

# ONE YOU ONLY NEED ONE

## 2014 MIPA ONE-DAY WORK- SHOP

FRIDAY, MARCH 14, 2013

9 AM TO 1:30 PM

MICHIGAN STATE UNIVERSITY

SCHOOL OF JOURNALISM

### Registration

\$35 per person from a MIPA member school

\$45 per person from a non-MIPA member 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

\$7 per car; free bus parking available

## REGISTER BY MARCH 10

Advisers attend  
**FREE**  
if they bring  
five students!

## THE CLASSES

### InDesign for Publications

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

### Take Your Website to the Next Level

- Managing content on a Wordpress site
- Finding new themes and plug-ins to keep up with current trends
- Embedding data from outside sources
- Organizing your staff to create content

### Jumpstart Your Yearbook

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

### Newspaper Design Clinic

- Analyzing current newspaper
- Using effective typography
- Designing new standing heads
- Creating alternative story forms
- Finding suitable art & photos
- Updating your design and coverage concepts to help your print publication compliment your online presence

*Bring copies of your paper and a sketch pad for ideas.*

### Photoshop

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

### Building Next Year's Staff\*

- 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.*

### Video Best Practices

- Learn the ins and outs of MIPA's Video Best Practices
- Refresh experienced students' knowledge of journalistic content
- Introduce newbie broadcast journalists to all that goes into content for a show
- Run through technical considerations for conducting interviews, creating good video, and producing a news show
- Look at the process of producing a studio show or live news broadcast

**REGISTER ONLINE AT**  
[www.mipamsu.org](http://www.mipamsu.org)