



University of Oregon, building career success.

Students in top journalism school embrace digital publishing with Adobe Digital Publishing Suite.



UNIVERSITY OF OREGON

School of Journalism and Communication

"It's rewarding to be on the leading edge of journalism, media, and education and to enable 95% of our students to land inspiring jobs."

Ed Madison, Assistant Professor, School of Journalism and Communications, University of Oregon



SOLUTION

Adobe Digital Publishing Suite, Adobe Creative Cloud for enterprise

RESULTS

95%
GRADUATION RATE

CAREER SUCCESS

95% of students who have completed Mobile Media Production course are now working in professional media careers



EMPOWERED

Instilled sought-after skills in digital publishing, collaboration, and storytelling that prepare students for success



PIONEERING

Staked claim as first university to publish digital magazine, establishing reputation as cutting-edge journalism school



AWARD WINNING

Won prestigious Gold Crown Award from the Columbia Scholastic Press Association for *OR Magazine* student-created app, among other honors

University of Oregon

Established in 1876

Students: 24,181

Eugene, Oregon

www.uoregon.edu

School of Journalism and Communication

Established in 1916

Students: 2,300

Eugene, Oregon

journalism.uoregon.edu

Download the apps

OR Magazine

FLUX and Envision

CHALLENGES

- Empower students with sought-after digital skills for career success
- Remain on the leading edge of journalism and technology education
- Enable students to create content for mobile platforms
- Foster enthusiasm and teamwork

Taking content mobile

Prompted by a *Wall Street Journal* article highlighting a groundswell of interest among major publishers such as Condé Nast in extending publishing to mobile media, the University of Oregon's (UO) School of Journalism and Communication initiated an experimental course to explore the intersection of journalism and tablet technology.

Using Adobe Digital Publishing Suite (DPS), the university designed its Mobile Media Production course to give students the skills to reach people with impactful content on any device. The school started early and was in the beta program for Adobe DPS, and has since prepared scores of students for successful careers in digital publishing and beyond.

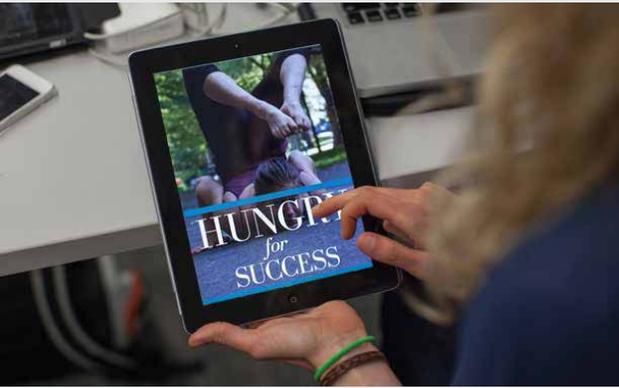
"Giving our students the opportunity to create digital publications using Adobe DPS means they get more than a degree," says Ed Madison, Assistant Professor, School of Journalism and Communications, University of Oregon. "They are getting the best of classroom and real-world learning, developing the same skills as professionals at publications such as *WIRED* and *Martha Stewart Living*. Students can show an employer what they've created and demonstrate their real-world digital publishing experiences."

Pioneering digital publishing

Like many journalism and communication programs, UO's program offers courses in writing, photojournalism, multimedia, public relations, and advertising. Its mobile media course allows students to collaborate across disciplines in new ways with industry-standard design software such as Adobe Illustrator CC, Adobe Photoshop CC, and Adobe InDesign CC. The apps are all part of Adobe Creative Cloud for enterprise, which OU secured through a licensing agreement with Adobe.

Building on its success with Adobe software, UO also became one of the first higher education institutions to incorporate Adobe DPS into its journalism and communications curriculum so students can add videos, photos, and interactivity to their projects. DPS gives students the opportunity to present content in new and interactive ways with features such as a zoomed-out browse mode, 360-degree views, and dual-axis navigation.

"Students use Adobe Creative Cloud apps every day. Photoshop CC is used for photo adjustment and manipulation as well as creating overlays, slide shows, and image sequences. With Illustrator CC, students create elements for animation, buttons, and graphics. InDesign CC is used for both print and digital publications as well as for creating e-publications and interactive PDFs," says Madison.



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Ed Madison, Assistant Professor, School of Journalism and Communications, University of Oregon

With some guidance from instructors, students learn DPS on their own through resources such as Adobe TV, Lynda.com, *DPS Tips*, virtual Skype sessions, or in-person visits with digital publishing experts. When creating content, students typically start with a wireframe of the layout and navigation in InDesign CC, determine the assets they need, create them in Photoshop CC and Illustrator CC, and then bring everything into InDesign CC to add interactive elements for publication.

