

HERFF JONES Signature CAMPS

CAMP SCHEDULE

Below is a tentative schedule for the 2017 University of Scranton PA Signature Camp, subject to change. A final schedule will be provided at check-in along with details on the elective breakout sessions. All activities will conveniently take place in the DeNaples Center and right across the Dionne Campus Green in the Loyola Science Center, which are both a short distance from the Gavigan Hall residence building.

TUESDAY, JULY 18

9:00-12:00 PM	Camp and Dorm Check-In
1:00-2:30 PM	Opening
2:30-3:00 PM	Break
3:00-4:00 PM	Critique and Goals
4:00-5:00 PM	Theme Presentation
5:00-6:30 PM	Dinner
6:30-7:30 PM	Instructional Tracks
7:30-9:30 PM	Work Session
10:30 PM	In Dorms

WEDNESDAY, JULY 19

7:30-9:00 AM	Breakfast
9:00-10:00 AM	Coverage Presentation
10:00-12:00 PM	Instructional Tracks
12:00-1:30 PM	Lunch
1:30-2:30 PM	Design Presentation
2:30-3:00 PM	Break
3:00-4:00 PM	Group Photo, Team Activity
4:00-5:00 PM	Instructional Tracks
5:00-6:30 PM	Dinner
6:30-7:30 PM	Marketing Presentation
7:30-8:30 PM	Evening Activity
8:30-9:30 PM	Work Session
10:30 PM	In Dorms

THURSDAY, JULY 20

7:30-9:00 AM	Breakfast
9:00-10:00 AM	Photo Presentation
10:00-10:45 AM	Elective #1
10:45-11:00 AM	Break
11:00-11:45 AM	Elective #2
12:00-1:30 PM	Lunch
1:30-2:15 PM	Elective #3
2:15-2:30 PM	Break
2:30-3:15 PM	Elective #4
3:15-3:30 PM	Break
3:30-5:00 PM	Instructional Tracks
5:00-6:30 PM	Dinner
6:30-7:30 PM	Instructional Tracks
7:30-9:30 PM	Work Session
10:30 PM	In Dorms

FRIDAY, JULY 21

7:30-9:00 AM	Breakfast
9:00-10:00 AM	Presentations
10:00-11:00 AM	Closing & Awards
11:00 AM	Check-out and Depart

COVER DESIGN SESSIONS

Creative Art cover design sessions will be available on Wednesday & Thursday during the morning and afternoon. A complete schedule will be posted for sign-up during check-in on Tuesday.

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INSTRUCTIONAL TRACKS

YEARBOOKS A TO Z

New to yearbook? Are you a middle-schooler or high-schooler with a yearbook class or after school activity? This class is for you. For everything you need to know in yearbook—from amazing design and breathtaking photography to compelling copy—this is the course. Time will be devoted to interviewing, captions and writing headlines. You'll also learn about yearbook design and technology. Students will use Herff Jones' eDesign program. You'll learn the necessary skills to be a competent contributor. *This track is appropriate for new staff.*

COPY, CONCEPT AND COVERAGE

This course focuses on the stories you will tell and how to tell them in a way directly related to your concept. You can't tell the story of your school and year without talking to everyone on campus, so you'll learn how to get people to open up and ways of telling the stories that make everyone want to buy a yearbook! You'll cover interviewing techniques, compelling captions, attention-grabbing headlines and how to write traditional, third-person copy. You'll leave with a coverage plan, staff style sheet and opening copy along with peer editing tools, interviewing tips and copy writing lessons for your staff. *Some yearbook experience is recommended for this track.*

PHOTOGRAPHY

Geared towards all staff photographers: beginning, advanced and photo editors. All photographers will need to bring their digital cameras, charged batteries, memory cards, card readers, etc. You'll work in groups based on experience and knowledge, with beginners focused on camera mechanics and photo techniques. Advanced photographers will learn ways to enhance their photography as well as photo editing. From action photos to environmental portraits, you'll hone your talent and learn to visually tell the story of your school. *A digital SLR camera is recommended for this course.*

BEGINNING YEARBOOK DESIGN & COVERAGE

You'll start with a blank, double-page spread and learn how to fill it with photos, text and graphic elements, learning about grids, and levels of white space. You'll learn to create layouts that effectively balance variety and consistency, using theme elements and mods. Like modern journalists who fill many roles in bringing content to readers, you'll also explore the relationship of headlines, body copy, and photos to your layouts, learning to connect coverage with your designs. Start on paper layouts then move to basic design on the computer with either eDesign or InDesign if desired. *This track is appropriate for new staff. A laptop is optional for this course.*

CONTENT/THEME YEARBOOK DESIGN

Experienced designers and design editors will bring an inspiration portfolio and a theme idea. Be ready to create and revise a cover, endsheets and theme pages, using your theme to develop the voice of your book. You'll learn current design trends and how to create spreads customizable for your content to set your book apart. You'll review grids, using white space and the magic square in designing a series of unified spreads and a headline and mod library. If you use InDesign at your school, make sure it's installed on your laptop before the first session. *This is an advanced track for experienced staff members or editors. A laptop is recommended for this course.*

FOR ADVISERS

During registration, you should select from the topics listed here as your primary area of interest. However, as advisers, you will also be invited to audit the tracks and move from one to another if desired during the course of camp, so you can experience a variety of content.

ELECTIVE BREAKOUT SESSIONS

In addition to these focused tracks, a variety of 45-minute elective breakout sessions will be offered to all attendees on Thursday, covering additional topics.