

MIDDLE SCHOOL SCHEDULE

MONDAY, JUNE 15, 2015

8:00 - 9:00 **REGISTRATION**

9:00 - 9:30 **WELCOME**

9:30 - 10:15 **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 campus.

10:15 - 11:30 **THEME DEVELOPMENT**

School work time to begin discussing and developing your theme.

11:30 - 11:45 **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, your staff will present its theme, and awards will be given to those who show great promise and excellent progress.

11:45 - 12:30 **LUNCH**

12:30 - 1:15 **DYNAMIC DESIGN**

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

1:15 - 2:15 **DESIGN DEVELOPMENT**

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

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

School group design gallery with an instructor. Students will share their spreads and receive feedback on their designs.

2:30 - 3:15 **CREATIVE 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. Your theme should change the way you approach your coverage each year. In fact, it might possibly change the way you develop your ladder.

3:15 - 4:15 **CREATE YOUR COVERAGE**

School work time to brainstorm and develop coverage ideas.

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

Present your whole theme and coverage ideas in a one-on-one session with a camp instructor and get constructive feedback for your Theme Packet.

TUESDAY, JUNE 16, 2015

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

8:45 - 9:30 **MARVELOUS DESIGN**

Grids. Mods. Typography. Styles change, but the essential elements don't. See how to super charge your designs.

9:30 - 10:15 **DESIGN DEVELOPMENT**

School work time to begin designing graphic elements and pages for your Theme Packet.

10:15 - 10:30 **CHECK IN #3**

Present your design ideas in a one-on-one session with a camp instructor.

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

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

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

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

12:15 - 12:45 **LUNCH***

12:45 - 1:30 **COOL COPY CHOICES**

Body Copy The hero of story-telling. Learn the steps to take your idea to a great piece of writing. See how the way you choose your words and sentence structure can make your writing more fun and exciting.

Alternative Copy The Robin to body copy's Batman. How to create side-kick pieces that support the main copy, page content, and theme.

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

Share the photos taken on Quest. Select 7 - 10 of the best from your group. Continue working on Theme Packets in school groups.

2:30 - 3:15 **CAPTIVATING CAPTIONS**

Captions are the copy that everyone reads in a yearbook. Learn how to make yours tell the even the back story.

3:15 - 4:30 **SCHOOL SESSION**

Continue working on Theme Packets in school groups.

3:30 - 4:30 **CHECK IN #5**

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

***APPOINTMENTS WITH A PLANT COVER ARTIST WILL BE AVAILABLE ALL AFTERNOON, BEGINNING AT 12:45.**

WEDNESDAY, JUNE 17, 2015

8:30 - 9:00 **ANNOUNCEMENTS**

9:00 - 10:30 **SCHOOL SESSION****

Finalize Theme Packets and presentation in school groups.

10:30 - 11:15 **THEME PRESENTATIONS**

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

11:30 - 12:00 **AWARDS/CLOSING**

****ADVISER TECH SESSIONS BEGIN**

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.

