

## WEDNESDAY, JUNE 17, 2015

### WHAT TO BRING

- 2014 YEARBOOK
- Notebook
- Dictionary/Thesaurus
- Magazines: 5-10 to copy and cut up. Examples: *ESPN, Details, New Beauty, Real Simple, Wired, Men's Health, Vanity Fair, GQ*
- Other interesting printed pieces: college brochures, posters, mailers with good layout or type
- Construction paper
- Pencils, pens, markers
- Glue sticks
- Scissors
- Thumb Drive
- Laptop (optional but helpful)
- A digital camera along with camera cord and card reader.

12:00 - 12:30 **REGISTRATION**

12:30 - 1:00 **WELCOME**

1:00 - 1:45 **EPIC THEMES**

Theme should capture the vitality and energy of your students and the upcoming year. We'll get your super powers started by dreaming the best way to represent your school.

1:45 - 2:30 **THEME DEVELOPMENT\***

School work time to begin discussing and developing your theme.

2:30 - 2:45 **CHECK IN #1**

Present your theme idea in a one-on-one session with a camp instructor. Each staff will create a Theme Packet, mocking up cover, endsheets, division pages and content spreads. This theme packet becomes a blueprint for your book next year. On the last day of camp, you will present your theme and awards will be given to those who show great promise and excellent progress.

2:45 - 3:30 **DESIGN CHOICES**

#### Dynamic Design Essentials

The basics of spread design. Step by step instruction to take you from a blank page to solid, super design structure.

#### Marvelous Design

For returning designers who want to step up their skills. Grids. Mods. Typography. Styles change, but the essential elements don't. See how to super-charge your designs.

3:30 - 4:30 **DESIGN DEVELOPMENT**

Work time to create at least one spread for evaluation by an instructor during this time.



# HIGH SCHOOL SCHEDULE

## THURSDAY, JUNE 18, 2015

8:30 - 8:45 **ANNOUNCEMENTS**

8:45 - 9:30 **COOL COVERAGE**

Stories of people, every day events and the extraordinary are the things your students want to remember. Learn how to cover them in new ways that might even change your ladder.

9:30 - 10:15 **CREATE YOUR COVERAGE**

School work time to brainstorm and develop coverage ideas.

10:15 - 10:30 **CHECK IN #2**

Present your theme and coverage ideas with a camp instructor for constructive feed back for your Theme Packet.

10:30 - 11:15 **FANTASTIC PHOTOGRAPHY**

Learning to see images in a new way as well as developing the powers to capture these photos.

11:15 - 12:00 **PHOTO QUEST**

Students will be given specific photo assignments and head out to take photos. They will select their best photos and share them as directed for critique, captions session and the camp photo show.



12:00 - 12:30 **LUNCH**

12:30 - 1:15 **VISUAL CHOICES**

Students will choose one of the following options:

#### Infographics

Break your coverage into fun, visual pieces.

#### Color

Learn to use color to highlight, contrast with or emphasize your information.

#### Typography

Type can be designed to attract the eye with visual/verbal connections. Learn ways to utilize a font to its fullest potential.

1:15 - 2:15 **SCHOOL SESSION**

Continue working on Theme Packets in school groups.

2:15 - 3:00 **CAPTIVATING CAPTIONS**

Captions are the copy that everyone reads in a yearbook. Learn how to make yours more powerful.

3:15 - 4:15 **SCHOOL SESSION**

Continue working on Theme Packets in school groups.

4:15 - 4:30 **CHECK IN #3**

Present body of work to a camp instructor.

## FRIDAY, JUNE 19, 2015

8:30 - 8:45 **ANNOUNCEMENTS**

9:00 - 10:30 **HEROIC INTERVIEWS**

The power behind super copy is dynamic interviews of the people involved. Hone the skills that will turn average copy into masterful, engaging pieces.

10:30 - 12:00 **SCHOOL SESSION**

Continue working on Theme Packets in school groups.

11:00 - 12:00 **CHECK IN #4**

Each school will present their theme packet to a panel of camp instructors for final feed back.

12:00 - 12:30 **LUNCH**

12:30 - 1:15 **POWER CHOICES**

Students will choose one of the following options:

#### Traditional Copy

Taking your theme idea and putting it in words students will read.

#### Alternative Copy

There are so many different ways to tell the story of your year. Explore different options and how to get the story.

#### Business Management

How to market and manage the sales of your yearbook and ads.



1:15 - 2:30 **SCHOOL SESSION**

Finalize Theme Packet and presentations.

2:30 - 3:15 **THEME PRESENTATIONS**

Each school group will present their Theme Packet to the entire camp.

3:15 - 3:45 **SPECIAL TREAT**

Trust us. You don't want to miss this!

3:45 - 4:00 **AWARDS/CLOSING**

\*APPOINTMENTS W/ PLANT COVER ARTIST ARE AVAILABLE WEDNESDAY AND THURSDAY ONLY. SIGN UP AT REGISTRATION.



CARLA, ELIZABETH, MICHELE  
YEARBOOKU@THEYEARBOOKLADIES.COM