

Yearbook Workshop

JOSTENS SAN DIEGO NATIONAL



University of San Diego
Session 1 – July 28-31, 2009
Session 2 – August 3-6, 2009



Your Story.

University of San Diego

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Session 2 – August 3-6, 2009

The workshop includes yearbook pep rallies to help us focus our goals, personalized tracks to meet all staff needs and artist sessions to give each publication that special touch.



DAY 1

8:30-11 a.m.	Registration
11-noon	Lunch
12:30-2 p.m.	Opening session
2-5:30 p.m.	Yearbook tracks
6-7:30 p.m.	Dinner
7:30-10 p.m.	Staff meetings
8:30-10 p.m.	Adviser reception

DAY 2

8:30-9 a.m.	Yearbook pep rally
9:15-11:30 a.m.	Yearbook tracks
1-3 p.m.	Specialty sessions
3:15-4:15 p.m.	Yearbook tracks
4:30-6:30 p.m.	Staff meetings
6:30-9:30 p.m.	BBQ/Dance

DAY 3

8:30-9:15 a.m.	Yearbook pep rally
9:30-11:30 a.m.	Specialty sessions
1-5:00 p.m.	Staff meetings
3:30-4 p.m.	Yearbook exchange (optional)
6-7:30 p.m.	Dinner

DAY 4

8:45-9:15 a.m.	Presentations
9:30-11:30 a.m.	Awards celebration

DAY 1

will feature the annual Adviser Cheesecake Reception. Take a break from yearbook planning and relax with other advisers as you enjoy cheesecake, coffee and hot teas.

DAY 2

will be the annual BBQ/Dance night. Campers and commuters enjoy great food and fun. Please register online for this event.

DAY 3

will be a 2009 yearbook exchange. Bring any extra copies of your last year's book to the workshop office. The workshop staff will organize an exchange book package for your staff. Great opportunity to build your own yearbook library!

DAY 4

will be the infamous No-Talent, Talent Show. Individuals or staffs perform lip syncs, skits or actual real talent for cash prizes. There will be **guaranteed first place prizes** for a **no-talent** entry and a **real talent** entry.



FINAL PROJECT MATERIALS

Bring these things to help create your 2010 yearbook theme packet:

- Last year's yearbook & newspaper
- Last year's ladder
- Preliminary spring/summer plans for cover, endsheets, theme pages, interior designs
- Magazines for ideas/paste up
- Spiral-bound notebook
- Pencils, pens, colored markers
- Layout sheets
- Scissors, pica ruler
- Glue, glue sticks or tape
- Camera, batteries, digital medium, film
- Laptop, flashdrive, CDs (optional)

YOUR PALACE

To ensure a more pleasant stay in the dorms, consider bringing:

- Fan & radio
- Shower shoes
- Small mirror
- Your special pillow
- Jacket for evenings
- Snacks
- Comfortable shoes
- A few bucks spending money

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 5998 Alcalá Park
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 619.260.4623

