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...in New Orleans



Ninth Annual National College Yearbook Workshop

June 3-5, 2010

Hampton Inn and Suites
New Orleans, La.

Sponsored by

Lesley W. Marcello

College Media Consultants, Inc.

In conjunction with



welcome

yearbook.com ...in New Orleans

Ninth Annual
National College Yearbook Workshop
June 3-5, 2010



One of the premier college yearbook workshops in the country has been right here in the Big Easy for the past eight years. Through Hurricane Katrina and the recovery, the workshop has

survived and thrived and responded to requests by attendees for more information.

The biggest change this year is the large number of mini-courses being offered at varying times and lengths before the tracks begin. It's almost double last year's selections. Some courses are being repeated, so people have a chance to hear different instructors.

All mini-courses are held before the workshop begins and require registration and an additional fee. **(See workshop registration form.)** The tracks start Thursday afternoon, continue until 5



p.m. Friday and end Saturday at 11a.m.

(See complete tentative schedule elsewhere in the brochure.)

More than 100 students from almost 30 college yearbook staffs attend each year, so there are always plenty of people to meet and share all of your wonderfully creative yearbook ideas with.

The Advisers' Roundtable, another popular feature, remains on the schedule. Lesley W. Marcello, past president and a Lifetime Member of College Media Advisers, Inc., leads the Advisers' Roundtable session for advisers only from 2:30-3:30 p.m. Thursday.

See current details at
www.collegemediaconsultants.com

Important Workshop Reminders:

- Register early to save money. Make substitutions later if needed. No refunds will be given.
- Reserve your spots in one of the mini-courses. **(Add-on to the basic fee).**
- Reserve a time slot with the cover designer. **(Add-on to the basic fee).**
- Book your hotel rooms using the form in this brochure with the CYB code.
- Or book your room online using the personalized link for the workshop on our website:
<http://hamptoninn.hilton.com/en/hp/groups/personalized/MSYLAHX-CYB-20100602/index.jhtml>

mini-courses

Mini-courses deal with topics that previous attendees have requested. They are held before the workshop for attendees who arrive early. Each course requires advance registration and an additional fee. Note the different time slots, so that attendees may take more than one course. **(See more information on registration form.)**





8:30-10 a.m. – 1.5 hrs. each

Theme - m1

Selecting a theme for your yearbook is the first and most important decision you and your staff will make. Launch your yearbook workshop experience by brainstorming the many options and possibilities you have as you nail down the theme of the book. Get those summer cobwebs out and start by selecting a solid theme!

Instructor – Frank Ragulsky

Beginning Photography - m2

This session is for beginning photographers or any others who want to learn the basics, from composition to exposure. Digital photography issues will be addressed as well. If you're new to photography or just want to know more about it, this session is highly recommended. Bring your digital camera.

Instructor – Randy Pfizenmaier

Color-correction in Photoshop - m3

Every photo, small and large, has to be color corrected consistently and accurately every time. In this mini-course, we'll develop a series of steps to ensure quality and consistency for any publication. Bring a laptop with Adobe Photoshop installed to follow along.

Instructor – Bradley Wilson

Censorship/First Amendment - m4

Yearbooks are publications, too, and just like newspapers they carry First Amendment protection – and just like newspapers, they get censored. This session will take a practical look at successful techniques to make your publication censor-resistant, and to calm a potential censorship controversy before it explodes.

Instructor – Frank LoMonte

Converting Breaking News to Yearbook Copy - m5

September's flu outbreak on campus was huge, ongoing news for your campus paper, but how do you cover that in the yearbook? This session will examine ways to convert hard-hitting and breaking news stories into formats that are more reader-friendly long after the initial event.

Instructor – Andrea Watson

8:30-11 a.m. – 2.5 hrs.

Conquering Your Fear of Adobe Illustrator - m6

No longer will this vector-based software be confusing and intimidating! Illustrator is a wonderful tool for manipulating type and generating graphics, but it's totally different from any other program in the Creative Suite. Bring a laptop with an attached mouse or tablet (those laptop track pads are tricky to draw on) and by the end of this

session, you'll be cruising through Illustrator with confidence.

Instructor – Stephen Williams



8:30 a.m.-12:30 p.m. – 4 hrs.

