

#OUR STORY

HIS STORY · HER STORY · YOUR STORY · THEIR STORY

SOUTH FLORIDA YEARBOOK WORKSHOP

AUGUST 6-7, 2015

Coral Springs Charter School
Coral Springs, Fla.

Presented by Sarah Burkner, Matt Diaz and Veronika Levine, CJE

walsworthyearbooks.com

THURSDAY, AUGUST 6

- 1 Basic InDesign | 10:30 a.m. – 5 p.m. ALL DAY**
Using Walsworth's curriculum, students will learn how to install Walsworth plug-ins and fonts, and learn how to use InDesign's palettes and tool bar. This class is for students who are new to yearbook or new to InDesign and will be building layouts on the computer. Computers are provided for students, with one computer per two students; no more than five students per school.
- 2 Introduction to Photoshop | 10:30 a.m. – 5 p.m. ALL DAY**
Learn the basics of image size, resolution, color correction and special effects to really make the photos and text in your yearbook leap off the page. This class is for more experienced yearbook staff members and is very hands-on. Computers are provided.
- 3 Adviser Online Design 2016 | 10:30 a.m. – 12:30 p.m. MORNING**
All yearbook advisers using Online Design 2016 next year **must** take this class. Advisers will learn how to fill out their online ladder, set up student usernames and passwords and set permissions. This is a short morning class for advisers only. The Thursday afternoon class and Friday morning class will be for advisers and students on the basics of Online Design 2016.
- 4 Yearbook Trends | 10:30 a.m. – 12:30 p.m. MORNING**
See the top new things you can do to make next year's book different. Want to design on a different grid or start laying out your academic pages by theme instead of classes? How about designing your spreads by packages instead of stories? Use partial cutouts and photo contrasting? This class will teach you the hottest yearbook trends to jump-start your yearbook.
- 5 Marketing & Social Media | 10:30 a.m. – 12:30 p.m. MORNING**
Want to sell more books? Help your publication make more money? Learn how to sell ads, market your publication and utilize social media to its fullest potential.
- 6 Beginning Design | 1:30 – 3:15 p.m. AFTERNOON**
Learn basic design principles and how to apply the rules to create an effective, visually pleasing layout. Discover what makes a design "look good" and how to bring those qualities to your pages.
- 7 Basic Photography | 1:30 – 3:15 p.m. AFTERNOON**
Learn basic camera techniques that will really bring your book's photography to life. You'll learn more about TTL metering, ISO, shutter speeds and apertures. If you don't know what those words mean, then this class is for you! Students must bring cameras for hands-on training that day.
- 8 Interviewing | 1:30 – 3:15 p.m. AFTERNOON**
Nothing makes a story better than a great foundation. Learn tips and tricks from writing dynamite questions to getting a great interview.
- 9 Online Design 2016 | 1:30 – 5 p.m. AFTERNOON**
Learn the Flash-based Walsworth online program to create your yearbook. Come see the new features for 2016 and learn special effects such as persistent navigation, topics and contextual menus. Computers are provided for students; no more than five students per school. **This class will be repeated Friday morning for those who wish to take it then instead.**
- 10 Headlines, Captions & Lead-ins, Oh My! | 3:30 – 5 p.m. AFTERNOON**
Learn how to write more exciting headlines and enticing lead-ins. Leave with ideas and examples of the different lead-in and headline types. Learn the proper format for caption writing. Leave with a simple four-step process for writing a caption.
- 11 Alternate Copy | 3:30 – 5 p.m. AFTERNOON**
If you've ever heard "no one reads the stories anyway," then let's appeal to our audience and change the way we bring coverage to our pages! Learn how to create visual interest, expand coverage and repackaging information using mods and alternative copy.
- 12 Copyright/Law | 3:30 – 5 p.m. AFTERNOON**
No one wants to be that yearbook staff on the news in May. Learn the ins and outs of what should and shouldn't be put in your yearbook. Learn copyright tips and what constitutes slander and fair use. Also, learn more about the legalities of prior review and ways to work with your administration on this issue.

Adviser Breakouts on Friday

- Grading rubrics
- Review of ladder and flats
- Yearbook Shout
- Yearbook 360
- What's new in your Kit
- Pinterest for theme ideas
- PayPal Here
- Yearbook Snap

