

USC Iovine and Young Academy

The first of its kind in the nation, the USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation not only offers a uniquely crafted curriculum to its inaugural cohort, but also extends invaluable learning opportunities to the entire university community.

With a visionary gift from music-industry leaders Jimmy Iovine and Andre Young, the University of Southern California is establishing a new academy to teach critical thinking and nurture unbridled creativity at the intersection of three essential areas: art and design; engineering and computer science; and business and venture management.

Conceived as a collaborative environment that brings students, instructors and professional mentors together, the USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation is a transformational presence on one of the nation's most dynamic university campuses.

The focus of the program's course of study is on creativity and critical thinking. It draws on the talents and influence of faculty and leaders from multiple disciplines and industries to empower the next generation of disruptors and professional thought leaders who will ply their skills in a global arena.

USC's strategic location in Los Angeles, widely viewed as the creative and media capital of the world, provides an unrivaled opportunity for students to take advantage of a living laboratory where music, film and the visual arts are deeply intertwined. In addition, the university's proximity to the city's burgeoning "Silicon Beach" as well as Northern California's Silicon Valley provides access to the world's premiere technology companies from which students can learn and draw inspiration.

The Academy will enroll its inaugural class of students in fall 2014. Students who complete a course of study in the Academy will graduate with a Bachelor of Science in Arts, Technology and the Business of Innovation. Crafted via a unique and groundbreaking integration of its core disciplines – visual and audio design, engineering and computer science, business and venture management – this degree recognizes each individual's ability to truly engage and to succeed in an educational experience that is constantly asking the question, "What if...?"

Academy majors will fine-tune their ideas and complete working models or prototypes in the Garage, the Academy's collaborative creation space. Located on the top floor of USC's Steven and Kathryn Sample Hall, adjacent to the new Ronald Tutor Campus Center, the Garage contains state-of-the-art learning and networking spaces, maker and fabrication studios with 3D scanning and printing capabilities, high-powered computer work stations, and spaces for individual and group work, or even down time. Students working in the Garage will be grouped into self-directed teams and guided by faculty and industry mentors including artists, designers, technology visionaries, business and public policy leaders, philanthropists, global entrepreneurs, and others.

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Senior Administration

Erica Muhl, DMA, *Dean, Executive Director, Professor of Fine Arts and Composition*

Susan E. Metros, MFA, *Associate Dean, Professor of Design Practice*

Brian K. Shepard, DMA, *Assistant Dean, Professor of the Practice of Audio Design*

Admissions and Student Services

Jessica Vernon, M.Ed., *Senior Adviser and Recruiter*

Faculty

Professor: Sarah Banet-Weiser, Ph.D., (Annenberg School for Communication and Journalism)

Professor of Design Practice: Susan Metros, MFA, (Roski School of Art and Design)

Professor of Clinical Entrepreneurship: Gene Miller, MBA, J.D., (Marshall School of Business)

Clinical Professors: Jonathan Taplin; Alison Trope, Ph.D., (Annenberg School for Communication and Journalism)

Professor of Clinical Management and Organization: Robert B. Turrill, Ph.D., (Marshall School of Business)

Associate Professor of Clinical Information and Operations Management: Arif Ansari, Ph.D., (Marshall School of Business)

Associate Professor of the Practice: Michael Crowley, Ph.D., (Viterbi School of Engineering)

Associate Professor: Joshua Kun, Ph.D., (Annenberg School for Communication and Journalism)

Associate Professors of the Practice of Fine Arts: Haven Lin-Kirk, MFA; Ann Page, BFA, (Roski School of Art and Design)

Assistant Professor: Robeson Taj Frazier, Ph.D., (Annenberg School for Communication and Journalism)

Assistant Professor of the Practice of Fine Arts: Sherin Guirguis, MFA, (Roski School of Art and Design)

Assistant Professor of Clinical Marketing: Ira Kalb, MBA, (Marshall School of Business)

