

PR 488: Multimedia PR Content: Visual Communication of Information **2 Units**

Fall 2023 – Mondays – 5:30-7:10 p.m.

Section: 21370R

Location: ANN 307

Instructor: LaShawn McFadden

Office: ANN Classroom or Lobby

Office Hours: Additional office hours available by appointment. Please email to schedule.

Contact Info: mcfaddel@usc.edu

Course Description

Overview of tools and techniques available to convey messages and experiences, exploration into graphic design, visual branding, design methods and processes.

It's increasingly important that public relations professionals not only be good at writing for an array of audiences, but also have an understanding of basic design principles and a fluency in digital design tools, such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. While many organizations may employ outside designers, or have an art department of their own, sometimes the task of creating smaller design collateral, such as postcards, Infographics or posters, falls to the PR practitioner. For many smaller firms, an art department or contract design help may not be available, so it is even more imperative to have a basic understanding of how to design collateral and execute these designs in the above programs. These are also important skills to have when communicating with an art department or outside designer, so you can clearly and effectively work with these parties and understand their needs. This course will also serve as an introduction in designing for the web, and highlight the major differences between designing print collateral and digital collateral and websites.

Student Learning Outcomes

By the end of this course, students will be able to:

- Develop and create a brand identity such as business cards, packaging, and advertising.
- Design and construct branding assets, especially as related to brand identity.
- Demonstrate technical proficiency on digital content creation tools.
- Incorporate theories and concepts when discussing visual communication.
- Visualize the differences between visual UX, UI, graphic, and web design.
- Create simple information visualizations.
- Develop multimedia content for diverse audiences using fundamental principles of persuasive messaging, design and production.

This class will allow you to exercise a lot of creativity as well in the assignments. You will have to come up with your own design concepts and execute them. Each of the assignments will measure:

- Your ability to present a concept for a project. Public relations is all about devising ideas on how to promote a brand, a product, an issue or idea, and your ability to not only develop a concept but also to explain how and why it is appropriate for your target audience(s) is key in the industry.

- Your ability to execute a design idea. Is your design appropriate for the audience? Is it aesthetically sound? Can you explain why you made the design choices you did?
- Your ability to use the design programs that are industry standards: Adobe Photoshop, Illustrator, InDesign. You should be able to create basic collateral using any of these programs by the end of this class.
- Your ability to present your final idea to your peers. This will prepare you for client presentations, fielding questions asking why certain design or collateral decisions were made, and being able to explain your concept from beginning to how it was executed.

There are no prerequisites for this course, but it is recommended you have some familiarity with the Adobe design programs. The Annenberg Digital Lounge offers workshops throughout the semester to learn basic Photoshop, Illustrator, and InDesign concepts; it's highly recommended you partake in some of these workshops to bolster your skills and familiarity with these programs. You can visit <https://annenbergdl.org> to see their schedule and find tutorials.

You can find tutorials for the Adobe programs here. Feel free to practice all you want!

Photoshop: <https://helpx.adobe.com/photoshop/tutorials.html>

Illustrator: <https://helpx.adobe.com/illustrator/tutorials.html>

InDesign: <https://helpx.adobe.com/indesign/tutorials.html>

Course Notes

Description and Assessment of Assignments

All the assignments in this class will follow a semester-long theme: your own company. This can be a non-profit centered around a specific cause, or a company offering a service or tangible product(s). Students will think of a concept -- including a name -- for their own company, and create collateral throughout the semester for this company.

Assignments are as follows:

- **Company pitch:** Students must devise a name for their own company and decide what the purpose of this company will be. For example, is this a non-profit, a service-based company, or a company selling product(s)? What is the purpose of this company? Who does this company serve? What is the target audience and demographic? What kind of look and feel does the student envision for this company?
- **Basic branding:** Students will create a basic logo (can be type-based) for the company, along with a visual style guide for the company. What color schemes and fonts will be used for collateral and why?
- **Brochure and digital ads:** It's time to promote something your company is creating, an event, or a product your company is putting out. How can you promote this across different mediums via printed material and digital material? How would you take the info you created for a short folded brochure and convey the same idea for a digital ad or social media post?
- **Microsite:** Say your company is putting on a special event or wants to promote a new product or service. Create a mini-site (a.k.a. a landing page) that you can link to on social media or print collateral and send potential customers to for information.
- **Final project – Promotional package:** Students will create a final promotional package to give away to inform people about their company. Students must write and design all elements for the package, and it

should include a booklet/brochure or other type of promotional information, or it can be a prototype for a website or a prototype for a digital experience (such as a mobile app, desktop app, or web app).

