

JOSTENS TEAM WASHINGTON PRESENTS

# FALL Yearbook

## *A workshop for your entire staff*

We have designed this workshop specifically for all students who are on the yearbook staff. Topics covered are listed below with an approximate schedule. We feel that this workshop is the best introduction a student can have to the world of yearbook. Topics will be covered in a completely different way and by a different instructor than our summer workshop so this will be valuable for all students, both novice and experienced.

—*Tim Corrigan & Jim Bellomo, Jostens*

### **8:00 A.M. to 9:15 A.M. Registration**

Plan on arriving early during this time and letting your entire staff peruse our collection of more than 300 yearbooks arrayed throughout the auditorium. It is a great time for ideas to flourish.

### **9:15 A.M. to 9:30 A.M. Introduction Creating a successful yearbook**

This intro section will challenge your students to create a successful yearbook by picturing everyone, spelling their names correctly and getting your pages in on time.

### **9:30 A.M. to 10:15 A.M. Layout & Design Learning the basics**

Even the most advanced students of design sometimes forget the basics. This lesson will show everyone, novice to pro, what it takes to produce good design and six easy steps to create an award-winning layout.

### **10:15 A.M. to 11:00 A.M. Copy writing Writing copy that students will read**

Learn how to write copy that preserves memories and that your student buyers will want to read. Make your yearbook literate and fun with great copy.

### **11:15 A.M. to 12:00 P.M. Photo Planning Top ten tips for yearbook photo**

We believe that every yearbook staffer should be a photographer. These ten tips will help them be the best photographer possible.

### **12:00 P.M. to 12:45 P.M. Caption writing Every picture needs a good caption**

You and your students will learn the basics of caption writing. How to write them and what pitfalls to avoid. This class is the most valuable of the day.

### **12:45 P.M. to 1:00 P.M. Closing session The good, the bad and the ugly**

This fun and informative session will start with a look at good yearbooks from all over the U.S. and finish up with a humorous tour of the worst yearbook of all time (in our humble opinion). Don't miss it!

THE FALL WORKSHOP  
Wednesday, September 16th  
Chiawana High School  
Pasco, Washington

# you are invited!

The Jostens Washington Fall Yearbook Workshop will take place on Wednesday, September 16th at the Chiawana High School in Pasco.

Cost per student is \$15.00 and all yearbook advisers are free when registering students prior to September 10th. You may pay by check or purchase order made out to Jostens Yearbooks.

### **For more information contact either:**

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# Jostens

**Register and get complete  
directions and parking info  
on the web at:**

**www.jostenswashington.com**

