

Adviser Academy

Registration Form



To reserve your spot in a highly rewarding educational experience, complete the form below and return to the address below by Friday, May 20.

Please complete a registration form for each person attending.

First Name: _____ Last Name: _____

School Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____ School Phone Number: _____

Years advising: _____

Book Name: _____

Book Size (check one): 9" x 12" 8 1/2" x 11" 7 3/4" x 10 1/2"

Number of pages: _____

Summer Contact Information

Phone Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Current Publisher (check one)

Walsworth Herff Jones Jostens Balfour Lifetouch Other _____

Course Selection

Please enroll me in the following classes.

Choose One – On Tuesday and Thursday, all participants will attend classes in either Track One or Track Two – depending on their level of experience.

- Track One** – recommended for advisers with little or no experience who wish to develop their advising skills
- Track Two** – recommended for experienced advisers wishing to improve their yearbook program

Seminar Day Selections – On Wednesday, all participants will elect to either tour Walsworth's Pre-press, Printing and Bindery facilities in Brookfield and Marceline, Mo., or attend specialized seminars in Kansas City.

Choose One – Select either to tour our Pre-press, Printing and Bindery facilities or to attend the Kansas City specialized seminars.

- I will participate in the Walsworth Pre-press, Printing and Bindery tour. The tour will depart from the Hyatt Regency at about 7:30 a.m. and return about 5:30 p.m.
- I will attend the seminars in Kansas City as indicated below. The morning sessions will begin at 8 a.m. and end at noon. The afternoon sessions will run from 1 to 4:30 p.m. Select one each from the morning and afternoon sessions or choose the all-day seminar.

All-day seminar — class limited to 12 participants

- ❑ **A Little Bit of Everything** — During this all-day seminar, experienced advisers will receive photo tips for getting the best images, participate in a photo fieldtrip, and fact gather for future use. Participants will study the process of selecting and editing photos as well as discuss work flow. Design instruction will help prepare the attendees for their class project: a yearbook spread using the images shot. (All participants must be experienced advisers and must bring a digital camera with appropriate card, a card reader compatible with your card, and a computer loaded with Photoshop and InDesign.)

Morning seminars — not available to those attending the all-day seminar

- ❑ **Photojournalism, Part I, Capturing Moments** — Yearbook photographers are photojournalists. Find out what makes a great yearbook photo so much more than a snapshot. We will talk about taking yearbook photos beyond the grip and grins — using good compositional techniques and planning. Participants will study basic camera handling and equipment. (Participants must bring a digital camera, appropriate card, lenses, and a flash.)
- ❑ **Introduction to Online Design** — Learn how to create and manage staff accounts, assign pages and permissions to different staff members, set up your yearbook ladder, and upload and organize your images using Walsworth's Online Design. (Requires a computer capable of connecting to the internet and your username and password to enter Members Only on walsworthyearbooks.com. Contact your yearbook sales representative if you have any questions.)
- ❑ **Introduction to InDesign** — Learn the essentials of building yearbook pages using the tools in Adobe InDesign, combined with the Enhancements developed exclusively by Walsworth. Session will cover palettes, menus and windows. (Requires a computer loaded with at least InDesign CS3 and Walsworth's Enhancements for 2012. Contact your yearbook sales representative if you have any questions.)
- ❑ **Beginning Photoshop** — Start to unravel the infinite world of Adobe Photoshop. Learn the basic tools, essential palettes and how to use Walsworth's Photoshop Enhancements to prepare images and create great photo and headline effects. (Requires a computer loaded with at least Photoshop CS2 and Walsworth's Enhancements for 2012. Contact your yearbook sales representative if you have any questions.)
- ❑ **Roundtable Yearbook Critiques** — Benefit from the varied experiences of your peers. Get a critique of your most recent yearbook while contributing to group discussions of other books. (Participants should bring two or three of their yearbooks.)

Afternoon seminars — not available to those attending the all-day seminar

- ❑ **Photojournalism, Part II, Let's Get Technical** — That little readout inside your viewfinder is there for a reason. Learn the basics of shooting in manual mode so that you control the camera instead of letting it control you. If you tell your students to "Just set it on auto and go," this class is for you. We will talk about the basics of differing lighting situations and how to adjust accordingly. (Participants must bring a digital camera, appropriate card, lenses, and a flash.)
- ❑ **Mastering Online Design** — This session will focus on the process of page creation, editing and submission with Walsworth's Online Design. Learn how to create simple to complex yearbook pages using the Page Editor tools and learn the methods for reviewing, proofing, and submitting spreads. (Requires a computer capable of connecting to the internet and your username and password to enter Members Only on walsworthyearbooks.com. Contact your yearbook sales representative if you have any questions.)
- ❑ **Advanced InDesign: How'd they do that?** — Participants in this hands-on class will explore advanced use of Walsworth's Enhancements for building pages, Adobe Bridge for managing images, and will look at how fresh design techniques found in yearbooks and professional magazines are created. (Requires a computer loaded with at least InDesign CS3 and Walsworth's Enhancements for 2012. Contact your sales representative if you have any questions.)
- ❑ **Exceptionally Useful Photoshop Fixes** — Not all images are created equal, and most are bound to need some enhancing. Use these advanced tools and techniques taught by our best artists to improve the quality, color and consistency of images in your yearbook. Participants will also study how some of the most popular effects are created. (Requires a computer loaded with at least Photoshop CS2 and Walsworth's Enhancements for 2012. Contact your yearbook sales representative if you have any questions.)

- That's so 2010; Plan coverage that captures this year** – Learn to train your yearbook journalists to find the stories that define this school year, and to teach them how to get the best quotes and photos to tell those stories. These techniques will freshen your coverage of annual events and uncover life as students know it now.

Hotel Reservations

With the exception of those participating in the tour of the production facilities, all instruction will take place at the Hyatt Regency Crown Center, 2345 McGee St., Kansas City, MO.

Walsworth has reserved a block of rooms at the discounted rate of \$127.33, including all taxes, each night; three-night stay: \$381.99. Attendees pay the hotel costs directly to the Hyatt upon check out.

To make a reservation at the Hyatt, please provide Walsworth the following information and we will make the reservations.

Arrival date: _____ Departure date: _____

Please let us know if you have any special needs. _____

Payment

Tuition for the three-day workshop is \$345 and includes tuition and breakfast and lunch meals. Please provide the following information and mail this registration form and payment to the address below.

Amount enclosed: _____

Payment method (check one):

Personal Check School Check Money Order Other: _____

Mail registration form and payment to:

Adviser Academy
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