

The Jostens logo is written in a white, elegant cursive script. It is positioned at the top center of the poster, enclosed within a large, faint diamond shape that serves as a frame for the main text. The background of the entire poster is a vibrant, abstract composition of purple, blue, and yellow light trails and bokeh effects, creating a sense of motion and energy.

*Jostens*<sup>®</sup>

# YEARBOOK WORKSHOP

S U M M E R 2 0 1 9

JULY 28, 2019 – JULY 30, 2019

G E T T Y S B U R G , P A

[facebook.com/jostensatgettysburg](https://facebook.com/jostensatgettysburg)

# CHOOSE YOUR TRACK

• Check in will start at 11am Sunday July 28, 2019 where you will receive your housing and room information. The workshop concludes at 4:45pm on Tuesday, July 30, 2019. Detailed schedules and campus maps will be provided at check-in.

## 1. BEGINNER OR INTERMEDIATE

New to Yearbook or just trying to enhance your current book? The Beginner or Intermediate track will help you with cover design, caption and headline writing, as well as yearbook production and deadlines. Beginner is best if you have a brand new staff. Try Intermediate if you just need a refresher on the essentials.

## 2. ADVANCED

Ready to make BIG changes to improve your current book? The advanced track is geared toward schools that create their book at a competitive level and have an advanced understanding of trending design, captions and writing. If your staff has mastered the fundamentals, or you have a seasoned staff with a competitive edge the Advanced track is the right one for you.

## 3. GO FOR IT!

The "Go For It!" Track has an additional cost involved. This sequence is designed specifically for those staffs that are positioned for, and aspire to, producing the highest levels of journalistically focused yearbooks. Following the guidelines and trends set by the two national press associations, "Go For It!" Advanced sessions will be led by two nationally recognized yearbook authorities whose publications programs have been critically acclaimed. Specialized training that will empower staffs to "kick it up" a notch will be provided by these two instructors. The cost per staff is \$850 to provide this intensive instructional learning and production environment. The "Go For It!" \$850 cost is in addition to the base cost of \$375 per student or adviser. Enrollment will be limited to 10 staffs with no more than 8 staff members and one adviser per staff. A staff having more than 9 registrants will be charged \$125 per additional attendee. This charge will be added to the original \$850 staff charge (i.e. if a staff has nine students the "Go For It!" fee will be \$975 and so on).

## 4. ADVISER ONLY

The adviser track is available for any adviser at camp. This track is recommended for advisers at camp without a staff and for new advisers. Feel free to stop by for one session or all of them. You would attend these sessions in place of any book building sessions noted on camp schedule.

## ADDITIONAL TRAINING

.....  
\$50 EXTRA PER ATTENDEE - LIMITED SPACE  
**BRING YOUR OWN LAPTOP**  
.....

### • PHOTOSHOP COURSE

An extensive 3 hour Photoshop course! Please make sure to mark "BEGINNER" or "INTERMEDIATE" on your registration form for this course. You will leave the class understanding the basic program tools, Photoshop tips & tricks, how to improve your images, adjustment layers, layer masks, etc. Please bring **YOUR OWN LAPTOP** (you can download a free trial of Photoshop from the Adobe website) and a flash drive with a few pictures of your own to this session.

### • MONARCH COURSE

Are you an InDesign school using Jostens' Monarch page creation process? This course will help you learn where to start and how the process works from page submission to proof corrections to finalizing the book. You will leave this class understanding Jostens tools inside InDesign and what to do from start to finish with your page submissions.

### • YEARETECH ONLINE COURSE

Learning the latest technology and tools to make your yearbook amazing is what you'll take away from YearTech Online 2020. YearTech Online 2020 is a convenient, easy way to produce your yearbook without desktop publishing software, 24/7, anywhere with internet access. This session will teach you the 'ins and outs' of the program.

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For any questions regarding  
registration, contact Brenda.

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This summer will prove to be another fun-filled season of instruction and entertainment. Whether you are a yearbook editor, staff member, or adviser, we know you will be enriched by our workshop. Located on the historic campus of Gettysburg College, in Gettysburg, PA, the Jostens workshop allows our guests to enjoy a variety of resources, comfortable accommodations, and many recreational facilities. Our commitment remains unchanged. We will provide the most thorough, up-to-date yearbook instruction available today while focusing on student development and self-esteem. Our program features some of the most highly acclaimed yearbook advisers in the nation. Experts from all fields of journalism will be on hand to give you one-on-one instruction to advisers as well as staff members. We're confident that this will be an experience you will not soon forget. Just imagine the best book you've ever had is completely possible.