Martha Akers • Saga Adviser • Loudoun Valley HS • Purcellville, VA
Lisa Baker • Heritage Adviser • Horizon HS • Scottsdale, AZ
Deanne Brown • Featherduster Adviser • Westlake HS • Austin, TX
Sheri Campbell • Thalassa Adviser • San Clemente HS • San Clemente, CA
Amanda Casares • The Surfer Adviser • Coronado MS • Coronado, CO
Joanne Chapuran • Prowler Adviser • Millard West HS • Omaha, NE
Michelle Coro • The Storm Adviser • Desert Vista HS • Phoenix, AZ
John Cutsinger • Creative Accounts Manager • Jostens • Orlando, FL
John Dalke • Roundup former Editor • Great Falls HS • Great Falls, MT
Lori Eastman • Professor • Metropolitan State College • Denver, CO
Brenda Gerhardt • Talon former Editor • Highland HS • Gilbert, AZ
Jared Gisin • Graphic Designer and Photographer • Seattle, WA
Brenda Fields • Etruscan Adviser • Glenbrook South HS • Glenview, IL
Laurie Hansen • Kabekonian Adviser • Stillwater Area HS • Stillwater, MN
Pam Harrison • Creative Resources Designer • Jostens • Visalia, CA
Ann Herrman • Pierian Adviser • Richmond HS • Richmond, IN
Liz Keeling • Rebelation Adviser • Champlin Park HS • Champlin, MN
Tina Klecka • Creative Accounts Manager • Jostens • Phoenix, AZ
Melissa Ingraham • Yearbook Representative • Jostens • Bakersfield, CA
Gary Lundgren • Education Marketing Manager • Jostens • Minneapolis, MN
Emilie Madrid • The Lariat Adviser • Riverside HS • El Paso, TX
Mike Mello • Creative Resources Designer • Jostens • Visalia, CA
Casey Nichols • Tonitrus Adviser • Rocklin HS • Rocklin, CA
Sarah Nichols • Details Adviser • Whitney HS • Rocklin, CA
Mary Patrick • The Eagle Adviser • Maize South MS • Wichita, KS
Marci Pieper • Assistant Principal Clayton HS • Clayton, MO
Wayna Polk • The Flashlight Adviser • Abilene HS • Abilene, TX
Kristi Rathbun • The Stampede Adviser • Ralston Valley HS • Denver, CO
Laura Schaub • Creative Accounts Manager for Jostens • Denver, CO
Gary Sadnick • The Gong Adviser • Escondido HS • Escondido, CA
Shannon Sybirski • Titanium Adviser • Las Flores, CA
Sherri Taylor • Visual Communications Professor • Syracuse University, Syracuse, NY
Cookie Tolleason • Creative Resources Designer • Visalia, CA
Cindy Todd • El Paisano Adviser • Westlake HS • Austin, TX
Rhonda Turnquist • Lion Tracks Adviser • Cottage Grove HS, OR
Liz Walsh • Re-Wa-Ne Adviser • Reno HS • Reno, NV
Margie Watters • The Prowler Adviser • Westmoore HS • Oklahoma City, OK
Ray Westbrook • Marksmen Adviser • St. Mark's School of Texas • Dallas, TX
Sandy Woo • Creative Resources Designer • Jostens • Visalia, CA

NOTE: After completing the staff questionnaire on the registration website, an entire staff will be assigned to the YEARBOOK INTENSIVE, YEARBOOK CREATIVE or the MIDDLE/JUNIOR HIGH SCHOOL track. Individuals may register for specialized tracks.

YEARBOOK INTENSIVE TRACK

is specifically created for those staffs that desire a strong journalistic publication. An emphasis will be placed upon intensive reporting, writing, photography and design as required by scholastic journalism associations.

YEARBOOK CREATIVE TRACK

is designed for those staffs that desire a yearbook publication more focused on school expectations. An emphasis will be placed on the planning and production aspects of the publication rather than intense journalism.

MIDDLE/JUNIOR HIGH SCHOOL TRACK

is reserved for middle/junior high school staffers and advisers. Participants will learn basic design and terminology, caption and headline writing, as well as yearbook production.



NOTE: Although staffs will be assigned to either the YEARBOOK INTENSIVE, YEARBOOK CREATIVE or MIDDLE/JUNIOR HIGH SCHOOL track, individuals may choose to follow a specialized track dependent on the individual's staff position. Be sure to choose the specialized track on the registration site.

BASIC PHOTOJOURNALISM TRACK

will discuss basic 35mm camera handling, parts and applications, correct use of aperture and shutter speed as well as the best choice of film speeds for events. Please bring digital camera, batteries, media storage card.

NOTE: There is a \$50 per person additional fee for this track.

ADVANCED PHOTOJOURNALISM TRACK

will discuss the relationship between shutter and aperture, ISO, composition, camera filters and ethics. Course is geared toward digital camera use on publications staffs. Learn to choose the best lenses and shooting situations with emphasis on successful sports shots and guidelines for unique rather than cliché. Please bring digital camera, batteries, media storage card.

NOTE: There is a \$50 per person additional fee for this track.

BUSINESS MANAGER TRACK

will explore the yearbook financial management responsibilities, audience wants and needs and product planning, promotion and sales. The Business Manager will complete a personalized marketing and sales plan for the 2010 publication based on the yearbook theme.

