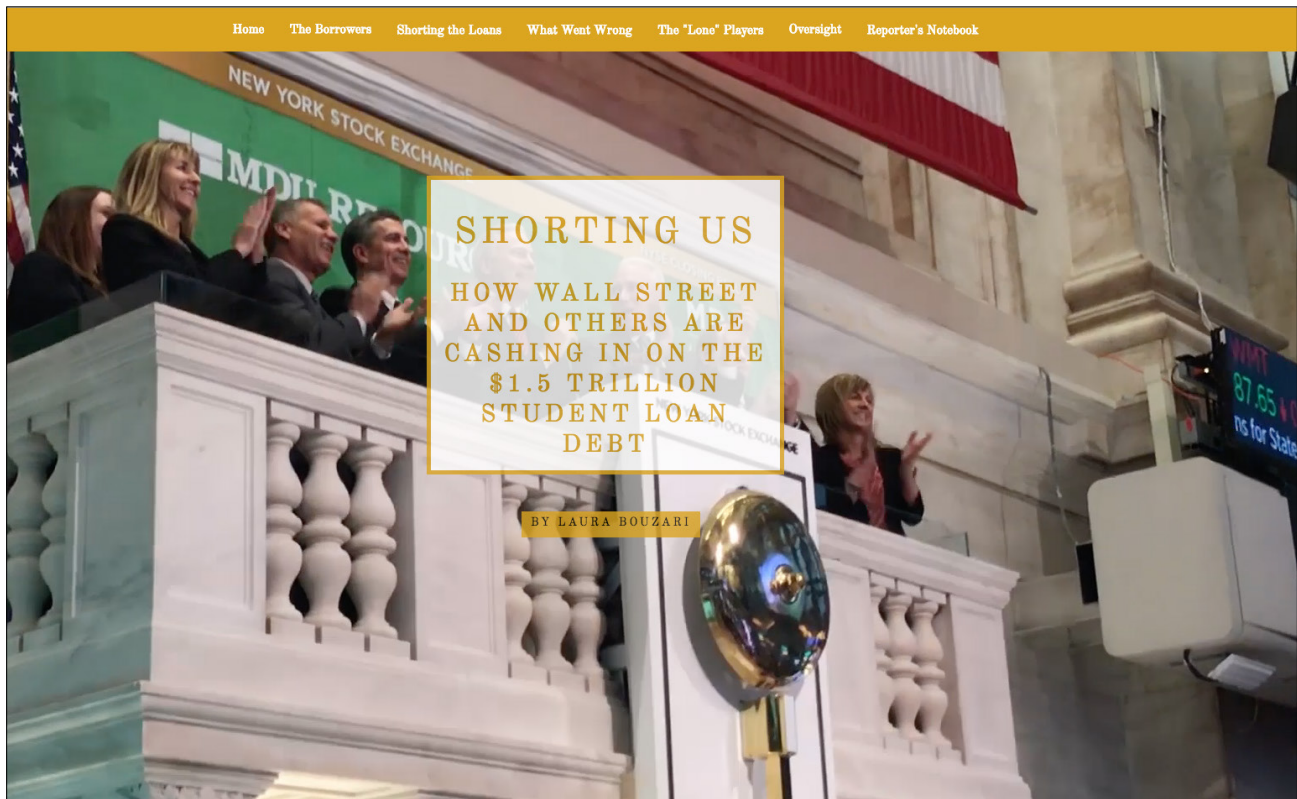


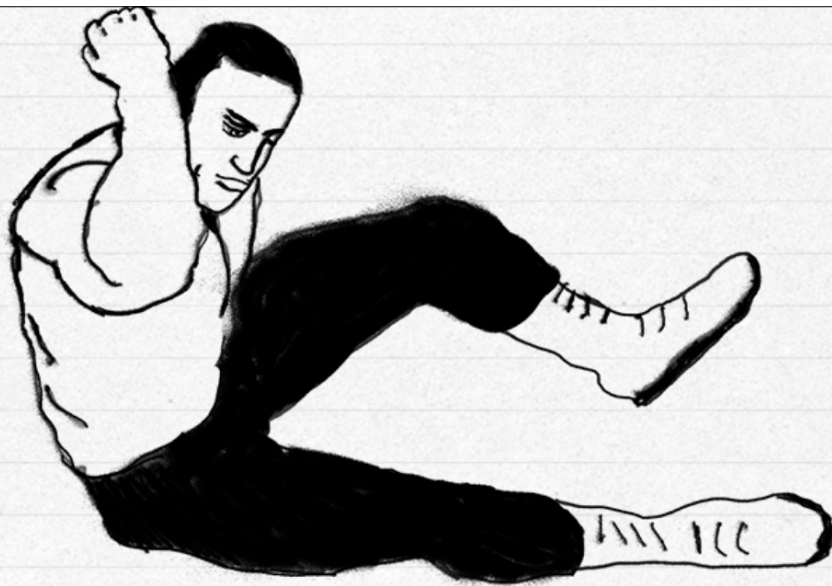
USC Storyspace

Our team continued to support the USC Storyspace site for the MS Journalism program, which hosts the student’s midterm, final, and capstone projects. Previously, this content was hosted on Bluehost and managed by the Digital Lounge Team. As a large corporation, Bluehost did not offer catered one-on-one support or account management capabilities for our unique academic needs. With in-house web resources low and ongoing and persistent issues with Bluehost hosting, we decided to explore more reliable and efficient ways to host and manage the sites. After researching and vetting vendors, we hired Array Systems, who currently works on many Annenberg web projects.