FRIDAY, AUGUST 7

- 13 Online Design 2016 | 10 a.m. – 12:30 p.m. MORNING**
This class is a repeat from Thursday afternoon for those who could not take it then. Learn the Flash-based Walsworth online program to create your yearbook. Come see the new features for 2016 and learn special effects such as persistent navigation, topics and contextual menus. Computers are provided for students; no more than five students per school.
- 14 Advanced Photoshop | 10:30 a.m. – 5 p.m. ALL DAY**
This class is for experienced yearbook staff members and is very hands-on. Learn to get the most from Photoshop with the tools it offers to make your great images even better. Computers are provided.
- 15 Advanced Design | 10 a.m. – 12:30 p.m. MORNING**
So you know the basic design rules....now you want to break them all! Take your designs to the next level by learning how to break design rules effectively and create advanced, detailed, eye-catching layouts!
- 16 Sports Writing | 10:30 a.m. – 12:30 p.m. MORNING**
In most yearbooks, sport pages excel in awesome action photography, but the copy is lacking. Learn from the pros what makes good action writing that will give the behind-the-scenes story of the game with quotes and real emotion. Go beyond good action photos to a story that someone will remember.
- 17 Feature Writing | 1:15 – 3 p.m. AFTERNOON**
Learn how to turn your feature writing into stories that stand out! Simple step-by-step processes will show your staff members how to develop creative stories and unique approaches for that amazing emotional angle that everyone will remember.
- 18 Aurasma – Did I Just See That? | 1:15 – 3 p.m. AFTERNOON**
Hold on to your socks because we are about to knock them off! Learn how to use augmented reality to enhance your pages, increase coverage and create a buzz around your yearbook. You have to see it to believe it!
- 19 Steps to Winning Awards | 1:15 – 3 p.m. AFTERNOON**
You're taking the steps towards creating a journalistic publication, and you feel you are ready for the next level. Discover the details judges are looking for in award-winning yearbooks and learn how to bring those qualities to your publication and get on the path to competing on a national level.
- 20 Advanced Photography | 3 – 5 p.m. AFTERNOON**
Our professional photographer will answer all students' questions and lead them to accomplishing their photography goals for the yearbook.
- 21 Online Design 2016 Independent Study | 1:15 – 5 p.m. AFTERNOON**
Play around with the new program on your own time frame based on what you learned on Thursday or Friday. Try building your ladder, adding templates, assigning spreads and getting the feel of the new layout. There will be instructors on hand to guide you with any questions you may have.
- 22 Chronological Yearbooks | 3 – 5 p.m. AFTERNOON**
Tired of covering the same old topics in your publication? Find the advantages of breaking away from traditional approaches and learn the ins and out of transitioning your yearbook to chronological coverage.
- 23 Team Building | 3 – 5 p.m. AFTERNOON**
Creating Staff Wellness - Your yearbook class is your team; and your team will face challenges, have conflict and experience victories. This hands-on session will have you participate in team-building activities and learn ways to create staff wellness all year long.

Continuous Both Days

Meet with your Rep

Mandatory meetings are scheduled for all yearbook advisers and their yearbook sales representative; times will be posted. We will establish your deadlines, complete necessary forms and begin the renewal process if possible.

Meet with a Pro

Have your book evaluated by a yearbook professional to learn what you can do better next year. First come, first served; sign up on the first day of workshop.

Meet with an Artist

Sessions will be filled on a first come, first served basis; sign-up will be on Thursday during registration.

Directions to Coral Springs Charter School

3205 North University Drive | Coral Springs, FL 33065 | 954.340.4100

From I-95: (North or South)

Take Sample Road Exit and head West. Go several miles till University Drive. Head South on University Drive and the school will be located on the east side next to the Coral Springs Library.

From the Florida Turnpike

Take the Sample Road Exit and Head West to University Drive. Head South on University Drive and the school will be located on the east side next to the Coral Springs Library.

From the Sawgrass Expressway

Take the Sample Road Exit and head east to University Drive. Head South on University Drive and the school will be located on the east side next to the Coral Springs Library.

REGISTRATION FORM

All registrations must be received by July 1. NO REFUNDS AFTER THIS DATE.

\$130 per person
until May 31

\$150 per person
June 1 until July 31

CASH ONLY DAY OF

School name

Address

City

State

Zip

Contact person

Cell number(s)

Summer email address

Adviser name (if different from contact person)

Chaperone (if adviser is not attending)

Cell number

Participants (Use back of this form if necessary. Please enter the course numbers for each participant.)

1. Adviser

Beginning Returning

Course Numbers

2. Name

Course Numbers

3. Name

Course Numbers

4. Name

Course Numbers

5. Name

Course Numbers

6. Name

Course Numbers

7. Name

Course Numbers

8. Name

Course Numbers

9. Name

Course Numbers

10. Name

Course Numbers

11. Name

Course Numbers

12. Name

Course Numbers

Make checks payable to **South Florida Yearbook Workshop**. In the memo area, write your school name.

MAIL TO

Veronika Levine
1287 NW 14th St.
Boca Raton, FL 33486

PAY ONLINE

www.southfloridayearbooks.com/workshop

Please note that paying with the convenience of credit card online is 3% higher due to PayPal

RELEASE FORM

I/We, the parent(s) or legal guardians(s) of _____, (the student), and by virtue of such relationship do hereby hold harmless, release and discharge Walsworth, Inc., Coral Springs Charter School, and their offices, agents and/or employees from any and all claims, demands, liability, actions, causes of action, attorney fees and expenses on account of damages to or loss of student's personal property or on account of personal injury or loss while the student is attending or participating in the **South Florida Yearbook Workshop** in Coral Springs, Fla. Further I/we understand and agree that the released parties are not responsible for the safety or supervision of students, and I/we are not relying on the released parties to supervise or chaperone the student while attending the **South Florida Yearbook Workshop** in Coral Springs.

Student name _____

Emergency contact _____

Contact phone numbers Home () _____
Work () _____

Workshop site: Coral Springs Charter School

Workshop dates: August 6-7, 2015

Furthermore, I/we also have authorized the adult chaperone(s) of the group from _____ (School) of which my child is a member, to see that medical attention is administered in case of emergency. I/we will be informed of any serious medical assistance prior to treatment if conditions permit. In case of emergency, I/we authorize this child's adult chaperone to use my/our insurance plan.

Name (please print) _____

Signature _____

Date _____

Insurance company _____

Policy number _____

Family doctor _____

Phone number _____

As the parent/guardian of the aforementioned child, I also give permission for any photographs taken of my child during the workshop to be used in future mailings or workshop advertising. This material will be used only for Walsworth yearbook workshop materials.

Signature _____

Date _____

For any workshop questions,
please contact workshop coordinator:

Veronika Levine, CJE

veronika.levine@walsworth.com
954.304.0256
1287 NW 14th St.
Boca Raton, FL 33486



Veronika Levine, CJE

Sarah Burkner

Matt Diaz

Please photocopy this form for your students and return signed with your workshop payment.