Plan to be a part of an exciting educational journey into yearbook journalism. When we receive your registration form (form included) or online registration, we will email you a confirmation within 14 days. Approximately 2 weeks before camp, you will receive an email with your check-in time and your daily track schedule. There is WiFi on campus so you may bring your own laptop. Also, just a reminder that meals are included from Sunday's dinner until Tuesday's lunch. Feel free to bring a few dollars for the coffee shop or book store on campus.

# CONTACT INFORMATION

## SCHEDULE A COVER DESIGN SESSION

**BONUS:** Design your 2020 cover with one of our cover artists! This session is FREE so take advantage now! Every school will have plenty of staff planning time during camp for your 2020 yearbook.



# 2019 REGISTRATION FORM BY MAIL

or register and pay online at **WWW.YEARBOOKGUYS.COM**

The base cost to attend is \$375 per student or adviser. This fee includes your track fee, your meals (Sunday dinner to Tuesday lunch), and your lodging. If you are choosing the "go for it!" track, there is an additional cost involved. Register and pay online or use this form and send it in. Make checks payable to "yearbooks unlimited." Please fill out one registration form per school with all your camp attendees listed. If you have more than 4 attendees, please copy the registration form and attach the additional sheet. Register before July 12th to avoid a late registration fee.

School Name : \_\_\_\_\_  
 City/State/Zip : \_\_\_\_\_  
 Jostens Representative : \_\_\_\_\_  
 Adviser Name: \_\_\_\_\_  
 Adviser Phone: \_\_\_\_\_  
 Adviser Email: \_\_\_\_\_  
 Indesign, Monarch, or Yeartech Online: \_\_\_\_\_

**PLEASE MARK ONE FOR THE ENTIRE STAFF:**

Beginner Track   
 Intermediate Track   
 Advanced Track   
 Go For It! Track   
 Adviser Only Track

**PLEASE FILL IN THE FOLLOWING:**

Students & Advisers @ \$375 Each: \$ \_\_\_\_\_  
 Free cover session with a professional artist? **Y or N**  
 \$850 additional Go For It! fee: \$ \_\_\_\_\_  
9 people total (advisers & staff) \*please note this is additional to your \$350 fee\*  
 # \_\_\_\_\_ x \$50/attendee: photoshop course \$ \_\_\_\_\_  
 # \_\_\_\_\_ x \$50/attendee: yt online course \$ \_\_\_\_\_  
 # \_\_\_\_\_ x \$50/attendee: monarch course \$ \_\_\_\_\_  
**BRING YOUR OWN LAPTOP!**

**LATE REGISTRATION FEE:**

Add a **\$75** late fee if not postmarked by July 12, 2019  
 Number of Late Attendees # \_\_\_\_\_ x \$75 = \$ \_\_\_\_\_

**TOTAL ENCLOSED \$ \_\_\_\_\_**

**Attendee Name:**  
 Student (S) or Adviser (A): \_\_\_\_\_  
 Male (M) or Female (F): \_\_\_\_\_  
 Years on the staff: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
**Emergency Contact**  
 Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
**Additional Courses \$50 Each (Mark x)**  
 Photoshop: \_\_\_\_\_ Beginner  Intermed   
 Yeartech Online: \_\_\_\_\_  
 Monarch: \_\_\_\_\_

**Attendee Name:**  
 Student (S) or Adviser (A): \_\_\_\_\_  
 Male (M) or Female (F): \_\_\_\_\_  
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 Photoshop: \_\_\_\_\_ Beginner  Intermed   
 Yeartech Online: \_\_\_\_\_  
 Monarch: \_\_\_\_\_

**MAKE ALL CHECKS PAYABLE TO: YEARBOOKS UNLIMITED**  
 PO BOX 512  
 TYRONE, PA 16686

★ Full payment must accompany this form.  
 Reservations will not be honored without payment.  
 Absolutely no refunds will be offered. You are not  
 registered until payment is received. You will receive  
 email confirmation within 14 days. ★