USC Annenberg, pioneering the new era of digital communication.

Leading communication, journalism, and public relations school prepares students for 21st century success with Adobe Creative Cloud.

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James Vasquez, associate dean, Operations, USC Annenberg School for Communication and Journalism

A SOLUTION
Adobe Creative Cloud

RESULTS

FOSTERING SUCCESS
Prepares students for more opportunities by fostering skills in industry-leading creative software

NO BOUNDARIES
Unleashes student creativity and collaboration across disciplines

ENGAGING STUDENTS
Ignites student enthusiasm through new facility and industry-leading digital tools

PARTNERSHIP
Relied on Adobe to help support and equip the launch of a 21st Century Literacy initiative
Driving the digital era

The digital media revolution has radically changed journalism and communications. Silos among broadcast, print, and web journalism continue to erode, while digital video and social media tools are transforming professions such as public relations.

In today’s digitally converged environment, the USC Annenberg School for Communication and Journalism, among the top five journalism programs in the United States according to NewsPro, is empowering students to master the cross-disciplinary skills they need to maximize their experience at USC Annenberg and beyond in their careers. As part of an overarching 21st Century Literacy initiative, the school is making Adobe Creative Cloud software available to students throughout the school.

The 21st Century Literacy initiative involves new ways of incorporating industry-leading technology in the classroom. “We identified the need to have a common language,” says James Vasquez, associate dean, Operations, USC Annenberg School for Communication and Journalism. “Our faculty are excited about how Adobe Creative Cloud, a toolbox for the next generation of communication and journalism, gives students access to the latest tools plus the ability to collaborate in groups and create content for any medium.”

Multiple disciplines, common skills

USC Annenberg recognizes that upon graduation, students must understand how to create and publish content that crosses disciplines and digital outlets, from audio and video to interactivity and the web. To help students thrive, Annenberg requires all students to have their own laptop computer to create content and learn digital communication techniques hands-on using tools such as Adobe Creative Cloud.
Vasquez and others at USC Annenberg School for Communication and Journalism evaluated several options for software that would help students increase their digital literacy. They chose Adobe Creative Cloud software due to its ease of use, industry-leading stature, and use among journalists and communications professionals. Additionally, Adobe brought a true partnership approach to the table.

"Adobe provides a comprehensive, industry-leading suite of creative tools that work across all our disciplines," says Vasquez.

A curriculum mainstay

Adobe Creative Cloud, now being integrated into many areas of the curriculum, is one critical aspect of the school’s 21st Century Literacy initiative. The centerpiece is an entirely new technologically transformative facility, the 88,000 square foot Wallis Annenberg Hall, opened Fall 2014.

The new building is designed to help students thrive across the school’s specific areas of focus, including journalism, public relations, communication, communication management, and public diplomacy. In addition to a 20,000-square-foot digitally converged media center, the building features a multistory digital media tower showcasing student programming along with social media and live broadcast news.

The Annenberg Forum, or the vision of the school’s dean, Ernest J. Wilson III, is a “Village Green” designed to encourage informal conversation and impromptu gatherings as well as formal events. Throughout the building, faculty and students will be able to work together in different types of spaces, including student collaboration areas, multi-purpose rooms, classrooms, open study areas, labs, and a laptop digital lounge, all designed to foster cross-disciplinary collaboration and sharing of expertise and ideas.

"When evaluating goals for our new facility, we made a decision to eliminate computer labs and use students’ mobile technology—providing a platform-agnostic environment," says Vasquez. "Adobe Creative Cloud helps us provide an industry-standard set of creative tools so students can work on a common platform regardless of discipline."

Practical skills for career success

Recognizing that journalists of all kinds must have a deep knowledge of current digital technologies, USC Annenberg built the new building to house its multiple programs and also provide state-of-the-art laboratories, software, and equipment to allow students to experiment, learn, and succeed. Adobe Creative Cloud offers an essential set of integrated products and services to foster teamwork and creativity. Students, faculty, and staff now have access to the latest industry-leading creative applications for design, web, video, and digital imaging, as well as seamless ways to share and collaborate on work through Creative Cloud services such as online storage.
"Adobe Creative Cloud provides an easier way for students to engage and collaborate across disciplines as well as an avenue for graduates to take the content they created with them via an ePortfolio as they interview in the real world."

James Vasquez, associate dean, Operations, USC Annenberg School for Communication and Journalism

DIY in action

A USC Annenberg goal is to promote a digital do-it-yourself (DIY) culture that empowers students to create, collaborate, and learn, regardless of their backgrounds or prior experience. To make content creation and publishing tools approachable and fun, USC Annenberg created a digital lounge that will host workshops, including real-world training with practical examples using applications such as Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, and Adobe Premiere Pro CC.

Staffed by a newly formed Creative Media Team, the Digital Lounge will help keep the Annenberg community as leaders in the digital era, where students work on their own devices, collaborate in modular spaces, and learn to experiment with the digital tools they have received as part of the 21st Century Literacy initiative.

“Our goal is to provide students with a solid academic grounding as well as software skills, including Adobe Creative Cloud, that we think will help make them more marketable as they enter the workforce,” says Vasquez. “Adobe Creative Cloud provides an easier way for students to engage and collaborate across disciplines as well as an avenue for graduates to take the content they created with them via an ePortfolio as they interview in the real world.”

Since adopting a variety of tools including Adobe Creative Cloud, USC Annenberg is pioneering the future of communication and journalism by fostering young creative talent. Powered by Adobe solutions, creative expression and peer collaboration are playing a vital role in student engagement, learning, and success in the school and beyond.

“Annenberg is at the vanguard of empowering students to learn the technologies they need to use for their work and future careers,” says Wilson. “Annenberg students need to accomplish what they envision, equipped with the right technologies.”

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
  Components used include:
  - Adobe Premiere Pro CC
  - Adobe Illustrator CC
  - Adobe InDesign CC
  - Adobe Photoshop CC

For more information
www.adobe.com/creativecloud.html
www.adobe.com/creativecloud/buy/education.html