



NOW.
YEAR
HERE.
BOOK
US.

**BAY AREA
YEARBOOK
SEMINAR**

June 25-27, 2019
UC Santa Cruz

bayareayearbooks.com
Registration Deadline June 1

LAUGH. LEARN. BOND.

The Bay Area Yearbook Seminar is the perfect opportunity for your staff to come together, set goals and walk away with the foundation for your best yearbook ever.



YEARBOOK

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LOCATION

UC SANTA CRUZ, 1156 HIGH STREET, SANTA CRUZ, CA 95064

Check-in is Tuesday, June 25th between 9:00 and 10:30 a.m. Our first session will begin promptly at 10:30 a.m.

WORKSHOP EXPENSES

ON-CAMPUS STUDENT: \$395 through May 15th, \$425 after May 15th. Includes two night's lodging, workshop registration, materials, all special events, and all meals.

ON-CAMPUS ADVISER/CHAPERONE: \$355 through May 15th (per person/double occupancy), \$385 after May 15th (per person). Includes two night's lodging, workshop registration, materials, t-shirt, all special events, and all meals.

At least one adviser chaperone is required for each school registering

COMMUTER RATE: \$300 through May 15th, \$330 after May 15th. Includes workshop registration, materials, t-shirt, all special events, and all meals.

ON-SITE CREATIVE SESSION is available for staffs who would like an advanced one-on-one brainstorming and development session for their 2020 theme projects. **Creative sessions are an additional \$50.** Sessions are limited, so please register early to reserve your space.

COURSE DESCRIPTIONS

YEARBOOK 101: Perfect for first time staff members. Registrants will focus on the basic principles of design and the fundamentals of interviewing, caption and headline writing.

YEARBOOK 201: Designed for returning yearbookers that already possess an understanding of design, captions and writing, and desire to improve their current book and sharpen their skills.

LEADERSHIP TRACK: Editors will learn tried and true methods to build staff morale through teamwork, form systems of communication and expectations, meet deadlines, prevent and deal with conflict, delegate effectively, and establish a solid working relationship with your adviser.

PHOTOJOURNALISM: A hands-on course to improve photography skills. Students will focus on learning camera settings, improving candid and sports photography, and planning for better pictures. Registrants need to bring a camera and equipment.

ADVISER SURVIVAL: (Yearbook Advisers Only) For advisers in their first through third year. This course will focus on curriculum, organization, and building your staff and program. Master the basics, ask those unanswered questions and share your experiences.

ADVISER ROUNDTABLE: (Yearbook Advisers Only) Focused for advisers with four or more years experience. In this session, we will upgrade your adviser toolbox with some 21st century technology tricks, and discuss the mastery model, flipped learning, and share best practices. All participants will need a laptop.

STAFF PLANNING

Staffs will spend time as a group developing a comprehensive theme and concept for their 2020 yearbook. By the end of the workshop, every staff will leave with a complete working plan that they can immediately implement upon returning to school.

CONTACT INFO

Email our camp coordinator with any questions at baysofficestaff@gmail.com or visit us at bayareayearbooks.com. If you need to reach us while the seminar is in session, call our on-location number at (559) 936-0932.