Assistant Professor of Clinical Information and Operations Management: Hiroshi Ochiumi, Ph.D., (Marshall School of Business)

Senior Lecturers: Patrick Dent, M.S.; Trina Gregory, B.A., (Viterbi School of Engineering)

Lecturers: Nathan Greenfield, M.S.; Robert Parke, M.S., (Viterbi School of Engineering)

Lecturer of Fine Arts: Andrew Kutchera, MFA, (Roski School of Art and Design)

Adjunct Professor of Entrepreneurship: Greg Autry, MBA, Ph.D., (Marshall School of Business)

Adjunct Professor of Strategy: Christine El-Haddad, Ph.D., (Marshall School of Business)

Adjunct Faculty: Andrew Byrom, BFA, (Roski School of Art and Design); Jeffrey Cain, MFA, (Roski School of Art and Design); Steve Child, MFA, (Roski School of Art and Design); Paula Patnoe-Woodley, M.A., (Annenberg School for Communication and Journalism); Jillian Pierson, Ph.D., (Annenberg School for Communication and Journalism); Joseph Potts, MFA, (Roski School of Art and Design);

Design); Osvaldo Trujillo, MFA, (Roski School of Art and Design); Alexis Zoto, MFA, (Roski School of Art and Design)

General Information

Degree Offered

The Jimmy Iovine and Andre Young Academy offers a Bachelor of Science in Arts, Technology and the Business of Innovation.

Minimum Grade Point Average Requirements

A minimum grade of B (3.0) or higher is required in all core courses for all majors in the Academy. A grade of B- or lower will not satisfy a core major requirement.

Undergraduate Admission

Admission to the Jimmy Iovine and Andre Young Academy is granted through the USC Office of Admission. The application deadline for fall 2015 is December 1, 2014. Specific requirements and additional information are available at iovine-young-apply.usc.edu/how-to-apply/. The Academy is currently not accepting transfer applicants from outside of USC.

Entrance Requirements for Current USC Students

The Academy will consider entrance into the major for current USC students. While completed USC course work will be taken into account, there is no guarantee it will be credited toward Academy requirements. For example, a sophomore may not be able to transfer to the Academy with sophomore standing. Credit and standing will be considered on a case-by-case basis. Admission to the Academy is limited to fall semester only. The application deadline for fall 2015 is December 1, 2014. Specific requirements and additional information are available at iovine-young-apply.usc.edu/how-to-apply/.

Advisement

Academic advisement is provided to majors through the Student Services Office in HSH 101. The staff adviser provides information regarding academic life at the university, program requirements, policies and procedures to assist students with their degree completion. Majors are required to meet with the adviser before registering each semester. Appointments may be scheduled at most times during the academic year.

Waiver of Course Requirements

Under special circumstances course waivers and substitutions may be granted. All course waivers and course substitutions must be approved by the executive director of the Academy or her designee.

Tuition and Fees

Undergraduate programs are assessed the university-wide tuition rate. In addition, some Academy classes are charged lab fees, as noted in the *Schedule of Classes*. The university reserves the right to assess new fees or charges. The rates listed are subject to change without notice by action of the Board of Trustees.

Bachelor of Science: Arts, Technology and the Business of Innovation

This unique Bachelor of Science degree offers a highly select group of students an integrated, four-year course of study that provides in-depth learning in three essential

areas: art and design; engineering and computer science; and business and venture management. Through the Academy's Core, students learn applied skills and gain understanding of the theories, concepts, and "language" common to each area. Academy Emphases serve to customize each student's experience to his or her individual strengths or desired focus. The fourth-year "Garage Experience" moves student teams from concept to creation, vision to prototype. Throughout the program students are taught to think seamlessly across multiple disciplines, and to apply a vast array of relevant technologies and techniques toward innovative problem solving.

The degree requires a total of 128 units, including 56 units in the Core and 32 units in Emphases. Students must select two Emphases from the Academy's current offerings in visual design, technology, venture management, audio design, and communication. In consultation with their academic adviser, students may petition to create unique Emphases by selecting courses from across all of the Academy's offerings, or from academic units or disciplines outside of the Academy. In addition to required courses, students have 4 units that may be applied to summer study abroad, internships, or an elective of their choosing.

