

STUDENT TRADITIONS VIRTUAL WORKSHOP

CAMP SCHEDULE

DAY 1

AUGUST 11, 2020

NOTES

VIRTUAL CAMP ZOOM LINK: <https://us02web.zoom.us/j/2912628488>

9:00 - 9:10 AM **CAMP WELCOME** - Day One Instructions

9:10 - 9:55 AM **SESSION ONE**
A YEARBOOK IS... (PART ONE)

10:00 - 10:40 AM **PICK A THEME SESSION**

- MOOD BOARD MOXIE,
<https://herffjones.wistia.com/medias/2ckanqufwg>
- THEMESPIRATION,
<https://herffjones.wistia.com/medias/3e8hqoaf11>
- DEVELOPMENT'S IN THE DETAILS,
<https://herffjones.wistia.com/medias/n9cbuvhtcr>

10:40 - 11:00 AM **RECAP THEME SESSION**

11:00 - 11:50 AM **PICK A COVERAGE SESSION**

- THINK DIFFERENTLY,
<https://herffjones.wistia.com/medias/416obspham>
- THE POWER OF THE PIVOT,
<https://herffjones.wistia.com/medias/mg65tgcfrq>

12:00 - 12:40 PM **LUNCH**

12:40 - 1:00 PM **RECAP COVERAGE SESSION**

1:00 - 1:40 PM **PICK COPY & CAPTION SESSIONS**

- QUESTIONS MAKE THE DIFFERENCE,
<https://herffjones.wistia.com/medias/udmpabtp4n>
- ASK MORE QUESTIONS FIND BETTER STORIES,
<https://herffjones.wistia.com/medias/14c9si1iu7>
- WHO, WHAT, WHEN, WHERE,
<https://herffjones.wistia.com/medias/5kkp63ev7w>
- WHAT YOU SEE AND WHAT YOU DON'T,
<https://herffjones.wistia.com/medias/g68mod3lp6>
- SENSE MEMORY,
<https://herffjones.wistia.com/medias/yjdf0kcz0>

2:15 - 2:30 PM **RECAP COPY & CAPTION SESSION**
GROUP HOMEWORK

FOR QUESTIONS AND TECH ISSUES PLEASE CONTACT:

MELISSA OLOFSSON AT (630)346-4256 // MMOLOFSSON@HERFFJONES.COM



WELCOME:
DAY ONE
AUGUST 11, 2020

VIRTUAL CAMP ZOOM LINK:
<https://us02web.zoom.us/j/2912628488>

OPENING SESSION 9:00AM

All on **ZOOM**, the camp opening will begin with a live intro, a short video then a follow up live sessions after each topic

A YEARBOOK IS... (PART ONE)

A yearbook serves many functions for its readers, for the school and those who create it. This opener includes lots of examples for inspiration and reinforces guidelines that help the yearbook maintain its value through the years.
Rep, Dan Mueller

10:00AM

THEME SESSION BREAK AWAY OPTIONS

SESSION PASSWORD: nowandforever

MOOD BOARD MOXIE

Essential, Next-Level

Staffers looking for creative, cutting-edge design often turn to mood boards to gather their inspiration. Googling mood boards will show the joy and fun of mood board creation. Using that energy as individuals, then collectively to create virtual mood boards can help you find your theme moxie.

Adviser, Debbie Glenn, Blue Valley West HS
 //:33.58

THEME INSPIRATION

Next-Level

Learn how to use print and digital media to gather theme inspiration, layout design trends and creative coverage ideas for your yearbook.

Rep, Jac Holman
 //:34.41

DEVELOPMENT IS IN THE DETAILS

Expert

From table of contents and the ladder to graphic elements and headlines, see how one staff delivered on their theme throughout the book.

Adviser, Mike Simons, Corning-Painted Post HS
 //:36.21

10:40PM

THEME SESSION LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK

11:00AM

COVERAGE SESSION BREAK AWAY OPTIONS

SESSION PASSWORD: nowandforever

CHOOSE ONE, but you may want to watch the second one, later, after camp. This is going to be one of those years that nothing is how we "usually" do it. So we will all need as many options as possible to cover the year in a way that the students deserve!

THINK DIFFERENTLY

Essential, Next-Level

We don't know what's going to happen in 2021. Learn how to adapt your coverage to changes in a time of uncertainty.

Reps, Mary Titus and Megan Sebold
 //:46.06

THE POWER OF THE PIVOT

Essential, Next-Level, and Expert

Things happen, disruptive things, disappointing things, but we don't have to be undone by it, unraveled by it, nor undermined by it. No, we can flip it, we can spin it, we can pivot, and we can make the best out of it.

