

Jostens Educates!



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1, 2, 3 Curriculum

Making It Click

Digital Photo

Adviser & Staff

Gotcha Covered

Workshops

Everything you need to know about teaching yearbook, photography and technology to your yearbook staff

We have educational materials that cover everything yearbook

"HELP! I'm the yearbook adviser, and I don't know anything about teaching yearbook!"

Remember when your principal said, "Congratulations, you're the yearbook adviser!" Was your first thought something like, "I don't know anything about teaching yearbook!"? Nationwide, somewhere near 90% of yearbook advisers have no college coursework in journalism, let alone any past experience in yearbook. Most are new teachers who end up taking the yearbook job because it is part of being hired. Or you really needed the extra duty pay, and it was yearbook or coaching wrestling. You thought, "How difficult can yearbook be?" Surprise! It can be tough to learn.

Not only do you have to learn it, but you have to teach it. And you have to teach it next fall. That can be quite a shock. So off you go to find all the teaching materials that were left behind by the previous adviser. And you find... nothing. Because the previous adviser may not have taught yearbook. He or she may have just done yearbook. Well, you want to be different. You want to actually give your kids a real educational experience, and Jostens and I are here to help.

Get a great start with Jostens' 1, 2, 3 Yearbook Curriculum

Start teaching yearbook today with Jostens' award-winning 1, 2, 3, *Yearbook Curriculum*.



exciting yearbook curriculum out there. In fact, it has

Dozens of outstanding advisers and student editors contributed to the 1, 2, 3 *Yearbook Curriculum*, and that means that it is the most innovative and

won numerous awards, including the Distinguished Achievement award from the Association of Education Publishers (AEP) for being the best yearbook curriculum out there. Plus, it was the **FIRST** yearbook curriculum as well. Jostens created it more than 10 years ago and has kept a busy schedule of updates ever since, keeping the curriculum on the cutting edge of yearbook journalism.

The curriculum package includes the **1, 2, 3 Yearbook Guide** textbook, which has 160 interactive pages, spiral binding with a split-page format (lower pages feature concise text in a 1, 2, 3 format and upper pages showcase work by students from nearly 100 schools around the nation).



The **1, 2, 3 Teacher's Guide** provides you with tools you need as an educator to teach either a complete yearbook course or just a single unit on yearbook within a journalism, communication arts or graphic design class.

Also in the **1, 2, 3 Yearbook Curriculum**, you'll find a CD with quizzes, worksheets and grading rubrics coordinating with the **1, 2, 3 Student Yearbook Guide** as well as a second CD with PowerPoint presentations you can use for classroom instruction.

It all comes together for you with the **1, 2, 3 Yearbook Curriculum** in a great big bright box to help keep all the materials completely organized in your classroom. It's just what you need, whether you are a novice or an experienced yearbook adviser who wants to start teaching yearbook as well as producing one.

Call me today, and I will bring out a **1, 2, 3 Yearbook Curriculum** for you to review in your classroom. And keep reading to find out other ways we can help you know as much about yearbook as you do about your other classroom areas of expertise.

They expect you to teach technology, too? The trials and tribulations of a yearbook adviser never end

So first your principal tells you that you get to advise the yearbook and teach yearbook class, and then, on top of all that, you find out that not only do you have to teach the staffers how to create a yearbook, but you also have to teach them how to use Adobe InDesign because that is how they submit their pages. So now, in a very short three months, you not only have to learn yearbook, you have to learn a fairly sophisticated piece of software without a lot of help.

Enter Jostens' **Making It Click** curriculum that not only teaches you and your staff Adobe InDesign but also Jostens YearTech (or PageMaker if your school is still using it) to submit your pages. Making It Click is a super (and yes award-winning as well) desktop publishing curriculum that works in a modular format, allowing individually-paced learning without a lot of classroom instruction from you. And that means you can use it during the summer to learn InDesign or PageMaker and YearTech at your own pace.