IF YOU WILL BE ABSENT, try to let me know before class by email. You are still responsible for finding out what transpired during class and to confirm what the homework is. You may NOT make up in-class work, but you will receive relevant handouts/instructional materials.

DIGITAL LOUNGE SUPPLEMENTAL COURSEWORK

The Annenberg Digital Lounge, located in Wallis Annenberg Hall, is a creative makerspace where students learn to experiment and play with the latest digital tools. Each semester more than a dozen workshops are offered free of charge to help students supplement their general coursework. The offerings vary, so the instructor will provide you with a comprehensive list at the beginning of the semester.

Grading

a. Breakdown of Grade

Assignment	% of Grade
Company Pitch	15%
Homework Assignments	35%
Final Project	40%
Class Participation / In-Class Assignments	10%
TOTAL	100%

b. Grading Scale

Letter grade and corresponding numerical point range		
95% to 100%: A	80% to 83%: B- (B minus)	67% to 69%: D+ (D plus)
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+ (B plus)	74% to 76%: C	60% to 63%: D- (D minus)
84% to 86%: B	70% to 73%: C- (C minus)	0% to 59%: F

c. Grading Standards

“A” projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included. Excellent organization and flow; original thinking. Showed creativity in concept and great design sense and needs little revision. High end of scale: publishable today as is. Physical product shows a high degree of craftsmanship: straight-cut edges, no smudges or unnecessary creases, high print quality and construction. Could be mass-produced as is.

“B” projects require more than minor editing and have a few style or spelling errors or one significant error of omission. One or more required elements missing or poorly displayed (i.e., boring headline; confusing design, misplaced elements, etc.). Shows potential. Some creativity shown. Publishable with medium editing. Physical product may have minor flaws, such as uneven cutting on the edges, one or two crooked elements, small printing

imperfections/smudges/blotches, and uneven color.

“C” projects need considerable editing or rewriting and/or have many spelling, style or omission errors. Poorly edited and/or proofread. Hackneyed elements such as trite headline or clichés. Passive rather than active verbs become the norm. Little or no creativity shown. Mediocre concept or no real design concept at all. Publishable with major editing. Physical product is of mediocre quality and may be printed on low-quality stock. Physical product has major flaws, such as discoloration, fading, poorly cut edges, obviously crooked elements, obvious printing imperfections and smudges and appears hastily constructed without any attention to craftsmanship.

“D” projects require excessive rewriting, have numerous errors and should not have been submitted. No coherent or discernible design concept, no thought given to what design elements were used, such as color or typeface. Unable to explain design choices. Physical product needs to be completely reprinted and reconstructed.

“F” projects are not rewritable, printed in an unacceptable fashion, or not turned in. Any late assignment not turned in within a two-week period is an automatic zero.

d. Grading Timeline

Assignments will be graded and returned within two weeks from the time they were turned in. All feedback will be sent to the student via e-mail, and all your printed assignments will be returned to you by the last week of class. You are encouraged to come pick up your final projects – once you have received a final grade for them – before winter break; if that is not possible, other arrangements can be made.

Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be dropped one grade (10 points). Assignments that are two weeks late will be dropped two grades (20 points). No late assignments will be accepted after two weeks and are an automatic zero.

Assignments must be submitted via email. For the business card, poster, and final project, you will turn in BOTH a digital version of your project, and a physical copy of your project. Exact printing specifications will be provided for each project. Digital versions are due before the class date specified; you must bring your printed version to class and turn it in during class. **BOTH THE PHYSICAL VERSION AND DIGITAL VERSION MUST BE TURNED IN BEFORE THE SPECIFIED DUE DATE TO BE CONSIDERED ON TIME.** If either portion is turned in late, the entire assignment is considered late.