Rep, Gwen Childers
 //:43.08

12PM NOON

LUNCH BREAK

12:40PM

COVERAGE LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK

1:00PM

COPY, CAPTIONS, WRITING, AND TYPOGRAPHY BREAK AWAY OPTIONS

SESSION PASSWORD: nowandforever

CHOOSE ONE OR TWO

We have scheduled day one to end around 2:40pm, so you should have time to watch at least 2 videos in this breakaway if you choose any one but the first option.

The more you watch, the more ideas you will get, the better your book will be!

ASK MORE QUESTIONS, FIND BETTER STORIES

Essential, Next-Level

Yearbook copy is not an essay or a news summary. Asking lots of questions leads reporters to fresh new angles, compelling stories and interesting insights.

Adviser, Charla Harris, Pleasant Grove HS
 //:32.46

QUESTIONS MAKE THE DIFFERENCE

Essential

The best interviews yield specific details, meaningful quotes and unexpected twists and turns that make your story stronger. Understanding how preparing for an interview is as important as skillfully executing it will help students master this crucial reporting skill.

Rep, Meredith Bledsoe
 //:18.06

WHO, WHAT, WHEN, WHERE

Essential, Next-Level

A picture may say a 1,000 words, but a caption can make it all priceless. Learn some fun and easy ways to take captions up a notch, adding even more value to photos.

Adviser, Erin Coggins, Sparkman HS
 //:16.52

WHAT YOU SEE AND WHAT YOU DON'T

Essential, Next-Level

Captions tell the story and provide additional details to provide even more context and detail around the actions shown. Asking more questions and sharing backstories enhances the power of your book's mini stories now and in years to come.

Rep, Michele Paolini
 //:14.41

SENSE MEMORY

Expert

Both a type of story telling and a method for conducting interviews, focusing on 10 minutes in someone's life in vivid and precise detail leads to stories that will capture a reader's attention.

Adviser, Mitch Ziegler, Redondo Union HS
 //:08.11

2:15PM

COPY - CAPTIONS LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK

STUDENT TRADITIONS VIRTUAL WORKSHOP CAMP SCHEDULE

DAY 2

AUGUST 12, 2020

VIRTUAL CAMP ZOOM LINK: <https://us02web.zoom.us/j/2912628488>

NOTES

9:00 - 9:10 AM **CAMP WELCOME** - Day Two Instructions

9:10 - 9:55 AM **SESSION ONE**
A YEARBOOK IS... (PART TWO)

10:00 - 10:40 AM **PHOTO SESSION**
■ PHOTO BASICS,
<https://herffjones.wistia.com/medias/x9oisbu4d0>

10:50 - 11:00 AM **RECAP PHOTO SESSION**

11:00 - 11:50 AM **PICK A LAYOUT & DESIGN SESSION**
■ ELEMENTS OF DESIGN,
<https://herffjones.wistia.com/medias/x5ixpzzp63>
■ 2021 DESIGN TRENDS,
<https://herffjones.wistia.com/medias/1dw6xbq28y>
■ COLOR USE IT, DON'T ABUSE IT,
<https://herffjones.wistia.com/medias/3uu04nl6jo>
■ THE POWER OF HIERACHY,
<https://herffjones.wistia.com/medias/p9pvbiw2e9>

12:00 - 12:40 PM **LUNCH** - all staffers

12:40 - 1:00 PM **RECAP MORNING SESSIONS**

1:00 - 1:40 PM **STAFF PICK TYPE & DESIGN SESSIONS**
■ BEYOND THE WORDS,
<https://herffjones.wistia.com/medias/scmck4nk1b>
■ TYPE MATTERS,
<https://herffjones.wistia.com/medias/5ewfyzbuci>
■ JUST MY TYPE,
<https://herffjones.wistia.com/medias/j0n8j26e7x>

1:00 - 1:40 PM **ADVISER & EDITOR SESSIONS**
■ STAFF INFECTION,
<https://herffjones.wistia.com/medias/32d9s55jar>
■ IT'S WHO YOU KNOW,
<https://herffjones.wistia.com/medias/dhr2ohk9wi>
■ FIXING CRAZY MINIMIZE YEARBOOK STRSS
AND MAXIMINE YEARBOOK FUN!,
<https://herffjones.wistia.com/medias/2hod8umtu8>
■ PIVOT - 121 IDEAS,
<https://us02web.zoom.us/j/2912628488>
■ YOU BE THE JUDGE,
<https://herffjones.wistia.com/medias/lh9i89feei>

2:15 - 2:30 PM **RECAP COPY & CAPTION SESSION**

FOR QUESTIONS AND TECH ISSUES PLEASE CONTACT:
MELISSA OLOFSSON AT (630)346-4256 // MMOLOFSSON@HERFFJONES.COM

THANK YOU



WELCOME:
DAY TWO
AUGUST 12, 2020

VIRTUAL CAMP ZOOM LINK:
<https://us02web.zoom.us/j/2912628488>

OPENING SESSION 9:00AM

All on **ZOOM**, the camp opening will begin with a live intro, a short video then a follow up live session.

