

FAIN YEARBOOK 2016

YEARBOOK



MATTER

YEARBOOK WORKSHOP

August 2-3, 2016 @ John Burroughs HS
1920 W. Clark Ave, Burbank, CA

WHY attend a summer yearbook workshop?

There are several reasons but here are **3** that top the list.

- **Start the school year with a plan in place.**
- **Design your cover with a cover artist.**
- **Learn about yearbook from some of the best.**

We have often heard from advisers that their yearbook staffers can't take 4-5 days to go to workshop and can't afford the cost of a traditional summer yearbook workshop... so this is our alternative. As you can see by the schedule, you will accomplish just as much but in a shorter amount of time. We are very pleased to have some of the best yearbook advisers in the country teaching and guiding your staff. This workshop is designed for your yearbook leaders, not the entire staff. We ask that you bring no more than 8 leaders.

**There is limited space so sign up early!
Deadline for registration is May 30, 2016.
Go to www.yearbooksmart.com to register online!**

Registration fee structure:

\$600 if paid by June 15th

\$700 if paid by July 15th

\$800 if paid by August 1st

Register and pay early to save money.

Your registration fee covers up to 8 leaders plus the Adviser.

Please fill out the attached registration form and mail it with a check to reserve your place. Your registration fee includes food, drinks and snacks for both days. There will also be a computer lab available during the workshop.

Teaching Staff

Casey Nichols



Casey Nichols is a graduate of Ball State University with a MA in Journalism. He taught middle school journalism for 11 years at his alma mater, Eich Intermediate School, and has been the journalism teacher and department chair for Communication Studies at Rocklin High School, Rocklin, CA for 17 years. Nichols is a frequent speaker at workshops and conventions. His yearbook staffs have won numerous crown and Pacemaker awards. For service, Nichols has won the Pioneer, Gold Key, and JEA Medal of Merit Award. He was the 2005 JEA Yearbook Adviser of the Year.



As the Western Creative Accounts Manager for Jostens Publishing, Tina Cleavelin works closely with advisers and staffs to produce and market their publications. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising yearbook and photojournalism staffs in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. She received the Friends of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award. Tina continues to remain actively involved in state and national journalism organizations as a speaker and judge.

John Dent



John Dent is the yearbook advisor for The Image at Dos Pueblos High School. Dent's passion is for extensive coverage, photography, and integration of technology into his program. He teaches Photoshop, Illustrator, Indesign, and has extensive knowledge in using Google Docs in his media programs. Under his leadership and guidance, The Image has earned Pacemaker, Crown Finalist, and individual design and photo awards. John teaches annually at numerous national conferences including Colombia Scholastic Press

Association, National Scholastic Press Association, Journalism Advisor's Institute, and Jostens yearbook camps.

Marcy Herrera



It all began in high school when Marcy joined her high school yearbook staff. As Editor in Chief her senior year, the interest and enthusiasm for design led her to a local art school where she earned a Bachelor of Fine Art in Visual Communication. Marcy has been teaching yearbook, graphic design, and online media for the past 15 years and has just recently become the schools Activities Director. Her yearbook staff has won Gold Medals from CSPA and First Class from NSPA for most of the 15 years.

Marcy began a local chapter of JEA for the Coachella Valley, is a CSPA judge and presenter, and has taught at several yearbook camps. She is also a regular presenter at the California Association of Directors of Activities conference covering a session about yearbook for new advisers. Marcy also holds a Masters degree in Education Administration from Cal State San Bernardino.



Celebrate moments that matter!

Mike & Luci Conlon • mike.conlon@jostens.com • 661.414.2115 • www.yearbooksmart.com



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Registration Form

(registration deadline is **May 30, 2016**)

Go to www.yearbooksmart.com to register

School Name _____

Adviser Name _____

Adviser email for summer _____

of YB leaders attending _____

Your Jostens rep _____

Total Amount Due - **\$600 if paid by June 15**

Total Amount Due - **\$700 if paid by July 15**

Total Amount Due - **\$800 if paid by August 1**

*****Please make checks payable to Memories, Inc and mail it with the completed form to Mike & Luci, 41523 Sandalwood Pl, Quartz Hill, CA 93536.***

WORKSHOP SCHEDULE

Day 1

- 9:00 - 9:30 - Warm-up & Introductions
- 9:30 - 10:45 - Thematic Development lesson
- 10:45 - 11:00 - Break
- 11:00 - 11:45 - Theme design lesson and work time
- 11:45 - 1:15 - Working lunch (Theme and design)
- 1:15 - 2:00 - Meaningful coverage lesson
- 2:00 - 3:00 - Work time/ consulting
- 3:00 - 4:00 - Graphic design lesson
- 4:00 - 4:30 - Pizza break
- 4:30 - 5:00 - Work time (ladder and coverage development)
- 5:00 - 5:30 - Layering your theme review
- 5:30 - 6:00 - Work time, re-evaluate goals
- Deadline: Sketches, coverage plan

Day 2

- 9:00-9:30 - Teambuilding activity and announcements
- 9:30 - 10:15 - Photo lesson - yearbook storytelling Pt 1
- 10:15-10:30 - Break
- 10:30-11:00 - Storytelling Pt 2 - captions and copy
- 11:00-1:00 - Working lunch
- Refine theme design, develop section designs
- 1:00-2:00 - Headlines that matter lesson
- 2:00-3:00 - Work time to finish
- 3:00-4:00 - Theme presentations by school
- **There will be time to meet with a cover artist from Visalia**



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