Required Readings and Supplementary Materials

You can find tutorials for the Adobe programs here. Feel free to practice all you want!

Photoshop: <https://helpx.adobe.com/photoshop/tutorials.html>

Illustrator: <https://helpx.adobe.com/illustrator/tutorials.html>

InDesign: <https://helpx.adobe.com/indesign/tutorials.html>

Students are also encouraged to do supplemental training through the Annenberg Digital Lounge’s workshops. A schedule can be found at <https://annenbergdl.org>.

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC’s Secure Wireless network, please visit USC’s **Information Technology Services** website.

Add/Drop Dates for Session 001

(15 weeks: 8/21/2023 – 12/01/2023; Final Exam Period: 12/6-13/2023)

Link: <https://classes.usc.edu/term-0231/calendar/>

Last day to add: Friday, September 8, 2023

Last day to drop without a mark of "W" and receive a refund: Friday, September 8, 2023

Last day to change enrollment option to Pass/No Pass or Audit: Friday, September 8, 2023 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, September 12, 2023

Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, October 6, 2023 [Mark of "W" will still appear on student record and STARS report and tuition charges still apply.]

*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

Last day to drop with a mark of "W": Friday, November 10, 2023

Course Schedule: A Weekly Breakdown

A weekly schedule of the topics, readings, and deliverables for the course.

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Date: 8/21	<p>Introductions, explanation of syllabus and class requirements.</p> <p>Introduction to Visual Communication What is it? How is it used? Why does it matter?</p> <p>Design Theory: Gestalt Principles</p> <p>Basic design concepts:</p> <p>What makes good design? Also, the importance of audience and knowing what purpose your design serves and what problems you are solving through visual means.</p>	<p>Review design slides</p> <p>Start thinking of your company name and concept.</p> <p>Read PR week or Ad week and find a brand that you like and write out five unique branding elements that stand out.</p>	<p>In-class assignment: In pairs/small groups, you'll be given a task where you have to solve a problem visually and create a sign.</p> <p>What elements will you put in this sign to make it easy to read, easy to follow directions, and easy for a wide audience to understand?</p> <p>Make sure you have Adobe Creative Suite installed and have working versions of Photoshop, Illustrator, and InDesign.</p> <p>If you are not an Annenberg student, contact TechOps and at least have the 30-day trial installed. Please have this done by the end of Week 2 at the latest.</p> <p>Homework assignment: Company pitch due before class on 8/28. Turn in a Word doc/Google doc before class</p>

<p>Week 2 Date: 8/28</p>	<p>Give a brief oral presentation about your company and what it's all about.</p> <p>Intro to branding: What is branding? What is marketing? What makes a brand a successful brand? What is competitive analysis (SWOT)? Icon vs. Logo. Your relationship to brands.</p> <p>The art of logos. What makes a good logo and what brainstorming process can you follow to create one?</p>	<p>Read Brand Identity: How to Develop a Unique & Memorable Brand in 2023: https://blog.hubspot.com/agency/develop-brand-identity</p> <p>Start sketching some ideas for your logo and think about colors and typefaces.</p> <p>Research and create a mood board that targets your specific market based on Objects, Culture, and People.</p> <p>Also create a board with all of your competitor's logos for a total of 4 boards.</p>	<p>In-class assignment:</p> <p>For the following week, bring at least two sketches for a logo idea to class.</p> <p>SWOT analysis of brand</p>
<p>Week 3 Date: 9/4</p>	<p>Labor Day – No Class</p>		
<p>Week 4 Date: 9/11</p>	<p>Brand Strategy Pyramids Introduction to Brand Pyramids a strategy tool frequently used in branding.</p> <p>A Brand Pyramid is a deceptively simple tiered analytical diagram that expresses organizational consensus on fundamental questions.</p> <p>Brand Pyramids are used to diagnose and subsequently strengthen the brand strategy of an organization and its products.</p>	<p>Continue to expand and evolve your logo.</p> <p>Begin to work with color and different type treatments.</p> <p>Brand Pyramid Exercise</p> <p>Read PR week or Ad Week and find a recent campaign that stands out.</p> <p>List 5 branding highlights throughout the campaign be prepared to share with the class.</p>	<p>In-class assignment:</p> <p>Brand Pyramid hand out.</p> <p>Start work on Pyramid Exercise</p>
<p>Week 5 Date: 9/18</p>	<p>Presentations your SWOT Analysis and Brand Pyramid Structure on company.</p>	<p>Homework assignment: Logo and style guide due on 9/25.</p> <p>Turn in digital elements via email by 5:30 p.m. on 9/25.</p> <p>Illustrator logo tutorial.</p>	<p>In-class assignment:</p> <p>Group critiques. You'll be put into small groups and show your logo sketches to your group and explain your concepts.</p>

