

*Jostens*<sup>®</sup>

# CREATIVITY WORKSHOP

SEPTEMBER 6-7, 2018



AS A YEARBOOKER YOU REPRESENT THE  
CULTURE, THE ACTIVITIES AND THE PEOPLE  
THAT MAKE YOUR SCHOOL ONE OF A KIND.  
WHEN YOU DO THIS EXCEPTIONALLY WELL,  
YOU CREATE A BOOK THAT IS TRULY YOURS.

**YOURS TRULY  
YEARBOOK**

**CHARLOTTE 2018**



## THE CREATIVITY WORKSHOP

is an intense two day workshop created for and geared to scholastic journalism programs. This workshop will provide collaboration time for each staff and more personalized attention with instructors. It focuses on high-level concepts that differentiate the most successful yearbooks from the rest. This invitation is being sent to a small group of highly successful yearbook programs and you're part of that group.

## LOCATION

The Yearbook Creativity Workshop is located at The Art Institute of Charlotte and gives yearbook staffs an opportunity to visit the school while working on the 2019 yearbook.

## PARTICIPATION

The workshop is limited to key decision makers, approximately five or six students per staff. Total number of schools participating in the workshop is limited to facilitate a personal environment. Advisers are required to attend with their students.

## PRESENTATION

While there will be brief instructional presentations, the focus will be on intensive planning and refining of your concept, coverage, and design for your 2019 yearbook.

## EXPECTATION

Staffs are required to bring laptops. Internet access will be available at no charge. Those not using online programs need to come prepared with InDesign loaded.

## INVITATION

While the workshop is sponsored by Jostens, extreme yearbookers, working with any company are welcome.

## INSPIRATION

A collection of current magazines and award-winning yearbooks will be available for your reference and inspiration.

## REGISTRATION

The \$140 per student registration fee covers instructional materials, lunch and snacks on both days. There is no fee for advisers that bring two or more students. Lodging is not provided.

To register, please email [jeff.moffitt@jostens.com](mailto:jeff.moffitt@jostens.com) by August 1, 2018. Include the number of students attending and their names.





# YOURS TRULY YEARBOOK

**CHARLOTTE 2018**

**09.06.18**  
**THURSDAY**

**9 a.m. - Noon**

Welcome, expectations,  
yearbook Show & Tell,  
instructional presentation,  
staff work time

**Noon - 1:00 p.m.**

Lunch break, provided

**1:00 p.m. - 3:30 p.m.**

Staff work time,  
professional consultations

**3:30 - 4:00 p.m.**

Snack break, provided

**4:00 - 6:00 p.m.**

Staff work time,  
professional consultations

**6:00 p.m.**

Workshop concludes for  
the day, dinner and staff  
work time on your own

**09.07.18**  
**FRIDAY**

**9 a.m. - 11:30 a.m.**

Instructional presentation,  
staff work time, professional  
consultations

**11:30 - 12:30 p.m.**

Lunch break, provided

**12:30 p.m. - 2:00 p.m.**

Staff staff work time

**2:00 p.m. - 3:00 p.m.**

Show & Tell

**3:00 p.m.**

Wrap up & departure,  
workshop concludes

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## INSTRUCTORS

### MARTHA AKERS

Martha Akers, the 2005 JEA Yearbook Adviser of the Year, has been advising yearbook and teaching photojournalism at Loudoun Valley High School in Purcellville, Virginia, for three decades. The Saga has received NSPA Pacemakers, CSPA Gold Crowns and VHSL's Trophy. Akers speaks at and directs conventions and workshops nationwide and is a contributor to various scholastic journalism publications. She co-authored CSPA's Scholastic Yearbook Fundamentals and the CSPA yearbook critique.

### JEFF MOFFITT

Moffitt, MJE, is a Jostens Creative Account Manager. He advised the award-winning Torch yearbook and Oracle newspaper at Olympia High School in Orlando, FL for 11 years. He was a National Board Certified teacher in career and technical education. Moffitt was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006. In seventh grade, Moffitt began his yearbook journey. Since then, he has shared his design, writing, photography, and marketing skills with yearbook staffs around the globe, teaching at local, state, national and international conventions and workshops.

**ADDITIONAL INSTRUCTORS WILL BE ADDED BASED ON ENROLLMENT AND NEED**



### CONTACT

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### LOCATION

**ART INSTITUTE OF CHARLOTTE**

Three Lake Pointe Plaza

2110 Water Ridge Parkway

Charlotte, NC 28217-4536

www.artinstitutes.edu