Required Core Courses		Units
Lower Division (32 units)		
ACAD 174	Innovators Forum	1,1
ACAD 175	Innovators Roundtable	1,1
ACAD 176	Rapid Visualization	4
ACAD 177	Digital Toolbox for Design	2
ACAD 178	Digital Toolbox: Motion Graphics	2
ACAD 179	Digital Toolbox: Excel for Business Management	2
ACAD 180	Digital Toolbox: Sound and Audio	2
ACAD 181	Disruptive Innovation	4
ACAD 182	Case Studies in Innovation*	4
ACAD 275x/ITP	Coding I: Web Publishing and Programming	4
204X		
ACAD 276x/ITP	Coding II: Electronic Prototyping*	4
214x		
Upper Division (24 units)		
ACAD 376	Discerning and Making I: Concept and Feasibility*	4
ACAD 377	Discerning and Making II: Creation and Implementation*	4
ACAD 475ab	The Garage Experience*	8, 8
Emphases (16 units each) Choose two:		Units
Visual Design Emphasis:		
ACAD 230/FADN 230	3D Design: Materials and Tools*	4
ACAD 303/FADN 303	Web Design*	2
ACAD 323/FADN 323	Design Theory	4
ACAD 330/FADN 330	3D Design: Objects and Space*	4
ACAD 332/FADN 332a	Typography	2
Technology Emphasis:		
ACAD 335x/ITP	Computer Graphics and Animation Scripting*	4
ACAD 342/ITP	Mobile Application Development*	3
ACAD 343/ITP	Mobile Development for Content and Media**	1
ACAD 367x/ITP	Advanced Coding*	4
367x		
ACAD 387x/ITP	Cloud Architecture and Applications*	4
387x		
Venture Management Emphasis:		
ACAD 315x/BUAD	Basics of Project and Operations Management for Non-Majors	2
315x		
ACAD	Influence and Collaboration	2

331x/MOR 331x		
ACAD 385x/MKT 385x	Marketing of Creative Disruption and Innovation	4
ACAD 423/BAEP 423	Management of Small Businesses	4
ACAD 467/MOR 467	Strategic Management of Innovation	4
Audio Design Emphasis:		
ACAD 200	Advanced Sound and Audio	4
ACAD 352	Digital Audio Recording and Processing	4
ACAD 354	Synthesis and Sound Design	4
ACAD 356	Audio and Media Integration	4
Communication Emphasis:		
ACAD 206/COMM 206	Communication and Culture	4
ACAD 375/COMM 375	Business and Professional Communication	4
ACAD 306/COMM 306	Innovation, Entertainment, and the Arts	4
ACAD 366/COMM 366	Designing Media and Communication Projects for Social Change	4

* Prerequisite required.

** Corequisite required.

General Education Requirements

The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This program requires six courses in different categories, plus writing and diversity requirements, which together comprise the USC Core. See The USC Core and the General Education Program for more information.

Sample Four-Year Program

Year 1 — Fall		Units
ACAD 174	Innovator's Forum	1
ACAD 175	Innovator's Roundtable	1
ACAD 176	Rapid Visualization	4
ACAD 177	Digital Toolbox: Design	2
ACAD 178	Digital Toolbox: Motion Graphics	2
ACAD 181	Disruptive Innovation	4
WRIT 150	Writing and Critical Reasoning — Thematic Approaches	4
		18
Year 1 — Spring		Units
ACAD 174	Innovator's Forum (required twice)	1
ACAD 175	Innovator's Roundtable (required twice)	1
ACAD 179	Digital Toolbox: Excel for Business Management	2
ACAD 180	Digital Toolbox: Introduction to Digital Audio Workstations	2
ACAD 182	Case Studies in Innovation	4
ACAD 275	Coding I	4
General Education		4
		18
Year 2 — Fall		Units
ACAD 276	Coding II	4
ACAD	Emphasis I	4
General Education		4
General Education		4
		16
Year 2 — Spring		Units
ACAD	Emphasis I	4
ACAD	Emphasis II	4
ACAD	Emphasis II	4