Under a Managed Services contract, Array now manages and supports the USC Storyspace environment. This includes hosting, storage, account creation, management, deployment, archival, and answering support emails. In addition, Array has streamlined many of the workflows by creating scripts to automate previously time-consuming tasks such as account creation and locking down folders; as well as creating a user-friendly admin panel.

Moving forward, we are renewing our contract with Array to continue managing our web curriculum environment and providing web consulting advice as the school continues its investment in web infrastructure.

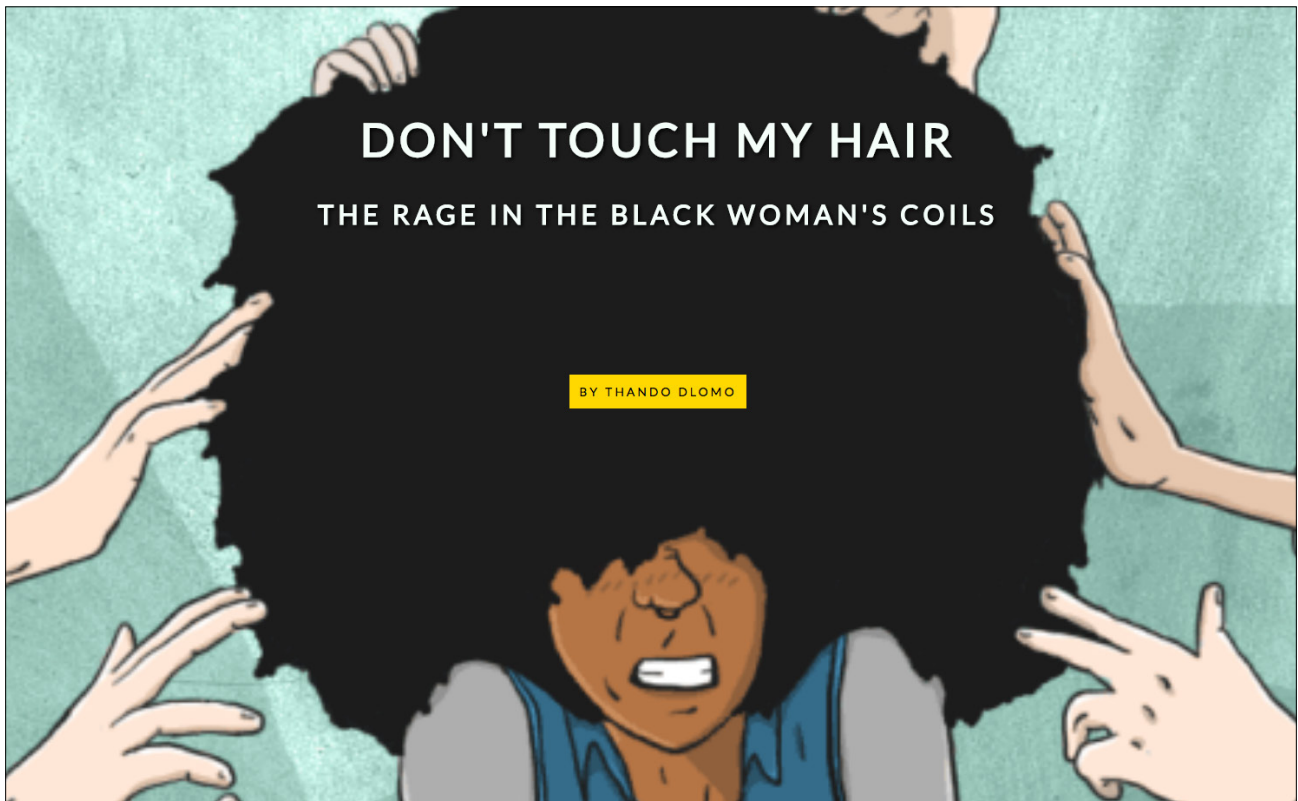




SUPLEX STORIES

THE JOURNEYS OF YOUNG AMERICAN WRESTLERS
CHRIS PERFETT

Brett Parmetar gets up every morning and puts his body through hell. He does two workout sessions every week day, and one session on Saturday and Sunday.



DON'T TOUCH MY HAIR

THE RAGE IN THE BLACK WOMAN'S COILS

BY THANDO DLOMO

Other Projects

During Spring, Winter, and Summer breaks, the Digital Lounge team will take on miscellaneous projects. This year, we worked on a Technology Curriculum project and vinyl signage projects. This section covers those projects in depth.