Training Your Staff - m7

You've picked your staff, developed your theme, now what? This session covers workshop and motivation ideas that will help train and prepare your staff members in the beginning of the year and keep them happy and motivated until the last page is complete.

Instructor – Tonya Danos

Getting Into Adobe InDesign – m8

So your yearbook will be designed in InDesign? It's Adobe's professional page layout and design program, and this class will help you learn the basics. Maybe you'll even end up with a few



extra tricks up your sleeve. You'll learn how to lay out photos and text on pages and add some effects to fulfill your vision. And you'll learn how to make sure that your pages will print correctly when they are sent to the plant. And

there's more! We'll touch on some of the other programs in the Adobe Creative Suite that will help your book look its best, like Photoshop, Illustrator and Acrobat. Bring your ideas, or examples you've seen, and we'll see how to turn them into pages. Maybe you're new to InDesign, or would just like to learn a couple of new things. Then this course is definitely for you.

Instructor – Mike Richman

10-11:30 a.m. - 1.5 hrs.

Leadership 101 for Editors – m9

This session is designed for editors in chief ONLY to provide you with leadership skills. The focus will be on motivating your staff and making sure you have a successful year.

Instructor – Frank Ragulsky

Color Correct Flesh Tones in Photoshop Like the Pros – m10

You will learn a prepress technique that provides great looking flesh tones when reproduced in offset printing. Make sure that you bring your laptop with Photoshop.

Instructor – Randy Pfizenmaier

Butchering Type in Photoshop – m11

The type function in Photoshop is one of the underappreciated tools. A lot can be done with type in Photoshop. We'll play with some of the more fun things learning how to set type on fire or put photos inside it. Bring a laptop with Adobe Photoshop installed to follow along.

Instructor – Bradley Wilson

Copyright – m12

The Internet has opened a treasure-trove of tempting text and inviting images – but can you use other people's work without paying for it? Sometimes the answer is yes. A review of copyright law, the "fair use" doctrine, and how to stay safe when borrowing or adapting work that was created by others, including photos that have been found online.

Instructor – Frank LoMonte

Converting Breaking News to Yearbook Copy (repeat) – m13

September's flu outbreak on campus was huge, ongoing news for your campus paper, but how do you cover that in the yearbook? This session will examine ways to convert those hard-hitting and breaking news stories into formats that are more reader-friendly months, years and decades after the initial event.

Instructor – Andrea Watson

1-2:30 p.m. – 1.5 hrs.

Leadership 101 for Editors (repeat) – m14

This session is designed for editors in chief ONLY to provide you with leadership skills. The focus will be on motivating your staff and making sure you have a successful year.

Instructor – Frank Ragulsky



Illustrator Fundamentals – m15

As a vector-based imaging tool, Illustrator is great for creating everything from graphic headlines to charts. And it integrates seamlessly with InDesign. Come learn some basics of this powerful program. Bring a laptop with Adobe Illustrator installed to follow along.

Instructor – Bradley Wilson

Privacy/Right To Photograph – m16

“You can’t take pictures of people without their consent.” “You can’t print photos of minors without a parental release form.” We’ve heard the urban myths surrounding privacy, but how many of them are true? Fewer than you probably think. We’ll go over the law



of privacy and explain the (relatively few) times journalists can’t freely take and publish images.

Instructor – Frank LoMonte

Covering Sports – m17

Covering sports for the yearbook has to go beyond game recaps and highlights. In this session we’ll examine ways to cover the sports on your campus that will be reader-friendly and relevant one, five or 10 years from now. We’ll look for feature angles and profiles and ways to create cohesive, comprehensive packages.

Instructor – Andrea Watson

Beginning Photography (repeat) – m18

This session is for beginning photographers or any others who want to learn the basics of photography, from composition to exposure. Digital photography issues will be addressed as well. If you are new to photography or if you just want to know more about it, this session is highly recommended. Bring your digital camera.

Instructor – Randy Pfizenmaier

tracks

Track 1 – Writing

A lasting yearbook is one where the text reflects the whole year and the whole school. Brainstorm how you will reflect your entire campus throughout the book, and then polish the writing skills that will make your book exciting and fun to read.

