



# MORE THAN A BOOK

JOSTENS SAN DIEGO NATIONAL  
SUMMER WORKSHOP

July 29 - August 1, 2014

**20TH**  
Anniversary





# JOSTENS SAN DIEGO NATIONAL SUMMER WORKSHOP

**July 29 - August 1, 2014**

This unique workshop features a renowned award-winning staff, specialty tracks and staff planning sessions designed to meet your individual staff needs as well as artist and technology one-on-one sessions designed to give your publication that special touch.

DAY ONE provides a day full of Yearbook 101 training for rookie staffers and expert training for advanced staffers. DAYS TWO and THREE include ample staff planning time as well as breakout sessions focused on trends and specialized topics.

Basic and Advanced Photojournalism, Newspaper and Advanced Design tracks will continue on DAYS TWO and THREE.

**NOTE:** Consider arriving in San Diego the night before DAY ONE to provide for a smooth registration process. See the registration website for special hotel rates.

## SCHEDULE *This is a TENTATIVE SCHEDULE, but you can plan your staff's daily agenda around these activities.*

### DAY 1

8:30 a.m. – 11:00 a.m.	Registration
11:15 a.m. – 12:00 p.m.	Opening Session: welcome
12:00 p.m. – 1:30 p.m.	Lunch
1:45 p.m. – 3:45 p.m.	Specialized Tracks *
3:45 p.m. – 4:15 p.m.	Break
4:15 p.m. – 6:00 p.m.	Specialized Tracks*
6:00 p.m. – 7:00 p.m.	Dinner
7:15 p.m. – 9:00 p.m.	Staff Planning: concept & coverage development
9:00 p.m.	Adviser Cheesecake Social   Student Meet & Greet

*\*yearbook 101, yearbook 202, editorial, writing, advanced design, basic photojournalism, advanced photojournalism, adviser 101, adviser 202, newspaper*

### DAY 2

7:15 a.m. – 8:15 a.m.	Breakfast
8:30 a.m. – 11:30 a.m.	Staff Planning: concept & coverage development
11:30 a.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:30 p.m.	Breakout Sessions
2:30 p.m. – 3:00 p.m.	Break
3:00 p.m. – 6:00 p.m.	Staff Planning: concept & coverage refinement
6:00 p.m. – 7:00 p.m.	Dinner
7:15 p.m. – 9:00 p.m.	Staff Planning: concept & coverage refinement
9:00 p.m.	Fun Event

### DAY 3

7:15 a.m. – 8:15 a.m.	Breakfast
8:30 a.m. – 11:30 a.m.	Staff Planning: design & graphics
11:30 a.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:30 p.m.	Breakout Sessions
2:30 p.m. – 3:00 p.m.	Break
3:00 p.m. – 6:00 p.m.	Staff Planning: design & graphics refinement
6:00 p.m. – 7:00 p.m.	Dinner
7:15 p.m. – 8:30 p.m.	Staff planning: concept portfolio refinement
9:00 p.m.	Talent / No Talent Show

### DAY 4

7:15 a.m. – 8:15 a.m.	Breakfast
8:30 a.m. – 10:00 a.m.	Specialty Sessions: Photoshop tips/reporting strategies/design trends/photo strategies
10:15 a.m. – 10:45 a.m.	Staff Planning: process/presentations/group awards
11:00 a.m. – 12:00 p.m.	Awards Assembly & Slide Show

# WORKSHOP EVENTS

**DAY ONE NIGHT** will feature the annual *Adviser Cheesecake Social* and *Student Meet & Greet*. During the *Student Meet & Greet*, relax with other advisers and workshop faculty as you enjoy cheesecake, coffee and hot teas.

**DAY TWO NIGHT** will offer a student event (TBD).

**DAY THREE AFTERNOON** will offer a 2014 yearbook exchange. Bring up to FIVE extra copies of your last year's book to the workshop office. The workshop staff will organize an exchange book package for your staff. It's a great opportunity to build your own yearbook library!

**DAY THREE NIGHT** will feature 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. Please register online for this event.



