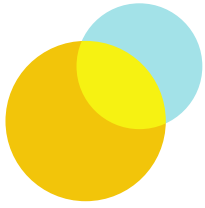


PROJECT LAUNCH

CURRICULUM GUIDE



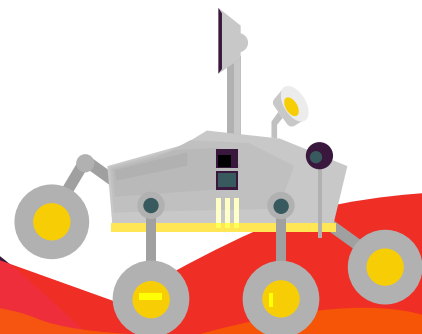


INTRODUCTION

Project Launch is a semester long mentorship program that connects 10 - 15 students from inner-city high schools to college-student mentors. These high school students will also attend a workshop once every three weeks, for a total of 4 workshop sessions throughout the semester. These workshops will expose them to the hard and soft skills they need to be leaders in their fields, and empower them to take on a growth mindset when tackling future challenges. Project Launch participants will also gain access to a curated list of events and experiences in Los Angeles that they are invited to attend, including pitch competitions, company tours and career fairs in the LA area. At the end of the program, students will showcase their work to the peers, USC students, and industry supporters.

We believe that empowering these students from an early age can help them unlock their creative potential, and prepare them to be successful in their future endeavors. Given the wealth of resources available at USC and in Los Angeles' growing industries, we have a responsibility to share these opportunities with our surrounding, under-resourced communities.

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TIMELINE



Spring 2016


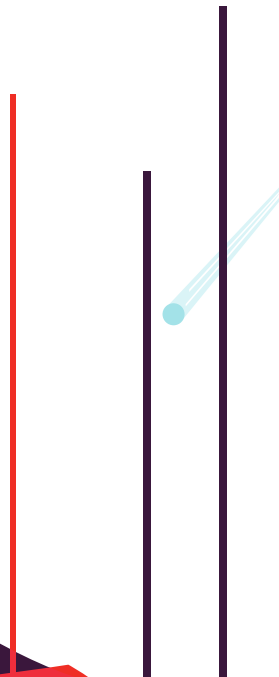
Release the Application
Select Participants
Send Acceptances

Fall 2016

Mentor/Mentee Pairing

Spring 2017

Curated Event List Released
Complete 4 Missions (Workshop Sessions)
Mission Complete (Closing Event)



The background is a dark blue space-themed illustration. It features various celestial bodies: a large purple planet with a ring, a blue planet with a ring, a yellow planet, a red planet, and a blue planet. There are also several white stars and a yellow comet with a long tail. A white rocket is shown flying towards the right. The word "RESOURCES" is written in large, white, sans-serif capital letters in the upper center.

RESOURCES

One of the biggest resources we can offer these students are our resources. We are all in organizations that do amazing things and the students will be able to attend any of the events they wish to. Some examples would be tech tours to some of LA's hottest companies/start-ups, a student-run incubator's demo & pitch days, speaker series, etc.

We will also have a media team to take photos of every group and their projects. There will be some type of filming/photo taking at every event and step of the program to record their whole experience.

Success means leaving our students with new skills, exposure to different fields of study, connections to some of the brightest students at USC, and motivation to take what they have learned and apply it in their lives. We want to create opportunities that these students would not have with only a traditional classroom education.

MISSION CURRICULUM

Mission 1:

Introducing mentors/ welcoming our new Rockets

Lessons:

Soft Skills

Branding

Hard Skills:

Adobe Illustrator

Mission Work:

Meet mentors and group partners

Use research for design inspiration and create a personal logo

Homework

Do further research and refine your personal brand

Mission 2:

Lessons:

Soft Skills:

Social Media Growth

Collaborative Ideation

Hard Skills:

Web Programming Fundamentals

Mission Work:

Web fundamentals workshop

Work on a personal website

Product & Ideation Workshops

Homework

Continue working on website

Create & visual 2 product ideas



Mission 3:

Lessons:

Soft Skills

Presenting

Hard Skills

Web Fundamentals Workshop II

Google Drive

Mission Work:

Storytelling & Pitch Workshop

Pitch an idea

Homework:

Update personal website

Do research on interesting companies

Mission 4:

Lessons:

Soft Skills

Email Communication & Tools

Hard Skills

Film Editing

Mission Work:

Email Workshop

Film Editing Workshop

Begin working on an end-of-semester video

Work on presentation for Mission Complete

Homework:

Update personal website

Finish end-of-semester video

Create Presentation for Mission Complete

