

Jostens®

Adobe PageMaker software's ease of use and powerful features aid students and teachers in design of exceptional school yearbooks

PROFILE

- Leading provider of products, programs, and services that help people celebrate important moments, recognize achievements, and build affiliations
- Employees: More than 5,000
- Headquarters: Minneapolis, Minnesota
- www.jostens.com

BENEFITS SUMMARY

- Adobe PageMaker software and Jostens YearTech software enable students to develop professional-quality yearbooks.
- YearTech software provides specific automated functions, designs, and art to speed and simplify yearbook creation.
- The indexing feature in Adobe PageMaker simplifies the time-consuming task of alphabetizing student names in yearbooks.
- With Adobe PageMaker, students easily place text and photos in layouts and move images around to achieve the exact look they want.
- The tight integration of Adobe Illustrator® and Adobe Photoshop® with Adobe PageMaker speeds creation of complex yearbook pages.
- Adobe PageMaker offers powerful design features at a price that fits a school's limited budget.

The sleek images and complex layouts in many of today's school yearbooks are created with Jostens YearTech® software and Adobe PageMaker. It's a winning combination of tools that enables students, many of whom never used a page layout program before the start of the school year, to develop award-winning designs. "With our YearTech software and Adobe PageMaker 7.0 software, students and teachers are creating yearbook pages that rival the work of design professionals," says Eric Loring, marketing manager for Jostens.

Few companies understand the needs of students and educators better than Jostens. In a single year the company works with thousands of schools nationwide, from elementary and middle schools to high schools and colleges, to produce yearbooks. To enable students and teachers to quickly create professional-quality page layouts, Jostens developed YearTech, an intuitive application built around the functionality and ease of use of Adobe PageMaker software.

Personalization a priority

Yearbooks are appealing and relevant to students when they are personalized with many photos, images, and captions. Using Adobe PageMaker, students can easily place text and photos in page layouts and move elements around as needed. The tight integration of Adobe Illustrator and Adobe Photoshop software with Adobe PageMaker 7.0 also enables students doing more advanced designs to move images effortlessly between the applications.

"It's really about giving students enough structure and enough creative control," Loring explains. "The software tools have to be simple and intuitive yet still provide freedom to let students try new ideas. The Adobe software and our YearTech software provide the necessary balance."

The YearTech toolbar in the Jostens software contains a number of automated yearbook and Adobe PageMaker functions. For instance, students can point and click on the toolbar to select from thousands of predesigned page combinations or access a complete CD-ROM of color clip art and backgrounds. An Adobe PageMaker capability that is particularly important for yearbook design is the indexing feature, which automatically sorts student names by last or first name and highlights the pages on which students' pictures appear.

Skills and memories for a lifetime

For schools, yearbook production serves three essential purposes. First, students working on the yearbook learn valuable organizational skills and how to stay focused under the pressure of looming deadlines. Second, the finished yearbook is a tangible connection to their school long after they graduate. Third, the process of using award-winning Adobe software to design yearbooks gives students skills that many will use after graduation.

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*Eric Loring
Marketing manager
Jostens*

“Adobe PageMaker is popular because it’s intuitive and easy to learn,” says Loring. “Educators quickly pick up on it, and students gravitate toward it because they can jump in and start getting the results they want—which encourages them to do even more with the software.”

Commitment to educators

According to Loring, Adobe has long been a strong force in the education market. Many teachers have been trained on the Adobe tools, and it is software that they are comfortable teaching their students to use. Equally important are price and functionality. “Adobe PageMaker delivers the power that schools need at a price that fits their budgets. Teachers and students can get great results with an application that doesn’t drain limited school resources,” Loring says.

At John F. Kennedy Middle School in Eugene, Oregon, teacher and yearbook advisor Sinde Fitz works with sixth, seventh, and eighth graders to produce the school’s yearbook. Students use shortcuts in Adobe PageMaker to place text and artwork, and create designs with the program’s box and line elements. Explains Fitz, “Students can improvise from the premade YearTech templates. They build on their ideas and, within a short time, walk away with designs they are happy with.”

Classy results

Schools usually send sections of their yearbooks to Jostens throughout the year for printing. Some schools place the Adobe PageMaker files and accompanying images on a Zip disk and send them in the mail.

For Fitz and her students, YearTech software and Adobe PageMaker proved to be a winning combination, as the school’s yearbook recently finished first in the Middle School division of the American Scholastic Press Association’s annual competition. Concludes Loring, “One thing that drives our success is that we empower students and teachers with the support and tools they need to develop exceptional yearbooks. With Adobe PageMaker software, our customers are achieving first-class results.”

TOOLBOX

Adobe Illustrator
Adobe PageMaker
Adobe Photoshop

Macintosh computers
PCs



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95000619 4/02