Instructor – Frank Ragulsky

Track 2 – Basic Design and Layout Development

Designers learn the basics of good yearbook design and how to carry design ideas and style consistently throughout the book.

Instructor – Tonya Danos

Track 3 – Photography

This track will stress digital photography including lighting, composition, editing, image optimization and digital database management. We’ll look at how to create stunning images, with students photographing assignments during the session. Bring your digital camera. Also, having a laptop with Photoshop CS is highly recommended.

Instructor – Randy Pfizenmaier

Track 4 – Good Ideas Make a Good Book

Good design and good writing are crucial to producing a good yearbook but what are the reporters and designers going to work with if there aren’t good ideas in the first place?



Content is the central element to all good yearbooks. This track will be the time to look at what has been done at other schools – large or small, public or private – and to brainstorm about how to make these ideas work on your campus. This is your chance to examine how your book can cover cheating on campus or the current budget shortfall. It’s also the time to look for new ideas for covering the

occur on campus every year and how to create cohesive packaging ideas.

Instructor – Andrea Watson

Track 5 – Advanced Design

Sessions for this fast-paced class include demonstrations on how to apply the latest trends in typography, color usage, white



space, graphics, photography and contemporary design techniques, everything from grid structure to emulating popular magazine design. However, the focus will be on applying

those skills to produce yearbook spreads and improving the design of those spreads for a contemporary audience. A grasp of the fundamentals of design and knowledge of the basic use of Adobe InDesign are necessary for this class. Designers should be sure to bring their own laptop computer with Adobe InDesign or other pagination software installed.

Instructor – Bradley Wilson



tentative schedule

Thursday, June 3, 2010

8-8:30 a.m.	Early Registration
8:30-2:30 p.m.	Mini-Courses (See List) Lunch on your own
2:30-3:30 p.m.	Advisers' Roundtable
3-3:30 p.m.	Registration
3:30-3:45 p.m.	Opening Session
3:45-4 p.m.	Break
4-6 p.m.	Tracks
6-7 p.m.	Dinner (included in workshop fee)
7-8:30 p.m.	Sessions

Friday, June 4, 2010

9-5 p.m.	Sessions (with scheduled breaks)
11:30-1 p.m.	Lunch (included in workshop fee) Tracks will break at different assigned times.
5 p.m.	Dinner on your own.

Saturday, June 5, 2010

9-11 a.m.	Sessions
11-11:30 a.m.	Closing

tentative faculty

Our workshop facilitators are among the best in the business. They have taught students and advisers at every level.

Tonya Danos

Tonya Danos is the journalism adviser at Catholic High School in New Iberia, LA, where she advises the school's student publications. She has previous journalism advising experience as the Director of Student Publications at Nicholls State University in Thibodaux, LA, where she advised the production of the student newspaper, as well as the yearbook for three years. In addition, Tonya also advised the high school newspaper and yearbook at Terrebonne High School in Houma, LA, for six years. Her expertise includes layout and design, staff management, as well as motivation and feature writing.

Frank D. LoMonte

Frank D. LoMonte joined the Student Press Law Center as Executive Director in January 2008, after practicing with the Atlanta-based law firm of Sutherland Asbill & Brennan LLP and clerking for federal judges on the Northern District of Georgia and



the Eleventh Circuit U.S. Court of Appeals. Before he went to law school, LoMonte was an award-winning investigative journalist and columnist in state capital bureaus in Florida, Georgia and in Washington, D.C., with the Morris newspaper chain.

Randy Pfizenmaier

Randy Pfizenmaier is a professional photographer who was born and raised in the suburbs of Chicago, IL and currently lives in Fort Collins, CO.



From advertising to editorial, his assignments have taken him many places throughout the US, Mexico and the Caribbean for clients such as: Bolle sunglasses, Scuba Schools Int., Hewlett Packard, Blue-ray Disc and Great West Life Insurance. His images can be seen in a variety of places from print ads, brochures and packaging to corporate annual reports. Randy's love of photography and people often stretches beyond his commissioned work to include personal projects such as a recent series of images he produced documenting people under the care of a local hospice organization.

