CORNELL ADOBE WEEK

March 5 - March 9, 2018

Medium Design Collective partnered with Cornell Photo Society (CPS) and Cornell Information Science Students Association (ISSA) to create a week of workshops and other events to teach and advertise Adobe products. Some aspects were more successful than others, but overall, I think this is an event (a week?) that we can iterate on and repeat in the future. The majority of this document is reflection on the week.

BRAINSTORMING FOR ADOBE WEEK AND FUTURE ITERATIONS

We spent a good amount of time brainstorming possible workshops and events for Adobe prior to the week. Ultimately we opted to run less workshops in lieu of doing an "Office Hours" style open workshop because of time constraints, but in the future I imagine we will do workshops throughout the week.

Some of the ideas brainstormed are as follows:
- design competitions
  - Medium members could judge, prizes could be Adobe license + some of the swag
  - Top Chef but Adobe
- pop up workshops (grab a big screen, teach people how to make memes or something)
- photo campaign
- Lightroom workshop
- Punch cards to entice people to come to more events
- Streetwear design
- Mockups for t-shirts, posters, etc. in Photoshop
- Portfolio design
- Tablet sketching in Photoshop
- Using white space
- Creative résumés
- Poster design
  - Specifically research posters because they usually do not look aesthetically pleasing
- Design for social change
- Design across different regions

- Personal branding with the Adobe suite
- Animation in Aftereffects
- Infographics (nutrition facts)
- Branding/marketing material
- Tie in the entrepreneurial perspective
- Photography (on social media)
- Case studies
- Cover photos
- Maybe focus on more obscure features
  - e.g. making gifs in Photoshop
- Batch editing in Lightroom
- Basics in Premiere

Groups to collaborate with:
- Thread Magazine
- Guac Magazine
- Cornell International Affairs Society
- Cornell University Sustainable Design
- ISSA
- Cornell Photo Society
- Film Club
- Cornell Fashion Collective
- ACSU/WICC
- Alpha Phi Omega

MARKETING

Our week was marketed as "Adobe Week: On [Creative] Cloud 9." I think the theme was cute and creative and the marketing materials looked good overall. We used the same base for our Facebook cover photos and made the sky different colors for each day of Adobe Week. Our quarter cards did not match the rest of the marketing material, which I think would be a good thing to aim for in the future.

We released Facebook events on a rolling basis as to not bombard our friends' Facebook feeds with (what might have appeared to be) the same event. In each event page, we tried to push the other Adobe Week events, with varying degrees of success, in my opinion.

Our biggest weakness in marketing was the timing of our marketing push. It took Medium a few weeks to get rolling into the new semester and therefore the marketing materials were not made until about a week in advance. This left only about 7 days to hype up each individual Facebook event.

I think our strongest asset for marketing was actually the use of ISSA's listserv — their reach is far greater than ours, and while they didn't actually contribute much manpower or talent to building the workshops, their reach definitely helped garner more workshop attendees. In future iterations we should be sure to reach out to more listservs and push our events earlier so we have more time to attract an audience.

Physical marketing materials (quarter cards and trial links) should have been printed earlier. I am mostly at fault for this; we had a snow day the day I was going to get the materials printed and I failed to put in the order in time.

THE WEEK'S REFLECTION

We used the following links for the week:
- Trial link: http://tinyurl.com/cornelladobe
- Facebook event: http://tinyurl.com/adobeweek
- Assets and workshop material: http://tinyurl.com/cuadobeweek

Sign ins were done on an iPad and attendees' computers (the sign in form would be linked in the Dropbox Paper at http://tinyurl.com/cuadobeweek).

MONDAY 3/5: TABLING (~80 ATTENDEES)

Facebook event: https://www.facebook.com/events/1676269139098292/

We tabled in two locations (Willard Straight Hall from 1:30-3:30pm and RPCC from 6:00-8:00pm). The goal was to target a broader range of student in WSH and target freshmen at RPCC. In general, we reached relatively few people in WSH and a larger amount in RPCC. During these tabling sessions, we handed out quarter cards and trial

links with candy (M&Ms) and the swag we were sent. We also did a demo using Illustrator and Photoshop for profile frames.

While overall at RPCC we did better, I'm not sure that tabling helped boost our attendance for the rest of the week. It did help spread the word of Adobe on campus and many were interested in the trial link; however, there was very little (if at all) overlap between workshop attendees and tabling attendees.

In the future, I think tabling locations in high traffic areas where students are not simply passing by (perhaps libraries or places students do work and may take a break to check out table) would be better. Larger, more vivid signage and engaged tablers will also help. Also, once water bottles and t-shirts ran out, students were less likely to approach our table.

All in all, as far as tabling as a marketing scheme goes, I felt that we could have been more successful in generating higher workshop attendance. The location and timing of the WSH tabling session seemed less than ideal and the freshmen entering RPCC for dinner seemed less than enthused that we were interrupting the beginning of their meal.

TUESDAY 3/6: LIGHTROOM + PHOTOSHOP (WITH CPS; ~10 ATTENDEES)
Facebook event: https://www.facebook.com/events/342037802960865/

This workshop was hosted with Cornell Photo Society. Photo Society (apparently) already gives Photoshop tutorials for their members, so building this workshop was incredibly easy — they had a general idea of what to do already. We asked them to take a photo and go through the post-processing step-by-step with workshop attendees. Content-wise, I thought this workshop was incredibly useful (I learned a lot!) and we should continue to build our partnership with CPS in the future. Perhaps we can lend our Adobe trials to their internal workshops as well as the ones hosted for the public.

