

# YEAR IN IT BOOK



**Sponsored by your local Jostens representatives.  
Peter Griffin (Camp Director), Dana Weiss, Janey Wilding, Preston Fayas, & Taryn Kritz**

Questions? Contact Peter Griffin, 303-903-6212, [peter.griffin@jostens.com](mailto:peter.griffin@jostens.com)

# 5280

YEARBOOK  
JOURNALISM  
WORKSHOP

June 8 - 10, 2017  
Colorado School of Mines  
Golden, CO

# 5280

Y E A R B O O K  
J O U R N A L I S M  
W O R K S H O P

June 8 - 10, 2017  
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Golden, CO



*Jestens*

# whygo?

Education doesn't just happen. Yearbooks don't just happen. Greatness doesn't just happen. You make it happen by effort and commitment.

“I think that yearbook camp was one of my most valuable experiences in yearbook. As a new yerd, I learned a lot about what yearbook is, and as I continued, camp was where I bonded most with the editors and our adviser (lots of inside jokes), and we got a lot done with the help of all the resources camp has to offer. I will honestly miss having that experience after I graduate.”

**-Emma Kasahara, Editor  
Heritage High School**

Attend the 5280 Summer Yearbook Journalism workshop and your program will improve, your book will improve, and your staff will grow as yearbook journalists. Go!

You will leave camp with the following:

**Specialized Yearbook Training**

**Theme Developed**

**Coverage Plan Finalized**

**Graphic Design Plan**

**A Professional Cover Designed**

**Staff Bonding**

**New Friends**

**go!**

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# expertstaff!

Jostens national creative account manager, Tina Cleavelin, and our highly experienced local adviser's will offer personal teaching and training tailored to your needs.

**Tina Cleavelin, CJE** - Jostens Creative Accounts Manager

**Michelle Coro, CJE** - Desert Vista High School

**Jami DeVries** - Heritage High School

**Jess Hunziker, CJE** - Castle View High School

**Dan Morris** - Cheyenne East High School

**Karen Slusher, CJE** - Eaglecrest High School

**Carol Stelljes** - Jostens Plant Artist

“Camp creates a unique opportunity for a small group of people to bond in a very special way. Of course, yearbook staffs create memories for the school and its community, but staff members also create one of a kind memories with each other! Inside jokes, wild moments, games, stresses and freaks outs, food!, and everything else that happens with the staff is pretty amazing!”

**-Jami DeVries, Adviser**  
**Heritage High School**

# educate!

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# the \$ details

## **Overnight Campers**

\$380.00 per camper

(\$25 discount applied if registered by Friday, May 12, 2017)

## **Commuter Campers**

\$250.00 per camper

(\$25 discount applied if registered by Friday, May 12, 2017)

## **Adviser Single Room Option**

\$50.00 additional charge

**Meals from lunch on 6/8 until lunch on 6/10 included.**

**All materials included.**

# dollars & sense!

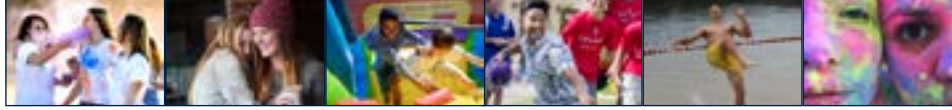
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# agenda (subject to change)

## Day 1 (June 8, 2017)

9:00 - 10:00 Registration  
10:15 - 12:00 / Workshop kick-off  
12:00 - 1:00 / Lunch  
1:15 - 2:00 / General Session - Theme  
2:15 - 4:00 / Learning Tracks  
4:15 - 5:00 / Breakout Session  
5:15 - 6:15 / Dinner  
6:30-7:15 / Technology Breakouts  
7:30 - 9:30 / YB Staff Work Session  
9:30 - 10:30 / Social Hour  
10:30 / Lights Out

## Day 2 (June 9, 2017)

7:00 - 8:00 / Breakfast  
8:15 - 9:15 / General Session - Coverage  
9:30 - 10:15 / YB Staff Work Session  
10:30 - 12:00 / Learning Tracks  
12:00 - 1:30 / Lunch  
1:45 - 2:30 / General Session - Photog  
2:30 - 5:00 / YB Staff Work Session  
5:00 - 6:00 / Dinner  
6:15 - 7:00 / Breakout Session  
7:15 - 9:30 / YB Staff Work Session  
9:30 - 10:30 / Social Hour  
10:30 / Lights Out

## Day 3 (June 10, 2017)

7:00 - 8:00 / Breakfast  
8:15 - 9:15 / General Session  
9:30 - 12:00 / YB Staff Work Session  
12:00 - 1:30 /  
Lunch/Presentations/Awards  
1:30 - Depart

# work&play

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# learn & do

## Learning Tracks

Each registrant will pick a learning track. If you need help determining which tracks to sign up for, please contact your Jostens rep.

**Yearbook 101** – Is for first year staffers. The basics of yearbook theme, design, coverage, writing and photography will be taught.

**Yearbook 202** – Is for experienced staffers. Advanced strategies for theme development, design, graphic use, and coverage will be taught.

**Photography** – Camera handling, parts and applications, correct use of aperture and shutter speed as well as, the best choice of speed for events. Participants will need to bring a digital camera, batteries, and storage card.

**Adviser 101** – This is for first-year advisers. Advisers will be introduced to yearbook components, such as, theme development, coverage, design, staff management, grading, and Jostens tools.

## YB Staff Work Sessions

Staff will meet to work on the 2018 book. Each session will be led by an experienced yearbook adviser.

# hands-on training

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# learn & do

## **Breakout Sessions**

Varied sessions focused on: editors, design, photography, writing and coverage. Students pick the session that interests them.

## **Technology Breakout**

Training sessions on Yearbook Avenue, Monarch, and Photoshop

## **Artist Session**

Have a personal session with a professional cover designer.

## **Creative Session**

Meet with Jostens Creative Accounts Manager, Tina Cleavelin, for consultation on theme concept, design and coverage strategy.

# hands-on training

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# registernow

**Go to [www.yearbookscolorado.com](http://www.yearbookscolorado.com)**

**[click on workshops]**

**Early registration deadline is May 12, 2017**

Successful Registration Guidelines

Step 1:

Gather the following information prior to registration

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 email address

Adviser and student specialty track selection

Step 2:

Pick one day to complete this at school

Step 3 - Fill out and mail forms

Print a medical release form, computer use form  
and code of conduct form for each attendee.

(student and adult) Have all forms completed and  
mailed in one envelope to:

Jostens  
10940 S. Parker Rd.  
Box 317  
Parker, CO 80134  
Attn: Peter Griffin

# hands-ontraining

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