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#ybr We are the storytellers

7.6.22-7.8.22

# Heart of America SUMMER PUBLICATIONS WORKSHOP

Photo Courtesy: Sydney Hansen

**Need help?** Contact your Walsworth sales rep or go to [heartofamericaworkshop.com](http://heartofamericaworkshop.com).

Heart of America  
PUBLICATIONS WORKSHOP



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# we are the story tellers

## Summer Publications Workshop

Topics covered include writing, design, theme development, coverage, marketing, staff organization and motivation, photography techniques and composition, Photoshop, InDesign, Online Design, trends, adviser training and much more! Tuition includes supplies, prizes and more!

## Tentative Courses

- Theme Development
- Trends
- Yearbook Coverage Ideas
- Ladder Planning
- Beginning InDesign for Yearbook
- Advanced InDesign for Yearbook
- Online Design
- Advanced Online Design Techniques
- Marketing Plans for Yearbook and Ad Sales
- Online Ad Sales
- Online Book Sales
- Artist Sessions for Covers and Endsheets
- Photography Basics
- Photoshop® Advanced
- Yearbook Design
- Yearbook Writing
- Alternative Coverage Treatments
- Proofing and Editing Processes
- Editorial Leadership
- Team Building
- Staff Development and Motivation
- Adviser Academy
- Yearbook AR
- Newspaper Design
- Newspaper Writing and Coverage
- Online Newspaper Training

## Testimonials

“This made me want to strive to become an even greater yearbook student!!!”

**Nhukim Nguyen, Lee's Summit North High School**

“We loved the experience. Great content and overall pace. It was awesome to walk away with a theme package we all bought in to and will give us a great jump on our year. It was also fantastic training for my newbies as I don't think they will have that first year drowning feeling — they will be prepared to jump right in!”

**Sarah Weekly, Shawnee Heights High School**

## FAQS

### Where is the workshop being held?

University of Central Missouri  
108 W. South St. | Warrensburg, MO 64093

### How much does it cost?

Depending on whether you will be staying on campus, prices vary. See registration form for details. Prices include tuition, all meals and dorm room unless you are a commuter.

### How do I register?

There are two ways to register. You may mail the enclosed form by June 3 or you can go to [heartofamericaworkshop.com](http://heartofamericaworkshop.com). If you are paying with a school purchase order, please indicate that on the registration form.

### May I register late?

There is a \$30 late fee per registrant if registration forms are not received by June 3. We can accept late registrations until July 6, only if space is available.

## Special Guest Speaker



**Susan Massy** is the yearbook adviser at Shawnee Mission Northwest High School, where her Lair yearbook staffs have been demonstrating excellence in writing and design for the past two decades. Lair recently won its 23rd Pacemaker award from NSPA under Massy's guidance.

# July 6-8



## University of Central Missouri

### Registration Information

Fill out the enclosed registration form. Mail all signed forms in time to arrive by June 3 and payment by July 6. If you are paying with a school purchase order, please include the purchase order number or a copy of the PO with your registration. Registration is not complete until all forms are received. There is a \$30 late fee per registrant for registration forms received after June 3. Space is limited. You may also register online at [heartofamericaworkshop.com](http://heartofamericaworkshop.com).

### Reminders

You will be emailed a confirmation packet with supply lists, complete curriculum lists, instructors, maps and other details after we receive your registration.

## Tentative Schedule

### Wednesday, July 6

- 9:30 a.m. Check-in begins
- 11:30 a.m. Welcoming and Opening Session
- Noon: Lunch
- 1 p.m. Workshop classes begin
- 6 p.m. Dinner
- 7 p.m. Workshop classes continue
- 9 p.m. Evening activity
- 11 p.m. Rest!

### Thursday, July 7

- 8:20 a.m. Workshop classes continue
- Noon: Lunch
- 1 p.m. Workshop classes continue
- 5:15 p.m. Dinner
- 6:15 p.m. Work on projects
- 10 p.m. Ice Cream Social
- 11 p.m. Rest!

### Friday, July 8

- 8:15 a.m. Workshop Sessions and Awards Show
- 11:45 a.m. Workshop concludes

For more information on the workshop, go to [heartofamericaworkshop.com](http://heartofamericaworkshop.com)