



WHERE:

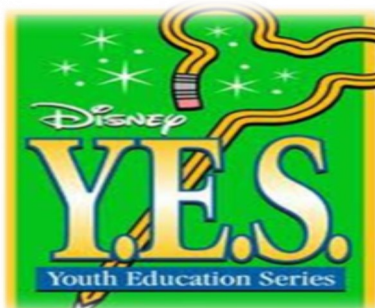
DISNEYLAND
1313 S. DISNEYLAND DRIVE
ANAHEIM, CA 92802

WHEN:

FRIDAY, SEPTEMBER 9, 2016
PROGRAM TIME: TBD

COST:

- \$90 Student Y.E.S. + Disneyland.
- \$129 Student Y.E.S. + Hopper
- \$87 Child Guest Y.E.S. + Disneyland
- \$126 Child Guest Y.E.S. + Hopper
- \$87 Child Guest CA Adv. No program
- \$126 Child Guest Hopper No program
- \$87 Adult Chaperone Y.E.S. + Disneyland
- \$126 Adult Chaperone Y.E.S. + Hopper
- \$87 Adult Guest Disneyland No program
- \$126 Adult Guest Hopper No program



Marketing the Story of your Visual Brand

Registration Opens: **AUGUST 1, 2016**



Registration Closes: **AUGUST 23, 2016** by 5:00 p.m.

NO late registrations or refunds will be processed after this date. NO EXCEPTIONS

- ◆ **NOTE:** If you have multiple Homeschool students, each Homeschool student must be registered for all Field Trips using their own designated flex fund account. Any duplicate orders for the same field trip on one student's account will not be allowed.
- ◆ All students must be accompanied by a registered adult.

Field Trip Photography Disclaimer: "Please be advised that photographs will be taken at this event for use on the SCS website, marketing materials, and all other SCS publications. If you do not want you or your child to be photographed please advise the Field Trip Coordinator.

Program information

Disneyland® will serve as the backdrop for this exploration of photography, public relations, and marketing, as well as their relationship to story. Students will discover their artistic eye and come to understand the technical and creative elements that result in images with impact that connect people, places, and events. The iconic environment provides students with the opportunity to discover and apply the art of storytelling through the art and science of photojournalism.

Learning Outcomes

After completing *Marketing the Story of your Visual Brand*, students will have increased potential to do the following:

- Create and discover their story and visual brand
- Understand the key elements of effective storytelling and journalism, including Who, What, Where, When, Why, and How?
- Discuss the impact of digital and social media messages
- Apply creativity and photographic elements to produce images with impact
- Understand how Disney utilizes public relations and social media to tell the story of our ever-changing brand
- Discuss and identify photographic decisive moments
- Discuss how their experience and skills will influence how they use storytelling to connect people, places, and events
- Use comparative analysis to determine what makes one image more effective than another
- Utilize their existing and newly found knowledge of social media to share their own stories

Special Guidelines:

- ◆ No use of membership passes can be used to participate on the program tour.
- ◆ Open to 7th–12th.
Strictly enforced.

Students cannot use instructional funds if not participating on the program.

Due to the structure of the program, chaperon participation will be limited; no more than one adult per family. Additional adult guests purchasing tickets are encouraged to enjoy the park until the program is over .

PARKING: \$18.00 (subject to change)



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