

Pay for 10 in full  
by May 12,  
and the 11th goes  
**FREE**  
All 11 applications  
must be submitted  
together with  
full payment and  
postmarked by May 12  
for discount to apply.

- Team Building
- Theme
- Writing
- Photography
- Design
- Coverage
- Leadership
- Trends
- Marketing
- Adviser Training
- Fun and Games
- Prizes

You have all access passes to learn all the secrets from the industry's finest award-winning advisers. Meet with company artists to design your cover and endsheets. Get motivated with your staff. And get a head start on your 2018 yearbook!!

**Walsworth**  
SO CAL YEARBOOKS WORKSHOP JULY 22-25, 2017

Chapman University • Orange • California

# Classes

## YEARBOOK I/NEWBIE

InDesign or Online Design students will start with basic yearbook terminology, introduction to theme and coverage, caption, copy and headline writing, and fundamentals of design and photography. Designed for those with little or no experience. Registrants must select appropriate application (InDesign or Online Design). Check with adviser if unsure. Hands-on lab time will be provided based on program.

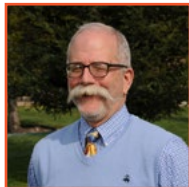
## YEARBOOK II

Students with one or more years of experience will learn contemporary design, integration of graphics and typography, writing, and section continuity. This is a great option for section editors and anyone who wants to be an editor the following year. Leadership, coverage, ladder planning, secondary coverage/packaging and more will all be covered.

## YOUR WPC REPS

**MICHELLE DISIMONE** 805-657-3099, michelle.disimone@walsworth.com // **MONICA LOERA** 951-288-3713, monica.loera@walsworth.com // **JOYCE ISLETA** 210-542-0288, joyce.isleta@walsworth.com  
**BROOKE RENNA** 951-692-8817, brooke.renna@walsworth.com // **PRISCILLA HERNANDEZ** 714-504-9225, priscilla.hernandez@walsworth.com  
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## INSTRUCTORS



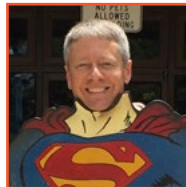
**JIM JORDAN** advises the "Decamhian" staff at Del Campo High School in Fair Oaks. His students have won consistent CSPA Crowns and NSPA Pacemakers. He was the 1996 JEA National Yearbook Adviser of the Year.  
*Yearbook II*



**CRYSTAL KAZMIERSKI** teaches at Arrowhead Christian Academy in Redlands. Her students have earned CSPA Crowns and NSPA Pacemakers for "Wings." She was the 2000 JEA National Yearbook Adviser of the Year.  
*Writing*



**SUSAN MASSY** advises the "Lair" staff at Shawnee Mission Northwest High School in Kansas. The "Lair" is a consistent CSPA Crown and NSPA Pacemaker winner. She was the 1999 JEA National Yearbook Adviser of the Year.  
*Editorial Leadership*



**JIM MCCROSSEN** teaches journalism, newspaper and yearbook at English at Blue Valley Northwest High School in Kansas. He worked as a newspaper photographer in Ventura County.  
*Photography II*



**WES MIKEL** is a graphic designer in Kansas with a degree in mass communications. He mentors students at Shawnee Mission Northwest in design and leadership. He is a regular speaker at NSPA national conventions.  
*Editorial Layout & Design*



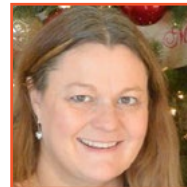
**LORI OGLESBEE** teaches journalism at McKinney High School in McKinney, Texas. Her students have earned CSPA Crowns and NSPA Pacemakers for "The Lion." She was the 2009 JEA National Yearbook Adviser of the Year.  
*Photography I*



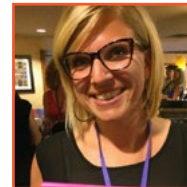
**STEPHANIE CASSO PERLUSS** has advised "The Quest" staff at West Covina High School for the past eight years. Her students have earned awards from both NSPA and JEA for their work in design, photography and writing.  
*New Advisers*



**BRIAN WILSON** has advised all forms of journalism for the last 20 years. He is president-elect of JEA of Northern California. He was 2011 JEA Distinguished Yearbook Adviser, the Waterford School District's 2014 Teacher of the Year.  
*Yearbook I: InDesign*



**BECKY TATE** has Crown and Pace maker awards and has advised yearbook and newspaper for the past 26 years. Awards include the JEA Special Recognition Adviser in newspaper and yearbook, the Engel Award for the Outstanding Kansas Journalism, and, Teacher of the Year.  
*Yearbook II*



**JESSICA YOUNG** teaches English, journalism and yearbook at Orange Glen High School in Escondido. She advises both the "Musket" newspaper and the "Torch" yearbook. She was named a 2012 JEA Rising Star.  
*Yearbook I: Online Design*

## PHOTOGRAPHY I

This is an intro class for anyone who uses automatic settings. Class will cover fundamentals of composition, lighting, ISO, aperture, shutter speed, and capturing action. Photo trends, digital file organization and management, use of cameras in yearbook environment will be addressed. Each student is required to bring a digital camera with options for manual settings (DSLR preferred), plus the appropriate accessories: media cards, flash, extra batteries, charger, cords, and thumb drive.

## PHOTOGRAPHY II

This class is for advanced photographers who shoot manually, with at least one year of yearbook experience. Must have a solid knowledge of camera functionality, ISO, aperture and shutter speed. This class will cover advanced techniques like panning, painting with light and HDR. Photojournalism will also be discussed. Each student is required to bring a DSLR camera with options for manual settings, plus the appropriate accessories: media cards, flash, extra batteries, charger, cords, and thumb drive.

## EDITORIAL LEADERSHIP

Students will focus on all aspects of production and leadership with an eye for how they can train their staffs to perform. Course will emphasize development of comprehensive ladder, setting realistic deadlines, delegating responsibilities, playing motivational games, and developing a sense of fun. Skills will be put to use as editors direct their crew in completing a theme packet.

## EDITORIAL LAYOUT & DESIGN

Learn design fundamentals and improve the clarity of your visual communication. This class will cover the concept of layout and graphic design, with an emphasis on typography. Students will be able to learn specific visual treatments for photos and headlines of their choosing with guidance from the instructor. By the end of the class, students will have a visual styleguide to take back to their staffs. NOTE: experience not required, but recommended Photoshop, Illustrator and InDesign. Must have Photoshop 5.0 or higher installed

## WRITING

Learn how to make your stories sing as you move through interviewing, information gathering, and exploring new angles to writing engaging captions and headlines. A variety of storytelling forms will be explored, including first-person perspectives, anecdotal narratives, and scatter coverage.

## NEW ADVISERS

Focus will be on ladder development, theme, communication with the plant, staff organization, classroom organization, digital file management, page submission, and sales and marketing. Learn from the pros all the "dos" and "don'ts" of yearbooking.

## VETERAN ADVISERS

Advisers with one or more years of experience will improve their skills with a specific emphasis on staff management, marketing and sales, as well as our ever-popular "adviser roundtable" discussions.