



Even though we are sad to not get to see everyone this summer, you can still have TONS of fun with your staff, plan out your book, teambuild and even win some fun prizes!

WE HAVE ADDED
EVEN MORE TRAINING OPPORTUNITIES!
AWESOME NEW CLASSES AND BREAKOUTS!
IN HOME SCAVENGER HUNTS.
TALENT SHOW FOLLIES
DISNEY DEATHMATCH TRIVA SHOWDOWNS
PRIZES, PRIZES PRIZES!





TRAINING FROM YOUR COUCH

Being an adviser is hard work. This summer, you can do it all from the comfort of your favorite chair or couch. Let us help your staff plan, design and train.

FOR THE FIRST TIME EVER, YOU CAN ATTEND CAMP IN YOUR PAJAMAS IF YOU WANT



July 6-8, 2020
ZOOM it up with us

Yearbook Tracks

When you register, each camper chooses one of the different tracks below where they get in depth instruction in the specific area. Here are the awesome choices available for each camper:

Leadership- There is more to yearbook than just photographs and layouts! Nothing helps a yearbook staff be more successful than 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, form 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.

Photography - Campers will learn about 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.

Layout and Design- 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 outside the box" approach to getting more into and out of every double page spread. This is a great class to take if you are tired of pre designed layouts and you want to take your designs from OK to WOW!!!

Layout Pro- This class will teach you all about using our NEWEST tool, Layout Pro to build your book. It will be an in depth training on the ins and outs of the software. You'll leave as an expert in the program so you can go back and help teach others on your staff. Master all the tips and tricks and tools of the software.

Copy Writing- Students will learn the latest trends in copy writing and the techniques required to make the stories in their yearbook matter to today's teens. We'll also practice interviewing techniques and learn to develop a plan for each section of the yearbook.

Photoshop- This is the class for schools who want to do more than just take pictures. We'll teach you how to cob, brighten photos, apply cool filters and a lot more. We will show you how to integrate Photoshop and other cool tricks into your book whether you are using InDesign or LayoutPro.

CAMP YEARBOOK IS THE BEST PLACE TO TRAIN YOUR STAFF, PLAN YOUR BOOK, AND START WORKING LIKE A TEAM...ALL WHILE HAVING MORE FUN THAN YOU CAN IMAGINE!"

More Yearbook Tracks for Advisers

New Adviser 101- TONS of instruction for first-time advisers. New advisers get lots of training and tools to make them more prepared during that tough first year. It includes an introduction to desktop publishing, classroom management techniques, deadline planning, and things to expect as a first year adviser! Many 2nd year advisers take this track.

Adviser Training 301- TONS of instruction for returning advisers. Now that you have survived the first year (or maybe the 10th year), this class will give you great ideas on classroom management, grading, making your deadlines, keeping your staff working all year and fun, cool ideas to help make your book even better. Get inspired (or re-inspired) with loads of tips and best practices for your classroom.

Electives

When you are at camp, you also get to choose what you would like to learn more about. These electives occur twice during camp. We suggest you try to attend a different one each time. (You do not need to sign up for these in advance)

NEW

Layout Pro Overview- This class is a quick introduction into creating a book online. This next year, the LAYOUT PRO interface is going to be getting some awesome upgrades and we want you to be able to make the most of them. We'll teach you how to make the most of this program. From designing pages, to uploading pictures. Your staff will be able to work live on the web and actually practice creating pages.

NEW

40 Ideas in 40 Minutes- If you are NOT selling out of books, you need to send some staff to this! Matthew LaPorte from Las Vegas is THE EXPERT when it comes to rapid fire ideas on how to make people HAVE TO HAVE a copy of your book! Be ready to be inspired and amazed at how many things you can try (and they are all easy to do).

Teambuilding- Come and find great ways for your staff to get close and stay close throughout the tough process of putting a book together. You need to learn how to play hard and well as work hard!

Basics of Digital Photography- This elective will explain how to QUICKLY set your digital cameras so you can get the best photos out of them. Learn how to set up for sports, inside gyms, and all about resolution. Then we'll explain how to get those pictures onto your layout using Jostens Picture Placer and how to get the pictures onto Yearbook Avenue.

NEW

How to Build Your Yearbook Brand and Culture - Learn great ways to help get the word out about how fantastic your yearbook program is. Learn from one of the best in the nation, Ava Butzu, about how she got not only her school, but the ENTIRE community to get behind her yearbook program!