General Education		4
		16
Year 3 — Fall		Units
ACAD 376	Discerning and Making I	4
ACAD	Emphasis I	4
ACAD	Emphasis II	4
WRIT 340	Advanced Writing	4
		16
Year 3 — Spring		Units
ACAD 377	Discerning and Making II	4
ACAD	Emphasis I	4
ACAD	Emphasis II	4
General Education		4
		16
Year 4 — Fall		Units
ACAD 465a	The Garage Experience	8
General Education		4
Free Elective		2
		14
Year 4 — Spring		Units
ACAD 465b	The Garage Experience	8
Diversity Requirement		4
Free Elective		2
		14

Courses of Instruction

The terms indicated are expected but are not guaranteed. For the courses offered during any given term, consult the Schedule of Classes.

Academy (ACAD)

ACAD 174 Innovators Forum (1, max 2, FaSp) A lecture series featuring global leaders and innovators from diverse disciplines, businesses, industries, and the arts present problem-based, real-world experiences that challenge the concept of innovation. Graded CR/NC.

ACAD 175 Innovators Roundtable (1, max 2, FaSp) Global leaders and innovators from diverse disciplines, businesses, industries, and the arts assign and discuss problem-based, real-world projects that challenge the concept of innovation. Open only to Arts, Technology and the Business of Innovation students. Graded CR/NC.

ACAD 176 Rapid Visualization (4, Fa) Basic techniques, methods, concepts, tools, and materials that are used to quickly communicate ideas and concepts in a visual manner. Recommended preparation: Photoshop; iPad and/or laptop skills; iPad drawing apps such as Sketchbook or iDraw. Open only to Arts, Technology and the Business of Innovation students.

ACAD 177 Digital Toolbox for Design (2, Fa) Eight-week session covering the basics of industry-standard creative, analytical and presentation software. Applications include: design, presentation, publishing and business management. Open only to Arts, Technology and the Business of Innovation students.

ACAD 178 Digital Toolbox: Motion Graphics (2, Fa) Eight-week course covering the basics of industry-standard digital video and motion graphics software used for visual effects, non-linear video production and editing. Open only to Arts, Technology and the Business of Innovation students.

ACAD 179 Digital Toolbox: Excel for Business Management (2, Sp) Eight-week course designed to provide a spreadsheet format to analyze information and build Microsoft Excel-based models for business

management and creative data visualization. Open only to Arts, Technology and the Business of Innovation students.

ACAD 180 Digital Toolbox: Sound and Audio (2, FaSp) An eight-week course covering the basics of industry-standard hardware and software used for designing, creating, processing, and distributing sound and audio.

ACAD 181 Disruptive Innovation (4, Fa) Critical approaches to social and cultural changes stemming from disruptive innovations in the arts, science, technology, communications, new media, politics and business. Open only to Arts, Technology and the Business of Innovation students.

ACAD 182 Case Studies in Innovation (4, Sp) *Employing a case-study methodology, students analyze the artistic, technological, and entrepreneurial factors and address the conceptual, ethical, and logistical issues that lead to disruptive innovation. Prerequisite: ACAD 181.* Open only to Arts, Technology and the Business of Innovation students.