Making It Click comes in two custom versions. It is available for either the Mac or Windows platform. The **Making It Click** PageMaker edition covers versions 6.5 and 7, and the **Making It Click** InDesign edition covers InDesign 2, CS and CS2. Future versions will include CS3 as well.

The curriculum can be as basic or advanced as you want. A logical progression from total novice to seasoned graphic designer makes the curriculum valuable to both rookie staffers as well as your yearbook editors.

Students love working with the **Making It Click** curriculum because everything is totally hands-on. There are no lectures, long reading assignments or watch-and-learn exercises. Activities in each module

Continued on the next page

Call me today at 987-654-3210 to see all of Jostens' educational materials.

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Everything you need to know about teaching yearbook, photography and technology to your yearbook staff

From desktop to digital darkroom, you can learn it all!

Continued from the previous page

allow to practice the skill they are learning as it would be used to create yearbook pages. For InDesign, the accompanying CD contains the lesson file for each module. Students (and you, if you are learning InDesign) will open the lesson file containing the elements that are covered in the module and begin to practice the skills immediately.

The *Making It Click Student Guide* is a companion piece to the *Making It Click* curriculum binder. This 36-page, all-color publication highlights basic skills required to produce spreads using InDesign CS/CS2 and Jostens YearTech. I think you'll want a copy for each student who needs to learn InDesign.



So, if you are finding it difficult to teach your students the latest software innovations, call me today, and I will bring out a copy of *Making It Click* for you to try out in your classroom. While I am there, please let me show you the many other ways Jostens can help your yearbook education program.

New in 2007—a complete digital photography curriculum for you!

Making It Click does a superb job of teaching you and your students all you need to know to create the yearbook using Adobe InDesign, but to be honest, the curriculum can't do an in-depth job with digital photography at the same time.

Besides, it is likely that the students who are doing your design are not necessarily the same students who are taking your pictures. And you may not need to have your photographers learn how to use InDesign.

Their time would be better used with a course on digital photography specifically. Something that took them from camera usage to final print and made all their yearbook pictures look worthy of Ansel Adam.

New in 2007, we have just the ticket. . . Jostens *Get the Picture*, our new digital photography curriculum. A brand-new product written by yearbook advisers and professional photographers that is also a modulated, self-paced course that allows your staff to move at their own speed through the intricate and fun world of digital photo. This curriculum is also hands-on, allowing time for on-screen instruction followed by shooting assignments that take the student out into the school and bring them back with assignments that not only fit the coursework but can be used in the yearbook as well.

So no matter what brand of cameras you use, what kind of media cards they carry or even if you have never picked up a digital camera before, this course will walk you through digital photography from A to Z. It is a complete curriculum with teacher guide,

texts for students as well as PowerPoints you can use for in-class instruction. The course also comes with a CD full of sample photos that help your students see the kind of pictures they should be taking.

If you have already seen our other educational offerings, we would very much like to bring you out a copy of our new *Digital Photography Curriculum* for you to look at. We think you will find it will be something you will want to add to your arsenal of yearbook education materials.



Just want to teach copy writing? Need help with captions? Here's a bonus book that helps you do just that—*The Radical Write*.

Maybe you feel pretty good about teaching design (perhaps you're an art teacher), or the rest of the day you teach photography so you are pretty well covered in that area. But if you aren't an English teacher, you may find that you need some help in getting kids to write copy and captions. And you don't feel it's necessary to bring in an entire curriculum just to teach copy, headline and caption writing.

Well, here's a bonus Jostens educational offering that is just what the doctor ordered. A superb book called *The Radical Write*.

In the past decade, countless high school publications students learned the art of journalistic writing from The "original" *Radical Write*, a popular textbook written by Bobby Hawthorne, a long-time journalism educator.

By popular demand, a second edition of *The Radical Write* was released in 2004. Hawthorne teamed with Jostens to publish the new edition with updated text and a fresh, new design.