Passion and purpose

Students’ enthusiastic adoption of DPS made it evident they were thinking about more than just completing projects to get grades. Even with the first digital edition of *OR Magazine* in 2011 students embraced new approaches to storytelling using digital publishing software. The inaugural digital edition focused on people who embody the culture and spirit of Oregon, with articles covering everything from quantum physics and zebra fish to research on Bonobo apes.

Published annually, *OR Magazine* is a student-directed publication, and students thrive on the camaraderie of creating high-quality digital editions. They work in story groups comprising writers—a key focal point for every issue—photographers, videographers, and designers. In the process, students make treasured peer connections and learn to appreciate multi-disciplinary talents and ideas.

“When students know that their peers and the community will see the publication, it brings a whole new level of commitment,” says Madison. “Sometimes we have to remind students to leave the lab to get some sleep because they are so passionate about achieving their vision of the digital publication.”

Readers love the digital version of *OR Magazine* as well. Nearly 1,600 perused slideshows in the latest edition of the DPS app, and more than 1,000 have clicked on buttons leading them to interactive elements. The rich elements in the digital magazine encourage more engagement, with each individual reader spending a combined time of more than 24 hours perusing the first edition of *OR Magazine*.

Creative ideas realized

Students have created new editions of *OR Magazine* each year since 2011. The 2012 version focused on a Mixed Martial Arts (MMA) fighter, who was also an OU student. The story captured the emotion, intensity, and demands of training hard and competing in front of hundreds or thousands of viewers. In an inventive twist, the magazine opens with a button saying, “Tap at Your Own Risk.” When viewers tap, the still image of the fighter comes to life, and his gloved hands punch toward the viewer.

The 2013 edition of *OR Magazine* focused on Oregon outdoor adventures. More than just a promotion for travel in the state, it features inspiring stories of mountain bikers, kayakers, and others who challenge elements—all with breathtaking photos and videos. There’s even an exotic bird story about a woman who rehabilitates rare birds in her own home.



SOLUTION AT A GLANCE

- Adobe Digital Publishing Suite
- Adobe Creative Cloud for enterprise.
Apps used include:
 - Adobe Illustrator CC
 - Adobe InDesign CC
 - Adobe Photoshop CC

For more information

www.adobe.com/products/digital-publishing-suite-enterprise.html

www.adobe.com/CreativeCloud



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
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www.adobe.com

In 2014, *OR Magazine* won a Gold Crown Award from the Columbia Scholastic Press Association, the highest honor the organization bestows for unique news magazines and digital publications. The digital cover, a highlight of the edition, features a guitar with strings that when touched vibrate and play each string's note. Collectively, *OR Magazine* editions have received 15 Gold Circle Awards for individual excellence, and a Society of Professional Journalists Award.

From classroom to career

In the first four years since the inception of the Mobile Media Production course, 95% of students have gone on to successful media careers based on experience with Adobe DPS and Creative Cloud. One first-year student, Scott Landis, now works at Storycode as a Lead Digital Publishing Specialist. Another student, Jason Bernert, is Lead Designer at Oregon Public Broadcasting, heading up its digital magazine efforts on his own. Former Creative Director of *OR Magazine* Nate Makuch, became Creative Director of *Flaunt*, a Los Angeles-based fashion magazine from the founders of *Details*. James Beké, a former *OR Magazine* designer, co-created a commercial for Beats headphones that ran during the 2014 Super Bowl.

Since creating the 2015 digital edition of *OR Magazine*, DPS has been embraced in many other departments, and has even created a production entity on campus staffed with some of the most talented graduates and a full-time professor dedicated to digital publishing. The university has grown the number of publications created using DPS to include publications for students, alumni, and university development.

For instance, the award-winning *FLUX*, the school of journalism's annual student print magazine, has been transformed into a digital publication for the last two issues. *Envision*, a magazine dedicated to sustainability and the environment, now has three digital editions. And *Cuba Creatives*, a one-time special digital publication released in July 2015, is the result of three instructors taking 20 journalism students to Cuba.

"It's rewarding to be on the leading edge of journalism, media, and education and to enable 95% of our students to land inspiring jobs," says Madison. "Even more gratifying is empowering students with highly marketable design, storytelling, and collaboration skills that will benefit them their entire lives."