Technology Curriculum Project



Adobe Photoshop: Photo-Editing Skills

By: Erika Hang & Rick Miller

The Annenberg School for Communication and Journalism (ASCJ) has a diverse curricular portfolio (Communications, Journalism, & Public Relations) with seemingly “similar” requirements for technology skills training, but with little crossover. Over Summer 2017, the Digital Lounge worked on a project with curriculum coordinators, faculty, staff technologists, and administrators to pilot a more efficient and central mechanism to provide technology skills training across programs and departments.

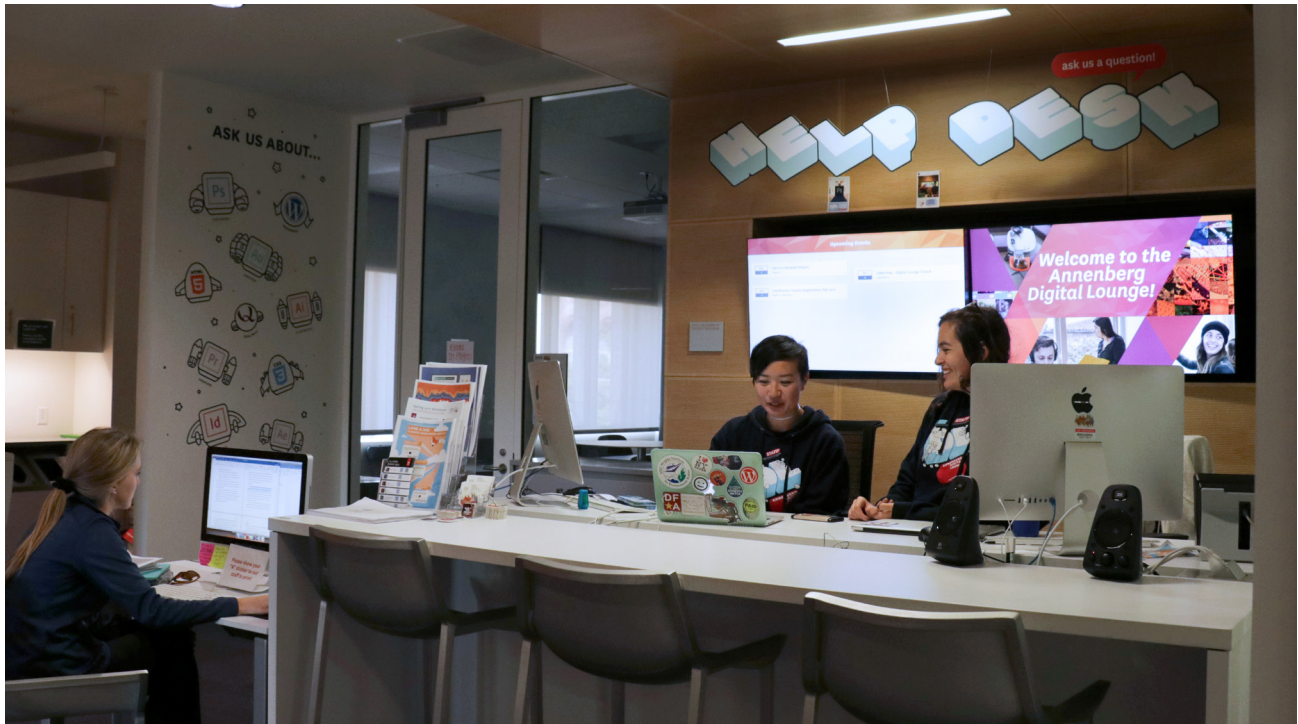
With consensus surrounding the problem, the working group suggested an “enterprise-wide” technology skills training model that can be “plugged and played” along with, or in lieu of, existing curricular and programmatic activities. Initial assumptions are that this new “technology skills curriculum” will be provided via on-demand, online, video-modules (flip model); however before formalizing the delivery mechanism, the project team suggested “prototyping” one element of this technology curriculum to see if it could meet learning objectives across schools and programs. The team selected photo editing as the entry point for the project, as it is required by most programs and is a useful “building block” for other technical skills.

Working with our Adobe Certification Course instructor, Rick Miller, we outlined the curriculum into modules and produced the first three modules: (1) Industry Knowledge and Fundamentals of Design, (2) Understanding and Navigating Adobe Photoshop, and (3) Basic Image Editing. They were successfully piloted and tested in JOUR 321. Modules were uploaded to the courses via Blackboard with quizzes.

While the project was successful, the results were unclear and many existing similar modules exist on sites like Lynda.com and Youtube. Moving into the next year, the Digital Lounge Team is currently exploring other options to integrating standard technology skills training into the curriculum such as discussions with degree programs on integrating Certification Courses into their requirements or potentially turning Certification Courses into a USC Annenberg offered course.

Vinyl Signage Projects





VINYL

Based on on-going issues with visibility and messaging about our space, we created new signage and vinyl to place on the outside and inside walls of the Digital Lounge.

We contracted two past Media Support Specialist students to design, cut, and place the vinyl.

We identified 3 areas that needed a revamp, which included the helpdesk, the walls within the space, and the outside glass. Now, the space is easily identifiable and aligns with our branding.

The success of this project also led us to helping install the Marilou and Mark Hamill Family Office of the Dean signage this past Spring semester (pictured to the right).

