University alumni magazine brings savvy, visually appealing stories to life with Adobe Digital Publishing Suite

Fostering business leadership and entrepreneurship for more than 75 years, the University of California, Los Angeles (UCLA) Anderson School of Management wanted the digital edition of its alumni magazine, Assets, to reflect the school’s focus on innovation. With Adobe Digital Publishing Suite, the business school created Assets Digital, an interactive set of experiences filled with rich media and real-time features, available as an app for the iPad. The engaging digital edition has the potential to expand readership from approximately 35,000 registered alumni to millions of tablet computer owners wanting to explore the latest developments in business, news, and UCLA Anderson culture.

"We’re setting a new standard in business school publishing," says Nathan May, director of digital communications at UCLA Anderson. "Assets Digital offers an exciting, new way to connect with our students, faculty, and alumni by engaging them intellectually and emotionally. We embraced the opportunity to present content with greater depth and creativity, transforming how people experience our magazine."

After extensive research, the school’s communications team determined that Adobe Digital Publishing Suite was best suited to create a high-impact digital app. It fits smoothly into UCLA Anderson’s existing Adobe workflows and allows the school to easily repurpose materials.

Immersive, visual storytelling

Assets Digital designers and editors use Adobe Creative Cloud™ including Adobe InDesign® CC, Adobe Photoshop® CC, and Adobe Bridge CC, to create content for the digital magazine. Content is then sent to Joe Zeff Design, an app development agency that helps build some of the interactive elements in Assets Digital. So far, UCLA Anderson has published three issues of Assets Digital.

UCLA Anderson designed the Assets Digital app from the ground up, using the many powerful capabilities of Adobe Digital Publishing Suite to provide readers with enhanced functionality. Instead of 2,000-word essays, for example, stories have evolved into rich, audio-visual experiences that immerse readers in the subject matter.

UCLA Anderson updated staples of the print magazine, such as the “dean’s letter,” with the message now presented as a video. Each edition of Assets Digital also provides fresh, compelling content through real-time calendars, Twitter feeds, and other dynamic elements; things impossible to do in the traditional print publication.

"It’s important that we keep content relevant and provide readers with current information that keeps them coming back to the app," says May. "The timely, interactive experiences we can create with Adobe Digital Publishing Suite enhance reader engagement and encourage app subscription."

By moving from print to digital editions, the management school reduced production costs by 30%, saving on paper, printing, and mailing—supporting the university’s environmental sustainability efforts. In addition, the UCLA Anderson team is discovering that dynamic, app-only features help win awards. Communications industry journal Communication Arts recognized Assets Digital photographer Justin Fantl and creative director Charlie Hess with an editorial award from its 2013 Photography Annual competition. Their photo essay “Winter in Kentucky” accompanied the “Adventures in Bourbon Country” story in the magazine’s second digital issue.
UCLA Anderson School of Management chose Adobe Digital Publishing Suite to create Assets Digital. The high-impact app for the iPad has an interactive set of experiences filled with rich media and real-time features and presents content with greater depth and creativity.

Challenge
- Recreate alumni magazine as an interactive, digital app with new, dynamic approach to visual storytelling
- Strengthen the sense of community and interaction among alumni
- Reduce production costs and environmental impacts

Solution
Transform printed, static alumni magazine into a dynamic, interactive digital app that uses video, audio, animation, and other features to engage and inform global audience of business school graduates

Systems at a glance
Adobe Digital Publishing Suite, Professional Edition
Adobe Creative Cloud, Individual memberships. Components used include:
- Adobe Photoshop CC
- Adobe Bridge CC
- Adobe InDesign CC

For more information

"The timely, interactive experiences we can create with Adobe Digital Publishing Suite enhance reader engagement and encourage app subscription."

Nathan May, director of digital communications, UCLA Anderson

Increasing global reach
Assets Digital has also proven effective at enabling UCLA Anderson to better engage a global audience. Features like the Alumni Hub screen—which includes videos, free webinars, and access to social networks—make it easy for readers to reconnect with the school and fellow alumni.

As UCLA Anderson expands its global reach, the transition to Adobe Digital Publishing Suite has allowed the school to closely monitor readership and engagement through various analytics tools. The Assets Digital team continues to explore the capabilities of the software and has high expectations for setting the standard among business school publications.

"Today's digital magazines provide a glimpse into the educational experience of tomorrow," says May. "Assets Digital helps send the message to the UCLA Anderson community, prospective students, alumni, and other institutions that we’re dedicated to innovation and expanding our global reach."