

JOSTENS SUMMER YEARBOOK WORKSHOP

YEAR IN IT BOOK

GUSTAVUS ADOLPHUS COLLEGE June 20,21,22-2017

KEYNOTE SPEAKER - JEFF MOFFITT



In seventh grade, Creative Accounts Manager, Jeff 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 and meeting with staffs one-on-one.

"While many things have changed about how yearbooks are produced, there is one constant that remains: storytelling through words and pictures. Seeing a student's face light up when an idea is pushed further and getting positive feedback when the book is delivered is like nothing else. This is not just a job, it is my passion," Moffitt said.

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 is 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.

Registration Information

Resident Student: \$345

Includes all instructional materials, computer training, dorm rooms for both nights and all meals starting with lunch on Tuesday and ending with lunch on Thursday.

Commuting Student: \$295

Includes all instructional materials, computer training, lunch, and dinner (no housing or breakfast provided).

Resident Adviser: \$295

Includes all instructional materials, computer training, dorm rooms for both nights and all meals starting with lunch on Tuesday and ending with lunch on Thursday.

Commuting Adviser: \$260

Includes all instructional materials, computer training, lunch and dinner (no housing or breakfast provided).

Early Arrival: +\$40

Arrive Monday, June 20 between 6:00 and 7:00 pm. Includes dorm room. No food included before lunch on the 21st.

THERE WILL BE A \$10 PER PERSON LATE FEE FOR ALL REGISTRATIONS RECEIVED AFTER JUNE 5TH. PLEASE SEND YOUR FORMS IN EARLY!

Check-in 8-9:30 AM on June 20th
Start at 10 AM - End on June 22nd
about 12:30-1:00 PM

Online registration for all participants

Each workshop participant will need to [fill out the registration online](#) and print out the Medical/Liability release form and mail it to:

Jostens Summer Yearbook Workshop
PO Box 7281
Rochester, MN 55903

Payment will also need to be mailed to the above address.

Both Release Form and payment need to be received by June 5th to avoid late payment fee of \$10

CLICK HERE TO REGISTER

If this button does not work, go to www.YearbooksMinnesota.com

Don't Forget to Bring

Yearbook Supplies

Most current yearbook, 2017 completed ladder, 2018 blank ladder, font and color guide from yearbook kit, camera, preliminary plans for this year's cover, theme and design. Magazines for design ideas, pencils, pens, markers, layout sheets, scissors, glue/tape or **laptop(s)** with wireless internet for your Yearbook In It presentation.

Survival Supplies

Sheets, blankets and pillows are provided, but you may want your own. Bring a few bucks spending money for the book store, **FAN!**, iPod, swimsuit, shower shoes / flip flops, your special pillow, jacket for evenings, snacks and comfortable shoes.

What You'll Do

Attend general sessions taught by yearbook expert, Jeff Moffitt. Sessions include theme, coverage, journalism, design and photography. Attend small break-out sessions that pertain specifically to your needs. Create a theme for your book. Learn your creation program. Complete a page ladder. Design sample layouts that incorporate your theme. Attend a 45-minute personal cover-design session with a professional artist. Create a marketing plan.

Questions? Contact your representative via e-mail by clicking their name below or call number(s) below.

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