



Conference Agenda

2008 Summer Journalism Workshop, McMaster University

Day 1	Yearbook Basics and Staff Organization
Day 2	Desktop Publishing Skills
Day 3	Marketing and Sales

Tuesday, August 19, 2008

1:00 pm - 3:00 pm	Registration			
3:00 pm - 5:30 pm	<p style="text-align: center;">Opening Ceremonies</p> <p style="text-align: center;">Welcome of all schools, introduction of staff and attending teachers, individual introductions outline of progress for next three days, rules and expectations.</p>			
	What is a yearbook?	Goals of the 3 days of workshop	Outline of tasks	Character of an editor!
5:30 pm - 6:30 pm	Supper Break			
6:30 pm - 9:00 pm	<p style="text-align: center;">Planning</p> <p>Subjects to include:</p> <ul style="list-style-type: none"> • Ladder • Theme • Staff 	<p style="text-align: center;">Coverage For The Yearbook</p> <ul style="list-style-type: none"> • Analysis of last year's book • coverage • deadlines • use of colour 	<p style="text-align: center;">Staffing and Functions</p> <ul style="list-style-type: none"> • Staff selection • Staff selection and organization • staff responsibilities 	<p style="text-align: center;">Organization</p> <ul style="list-style-type: none"> • Complete Ladder • Begin theme development
9:00 pm - 11:00 pm	Students go back with their schools and work on their ladder and theme assignment due at 11:00pm			

Wednesday, August 20, 2008

8:00 am - 9:00 am	BREAKFAST			
9:00 am - 12:00 PM	<p>Layout and Design</p> <ul style="list-style-type: none"> • Elements of Layout • Layout Mat 	<p>Layout and Design</p> <ul style="list-style-type: none"> • use of graphics • white space • fonts • eye lines • advanced layouts 	<p>Lab Time Assignment:</p> <p>Create two manual layouts:</p> <p>1) seven pictures, one headline and three copy boxes.</p> <p>2) six pictures (one of which is dominant), a sub-headline and three copy boxes.</p>	
12:00 pm - 1:00 pm	Lunch Break			
1:00 pm - 3:00 pm	<p>Introduction to InDesign</p> <ul style="list-style-type: none"> • Document Set-Up • Preferences • Tools, Rulers 	<p>Introduction to Lumapix</p>	<p>Advanced InDesign</p>	<p>Lumapix</p>

3:00 pm - 5:00 pm		<p align="center">Lab Time</p> <p align="center">Implementing skills</p> <p>Initial transfer from layout mat to electronic page. Set up document, use pallets, text boxes, saving and numbering items. Show all items in the pull down menus and discuss their importance and use.</p>	<p align="center">Lab Time</p> <p align="center">Implementing skills</p>	<p align="center">Lab Time</p> <p align="center">Implementing skills</p>	<p>Lab Time Assignment:</p> <p>All students will go to their respective labs and prepare finished electronic DPS, including at least three special effects.</p>
5:00 pm - 6:00 pm	Supper				
6:00 pm - 9:00 pm		<p align="center">Writing Copy</p> <ul style="list-style-type: none"> •Good, Accurate Copy •Headlines, Body Copy and Captions •Electronic Text 	<p align="center">Digital Darkroom</p> <ul style="list-style-type: none"> •Digital Cameras •Photoshop •Photo Hints 	<p align="center">Photoshop</p> <ul style="list-style-type: none"> •Image Size •Layers •Colour •Filters 	<p align="center">Lab Time</p> <p>Implementing skills</p>
9:00 pm - 11:00 pm	Students go back with their schools and work on their assignment due at 11:00pm				

Thursday, August 21, 2008

8:00 am - 9:00 am	Breakfast			
9:00 am - 12:00 pm	Managing Your Files <ul style="list-style-type: none">•File Names (Ladder)•File Size•Back Up	Preparing For Print <ul style="list-style-type: none">•proofreading•packaging•creating pdf's •Send to Company	Book Sales and Advertising <ul style="list-style-type: none">•Product Value•Personal Selling•Goals•Value of Advertisements•Budgeting	
12:00 pm - 1:30 pm	Lunch Break			
1:30 pm - 3:00 pm	Closing Ceremonies			