This hardbound, 216-page text covers writing for all student publications (including newspaper and literary magazines) and features an extensive chapter devoted exclusively to yearbook writing.

Hawthorne uses writing samples throughout *The Radical Write*, allowing students to learn by reading the work of other students. Sidebar quick tips appear in the narrow columns on the edges of the pages. And anecdotes from Hawthorne add personality to the text. Your students will find this book an amazing resource in their yearbook world. Call me, and I will bring a copy out for you to see.



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Everything you need to know about teaching yearbook, photography and technology to your yearbook staff

Continuing education in all things yearbook related

Adviser & Staff magazine brings you the latest in yearbook education and ideas on a regular basis.

Jostens publishes the largest-circulation magazine in the world devoted exclusively to producing and marketing yearbooks. The colorful pages of *Adviser & Staff* are packed with informative articles and examples reproduced from the nation's top yearbooks.

As part of its commitment to education, Jostens mails *Adviser & Staff* magazine to every high school yearbook adviser in the United States. If your high school is not receiving a complimentary copy, please contact me today, and I will make sure you are on the list of schools receiving it. If you are a middle school or junior high adviser, I can get you a subscription as well, but it is only by request. I would be happy to bring by some past issues for you and your staff to borrow.

We don't know about you, but we often read an article in a magazine or newspaper and think, "That's cool," and then forget about it for months until all of sudden we see a place where that particular idea would work in our yearbook. But now, where did that magazine go? The one with the "perfect" idea for our theme or coverage. Never fear. Jostens has put archived copies of *Adviser & Staff* on your Yearbook Avenue website that you can download them in PDF format anytime you need them. How about that?



A gallery of the best in yearbook journalism

The Gotcha Covered Look Book

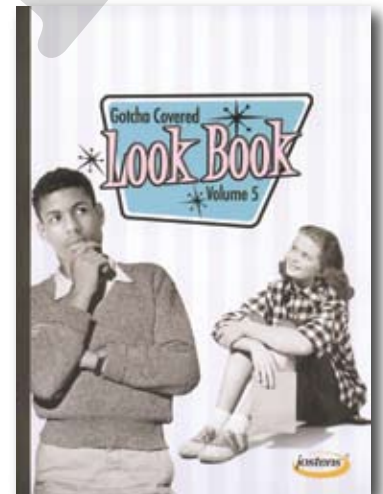
The *Gotcha Covered Look Book* is a collage of creative themes, cool covers, dazzling designs, relevant coverage, story-telling copy and action-packed photography carefully selected from outstanding yearbooks printed by Jostens. We print this book each and every year. If you are working with Jostens, you never know, your yearbook might wind up in its pages.

The 176-page, softbound, all-color publication is packed with ideas for any staff, regardless of school size or yearbook program. The Opening section of the Look Book, called "Cool Stuff," is a gallery of yearbook trends. Instructional captions explain the "cool stuff" showcased in the illustrations.

Sections for Student Life, Academics, People, Sports, Groups, Special Spreads, Advertising and Index display creative layouts from these yearbook areas in addition to providing story ideas to enhance your coverage.

Also in the *Gotcha Covered Look Book*, you'll find Jostens Photo contest winning images as well as the winning entries in the Jostens/Adobe InDesign Design Contest. Plus, "Winner's Circle" sidebars, running throughout the Look Book recognize Jostens customers earning top CSPA, NSPA and PIA honors for their 2006 yearbooks.

If you would like a copy of Jostens *Gotcha Covered Look Book*, contact me, and I will bring one out in the very near future. We can also discuss which of Jostens yearbook education options might complement your current yearbook program.



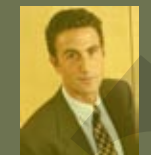
Consistent yearbook education with YourBook

Each and every month during the school year, a copy of *YourBook* will arrive in your mailbox. *YourBook* is the newsletter we produce in our office and provide to you at no charge.