ACAD 200 Advanced Sound and Audio (4, FaSp) *An in-depth study of sound, acoustics, psychoacoustics, and the standard components of the audio signal chain, including microphones, mixers, interfaces, signal processors, amplifiers, loudspeakers, and audio-distribution systems. Recommended preparation: ACAD 180.*

ACAD 206 Communication and Culture (4, FaSpSm) (Enroll in COMM 206)

ACAD 230 3D Design: Materials and Tools (4, FaSp) (Enroll in FADN 230)

ACAD 275x Coding I: Web Publishing and Programming (4) (Enroll in ITP 204x)

ACAD 276x Coding II: Electronic Prototyping (4) (Enroll in ITP 214x)

ACAD 303 Web Design (2, FaSp) (Enroll in FADN 303)

ACAD 306 Innovation, Entertainment, and the Arts (4, FaSpSm) (Enroll in COMM 306)

ACAD 315x Basics of Project and Operations Management for Non-Majors (2, Fa) (Enroll in BUAD 315x)

ACAD 323 Design Theory (4, FaSp) (Enroll in FADN 323)

ACAD 330 3D Design: Objects and Space (4, FaSp) (Enroll in FADN 330)

ACAD 331x Influence and Collaboration (2, FaSp) (Enroll in MOR 331x)

ACAD 332 Typography (2, FaSp) (Enroll in FADN 332a)

ACAD 335x Computer Graphics and Animation Scripting (4) (Enroll in ITP 335x)

ACAD 342 Mobile Application Development (3) (Enroll in ITP 342)

ACAD 343 Mobile Development for Content and Media (1) (Enroll in ITP 343)

ACAD 352 Digital Audio Recording and Processing (4, FaSp) *The principles, techniques, and aesthetics of digital audio recording and processing with an emphasis on mastering for multimedia integration. Recommended preparation: ACAD 200.*

ACAD 354 Synthesis and Sound Design (4, FaSp) *A comprehensive study of the elements of electronic synthesis and sampling, as well as the use of "live" and "found" audio recordings for creative sound design purposes. Recommended preparation: ACAD 352.*

ACAD 356 Audio and Media Integration (4, FaSp) *Methods and techniques for integrating audio into various media and applications including: film and video, Internet streaming, mobile devices, and other digital and computer applications. Recommended preparation: ACAD 354.*

ACAD 366 Designing Media and Communication Projects for Social Change (4, FaSpSm) (Enroll in COMM 366)

ACAD 367x Advanced Coding (4) (Enroll in ITP 367x)

ACAD 375 Business and Professional Communication (4, FaSpSm) (Enroll in COMM 375)

ACAD 376 Discerning and Making I: Concept and Feasibility (4, Fa) *A broad look at innovation from the perspectives of designers, engineers, and entrepreneurs as applied to concept/feasibility of art, design, products, services and experiences. Prerequisite: ACAD 177, ACAD 178, ACAD 179, ACAD 180.* Open only to Arts, Technology and the Business of Innovation students.

ACAD 377 Discerning and Making II: Creation and Implementation (4, Sp) *Students create and implement - from conception through prototype - new ventures, products, services, and processes; building upon the innovations of designers, engineers, and entrepreneurs. Prerequisite: ACAD 376.* Open only to Arts, Technology and the Business of Innovation students.

ACAD 385x Marketing of Creative Disruption and Innovation (4, Fa) (Enroll in MKT 385x)

ACAD 387x Cloud Architecture and Applications (4) (Enroll in ITP 387x)

ACAD 419 Professional Internship (2, max 4, FaSpSm) An experiential/academic opportunity in an arts, technology and business related facility. Written analysis, evaluation, and working internship. Open to upper division Academy majors.

ACAD 423 Management of Small Businesses (4, FaSp) (Enroll in BAEP 423)

ACAD 467 Strategic Management of Innovation (4, FaSp) (Enroll in MOR 467)

ACAD 475ab The Garage Experience (8-8, FaSp) *In a unique environment that enhances creation with advanced design and prototyping technologies, student teams work to develop and finalize innovative project proposals and refine and present final prototypes. Open only to Arts, Technology and the Business of Innovation students. a. Prerequisite: ACAD 377.*

ACAD 490 Directed Research (1-8, max 12, FaSpSm) Individual research and readings. Not available for graduate credit.

ACAD 499 Special Topics (2-4, max 8) Comprehensive exploration of particular aspects of art, technology and the business of innovation.