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, starting in the 2016-17 school year, 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, 24 students – 12 each from Medill and the Segal Design Institute – 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 it is

You’ll be the first students in a program to be offered annually as a winter quarter experience 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.

Faculty Bios

**Liz Gerber**  
McCormick School of Engineering  
- Faculty Founder, Design For America  
- Co-Founder, Delta Lab

“My research focuses on how technology and organizations fosters collective innovation.”

**Owen Youngman**  
Medill  
- Professor and Knight Chair in Digital Media Strategy  
- 37-year career with Chicago Tribune

“My teaching prepares students to identify the characteristics of digital innovations that will result in long-lasting and important changes in how journalists do their work.”

Courses

The four courses to be offered are still under faculty development. As of March 1, 2016, they are expected to fall into these areas:

**Communication Design**  
A studio-based course with a focus on developing the individual’s visual and interactive design skill sets

**The Googlization of American Media**  
how Google’s success and ideas have caused dramatic changes not only in journalism and media, but also in business and culture

**Design Innovation 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 2016:
For Medill students:
DSGN 208
For both McCormick and Medill students:
JOUR 390, Media Innovation and Chicago’s Startup Culture

Where it is
Classrooms
Northwestern San Francisco,
44 Montgomery Street

What it costs
Tuition and Financial Aid
will work as in other quarters on campus.

Housing costs
The University will help offset additional living expenses above the average cost of living on-campus in Evanston

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 qualify.

How to apply
Attend an information session about the program:
Friday, April 1, at 12:00pm in MFC 3-107 or
Monday, April 4, at 1:00pm in Ford G.201

Applications for the program will be due on April 18
Admissions decisions will be communicated by April 29
Accepted students will pre-register for the above preparatory courses on May 9

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 2016 recommended coursework.

Click this link to apply

Have questions?
Those attending the information sessions will have the opportunity to follow up with faculty and staff before the April 18 application deadline.

Specific queries can be directed to segal@northwestern.edu