

# The Agenda

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## 19 Monday

### MORNING

- 9:00 - 9:30 AM** *Laura Schaub*  
IDEAS FROM ALL OVER NORTH AMERICA
- 9:45 - 10:45 AM** *Laura Schaub*  
THEME DEVELOPMENT  
Striving to create The Whole Book Look
- 11:00 - 11:30 AM** *Laura Schaub*  
THEME IDEAS  
From coast to coast

#### Assignment:

Using the adviser resources at the end of the theme chapter in the curriculum, work as a team to:

- Analyze your school
- Find Words that relate to the theme
- Create theme statement
- Sketch your cover idea
- Create theme-related section titles
- Create theme-related titles for modules
- Create design strategies

#### Work toward final assignment:

Staff will create a complete theme booklet with all assignments to share on Friday with other workshop participants.

### AFTERNOON

- 12:00 - 12:45 PM** *Laura Schaub*  
BEGINNING DESIGN  
Design 'fun'-damentals  
Designing in the online program
- 1:00 - 1:45 PM** *Laura Schaub*  
ADVANCED DESIGN  
Planning and building designs  
Telling stories with modules  
Designing headlines and captions
- 2:00 - 3:00 PM** *Beth Bidne*  
HOW TO USE THE WEBSITE

#### Beginner Assignment:

Plan and design a student life spread. Include a headline design.

#### Advanced Assignment:

Plan and design a student life spread using the bubble sheet handout before designing your spread. Include a large storytelling photo module and at least three modules. Design a headline with primary and secondary components.

#### Staff sign-ups:

Meet with Laura

## 20 Tuesday

### MORNING

- 9:00 - 11:00 AM** *Ed, Kimberly, Laura*  
PHOTOS MAKE YOUR BOOK THE BEST
- 9:00 - 9:30 AM** *Ed, Kimberly, Laura*  
CAMERA EQUIPMENT  
Handling for 35 mm and smart phones
- 9:35 - 10:00 AM** *Ed, Kimberly, Laura*  
VISUAL STORYTELLING
- 10:05 - 10:30 AM** *Ed, Kimberly, Laura*  
PHOTO COMPOSITION  
Angles and techniques
- 10:35 - 11:00 AM** *Ed, Kimberly, Laura*  
PAINTING WITH LIGHT
- 11:00 - 11:25 AM** *Ed, Kimberly, Laura*  
PHOTO STORIES
- 11:30 AM - 12:00** *Ed, Kimberly, Laura*  
CAPTURING GREAT SPORTS MOMENTS

#### Assignment:

Using your smart phone or digital camera, take photos of people illustrating the following:

- |                                  |  |
|----------------------------------|--|
| <i>Leading lines</i>             | <i>Controlling the background</i>          |
| <i>Framing</i>                   | <i>Stop action at peak moment</i>          |
| <i>Rule of thirds</i>            | <i>Panning</i>                             |
| <i>Repetition of patterns</i>    | <i>Action-reaction</i>                     |
| <i>Negative space</i>            | <i>Take me somewhere I've never been</i>   |
| <i>Dramatic contrasts</i>        | <i>Photo story: before, during, after</i>  |
| <i>Bird's eye vs. worm's eye</i> | <i>Photo story: wide, medium, close up</i> |
| <i>Close-up</i>                  | <i>Relationships</i>                       |
| <i>Storytelling moment</i>       |  |

### AFTERNOON

- 12:00 - 12:45 PM** *Laura Schaub*  
THE PHOTO SIDE OF PHOTOSHOP  
The importance of resolution  
Lighten, darken, reduce noise  
Special effects/photo illustrations  
Photoshop Q & A
- 1:00 - 1:45 PM** *Robert McDonald*  
LIGHTROOM  
Why and How to Use Lightroom for Photo Editing
- 2:00 - 2:45 PM** *Jake + Mikayla*  
YEARBOOK DESIGN SERVICES  
Meet the Team  
Design Inspiration and Defining your Style  
Importance of building a moodboard
- 3:00 - 3:45 PM** *Mikayla*  
THE ARTISTIC SIDE OF PHOTOSHOP  
Why use Photoshop?  
Making Selections, Working in Layers, Creating Masks  
Saving and Exporting

#### Staff sign-ups:

Meet with Laura

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## 21 Wednesday

### MORNING

**9:00 - 9:45 AM** *Melonie Menofee*  
PLANNING YOUR CONTENT

**10:00 - 10:30 AM** *Melonie Menofee*  
LADDER AND STRUCTURE  
Traditional  
Chronological  
Blended

**10:45 - 11:30 AM** *Melonie and Laura*  
BRAINSTORMING SESSION: STORY IDEAS  
Unique stories  
Personality profiles  
How-to stories  
Personal experiences/essays

#### Assignment:

Editor and adviser plan sections and plug theme pages into ladder while section teams plan their content.

