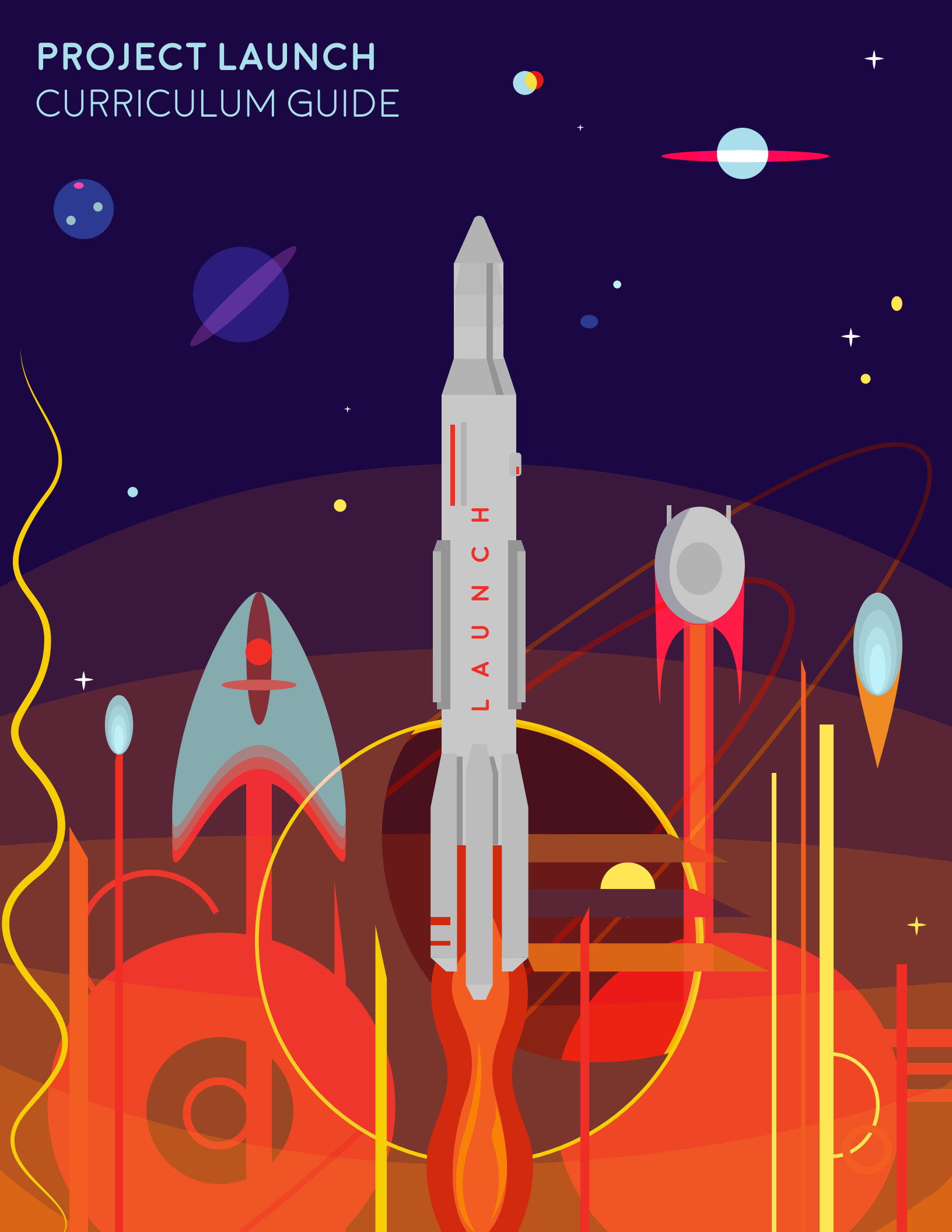
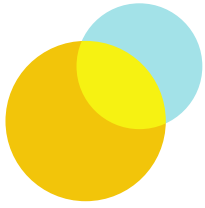


# PROJECT LAUNCH

## CURRICULUM GUIDE



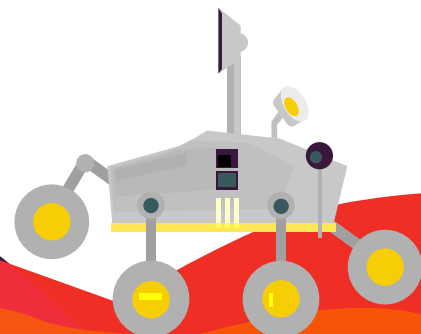


# INTRODUCTION

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 that 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


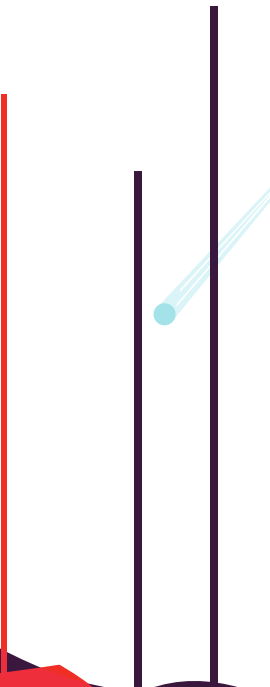
Release the Application  
Select Participants  
Send Acceptances

## Summer 2016

Celebratory Kickoff  
Mentor/Mentee Pairing

## Fall 2016

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 purple planet with a ring, a brown planet with a ring, a light blue planet with a ring, a yellow planet, a red planet, a blue planet, and a white planet. There are also several yellow stars and a white rocket ship. A yellow orbital path is visible in the lower left, and a white orbital path is visible in the lower right.

## MISSION CURRICULUM

Our curriculum is composed of 4 Missions that students complete throughout the semester. A Mission is hosted every three weeks, and is comprised of workshops that teach + hard and soft skills to our participants. Students work in a group of 3 at each Mission, and will leave each event with some take-home work to complete before the start of the next Mission. At the end of the semester, students will share the projects they have worked on over the course of the semester at our "Mission Complete" event.

# 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