ADVISER TRACK

is for first year advisers as well as experienced advisers. This is your opportunity to master the basics, ask those unanswered questions and share your experiences. Feel free to attend all the adviser sessions or just those of interest to you. Please register for the course if you plan to attend any or all sessions so we can plan for an accurate numbers.

ADVANCED STUDIES IN DESIGN TRACK

will explore advanced design theory, techniques and strategies. Mastery of the basic design principles is a must for this track. A sample of your original work that demonstrates your mastery of three levels of white space and color usage in addition to the basics is required. Participants must bring a laptop computer with InDesign and YearTech installed and must use InDesign to create their yearbook.

NOTE: There is a \$50 per person additional fee for this track.

COMPUTER SHORT COURSES

are for individuals who want to learn something new or refresh their desktop publishing skills. Because of time and space restrictions, each course is limited. A completed registration form, payment of or purchase order for **\$50.00 per participant** guarantees entry until courses are full. On-site registration will be offered if space is available. The workshop reserves the right to cancel any course with insufficient participation. The four available courses are:

- YearTech Online
- Basic InDesign/YearTech
- Advanced InDesign/YearTech
- Photoshop/Digital Imaging

ARTIST SESSIONS

Sessions are 45-minute staff appointments designed to give each staff the opportunity to plan the upcoming cover design. Be prepared! Bring all preliminary ideas and sketches to this session. Staffs will be assigned artist sessions prior to registration. At registration, see school packet for dates and times.



COMMUTER RATE

includes workshop registration, materials, t-shirt, BBQ/Dance event & lunches on Mon, Tues, Wed.

\$275 per person by June 1, 2009;
\$300 after June 1, 2009

ON-CAMPUS RATE

includes three night's lodging (including linens and pillow), meals starting with first-day lunch, ending with last day breakfast, all special events, workshop registration, materials & t-shirt.

\$425 per person by June 1, 2009
\$450 after June 1 2009
\$25 per participant late fee

IMPORTANT:

Complete registration includes online registration entered correctly, signed Medical Release and Code of Conduct forms and payment or purchase order mailed to the director. A registration is not considered complete until all of these components are submitted to the director. The registration is NOT complete if just the online portion is submitted. Space will not be reserved for participants with incomplete registration.



REGISTER TODAY AT: www.yrbkreg.com

REGISTRATION DEADLINES

are critical to ensuring your spot at the workshop. To register for the 2009 workshop, follow the step-by-step online process. Complete registrations are due June 1, 2009.

Make checks to:

Jostens. Mail forms/payment to:

Tina Cleavelin Klecka, 4802 E. Ray RD, Ste 23-232,
Phoenix, AZ 85044-6417.

NO WORKSHOP REFUNDS AFTER JUNE 23, 2009. All purchase order authorized payments MUST be received no later than August 15, 2009 and are preferred at the start of your selected session.

SUCCESSFUL REGISTRATION GUIDELINES:

- Elect **ONE** individual to serve as primary person to input staff information.
- Gather **ALL** needed participant info before logging onto site.
- Log onto yrbkreg.com and follow the step-by-step instructions.
- Print Medical Release and Code of Conduct forms for each participant, obtain signatures and return **ALL** to Workshop Director w/payment or purchase order. **PLEASE SEND ALL INFO IN ONE MAILING - NOT SEPARATELY.**

INFORMATION NEEDED TO REGISTER:

- Adviser & student participant names
- Adviser & student summer addresses
- Adviser & student home phone numbers
- Adviser & student cell phone numbers
- Adviser & student summer email addresses
- Adviser & student participant workshop status:
Choose camper, chaperone or commuter
- Adviser & student optional short courses (YearTech Online Creation, Beg or Adv InDesign/YearTech, Photoshop) or specialized tracks (Beg and Adv Photojournalism, Adviser, Business Manager, Advanced Studies in Design)
- School name, address & phone number
- Your Jostens Representative's name

REGISTRATION DEADLINE: JUNE 1, 2009

Mailing address for forms/payments:

Tina Cleavelin Klecka
4802 E Ray Road, Ste 23-232
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