



**CAMP  
YEARBOOK**

July 9-July 11, 2018  
Rancho Mirage, CA

[www.campyearbook.net](http://www.campyearbook.net)



## **The Westin Mission Hills Resort**

Don't get stuck feeling unprepared this year. What better place to meet other advisers and staffs, share ideas, and set your sights high than a world class resort set aside exclusively for Camp Yearbook? The Westin Mission Hills is considered one of the top resorts in the world. It is the perfect place to plan, organize, and create all the things that matter in your yearbook!



**July 9-11, 2018**

**71333 Dinah Shore Drive,  
Rancho Mirage, CA, 92270**

# 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 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 plenty of extra batteries.

**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!!!



**Yeartech Online Complete** - This class will teach you all about using Yeartech Online 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 crop, 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 YTO  
(Maximum of 2 students per school and each school must bring 1 laptop and mouse)

"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** - A full 12 hours 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** - A full 12 hours 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.)

**AURASMA-bringing your book to life** - Make the most of the augmented reality trend. We'll teach you how to set up an account and create effects that your readers can use to bring your yearbook to life with their phones.



**Yeartech Online Overview** - This class is a quick introduction into creating a book online. This next year, the YTO 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. (Maximum of 3 students per school)



**Social Media 101** - There is more to a social media presence than just telling people to "Buy your book." A great Social Media program helps to BUILD YOUR BRAND. Learn how to let folks know what you are up to, and how to brag in a great way about your book and your team. Come and learn how to maximize your exposure.



**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 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.



"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 plant 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.



[www.campyearbook.net](http://www.campyearbook.net)



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**

You asked and we listened. 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 idea
- Collected ideas from magazines and web that you are using as inspiration

There is an additional charge of \$300 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 intense 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

## 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.

## July 9, 2018

Check in from 8:00 AM to 11:00 AM

The Westin Mission Hills

## July 11, 2018

Check out at 2:45 PM

## Costs

Registration Fee - Before June 9, 2018

Students \$465

Adviser single room \$750

Late Registration Fee -After June 9, 2018

Students \$485

Adviser single room \$775



Your registration is complete when we have your completed insurance form AND payment or purchase order. You will receive email confirmation once we have all your information. In late June/early July you'll receive detailed information on what to bring, where to be 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. School purchase orders will be accepted until June 11th. Purchase orders must be paid before the start of camp, July 09, 2018.

NO WORKSHOP REFUNDS AFTER JUNE 15, 2018

## Questions:

Contact your rep or a workshop coordinator:

Chris Joy

758 Pescadero Circle

Corona, CA. 92879

chris.joy@jostens.com

951-739-0686

Register online at: [www.CampYearbook.net](http://www.CampYearbook.net)

Mail your insurance form by June 15, 2018 to:

Camp Yearbook • 758 Pescadero Circle • Corona, CA 92879

