

REGISTER ONLINE AT
www.mipamsu.org

1 the ONE YOU NEED

FRIDAY, MARCH 15, 2013 9 AM TO 1:30 PM

2013 MIPA ONE-DAY WORKSHOP
MICHIGAN STATE UNIVERSITY SCHOOL OF JOURNALISM

THE CLASSES

THERE'S ONE FOR EVERYONE

REGISTER BY
MARCH 8

InDesign for Publications

Instructor: TBA

- Using tools
- Placing text and graphics
- Formatting text
- Importing photos
- Designing a basic page
- Using grids effectively
- Selecting type
- Using libraries and styles

Building and Managing Your Wordpress Site

Instructor: Jeremy Whiting

- Finding a host
- Choosing a theme
- Embedding photos and videos
- Organizing your staff to create content

Jumpstart Your Yearbook

Instructor: Pam Bunka

- Developing your theme
- Learning current yearbook trends
- Using effective typography
- Understanding mods
- Creating voice

Newspaper Design Clinic

Instructor: C.E. Sikkenga

- Analyzing current newspaper
 - Using effective typography
 - Designing new standing heads
 - Creating alternative story forms
 - Finding suitable art & photos
- Bring copies of your paper and a sketch pad for ideas.*

Photoshop

Instructor: Ike Lea

- Toning photos for publication
- Sizing photos for resolution
- Organizing files
- Creating cutouts

Building Next Year's Staff*

Instructors: Julia & Rod Satterthwaite

- Recruiting good students for your publication staff
- Generating/updating a staff manual
- Using portfolios for semester exams or for generating writing, design and photography ideas over the summer
- Selling advertising and canvassing the city over the summer
- Planning a first day publication
- Using Storify and other tech. tools to generate interest in social media accounts for your publication
- Justifying to administrators and curriculum directors how journalism meets Common Core state standards
- Lesson planning for the last few weeks of school after seniors leave

Advisers and future editors should consider taking this course in pairs or small groups and should bring laptops, if possible.

Lighting for Video

Instructor: TBA

- Review the basics of three-point lighting
- Determining best approaches for indoor and outdoor lighting scenarios
- Setting up for an interview on deadline
- Differences between run-and-gun lighting vs. controlled environments with c-stands, gels, bounce lights, etc.

Registration

\$35 per person from a MIPA member school

\$45 per person from a non-MIPA school

Lunch

\$5 per person

Includes pizza, pop, chips and a cookie.

If you want to bring your own lunch, that's OK too.

Location

Michigan State University
Communication Arts &
Sciences Building
404 Wilson Road
East Lansing, MI 48824

Parking

\$5 per car

After March 2,
add \$2 per person

Advisers attend
FREE
if they bring
five students!