Inside the pages of *YourBook*, you'll find helpful reminders of what you should be doing all throughout the year, graphic idea posters you can use to both decorate your classroom as well as generate ideas among your staff, tutorials and tips for InDesign, YearTech Online and Photoshop, not to mention articles to help improve your financial bottom line.

Over the years, numerous advisers have told us how much they appreciate receiving *YourBook* every month. Most of them use it to stay on track and keep on schedule as well for teaching yearbook and generating the best ideas.

If you aren't receiving *YourBook*, please let me know, and I will make sure you get on our mailing list immediately. I would love to come out and bring you some back issues—just call me at 987-654-3210.



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Workshops—learn from the experts

Summer, fall and spring, we provide a full schedule of workshops for you and your staff

It seems that just about every season of the year except winter we are holding some kind of workshop. And we feel that workshops are one of the best ways for your kids to learn about yearbook.

In summer, you have a chance to get very intensive with yearbook when you and your staff join us at our multi-day summer workshop, held at a nearby conference facility. We often bring in talented guest speakers who are nationally known yearbook experts. In addition, schools get a chance to meet with artists from our plant to create covers, endsheets and other thematic graphics with professional assistance.

You and your staff will not only learn about yearbook but also get extensive technological training in YearTech Online or InDesign (depending on how you create your yearbook). Classes in Photoshop and other aspects of photography as well as a short course for your Business Manager are also offered. I am very proud of the workshops we do here and know that should you or your staff attend any of them, you will

leave with some new expertise.

Then join us in the fall for our all-staff workshop, which we hold locally for one day so that you can bring your entire staff. At this workshop, we concentrate on the basics—layout, copy, captions and photo. We feel these are not only great learning experiences for what you and your staff learn from our instructors, but we know that one of the best parts of any workshop is the chance to meet other staffers from other schools who are in the same yearbook-boat as they are.



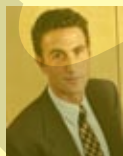
Also in the fall, we hold a one-day New Adviser's Workshop that is for the teacher who is just getting started in the yearbook world. If there are only one or two new advisers in the area, we often go to their schools and do a one-on-one workshop just with them. But if there are a number of new advisers, we will hold a free workshop that allows all of them to get their feet wet yearbook-wise.

In the spring, we often hold a premier so you and other advisers from around the area can see what Jostens has coming out new for the following school year. This one-day workshop is a great time for advisers to begin their planning for the following year and to see what new products and services they might be able to use to improve their book.

Ask them about Jostens Yearbook Education lineup

Use of Jostens Educational Programs varies greatly from school to school. Most schools attend at least one workshop, others use the *1, 2, 3 Curriculum* while others use the *Making It Click* desktop curriculum. All of them would be happy to tell you how they feel about these educational programs.

Nancy Francis	Beaver Lake Middle School	425-837-6377
Elizabeth Methott	Canyon Park Junior High	425-489-6476
Stephanie Yeazell	Cedar Park Christian	425-488-9778
Marie Wallis	Chinook Middle School	425-456-6300
Sister Sarah	Eastside Catholic HS	425-644-7737
Deene Junker	Forest Ridge HS	206-641-0700
Paula Anderson	Heritage Christian School	425-485-2575
John Hirshell	Highland Middle School	425-456-6400
April Jungkuz	Holy Names Academy	206-323-4212
Shannon Rubin	International Community	425-861-4380
Ellen Jarvinen	Issaquah High School	425-837-6102
Jack Rodney	Issaquah Middle School	425-837-6866
Lovenia Smith	Juanita High School	425-823-7600
Linda Welden	Kenmore JHS	425-402-5289
Benita Soper	Kirkland SDA School	425-822-7554
Keith Myette	Leota Junior High	425-402-5466
Amy Helm	Liberty High School	425-837-4862
Kurt Jacobs	Lopez High School	360-428-2219



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