

# TUESDAY JULY 21

## FUNNY GLASSES DAY

<b>10 a.m.</b>	<p><b>Welcome</b></p> <p style="text-align: right;"><b>Frank Ortiz</b></p> <p>Learn all about what we have planned, the details of the project and “meet” your instructors and mentors.</p>
<b>10:30 a.m.</b>	<p><b>Theme Development</b></p> <p style="text-align: right;"><b>Samantha Jo Berry</b></p> <p>Learn the ins and outs of theme development, where to get ideas and how to incorporate it in to all aspects of your book.</p>
<b>11 a.m.</b>	<p><b>Basic Spread Design</b></p> <p style="text-align: right;"><b>Kristi Rathbun</b></p> <p>The foundation of every spread is essential for building a book. Learn to create readable and visually pleasing pages.</p>
<b>11:30 a.m.</b>	<p><b>Break</b></p> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:kristi.rathbun@comcast.net">kristi.rathbun@comcast.net</a></b></p> <p>Use your yearbook platform to create a basic design, make it fun, complete as much as you can and include the checklist (p.10).</p>
<b>12:30 p.m.</b>	<p><b>Coverage: Outside the Box</b></p> <p style="text-align: right;"><b>Samantha Jo Berry</b></p> <p>Wow your readers with spreads featuring alternative coverage and creative topics.</p>
<b>1 p.m.</b>	<p><b>The Art of the Start</b></p> <p style="text-align: right;"><b>Kristi Rathbun</b></p> <p>Trello and GroupMe can aid in communication and organization. Get the basics plus a few ideas to help your staff.</p>
<b>1:30 p.m.</b>	<p><b>Modular Design</b></p> <p style="text-align: right;"><b>Samantha Jo Berry</b></p> <p>Get more bang for your buck with modules. Learn how to utilize white space, increase coverage and feature more students..</p>
<b>2 p.m.</b>	<p><b>Break</b></p> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:samanthajo.berry@gmail.com">samanthajo.berry@gmail.com</a></b></p> <p>Find examples of modules in magazines (or any other media) you like! Submit screenshot(s) or picture(s) at <a href="http://igniteu.net">igniteu.net</a>.</p>
<b>2:30 p.m.</b>	<p><b>Software Training</b></p> <p style="text-align: right;"><b>BalfourTools w/ Karina</b></p> <p>Learn how to login into BalfourTools, access your project folders, set up your pages and navigate the toolbar.</p> <p style="text-align: right;"><b>StudioWorks w/ Janey G. &amp; David H.</b></p> <p>Learns how to manage content folders and upload pictures. We will discuss what types of files can and cannot be used.</p> <p style="text-align: right;"><b>Encore w/ Therese F. &amp; Carla G.</b></p> <p>Learn how to launch Encore.. We will show you how to navigate the toolbar in the program and edit templates.</p>

(All times listed are in Pacific Daylight Time.)

# WEDNESDAY JULY 22

## SCHOOL SPIRIT DAY

<b>10 a.m.</b>	<b>2021 Trends</b> <p style="text-align: right;"><b>Samantha Jo Berry</b></p> <p>What's the new fads, designs, colors, looks, fashion? How to take what you see and make your yearbook stand out.</p>
<b>10:30 a.m.</b>	<b>Selecting Great Pictures</b> <p style="text-align: right;"><b>Mark Murray</b></p> <p>Make sure your book showcases the best photographs by educating everyone on staff.</p>
<b>11 a.m.</b>	<b>Ladder Planning</b> (GoogleSheets ladder: <a href="https://bit.ly/laddertemplate">bit.ly/laddertemplate</a> ) <p style="text-align: right;"><b>Jen Bladen</b></p> <p>The yearbook ladder tells you the who, what, where and when of page completion and deadline management.</p>
<b>11:30 a.m.</b>	<b>Break</b> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:jenbladen@gmail.com">jenbladen@gmail.com</a></b></p> <p>Rethink everything! Choose two sidebars from your 2019 yearbook to dig deeper and develop into spreads in 2021.</p>
<b>12:30 p.m.</b>	<b>The Camera You Have</b> <p style="text-align: right;"><b>Mark Murray</b></p> <p>Have you heard the saying that the best camera you have is the one you have with you? It's true!</p>
<b>1 p.m.</b>	<b>Headlines and Subheadlines</b> <p style="text-align: right;"><b>Jen Bladen</b></p> <p>Creating a visual-verbal connection with a teaser headline is fun and telling the important information in a subheadline is vital.</p>
<b>1:30 p.m.</b>	<b>Environmental Portraits</b> <p style="text-align: right;"><b>Mark Murray</b></p> <p>How to pose a person for a portrait, communicate with your subject and compose the image to get incredible portraits.</p>
<b>2 p.m.</b>	<b>Break</b> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:mmurray@atpi.org">mmurray@atpi.org</a></b></p> <p>Capture an environmental portrait that is part of and supports your showcase spread.</p>
<b>2:30 p.m.</b>	<b>Software Training</b> <p style="text-align: right;"><b>InDesign w/ Karina</b></p> <p>Learn the basics, such as type techniques, images and graphics. We will explore the toolbars in the Advanced workspace.</p> <p style="text-align: right;"><b>StudioWorks w/ Janey G. &amp; David H.</b></p> <p>Learn how to use the toolbar and inspectors in the editor. View, manage, and create templates for your whole book.</p> <p style="text-align: right;"><b>Encore w/ Therese F. &amp; Carla G.</b></p> <p>Learn how to manage photos and modify current content. We will go over tagging and creating your index.</p>

