



WORKSHOP SCHEDULE *tentative*

KEYNOTE sessions

- **Theme Development:** Quick large group sessions, focusing on one aspect of theme: (Storytelling, Design, Photography).
- **Coverage:** If you're going to sell your book and make it popular on campus, your highest priority should be coverage of every student at your school. Our large group sessions will pass on ideas, inspiration and strategies.

COURSE work

Classes, led by two expert instructors, group students by experience level or staff role. Our goal is to build your yearbook skills, create opportunities for collaboration, inspire new ideas, and develop your best yearbook in 2025.

- **Editors:** Choose a strong theme and develop the story, visual toolbox and coverage plan, along with strategies for teaching and involving your staff.
- **Beginner/Expert:** Learn storytelling, design, theme development and coverage so you can be a solid contributor on your staff.
- **Photography:** Get the most out of your camera equipment (and phone!) and learn to capture visual stories with action, characters and impact.
- **Advisers:** Focus on coverage and storytelling ideas that include more students and vary spread content. Learn to build relationships and presence on campus.

Detailed descriptions are on the Classes page of the website.

FUN stuff

- **Yearbook Exchange:** Bring extra copies of your 2024 book so you can trade with others.
- **Game Night:** One of the best things about camp is meeting other yearbookers and competing! Challenges, games and prizes are coming your way.
- **Beach Trip:** You can't have a SoCal summer workshop and not go to the beach, right? While we're there, we'll compete in a Photo Olympics.
- **Awards:** We'll celebrate participation, hard work and excellent results.

TIPS & TRICKS sessions

You pick! Fun and interesting yearbook topics that will help you become an expert staffer or editor. There are sessions on eDesign, Canva, design, typography, color, interrupters, photography, finding inspiration, using AI, building a social media presence, and more.

SATURDAY JULY 27

- 1-2pm
- 2:30-3:15pm
- 3:30-5pm
- 5-6:15pm
- 6-7pm
- 7-7:30pm
- 7:30-9pm
- 9-9:45pm
- 9:45-11pm
- 11pm

REGISTRATION

Y@B TODAY Welcome & Announcements
THEME DEVELOPMENT #1
Course Work
Tips & Tricks
 Dinner
YEARBOOK EXCHANGE
STAFFER SESSION: THEME ACTIVITY
EDITORS: THEME WORK PARTY
 Setting Staff Goals
 Free time/staff time
 All students in dorm rooms

SUNDAY JULY 28

- 7:30-8:30am
- 8-9am
- 9-9:30am
- 9:30am-12noon
- 12noon-1:30pm
- 1:30-4:00pm
- 4:00-4:30pm
- 4:30-5:30pm
- 5:30-7:00pm
- 7-8pm
- 8-8:30pm
- 8:30-9:30pm
- 8:30-11pm
- 11pm

Breakfast
 Lattes with Lindsay (adviser roundtable)
Y@B TODAY Announcements
THEME DEVELOPMENT #2
Course Work
 Lunch
Course Work
ICE CREAM BREAK
Tips & Tricks
 Dinner and Free time
TRIVIA NIGHT
COVERAGE #2
 Spill the Tea with Trisha (editor roundtable)
 Free time/Staff time
 All students in dorm rooms

MONDAY JULY 29

- 7:30-8:30am
- 8-9am
- 9-9:30am
- 9:30am-12noon
- 12:15-1pm
- 1-5:30pm
- 2-5pm
- 5:30-7pm
- 7-7:30pm
- 7:30-9:00pm
- 9-10pm
- 9-11pm
- 11pm

Breakfast
 Lattes with Lindsay (adviser roundtable)
Y@B TODAY Announcements
THEME DEVELOPMENT #3
Course Work
 Lunch
BEACH TRIP
PHOTO OLYMPICS
 Optional Work Sessions & Critiques
 Dinner and Free time
COVERAGE #2
STAFFER SESSION: COVERAGE ACTIVITY
EDITORS: THEME WORK PARTY
 Spill the Tea with Trisha (editor roundtable)
 Free time/Staff time
 All students in dorm rooms

TUESDAY JULY 30

- 7:30-8:30am
- 8-9:30am
- 8:30-9:30am
- 9:45-11:45am
- 12noon-1pm
- 1-1:30pm
- 1:30pm

Breakfast
 Adviser Breakfast
 Finish Theme Presentations and pack up
THEME GROUP PRESENTATIONS
 Lunch
AWARDS
CHECK OUT