		https://helpx.adobe.com/illustrator/how-to/logo-design.html?playlist=/ccx/v1/collecion/product/illustrator/segment/designer/explevel/beginner/applaunch/orientation/collecion.ccx.js	Provide a short-written critique (3-4 sentences) of the logo direction to each group member.
Week 6 Date: 9/25	<p>Oral presentations. You will show your branding work in class.</p> <p>Be prepared to explain your color choices, font choices and why you decided to create the logo and style direction you created.</p> <p>Brochures and ads: What works and what doesn't? You have limited space to present information, so how do you make the most of it? What makes for powerful visuals and effective copy?</p>	<p>Homework assignment: In groups of 2. Find a recent print ad campaign or online ad campaign you like. (It should be a print or online graphic campaign; do not choose a TV commercial.)</p> <p>Write a case study explaining the following:</p> <ul style="list-style-type: none"> • Summary of the campaign • Thoughts on the strategy and target audiences, and its messaging/storytelling • Analysis of the design elements and aesthetic; what did you like and not like about it, what was done well and what wasn't? • Suggested changes for the campaign, if you felt there were any major changes needed. 	<p>A) InDesign Getting Started with InDesign https://helpx.adobe.com/in-design/tutorials.html</p> <p>Please note the entire sequence is 2 hours and 30 minutes total.</p> <p>It is broken into video segments 6 to 21 minutes long.</p> <p>B) Canva Canva. (2020, September 28). Welcome to Canva [Video]. YouTube. https://youtu.be/VGDDAuzdXqU (2:17) (WLO 2)</p> <p>TheFigCo. (2021, November 16). Canva tutorial for beginners 2022 [Video]. YouTube. https://youtu.be/kjDh8_T4mNs (23:28) (WLO 3)</p>
Week 7 Date: 10/2	<p>Case Study Presentation.</p> <p>A basic discussion of printing. What are the standard sizes used for brochures?</p> <p>Digital ads and social media graphics: What are the standard sizes and requirements for those?</p>	<p>Homework assignment: Brochure and digital ads due before class on 10/9.</p> <p>Turn in digital version on via email by 5:30 p.m. on 10/9. Bring printed brochure to class. (No need to print the digital ads.)</p>	
Week 8 Date: 10/9	Oral presentation about your brochure and ads and	Entire class read:	In-class assignment:

	<p>why you designed them the way you did.</p> <p>(If time permits): The major differences between designing for print and digital elements. Why you can't just take a print ad or print material and slap it on a website and call it a day.</p>	<p>The Ultimate Guide to Storytelling; https://blog.hubspot.com/marketing/storytelling</p>	<p>Research your favorite brands or companies and study the elements of their website design.</p> <p>List five elements that make their website successful.</p> <p>[Fall Recess: October 12-13]</p>
<p>Week 9 Date: 10/16</p>	<p>An introduction to web design.</p> <p>Where does design fit in the entire process of creating a website? How do you plan a project and create wireframes?</p>	<p>Homework assignment:</p> <p>Start designing website</p> <p>Read: The Ultimate Guide to Landing Pages: https://blog.hubspot.com/marketing/landing-page-best-practices</p>	<p>In-class assignment:</p> <p>Draw the wireframe of your website.</p> <p>What you envision your website to look like.</p>
<p>Week 10 Date: 10/23</p>	<p>Basic terms for web design.</p> <p>What makes a good landing page? What are the different site types and layouts and what works best for what purpose?</p>	<p>Homework assignment:</p> <p>Finalize website design, landing page and about us page.</p> <p>Add website link to google sheet by 5:30 p.m. on 10/30.</p>	
<p>Week 11 Date: 10/30</p>	<p>Microsites:</p> <p>How microsites are similar to print brochures in purpose but designing them is a whole different ballgame.</p>	<p>Handout explaining how you will need to package your digital assets for final project and printing guidelines.</p> <p>Homework assignment:</p> <p>Microsite due 11/6. Please turn in your microsite by 5:30 p.m. via email on 11/6. No printouts needed for class, turn in a link to your microsite only.</p> <p>A brief description of your final project due before class on 11/6. You can send this in an email, it's not a formal assignment. Tell your instructor what you intend to create (print or online package), and if</p>	