Frank Ragulsky

Frank Ragulsky has served as a yearbook adviser at four major universities for 40 years. His students have been nationally recognized for Pacemaker and All-America yearbooks. Frank's specialty is writing, editing and photography.



This is Frank's ninth year as a College Media Consultants, Inc. instructor and his proposed new leadership mini course is a definite must for all attending editors in chief.

Mike Richman

Mike Richman is a Solutions Development Manager for Adobe Systems Inc, the world-leader in digital imaging, design, and document technology platforms for consumers, creative professionals, and enterprises. Based in New York City, Mike works exclusively with the world's largest advertising agencies to ensure that they get the most from their investment in Adobe tools for digital imaging, design and document management. He is an Adobe Certified Expert (ACE) in InDesign, InCopy, Acrobat, Illustrator and Photoshop and has been with Adobe since 2000. Mike is the co-author, along with Adam Pratt, of The Adobe InCopy CS2 Book, from Adobe Press.

Andrea Watson

Andrea Watson is the assistant director of the Department of Student Media at Texas Tech University, where she has served as the editorial adviser to La Ventana yearbook and The Daily Toreador newspaper for seven years. Before moving to Student Media, she worked in marketing and communications for the Texas Tech Health Sciences Center's School of Medicine. She also worked as a features reporter for the Lubbock Avalanche-Journal for several years. In addition to advising, she also works as a freelance reporter and graphic designer.

Stephen Williams

Stephen Williams has devoted the last seven years of his life to yearbook cover design. A former advertising creative director, Stephen began freelancing as a cover designer at yearbook workshops and quickly turned that into a career.

After launching his website, www.thecoverartist.com, Stephen has designed over 1,500 book covers, many for nationally-recognized yearbook publications. Stephen gets his mail in Tulsa, OK, but he's more likely to be found at a workshop



or a yearbook classroom helping students achieve the best looking yearbook possible.

Bradley Wilson

Bradley Wilson is the coordinator for student media advising at North Carolina State University where he advises the daily newspaper, the radio station, a weekly newspaper, a literary magazine, an online magazine and the yearbook. The yearbook and literary magazine have won top national honors including the ACP Pacemaker

and CSPA Gold Crown. He is the associate chair of the photo committee for College Media Advisers and the editor of the publications for the national Journalism



Education Association. Wilson is also active in local and regional associations to improve the quality of journalism education. Among other awards, he has received the Pioneer Award from the National Scholastic Press Association and the Carl Towley Award from the Journalism Education Association, which is its highest honor.

testimonials

Over the years we've had attendees from all over the country come and learn skills that will last them a lifetime. Here's only a sampling of what they had to say.

"I'm really glad I was able to come to this conference because I feel as though I got a lot of new ideas to incorporate into my yearbook. It was also really helpful to meet people from other schools and see how they handle their own yearbooks and staff."

Loyola Marymount University (California)

"...I got a lot of new ideas to incorporate into my yearbook..."

"Very great group, hilarious and knowledgeable speaker, classes were very informative."

University of Miami

"I thought the workshop was good. Food was great!"

Alabama State University

"The woman who led my session was dynamic and relaxed, and I got a lot of great content ideas and ideas on how to cover them. I'd definitely come back next year!"

James Madison University (Virginia)

"...I learned so much during these past few days. I had no prior knowledge..."

"I learned so much during these past few days. I had no prior knowledge about how to lay out a book. After this weekend, I feel that the

knowledge I have gained will be very beneficial next year and make me able to help the staff even more."

Shippensburg University (Pennsylvania)

"...I had a really good time at this conference/workshop and in New Orleans in general..."

"I really enjoyed the workshop. It was very informative and worth my time. The staff and speakers were wonderful. The schedule was perfect. I enjoyed not starting until 9 and having free time at the end of the day."

Copiah-Lincoln Community College (Mississippi)

"Instructors and staff were very friendly and personable. I liked the convenience of having the conference at the hotel. Overall I had a great time and will recommend this conference in the future."

McNeese State University (Louisiana)

"I believe the workshop was very well-planned—I was impressed in that aspect."

Jones County Junior College (Mississippi)

"I thought it was held at a great location. I felt very safe. I had a really good time at this conference/workshop and in New Orleans in general. I've learned a lot, met a lot of talented people and gained a lot of valuable experience! Everything was very organized, which made the workshops more enjoyable."