"MY STAFF ALWAYS LEAVES CHARGED UP, FULL OF IDEAS, AND READY TO MAKE THE BEST BOOK EVER. I CAN'T IMAGINE TRYING TO DO OUR BOOK WITHOUT CAMP!"

Artist Session- Each school will have a 45 minute staff appointment with our AMAZING artists designed to give each staff the opportunity to plan the upcoming cover design. Be prepared! Bring all preliminary ideas and sketches to this session. No charge to schools for this.

** NOTE: Staffs will be assigned artist sessions prior to registration. At registration, see school packet for dates and times.*

**CAMP
YEARBOOK**

MORE MORE MORE

Camp Yearbook also offers some more intense/rigorous learning opportunities for some staffs. If you have staff members who are seasoned and have the basics down, consider these alternatives to take your book to the next level.

Yearbook**Extreme**

WE ARE STILL DOING YEARBOOK EXTREME

If you are looking for a rigorous designing and planning experience to take your book to the next level, this is for your staff. You will be working almost non stop on your theme and concept and developing it throughout your book. Working closely with some of our BEST designers, you'll leave with your Theme/Concept clearly laid out along with completed Dividers, Section layouts, folios and Opening and Closing sections. School will still have the opportunity to attend all the general sessions. Due to the intense nature of this

course, there will only be 8 students per school allowed to attend. As soon as this class is full, it will be closed.

Requirements for YearbookExtreme

(students must have the following with them at camp)

- At least one laptop per school
- Top 3 theme/concept ideas from your staff
- COMPLETED page ladder (it might change, but you need it to start)
- Cover ideas
- Collected ideas from magazines and web that you are using as inspiration

There is an additional charge of \$250 per school to take this class.

Photo**Extreme**

This is a course that is an incredible chance to work closely with a professional photographer with your digital SLR camera. You will learn how to use the settings to take pictures like a professional, learn how to shoot sports, indoors and out, and learn to frame shots with a professional eye. You will learn how to make all of those settings on your camera do just what you need to do. Students taking this course will be given a special schedule to follow during camp.

Due to the hands-on nature of this course, there will only be 2 students per school allowed to attend. As soon as this class is full, it will be closed.

Requirements for PhotoExtreme

(students must have the following with them at camp)

- A digital SLR camera with a removable lens
- An external flash that fits in your camera's flash shoe and extra batteries for it
- Your camera's battery charger
- Card reader to get your pictures off of your camera

There is NO additional charge to take this class.

Theme**Creative**

These are special 50-minute brainstorming sessions with our Creative Gurus for you and your staff to help you get more complete theme development. You will spend the time creating carefully crafted ideas to help carry through the theme of your book. When you are done, you will have your cover theme carried throughout your book on division pages, folios, and quick reads. We have a very limited number of appointments available so you must reserve quickly. You **MUST** have ideas for your theme, cover and ladder ready.

These sessions are very limited. Don't wait to sign up!

Requirements for ThemeCreative

(students must have the following with them at camp)

- In order to participate in a Theme Creative, students must have the following with them at Camp Yearbook:
- A Theme idea or collection of ideas
- Examples of cool things you've seen that you might like in your yearbook.
(Magazine pages, Pinterest Pins, etc.)

There is an additional charge of \$50 per school to reserve a session.

Ava Butzu teaches Yearbook and English at Grand Blanc High School in Michigan. Her yearbook staff produces a 372-page book that has been regarded as innovative in coverage and design from several press associations and has earned awards at multiple levels, including Crowns from CSPA and NSPA Finalist and top honors at the state level. Ms.

Butzu's interest in approaching yearbook as a complete journalism and entrepreneurship team-building experience has encouraged her students pursue design, writing, journalism, photography, and marketing careers. She believes that there is no greater honor than to work with students who capture the moments and people at their school in meaningful and creative ways each year.



Costs:

Registration Fee -

Students \$75ea

Adviser \$75ea

**SCHOOLS CAN CHOOSE TO BE
BILLED IN THE FALL**

When:

July 6, 2020

Check in from 8:00 AM to 8:30AM

Zoom Info will be sent out

July 8, 2020

Check out at 3:30 PM

You will receive email confirmation once we have all your information. In late June/early July you'll receive detailed information on what to have ready, where to log on and when to be there. You can call or email us if you have any questions.

How to Pay:

We can accept personal checks, money orders, and school checks made payable to **Camp Yearbook**. We can not accept checks made out to Jostens and will return any registration forms that come with a check made out to the rep or to Jostens.

Questions:

Contact your rep or a workshop coordinator:

Chris Joy

chris.joy@jostens.com

951-454-9042

[CLICK TO REGISTER](#)