# WHAT TO BRING

## STAFF PORTFOLIO MATERIALS

Bring these things to help create your 2015 yearbook plans:

- Last year's yearbook and newspapers
- 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
- Camera, batteries, digital medium
- Laptop computer

## YOUR HOME AWAY FROM HOME

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

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

## WORKSHOP LOCATION

**UNIVERSITY OF SAN DIEGO**  
5998 Alcalá Park  
San Diego, California 92110-2492  
619.260.4623  
(contact for emergencies only)



# WORKSHOP FACULTY AND STAFF

**Martha Akers** | Adviser of *Saga* | Loudoun Valley HS, Purcellville, VA  
**Deanne Brown** | Adviser of *Featherduster* | Westlake HS, Westlake, TX  
**Tina Cleavelin** | Creative Accounts Manager for Jostens | Denver, CO  
**Michelle Coro** | Adviser of *The Storm* | Desert Vista HS, Phoenix, AZ  
**John Dalke** | Product Marketing Manager for Jostens | Minneapolis, MN  
**Linda Drake** | Adviser of *The Chase* | Cottonwood Falls, KS  
**Mitch Eden** | Adviser of *The Kirkwood Call* | Kirkwood HS, Kirkwood, MO  
**Gerardo Espindola** | Plant Artist for Jostens | Visalia, CA  
**Brenda Field** | Adviser of *Etruscan* | Glenbrook South HS, Glenview, IL  
**Brenda Gerhardt** | Past Editor of *Talon* | Highland HS, Gilbert, AZ  
**Jared Gisin** | Graphic Designer and Photographer | Seattle, WA  
**Laurie Hansen** | Adviser of *Kabekonian* | Stillwater Area HS, Stillwater, MN  
**Pam Harrison** | Plant Artist for Jostens | Visalia, CA  
**Melissa Hodge** | Yearbook Rep for Jostens | Bakersfield, CA  
**Liz Keeling** | Adviser of *Rebellion* | Champlin Park HS, Champlin, MN  
**Mark Newton** | Adviser of *Aerie* | Vista HS, Highlands Ranch, CO  
**Sharon Kubichek** | Adviser of *Dragon* | Round Rock HS, Round Rock, TX  
**Casey Nichols** | Adviser of *Tonitrus* | Rocklin HS, Rocklin, CA  
**Sarah Nichols** | Adviser of *Details* | Whitney HS, Rocklin, CA  
**Gary Sadnick** | Past Adviser of *The Gong* | Escondido HS, Escondido, CA  
**Shannon Sybirski** | Adviser of the *Titanium* | Las Flores, CA  
**Sherri Taylor** | Professor of Graphic Arts | Syracuse University, Syracuse, NY  
**Cindy Todd** | Adviser of *The El Paisano* | Westlake HS, Westlake, TX  
**Cook Tolleson** | Plant Artist for Jostens | Visalia, CA  
**Margie Watters** | Adviser of *The Prowler* | Westmoore, Oklahoma City, OK  
**Sandy Woo** | Plant Artist for Jostens | Visalia, CA

# DAY ONE SPECIALIZED TRACKS

**NOTE:** On DAY ONE, participants will choose a specialized track to follow based on the individual's staff position. Be sure to choose the specialized track on the registration site.

**YEARBOOK 101 TRACK** is for first-year staffers only and will discuss basic theme development, coverage strategies, design and photo composition.

**YEARBOOK 202 TRACK** is designed for experienced staffers who desire advanced training in concept development, coverage and design trends.

**EDITORIAL TRACK** is designed for editors and will focus on staff culture and climate, staff management and morale as well as motivation. NOTE: Mastery of basic yearbook skills is a must for this track.

**BASIC PHOTOJOURNALISM TRACK** will discuss basic 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 limited capacity in this track. Enrollment is based on first come, first served.

**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 limited capacity in this track. Enrollment is based on first come, first served.

**ADVANCED DESIGN STUDIES 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. Bring sample with you to the workshop. Both YearTech InDesign and YearTech Online (YTO) participants are encouraged to participate. Participants must bring a laptop computer (InDesign staff need InDesign and YearTech installed).

**WRITING TRACK** will explore principles of solid reporting to 'find the story' as well as journalistic writing process. Feature, headline and caption writing skills will be mastered.

**ADVANCED NEWSPAPER TRACK** is designed for a newspaper staff that desires a 'rethink' of its publication. Emphasis will be placed on planning and production, intensive reporting, writing, photography and design as required by scholastic journalism associations as well as school expectations.

**ADVISER 101 TRACK** is for first-year advisers. Advisers will be introduced to yearbook components, such as theme development, coverage strategies, staff management, grading and the yearbook kit.

**ADVISER 202 TRACK** is for experienced advisers. This is your opportunity to master the basics, ask those unanswered questions and share your experiences.

## DAYS TWO AND THREE

# SPECIALIZED TRACKS

**NOTE:** After completing the staff questionnaire on the registration website, your entire staff will be assigned to the YEARBOOK INTENSIVE, YEARBOOK CREATIVE or MIDDLE/JUNIOR HIGH SCHOOL tracks. Staff Planning Tracks provide time for the staff to create the 2015 concept. Individuals registered for specialized tracks, such as Basic Photojournalism, Advanced Photojournalism or Advanced Design Studies will meet in those tracks periodically on DAYS TWO and THREE. The workshop director reserves the right to cancel any course with insufficient participation.

