

# FOCUS 2020

SETX HIGH SCHOOL COMMUNICATION WORKSHOP

**PORT NECHES GROVES  
HIGH SCHOOL**

**JULY 30 - AUGUST 1**

## **PORT NECHES-GROVES HIGH SCHOOL**

*1401 Merriman St  
Port Neches, TX 77651*

**Deadline to Register:** July 3, 2020

**Registration Fee:** \$75 Per Student

**Checks Payable to Balfour**

*1320 Interstate 10 Access Rd, Beaumont, TX 77707*

## **QUESTIONS? Contact us:**

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## **LUNCH WILL BE PROVIDED**

Get to know other local advisers, and share yearbook ideas, staff management and book sales at daily adviser round table sessions.

## **FOCAL POINTS:**

- **Studioworks+®**
- **Encore®**
- **Adviser Round Table**
- **Cover Design Sessions**
- **Layout, Design and Theme**
- **Photography**
- **Social Media & Digital Media**
- **Advanced Writing**
- **UIL PREP**
- **Fundraising**
- **Marketing & Sales**



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## WORKSHOP FOCAL POINTS

**SOFTWARE TRAINING:** Knowing the software used to create your yearbook is the first step to achieving an award-winning book. Become a pro at Encore and Studioworks in beginner and advanced software training courses.

**ADVISER ROUND TABLE:** This sequence is designed to help and to motivate advisers. Get to know other local advisers, and share yearbook ideas, staff management and book sales at daily adviser round table sessions.

**THEME AND COVER DEVELOPMENT:** There's a difference between "expected" and "snappy" themes. This class can make a big difference in the impact you make on your readers. You will be inspired to take a deeper and more creative look at your cover, endsheets and page layout.

**PHOTOJOURNALISM:** The workshop is designed for the intermediate and advanced photographer looking to learn more composition techniques and correct bad habits to improve the overall impact of their photography.

**SOCIAL MEDIA, MARKETING AND SALES:** A big part of the yearbook experience is learning how to sell. This course will focus on social media, creative marketing ideas and managing book sales.

**ADVANCED WRITING:** This intensive writing sequence will focus on advanced techniques. This class is restricted to students who have at least one year experience.

**UIL PREP CLASS:** If it's your dream to compete at the UIL State Academic Contest, this is the class for you. Students will learn strategies to be successful in the UIL Journalism Contests. All five contests will be covered.

**Social Distancing Guidelines will be upheld.**



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