Austin Peay University (Tennessee)

I really enjoyed myself!! It was a wonderful experience and I gained a lot of useful information.

Alcorn State University (Mississippi)

Loved it, great speakers and great critiques. Gave me valuable time to figure out things/ideas for next year's book.

Palm Beach Atlantic University (Florida)

workshop reservation

Ninth Annual National College Yearbook Workshop / June 3-5, 2010

Yearbook Name _____ College _____
 Contact Name _____ Adviser E-mail Address _____
 Office Address _____
 City _____ State _____ Zip _____ Telephone _____ Office Fax No. _____

Please list all attendees with their mini-courses, but **only one track** per attendee. Every effort will be made to accommodate your request. All attendees must be listed. Duplicate this form as necessary.

Pre-Workshop Mini-Courses

8:30-10 a.m. – 1.5 hrs. each

- m1** - Theme
- m2** - Beginning Photography
- m3** - Color Correction in Photoshop
- m4** - Censorship/First Amendment
- m5** - Converting Breaking News to Yearbook Copy

10-11:30 a.m. – 1.5 hrs.

- m9** - Leadership 101 for Editors
- m10** - Color Correct Flesh Tones in Photoshop Like the Pros
- m11** - Butchering Type in Photoshop
- m12** - Copyright
- m13** - Converting Breaking News to Yearbook Copy (repeat)

8:30-11 a.m. – 2.5 hrs.

- m6** - Conquering Your Fear of Adobe Illustrator

1-2:30 p.m. – 1.5 hrs.

- m14** - Leadership 101 for Editors (repeat)
- m15** - Illustrator Fundamentals
- m16** - Privacy/Right to Photograph
- m17** - Covering Sports
- m18** - Beginning Photography (repeat)

8:30 a.m.-12:30 p.m. – 4 hrs.

- m7** - Training Your Staff
- m8** - Getting Into Adobe InDesign

Tracks

- t1** - Writing
- t2** - Basic Layout and Design Development

- t3** - Photography
- t4** - Good Ideas to Make a Good Book
- t5** - Advanced Design

Name	E-mail Address	Position	M	T

Early Registration

Payment and forms postmarked on or **BEFORE April 19, 2010.**

Pre-Workshop Mini-Courses:

- 1.5 hrs.** No. _____ @ \$35 ea. = \$ _____
- 2.5 hrs.** No. _____ @ \$55 ea. = \$ _____
- 4.0 hrs.** No. _____ @ \$85 ea. = \$ _____

Workshop Track

No. _____ @ \$235 ea. = \$ _____

Cover Designer @ \$125 hr. = \$ _____

(Limit one hour. Also limit participants to four for design session.)

Indicate desired time slot below.

Day _____ Time _____

Registration

Payment and forms postmarked on or **BEFORE May 3, 2010.**

Pre-Workshop Mini-Courses:

- 1.5 hrs.** No. _____ @ \$37 ea. = \$ _____
- 2.5 hrs.** No. _____ @ \$60 ea. = \$ _____
- 4.0 hrs.** No. _____ @ \$90 ea. = \$ _____

Workshop Track

No. _____ @ \$290 ea. = \$ _____

Cover Designer @ \$130 hr. = \$ _____

(Limit one hour. Also limit participants to four for design session.)

Indicate desired time slot below.

Day _____ Time _____

Late Registration

Payment and forms postmarked **AFTER May 3, 2010.**

Pre-Workshop Mini-Courses:

- 1.5 hrs.** No. _____ @ \$39 ea. = \$ _____
- 2.5 hrs.** No. _____ @ \$67 ea. = \$ _____
- 4.0 hrs.** No. _____ @ \$99 ea. = \$ _____

Workshop Track

No. _____ @ \$370 ea. = \$ _____

Cover Designer @ \$150 hr. = \$ _____

(Limit one hour. Also limit participants to four for design session.)

Indicate desired time slot below.

