

# Bay Area Immersion Experience

For engineers and journalists

Winter 2019

**The San Francisco Bay Area** is home to many of America's most influential tech companies, highest profile media companies, and most exciting startups. It's also home to Northwestern alums who work at these very companies – and it can also be your home for a quarter if you're interested in studying at the intersection of design and media innovation.

Based at the new Northwestern educational space in downtown San Francisco that is anchored by Medill and McCormick, 28 students – 14 each from Medill and McCormick– will learn from and contribute to the Bay Area's entrepreneurial culture through a customized immersion experience. If you apply and are accepted, you'll take four winter courses that focus on experiential learning in, and critical thinking about, areas such as design innovation, digital communication, and the intersection of technology and culture.

## What is the Bay Area Immersion Experience?

**This immersion experience** is offered annually in winter quarter for undergraduate students in Medill and McCormick. The courses have been uniquely designed for students in both journalism and design innovation. All students in the program will take all four classes together as a cohort.

Beyond coursework, most weeks you'll participate in at least one co-curricular activity coordinated by program faculty/staff; these might include field trips to local companies, experiential learning workshops, and cultural programming intended to heighten the impact of our San Francisco location and build a strong community with your fellow students.

## Which courses will be offered?

*The four courses to be offered are expected to fall into these areas:*

### **Media Design**

A studio-based course with a focus on developing the individual's design skill set related to media.

### **News at the Speed of Silicon**

An exploration of the way that journalism and media continue to evolve in tandem with technology.

### **Service Design Practicum**

a project-based course where teams will apply the design process to a challenge posed by a local client or industry partner.

### **Media Innovation in Silicon Valley**

Teams of Segal and Medill students collaborate to investigate (a) the roles, importance, products, and users of 6 specific San Francisco media companies and (b) the challenges presented by 6 specific Silicon Valley-oriented news and business topics.

# Recommended preparatory courses for Fall 2018:

For Medill students:

## **DSGN 208**

For both McCormick and Medill students:

## **JOUR 390, Media Innovation and Chicago's Startup Culture**

### **Where is NU San Francisco?**

#### **Classrooms**

Northwestern San Francisco,  
44 Montgomery Street

### **What will the program cost?**

#### **Tuition and Financial Aid**

will work as in other quarters on campus.

#### **Housing costs**

The University is currently determining what types of financial aid packages might be available. Please follow up with a Segal administrator if you need more information.

#### **Additional Grant Funding**

determined on an individual basis, may be available to partially defray cost of travel to and from San Francisco for the quarter for students who

## **How to apply**

Apply online at [design.northwestern.edu](http://design.northwestern.edu)

Applications for the program will be accepted **April 13 - April 24**

Admissions decisions will be communicated by **May 1**

Accepted students will pre-register for the above preparatory courses on **May 8**

Up to 6 students will be named alternates in the event that any of the enrolled students are unable to participate. The alternates will be invited to participate in the Fall 2018 recommended coursework.

### **Have questions?**

Those attending the information sessions will have the opportunity to follow up with faculty and staff before the April 24 application deadline.

Specific queries can be directed to [segal@northwestern.edu](mailto:segal@northwestern.edu)