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# THURSDAY JULY 23

## CRAZY HAT DAY

<b>10 a.m.</b>	<p><b>“That One Spread”</b></p> <p style="text-align: right;"><b>Kristi Rathbun</b></p> <p>Whether it’s a planned “showstopper” or a last-minute “Oh no, it’s blank!” there’s always that one spread.</p>
<b>10:30 a.m.</b>	<p><b>Interviewing</b></p> <p style="text-align: right;"><b>Jen Bladen</b></p> <p>Learn interviewing and storytelling techniques that will help you find and tell the story of your school, this year.</p>
<b>11 a.m.</b>	<p><b>PhotoShop Workflow</b></p> <p style="text-align: right;"><b>Mark Murray</b></p> <p>Every staff should have a basic workflow for the photos in their publication.</p>
<b>11:30 a.m.</b>	<p><b>Break</b></p> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:mmurray@atpi.org">mmurray@atpi.org</a></b></p> <p>Identify images that represent the wide angle, detail, portrait and relationship, environmental portrait and index shots.</p>
<b>12:30 p.m.</b>	<p><b>Caption Writing</b></p> <p style="text-align: right;"><b>Jen Bladen</b></p> <p>The most read copy in your yearbook is often the most difficult to write. Learn how to here.</p>
<b>1 p.m.</b>	<p><b>Photo Essay</b></p> <p style="text-align: right;"><b>Mark Murray</b></p> <p>Every spread in your book is basically a photo essay. Learn tips for creating event-specific photo essays.</p>
<b>1:30 p.m.</b>	<p><b>Theme Copy</b></p> <p style="text-align: right;"><b>Jen Bladen</b></p> <p>Now that you’ve got some great ideas for theme, let’s figure out how to write the “Once upon a time . . .” of your yearbook.</p>
<b>2 p.m.</b>	<p><b>Break</b></p> <p style="text-align: right;"><b>Assignments due at 10 p.m. to <a href="mailto:jenbladen@gmail.com">jenbladen@gmail.com</a></b></p> <p>Write Jen a letter/email describing your theme, the how and why. Just be conversational. Send to <a href="mailto:jenbladen@gmail.com">jenbladen@gmail.com</a>.</p>
<b>2:30 p.m.</b>	<p><b>Software Training</b></p> <p style="text-align: right;"><b>InDesign w/ Karina</b></p> <p>Learn advanced tools and tricks to help you be more creative with your designs, including clipping paths and creating outlines.</p> <p style="text-align: right;"><b>StudioWorks w/ Janey G. &amp; David H.</b></p> <p>What is a master page? Learn how to set up your pages for flowing portraits and index. Along with other advanced techniques.</p> <p style="text-align: right;"><b>Encore w/ Therese F. &amp; Carla G.</b></p> <p>Learn how to upload your PSPi disc, manage your student list, flow your portraits and change templates to fit your theme.</p>

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# WEEK TWO

High schools only

## MONDAY JULY 27

**12 p.m.** **Design Assignment** - Sent to [samanthajo.berry@gmail.com](mailto:samanthajo.berry@gmail.com)

**Samantha Jo Berry**

Find examples of modules in magazines (or any other media) you like! Submit screenshot(s) or picture(s) at [igniteu.net](https://igniteu.net).

## TUESDAY JULY 28

**12 p.m.** **Design Assignment** - Sent to [kristi.rathbun@comcast.net](mailto:kristi.rathbun@comcast.net)

**Kristi Rathbun**

Use your yearbook platform to create a basic design, make it fun, complete as much as you can and include the checklist (p.10).

## WEDNESDAY JULY 29

**12 p.m.** **Photography Assignment** - Sent to [mmurray@atpi.org](mailto:mmurray@atpi.org)

**Mark Murray**

- #1. Capture an environmental portrait that is part of and supports your showcase spread.
- #2. Identify images that represent the wide angle, detail, portrait and relationship, environmental portrait and index shots.

## THURSDAY JULY 30

**12 p.m.** **Ladder and Writing Assignment** - Sent to [jenbladen@gmail.com](mailto:jenbladen@gmail.com)

**Jen Bladen**

- #1. Rethink everything! Choose two sidebars from your 2019 yearbook to dig deeper and develop into spreads in 2021.
- #2. Write Jen a letter/email describing your theme, the how and why. Just be conversational.

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## MY SCHEDULE

<b>Mentor</b> High schools only	
<b>Coach</b>	
<b>Cover</b>	

(Put the date and time you are scheduled to meet on Zoom. Don't be late, each meeting only lasts an hour!)