



Registration Closes July 1st
BAYS starts July 12th, 2016

STAFF PLANNING

Staff Planning provides time for staffs to develop a theme and concept for their 2017 yearbook. Each staff will be assigned to Staff Planning sessions where they will apply what they have learned to complete a Seminar Workbook which will be the basis for this year's book. Staffs will submit their Workbook for instructor feedback and will have a chance to present on the final day.

SEMINAR EXPENSES

COMMUTER RATE: Includes workshop registration, materials, t-shirt, all special events, all meals. \$300 through June 1st, \$325 after June 1st.

ON-CAMPUS STUDENT: Includes two night's lodging, workshop registration, materials, t-shirt, all special events, all meals. \$395 through June 1st, \$425 after June 1st.

ON-CAMPUS ADVISER/CHAPERONE: Includes two night's lodging, workshop registration, materials, t-shirt, all special events, all meals. \$325 through June 1st (per person/double occupancy), \$350 after June 1st (per person).

At least one adviser chaperone is required for each school registering

REGISTRATION DEADLINES are critical to ensuring your spot at the seminar, space is limited. To register for the 2016 seminar, follow the step-by-step online. Registration closes July 1st.

ON-SITE CRITIQUE is available for staffs who are considering or would like to have their yearbook publication evaluated at camp. We consider critiques to be the ultimate teaching tool. These assessments can help you and your staff learn from previous work and help to improve your 2017 yearbook. On-site critiques will be 30 minutes. You will have the opportunity to discuss areas of strength as well as suggestions for improvement by one of our instructors. This service is an additional \$50. Additional information on preparing for your critique will be included in your registration packet. Sessions are limited so please register early to guarantee your sessions.

CONTACTS

We want you to get the most out of BAYS so if there are any other questions, please email our camp coordinators at BAYSUCSC@GMAIL.COM or visit us at www.bayareayearbooks.com. While the seminar is in session, if you need to reach your child or us directly for either urgent messages or emergency purposes, call our on-location number at: (480) 355-5878.

We look forward to seeing you soon and cannot wait to see you in Santa Cruz on July 12th!

ENRICHMENT COURSES

(Every registrant will enroll for one of the enrichment courses.)

MARKETING MASTERMINDS: Discover best practices for marketing and selling your book. Discussions will focus on finding and targeting your audience, using social media creatively and budgeting. Staffers will create a custom built marketing plan to ensure a financially successful year.

PHOTOJOURNALISM: Campers bring their own digital cameras and practice taking better candid and action photographs. Students learn how to take great group shots and how to plan for better pictures. It's time to get the most out of the cameras you have. This is a must-take class for photo editors and staff photographers. Don't forget to bring camera equipment (SD cards, chargers, cameras and etc.)

LEADERSHIP TRACK: There is more to yearbook than just photographs and layouts! Nothing helps a yearbook staff become more successful like great leadership. Once you have completed leadership you will know how to edit proofs accurately and easily, prevent and deal with conflict, build staff morale and teamwork, from systems of communication and expectations, learn how to delegate effectively, and establish a solid working relationship with your adviser. You will be able to create the best environment to make the production of the yearbook as smooth and successful as possible.

DESIGN TRACK: We live in a visual world. Almost everything we encounter on a daily basis has been designed. Using examples from today's hottest magazines and yearbooks, students will learn what's in and how to get more trendy designs into their books. This is a very hands-on, cutting-edge, "think take if you are tired of pre-designed layouts and you want to take your designs from OK to WOW outside the box" approach to getting more into and out of every double page spread. This is a great class to!

WRITING TRACK: In a journalism class, students have the opportunity to use writing in a real-world context – running a business called yearbook, the only class for which other people pay to read homework. This course will explore principles of solid reporting to "find the story" as well as the journalistic writing process. Feature, headline and caption writing skills will be mastered.

MIDDLE SCHOOL TRACK: In this dynamic training for your junior high staffs, we will explore headline, body, and caption writing; design; organization; trends; marketing; and photography; facilitated by leaders in contemporary student journalism.

ADVISER SURVIVAL: (Yearbook Advisers Only) For first year advisers as well as experienced advisers. Whether you teach yearbook as a class or a club, we'll help you find a way to teach. On top of that, all lessons are already connected to Common Core standards and 21st Century Skills; we'll help you connect the dots. This is your opportunity to master the basics, ask those unanswered questions and share your experiences.

ADVISER ROUNDTABLE: (Yearbook Advisers Only) This track is for experienced advisers. This is your opportunity to master the basics, ask those unanswered questions and share your experiences.

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THE
YEARBOOK



BAY AREA YEARBOOK SEMINAR

at University of California, Santa Cruz

July 12th, 13th & 14th

www.bayareayearbooks.com