**Student life team:** List everything that must be covered and 10-20 new coverage ideas

**Sports team:** Meet with athletic director, obtain schedules and rosters and list all in-school and out-of-school sports to cover.

**Academics team:** List all academic areas and list commonalities to blend topics together.

**Organizations team:** List all groups and organizations and look for commonalities to blend groups together under one headline.

**People team:** List people in all grades who would make good personality profiles. Obtain lists of students by grade from registrar to check name spellings.

\*\*Turn lists into editor and adviser who will plug them into each section and finalize ladder.

### AFTERNOON

**12:00 - 12:45 PM** *Laura Schaub*  
VERBAL/VISUAL STORYTELLING  
The importance of the lead  
Finding and including meaningful quotes  
Brainstorming with photographers to plan coverage

**1:00 - 1:45 PM** *Beth Bidne*  
HOW TO USE THE WEBSITE

**1:00 - 1:45 PM** *Tammy Hubbard*  
I'M THE ELEMENTARY YEARBOOK ADVISER  
Now what?

**2:00 - 2:45 PM** *Jake Balch*  
USING ILLUSTRATOR  
Why use Illustrator?  
Setting up your file  
How to select, create shapes and use the pen tool  
Smart Objects: why they are important

**3:00 - 3:45 PM** *Riley DeClark*  
INDESIGN  
Why use Indesign?  
Setting up your file  
Setting image and text boxes + wrapping text  
Creating character + paragraph styles  
How to save and export for print

#### Assignment:

Interview one of your teammates and find a story angle to do a personality profile about that person. Write a creative lead and develop the story with quotes and transitions. Include a creative conclusion.

#### Staff sign-ups:

## 22 Thursday

### MORNING

**9:00 - 9:45 AM** *Editor panel and Kimberly*  
CALLING ALL EDITORS:  
What's your leadership style?

**9:00 - 9:45 AM** *Beth Bidne and Ed*  
CALLING ALL ADVISERS:  
Staying sane in the midst of chaos

**10:00 - 10:45 AM** *Beth Bidne*  
CALLING ALL STAFF:  
What it takes to be a part of a team

**11:00 - 11:45 AM** *Beth Bidne and Laura*  
CALLING ALL BUSINESS STAFF:  
Marketing your yearbook

**11:00 - 11:45 AM** *Barbara Regan*  
BEST PRACTICES FOR ADVISERS

#### Assignment:

Editors and staff members create a staff manual, including these topics:

*Staff positions and descriptions/duties*

*Editorial and advertising policies*

*Copyright, ethics and other legal issues*

*Steps to create finished pages*

Business manager and staff create a marketing plan, including poster ideas, t-shirt ideas and marketing strategies for all sub-groups within the school and community. Also include ad promotion plans for parents and businesses.

### AFTERNOON

**12:00 - 12:45 PM** *Melonie Menofee*  
COMPELLING CAPTIONS  
How to write, place and design

**1:00 - 1:45 PM** *Melonie Menofee*  
WRITING AND DESIGNING HEADLINES

**1:00 - 1:45 PM** *Laura and Lucrecia*  
COPYRIGHT AND LEGAL ISSUES

**2:00 - 2:45 PM** *Jessica Navarro*  
THE THINGS I'VE LEARNED FROM  
ADVISING A MIDDLE SCHOOL YEARBOOK

**2:00 - 2:45 PM** *Beth Bidne*  
ADVISER Q & A

**3:00 - 3:45 PM** *Beth Bidne*  
ADVANCED TIPS + TRICKS: THE WEBSITE

#### Assignment:

Using the handout provided, write, design and place a headline with primary and secondary components and all captions.

#### Staff sign-ups:

Meet with Laura

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# 23 Friday

## MORNING

9:00 AM

*YOU!*

### TIME TO SHARE:

Present your theme ideas and show how you will carry the theme throughout the book verbally and visually

## NOTES:

