



St. Petersburg Campus
of the University of South Florida
June 23-26, 2010
Guest Speakers, Mike Taylor, Annie Stone, Leland Mallett

To:

Florida Yearbook &
Newspaper Seminar
10707 66th Street North
Suite 9
Pinellas Park, Florida
33782



Florida Yearbook & Newspaper Seminar

at the University of
South Florida
St. Petersburg Campus

Wednesday, June 23
through
Saturday June 26, 2010

Extreme Makeover, Yearbook & Newspaper Edition

- Learn how GREAT yearbooks & newspapers are produced.
- Hear from a nationally recognized instructor.
- Attend general sessions and work with your staff together.
- Meet with a professional cover artist.
- Enjoy St. Pete Beach sights and sounds.
- Go home with your 2011 publication plans set in place.



Choose the lab group for each seminar participant on the registration form.

NEWSPAPER, AND CONVERGENCE MEDIA

Newspaper staff members attend intense classes to develop new ideas for their 2011 publication and be introduced to *Convergence Media* (on-line newspaper)

EDITORS & STAFF

All editors and staff will join together in this lab group developing their yearbook plans. The ladder diagram will be developed as well as theme and its correlation to the entire publication. Basic plans for the 2010 yearbook will be developed .

BEGINNING ADVISERS

Everything you want to know about yearbooks is taught in this four-day crash course. Learn how to use supplies, handle deadlines, budgets and marketing strategies. Instruction will include how to design your yearbook and the steps for putting it together. The class will combine lecture with question and answer sessions as well as hands-on activities.

EXPERIENCED ADVISERS

Advisers with at least one year or more of yearbook or newspaper experience will join this group of seasoned professionals for a one hour session and will be instructed on their role with their staffs during the seminar.

PHOTOGRAPHY

A hands-on class for students who wish to learn basic camera techniques including photo taking and composition. Students will have yearbook-related photo assignments evaluated by the seminar instructor. Students need to bring their own digital cameras.

DESKTOP PUBLISHING INDESIGN (Beginning)

Students will work in the computer lab on the USF/St. Petersburg campus learning the basics of Adobe InDesign CS3.

DESKTOP PUBLISHING INDESIGN (Advanced)

This lab is for those students who have experience using InDesign and wish to further develop their skills in the program. Assignments will be given for the students to develop their creative skills in CS3.

*Adviser luncheon
on Thursday!*

FYi

Dress Up Days

Show your staff spirit and bond with fellow staffers as you dress up and have fun.

Wednesday:

School Spirit Day

Thursday:

Camp T-shirt Day

Friday:

Xtreme College Day

Prizes will be awarded each day for the "best dressed" staff.

Extreme Night Spiker

Friday Night

Blacklights & Florescent Paints

Bring:

Copy of Yearbook/Newspapers
Old magazines

Scissors, glue sticks, markers, materials and equipment for your presentation board and final project, umbrella, comfortable clothes and shoes.

Laptop, flashdrives, CD's

For residents:

Toiletries (soap, etc)

Extra towels, blankets, etc.

Shower shoes

Alarm clock

Sweater for chilly rooms

Food for dorm suite kitchen

USF/St. Petersburg provides

linens but you may prefer along with pillows and blankets

Spending money for

Friday night's dinner.