The food of choice for this particular event was Purity ice cream. We ordered 6 quarts from Ithaca To Go, which might have been a pricier option, but the ice cream was delicious and the guests seemed to enjoy it. (We served it in plastic cups to save money on

bowls ha.) We ended up with a little more than 2 extra quarts of ice cream in the end, mostly because this workshop had much lower attendance than anticipated.

I think, however, that the low attendance for this event can be attributed to the location (Clark 294F). Our original thinking was that Clark's rooms were more comfortable and aesthetically pleasing. Clark is also in the middle of central campus. However, the room sat in the corner of the building one flight of stairs up. It was difficult to find and the majority of people do not hang around the building (PSB) after class hours. We also failed to put up signage for the event. So while the workshop itself was, in my opinion, a success, the strange room choice (and perhaps the fact that it was Tuesday, a heavy prelim day), meant very few people showed up. Also as a side note, if we are to use this room in the future, we need to bring our own HDMI cord.

Although attendance was low, it was actually quite nice to have a small group of people — it allowed for a more personal connection with each attendee and more discussion facilitated. The workshop also moved much quicker than previous workshops we've held because we had to wait for fewer people to finish each task.

WEDNESDAY 3/7: ICONS + POSTERS IN ILLUSTRATOR (~30 ATTENDEES)
Facebook event: https://www.facebook.com/events/608539169477368/

This day was easily the most successful of the workshops. The first workshop consisted of creating a set of four icons in Illustrator, teaching attendees how to manipulate shapes in different ways. The second workshop began with a brief poster-making slideshow where Allen, one of our Medium members, discussed what makes a good poster and how to make an eye-catching poster. We then used the icons made in the previous workshop to create a poster.

We bought a sheet pizza and a few boxes (4ish?) of doughnut holes and cookies to feed about 30 people. Seemed about right. Note to future Adobe Week coordinators: please double check that you ordered food for the correct day. Apparently I did not, but thankfully the Medium member who picked up the food (shoutout to Christine!) had a car and was able to improvise.

Attendance at these workshops were more up to par with what we were expecting. I think the location (Upson) was better for a couple of reasons: a) it is attached to Duffield, where a large quantity of students spend their time studying and doing homework and b) the room was easy to find. Also, since we advertised to Information Science majors (through ISSA's listserv), it seems like this was the location closest to them.

I think this size workshop is more reasonable than the 50 we had at our workshop last semester — the number was more manageable and the group was able to move a lot quicker as a result. While Tuesday's attendance was a little too low, this day's attendance was just about right.

THURSDAY 3/8 + FRIDAY 3/9: OFFICE HOURS (~4 ATTENDEES)

Facebook event: https://www.facebook.com/events/2066454920280160/

We originally scheduled Thursday and Friday as office hours because we were understaffed for the rest of the workshops and didn't have time to build more workshops. I do not think we should do this in the future — office hours had VERY little people show up. I think in general, people are more inclined to go to workshops if there is a clear goal or obvious skill they will learn. This could have been foreseen; however, given that this is our first iteration of Adobe Week and the shortened timeline for preparation, I think our decision was reasonable.

AREAS FOR IMPROVEMENT AND OVERALL COMMENTS

When scheduling our workshops, we thought that we could get higher attendance if we marketed two back-to-back workshops together — that way if attendees could only attend one of the two hours, they would be able to come to either workshop. However, I found that for both sets of back-to-back workshops, the attendees stayed constant between the two sessions, with only one or two exceptions. It appeared that if a student planned to attend, they would stay the duration of both workshops. In the future, I would recommend one hour workshops spaced more evenly throughout the week and see if attendance improves.

In general, marketing materials need to get done sooner (at least 2 weeks in advance) so word can spread and students can plan accordingly. More listservs need to be alerted of the events. Physical marketing materials should be spread more widely across campus.

As a whole, I stressed out too much about the content of the workshops when in reality creating the workshops was the easiest part. These one-hour workshops differed quite a bit from the two hours branding workshop we did in the fall that involved a case study with Anabel's and a lecture about branding in general. One hour is barely enough to give background information on the topic we're covering, so the bulk of the content was actually just step-by-step walking attendees through the software. At the beginning of each workshop, we also had to allot a certain chunk of time for people to trickle in, sign in, and download the software. I think it will be a lot easier in the future if we focus on holding smaller scale workshops.

Partnering with other organizations was a great way to expand Medium's skillset to include other areas — Photo Society took the reigns entirely for the post-processing workshops. The president of Photo Society also recommended that we ask Cornell Film Club for Premiere workshops — seems like another partnership we can build.

As far as food goes, candy is super cheap for tabling, so I think that was a good move. The other days' foods were definitely pricier (~$50 per day), but since we advertised back-to-back workshops, we decided to serve food at the halfway point. This way, we deterred people looking just for free food handouts and saved the food purely for the attendees. If we are going to do back-to-back workshops again, we should continue this timeline.

Next time we do Adobe Week, the most energy definitely needs to go toward marketing. However, as a first run of this kind of event for us, I think it went relatively well and I hope we can continue to host it.