A YEARBOOK IS... (PART TWO)

The benefits of being on a yearbook staff and what a great yearbook can bring to the school community. This shows examples for inspiration and provides strong rationale for choosing this powerful elective or motivation to get started.

Rep, Dan Mueller

10:00AM

PHOTO SESSION BREAK AWAY OPTION

SESSION PASSWORD: NOWANDFOREVER

PHOTO BASICS

Essential

WATCH, our very own Jamie Silver talk about photography basics. Great camera gear is always a photographer's dream, but the cameras in phones are so good now that anyone who understands the power of correct lighting and these rules of composition can capture amazing images for the yearbook.

Rep, Jamie Silver
 // :47.55

10:50PM

PHOTO LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK

11:00AM

LAYOUT & DESIGN BREAK AWAY OPTIONS

SESSION PASSWORD: nowandforever

ELEMENTS OF DESIGN

Essential

From design terminology to the steps of creating a layout, this crash course will teach you what you need to know to get started designing spreads.

Adviser, Tamra McCarthy, James Enochs HS
 // :29.28

2021 DESIGN TRENDS

Next Level

You won't find design trends in old 2020 yearbooks. Those are LAST YEAR'S trends, and we're putting the past behind us and looking forward.

Adviser, Erinn Harris, TJHSST
 // :32.44

COLOR: USE IT, DON'T ABUSE IT

Next Level

I love Skittles, but I shouldn't taste the rainbow when I flip through your yearbook. Learn how to both create a cohesive color scheme that ties into your theme and carry it out throughout the book effectively.

Rep, Katy Hoffstatter
 // :22.58

THE POWER OF HIERARCHY

Expert

Readers will have an easier time consuming both the information and images you've selected to tell stories when you're intentional about the cropping and content of your photos.

Adviser, Robin Christopher, Del Norte HS
 // :22.42

12:00PM NOON

LUNCH BREAK

12:40PM

PHOTO LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK

1:00PM

TYPOGRAPHY & ADVISER/EDITOR SESSIONS BREAK AWAY OPTIONS

SESSION PASSWORD: nowandforever

EDITORS & ADVISERS

STAFF INFECTION

Essential

Create the kind of infectious team morale you want and need to last through the deadline season. Your yearbook staff is more than a class, club, community or team. You're journalists, a small business and PR for your school, your teams and clubs, and your community.

Rep, Natalie White
 // :20.04

STAFF

BEYOND THE WORDS

Essential, Next-Level

Effective, high-impact headline design is just as important as crafting those phrases to attract attention and link readers to the copy. See how contrast and consistency in an array of patterns help staffs create an identity for a book

Rep, Rebecca McGrath // :14.13

STAFF

JUST MY TYPE

Essential, Next-Level

These five typographical tips will help elevate your design. We'll talk font pairing, voice, accent fonts, hierarchy and visual relationship and your type will shine!

Rep, Meredith Bledsoe
 // :22.06

STAFF

TYPE MATTERS

Essential, Next-Level

It's important to know the ins-and-outs of type that works together and gain a better understanding of how fonts communicate messages to readers long before they ever read a single word of your yearbook!

Rep, Nicole Laughrey
 // :31.17

EDITORS & ADVISERS

YOU BE THE JUDGE

Essential, Next-Level

Guidelines that judges will follow in reviewing yearbooks for regional, state and national competitions are also helpful in maintaining usefulness and added value to your own publications over time.

Special Consultant, Ray Slye
 // :38.53

EDITORS & ADVISERS

IT'S WHO YOU KNOW

Essential, Next-Level, Expert

It takes a village. And, in yearbook, that means you'll want to intentionally build strong relationships with others on campus who can simplify your work, approve requests and help you navigate challenges.

Rep, Brett Riley
 // :33.28

EDITORS & ADVISERS

FIXING CRAZY: MINIMIZE YRBK STRESS AND MAXIMIZE YRBK FUN

Essential, Next-Level, Expert

There's a certain amount of yearbook craziness we cannot fix. There's the mayhem caused by rain days, internet outages, scheduling mix-ups, personality conflicts and unanswered requests that can cause your best laid plans to go awry and your stress to skyrocket.

Rep, Gwen Childers
 // :28.49

ADVISERS

PIVOT POINT PROJECT

Essential

Yearbook pivot point project was created by Herff Jones during t pandemic to help advisers and staffs generate content for the yearbook, what better way to kick off e school year with 121 ideas on how to gather content, create lessons and much much more!!

Rep, Joelle Sexton
 // : TBA 32.46

2:15PM

FINAL LIVE RECAP

TIME TO JUMP BACK ON ZOOM LINK