**YEARBOOK INTENSIVE TRACK** is specifically created for those staffs that desire a strong journalistic publication. An emphasis will be placed on intensive reporting, writing, photography and design as required by scholastic journalism associations. Staff members must have a solid understanding of theme concept, design and writing.

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

**ONE-ON-ONE TECH SESSIONS** are appointments that provide your design editor with an opportunity to work with our tech expert.

**NOTE:** Staffs may sign up for tech sessions in the workshop office after the Opening Session on DAY ONE.



## ARTIST 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.

**NOTE:** Staffs will be assigned Artist Sessions prior to registration. At registration, see school packet for dates and times.

# WORKSHOP COSTS

**COMMUTER RATE** includes workshop registration, materials, t-shirt, all special events, lunches and dinners on DAY ONE, DAY TWO and DAY THREE.

**\$325 per person by June 1, 2014;**

**\$350 per person after June 1, 2014.**

**ON-CAMPUS RATE** includes three night's lodging (including linens and pillow), meals starting with DAY ONE lunch, ending with DAY FOUR breakfast, all special events, workshop registration, materials and t-shirt.

**\$475 per person/double or multiple occupancy by June 1, 2014;**

**\$500 per person after June 1, 2014.**

**ON-CAMPUS CHAPERONE** includes three night's lodging (including linens and pillow), meals starting with DAY ONE lunch, ending with DAY FOUR breakfast.

**\$300 per person/double or multiple occupancy by June 1, 2014;**

**\$325 per person after June 1, 2014.**

**LIMITED OFFER** Advisers or chaperones may request single occupancy at an increased rate of \$80.00 per person; however, availability is limited and will be assigned on a first-come basis. Not available for students. Director cannot confirm single rooms until university releases available rooms in July 2014.

**REGISTRATION DEADLINES** are critical to ensuring your spot at the workshop. **To register for the 2014 workshop, follow the step-by-step online process.**

## COMPLETE REGISTRATIONS ARE DUE BY JUNE 1, 2014.

- Online registration entered correctly.
- Signed medical releases for each participant – Mail to Director
- Code of conduct forms for each student – Mail to Director
- Payment or purchase order payable to Jostens – **Mail to Director**

**Mail forms/payment to:** Tina Cleavelin, Jostens  
4802 E. Ray Rd., Suite 23, Phoenix, AZ 85044-6417.

A registration is NOT complete until all of these components are submitted to the director. The registration is NOT complete if only the online portion is submitted. See Registration Deadlines for complete information regarding responsibility for payment for all registrations. Participants without all required paperwork will not be permitted to attend workshop sessions, events or to stay on campus.

**NO WORKSHOP REFUNDS AFTER JUNE 23, 2014.** No registrations and/or purchase orders may be cancelled after June 23, 2014. Registrant is responsible for full payment of any purchase order or registration submitted online unless cancelled in writing and **CONFIRMED BY WORKSHOP DIRECTOR** by June 23, 2014. All purchase order authorized payments **MUST** be received no later than the start of your selected workshop session.

# REGISTRATION

## SUCCESSFUL REGISTRATION GUIDELINES:

- Elect **ONE** individual to serve as the primary person to input participant information.
- Gather needed information for **ALL** participants **BEFORE** logging onto site.

## INFORMATION NEEDED TO REGISTER:

- Adviser and student participant names
  - Adviser and student summer addresses
  - Adviser and student home phone numbers
  - Adviser and student cell phone numbers
  - Adviser and student summer email addresses
  - Adviser and student participant workshop status:  
Choose camper, chaperone or commuter
  - Adviser and student DAY ONE specialized tracks (yearbook 101, yearbook 202, editorial, writing, advanced design, basic photojournalism, advanced photojournalism, adviser 101, adviser 202, newspaper)
  - School name, address and phone number
  - Your Jostens representative's name
- Log onto [jostens.com/events](http://jostens.com/events) and follow the step-by-step instructions.
  - Print Medical Release forms for each participant (student and adult) and Code of Conduct forms for each student participant, obtain signatures and return ALL forms to Workshop Director w/payment or purchase order.  
**PLEASE SEND ALL FORMS AND PAYMENT/PURCHASE ORDER IN ONE MAILING – NOT SEPARATELY.**

## REGISTRATION DEADLINE: June 1, 2014

**REGISTER TODAY AT: [www.jostens.com/events](http://www.jostens.com/events)**

### MAILING ADDRESS FOR FORMS/PAYMENTS:

Tina Cleavelin, Jostens  
4802 E. Ray Road, Suite 23  
Phoenix, AZ 85044-6417

**CHECKS PAYABLE TO: JOSTENS**



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