		it's a print package, whether you have special printing needs	
Week 12 Date: 11/6	Present Microsite and explain why you chose to present the information the way you did.	Homework assignment: Continue to work on website design or first page of a digital interface (such as the landing page of an app). You will start this assignment in class and turn it in via email by 5:30 p.m. on 11/13.	
Week 13 Date: 11/13	Workshop time! All questions regarding your final projects and troubleshooting Course evaluations.		Digital version of final project due by 5:30 p.m. on 12/6. Project must be properly packaged (fonts, assets, etc.) as a zip file sent via email. Final constructed project must be brought to class on the exam day for presentation. If you chose to design a website or app, make sure you provide links to all assets so it can be displayed on the big screen during your presentation.
Week 14 Date: 11/20	Individual Feedback w/ Professor McFadden		
Week 15 Date: 11/27	Course evaluations. Individual Feedback continued		
Final Exams Date: 12/11, 4:30-6:30 p.m.	Presentation of your final projects.		

Policies and Procedures

Additional Policies

If you must miss a class, please give ample notice to your instructor via email. You will be responsible for catching up on any missed material and make any arrangements you need to catch up in class.

No late assignments will be accepted unless you have a medical emergency or other excused absence. Documentation for any excused absence must be provided.

Communication

Please make sure to check your USC email regularly. It will be the primary means of communication between you and your instructor. If you have any questions, please feel free to email your instructor or come speak to your instructor before or after class, or make an appointment.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one public relations or journalism class.

Statement on Academic Conduct and Support Systems

Academic Conduct

The USC Student Handbook (https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

Academic Integrity

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Academic Integrity violations (academic dishonesty) include, but are not limited to:

Plagiarism and Cheating

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.
- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.
- Failure to disclose the use of generative artificial intelligence (AI) tools in completing assignments and assessments.

The USC Annenberg Public Relations and Advertising program views generative AI as an addition to USC's digital literacy tools that students are encouraged to experiment with and use inside and outside the classroom. Students may use generative AI tools such as Chat GPT to help complete their class assignments, but must disclose such use in the bibliography section. Students are solely responsible for the accuracy of their documents, regardless of whether they were completed with the aid of generative AI.

USC School of Journalism Policy on Academic Integrity

https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459

"Since its founding, the School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an "F" on the assignment to dismissal from the School of Journalism."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. **This should be done as early in the semester as possible as accommodations are not retroactive.** More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

LaShawn McFadden

Adjunct Instructor

LaShawn McFadden is the owner of Influential Nexus, a communication agency based out of Los Angeles. Her responsibilities include developing and implementing marketing activities, company operations, and growth strategies. She earned an M.A in Strategic Public Relations from The University of Southern California (Fight On!) and an undergraduate degree from Arizona State University. LaShawn is a branding and communication veteran, designing and building her brands and business while consulting other firms and organizations nationally. As a

consultant and director, she has worked with brands and influencers throughout diverse industries, including tech, government, sports & entertainment, fashion, and beauty. LaShawn has led cross-functional teams to execute marketing campaigns on time and within budget. In addition to the management aspect of her work, she has technical expertise in traditional and interactive advertising and strategy methods, including email marketing, digital design, and social media. This includes website development and design, advertising messaging and design, and video production.