Day _____ Time _____

Make all checks or purchase orders payable in U.S. funds to **College Media Consultants, Inc.**

Mail this form with payment to:

Lesley W. Marcello
College Media Consultants, Inc.
701 Levert Dr. Thibodaux, LA 70301
(985) 447-3528 / Fax: (985) 449-1146
www.collegemediaconsultants.com

Registration Fees

TOTAL DUE=

Total Enclosed \$

Check Enclosed #

Purchase Order Enclosed #

Office Use Only

Rec'd

Conf

Plan carefully. No refunds will be given. Substitutions may be made at any time. College Media Consultants, Inc. will send a confirmation to the contact on this form unless other instructions are given.

Please attach a statement regarding disability-related needs that may affect participation of any member of your group. We will contact you to discuss accommodations. We cannot assure availability of appropriate accommodations without prior notification by May 3, 2010.

workshop director

Lesley W. Marcello, retired after 31 years of advising student media at Nicholls State University in Thibodaux, LA, handles arrangements through her company, College Media Consultants, Inc., working with Taylor Publishing. A lifetime member of College Media



Advisers Inc., Marcello is also a past president and Hall of Fame member of CMA. She has conducted many workshops around the country for students and advisors.

taylor publishing



Taylor Publishing of Dallas, Texas, prides itself on the personal experience that it provides. Whether you are a Taylor customer or not, come to the workshop to learn how to produce the best yearbook that you can.

contact us

Additional information including downloadable PDF registration materials and links to New Orleans is available online at

www.collegemediaconsultants.com.

Upcoming workshops are also listed there.



hotel reservation



Hampton Inn and Suites

1201 Convention Center Blvd, New Orleans, LA 70130
Phone: (504) 566-9990 or Toll-Free: (866) 311-1200
Fax: (504) 556-9997

Please complete all information below and mail directly to Hampton Inn and Suites along with payment.

Only one room is allowed per reservation form.

Reservations are based on a first-come, first-serve basis.

Confirmations will be sent after Hampton Inn and Suites receives your form and payment.

Last Name _____
First Name _____
Home Address _____
City _____ State _____ Zip _____
Telephone _____
Fax _____
Names of Additional Persons _____

Arrival Date _____ Departure Date _____
Arrival Time (after 3 p.m.) _____
Departure Time (before 11 a.m.) _____

Please check the space below that is applicable for your stay. We will do our very best to accommodate requests; however, all requests are based on availability and are not guaranteed.

Standard Rooms	Suites
_____ \$109 for one or two beds plus 13% sales tax and \$1 occupancy tax per night.	_____ \$159 for suites plus 13% sales tax and \$1 occupancy tax per night.

All reservations require a credit card to guarantee your room. Additionally, there is a fee (payable upon check-in) of \$26.75 per night plus 12% tax per vehicle for guests utilizing our hotel parking if you so choose. This is all-day parking with in and out privileges. Request the group rate for National College Yearbook 2010 (coded "CYB" in the computer). Reservations must be made by **May 2, 2010.**

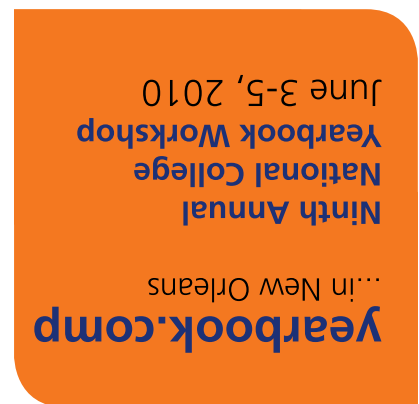
Or book your room online using the personalized link for the workshop on our website:
<http://hamptoninn.hilton.com/en/hp/groups/personalized/MSYLAHX-CYB-20100602/index.jhtml>

Make checks payable to Hampton Inn and Suites
Mail this completed form to:
Hampton Inn and Suites
1201 Convention Center Blvd.
New Orleans, LA 70130

why you should come

Yearbook.comp workshops offer staffs:

- a quicker start on the year because of decisions made during the workshop about design, content, and photography.
- a sense of teamwork.
- top-notch instruction from advisers and professionals.
- interaction with other staffs from around the country.
- extensive training for the experienced and the novice.
- a dinner and a lunch included in the workshop fees.



College Media Consultants, Inc.
701 Levert Dr. / Thibodaux, LA 70301
www.collegemediaconsultants.com

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