

2010 Yearbook Design Contest

Push your InDesign creative skills.

Send us your best yearbook double-page spread created with Adobe® InDesign by April 30, 2010. You could win a Macintosh® or Dell® laptop with the newest version of Adobe Creative Suite, or one of our other amazing prizes. And it doesn't matter what yearbook company you work with — all students in grades 6-12 are eligible.

See jostens.com for details.

Co-Sponsored by Jostens and Adobe



2010

Yearbook Design Contest

Rules

The 2010 InDesign® Yearbook Design Contest (the “Contest”) is jointly sponsored by Jostens, Inc., (“Jostens”) and Adobe Systems, Inc., Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110 (“Adobe”). Jostens and Adobe are collectively referred to herein as (“Sponsors”).

The Contest will begin on March 2, 2010 and end on April 30, 2010.

1. Eligibility—The Contest is open to all students in North America in grades six (6) through twelve (12) who work on, are members of, or are affiliated with their school's yearbook staff. Only one entry permitted per student. VOID WHERE PROHIBITED BY LAW. Employees, shareholders, officers, directors, agents and representatives of Jostens, its parents, subsidiaries, affiliates, agents and members of their immediate families (defined as spouse, children, parents or siblings) or households are NOT eligible to enter. The Contest will be run in accordance with the laws of the state of Minnesota.

How to Enter—NO PURCHASE NECESSARY. Entrants must submit a complete yearbook spread (DPS) created using Adobe InDesign® CS – CS4 on a yearbook template with all text and photos in place. Pre-designed layouts from any yearbook company cannot be used. The entry must include a printout of each page and a CD containing the Adobe InDesign file and all links and fonts needed to print the file. Do not submit actual printed photos. The entry may be either process color or black and white. Since the preferences for RGB or CMYK photos varies between yearbook companies, all digital images may be submitted in either RGB or CMYK format. Designs may use any font as long as it is packaged and submitted with the spread.

Entries will be void if illegible, incomplete or not received by the deadline specified in the Official Rules. All entries must be accompanied by a completed entry form signed by your yearbook adviser.

Completed design entries should be submitted to: InDesign Yearbook Design Contest, Jostens, P.O. Box 386150, Minneapolis, MN 55438-6150. ONLY U.S. Mail can be sent to a post office box. FedEx, UPS and other courier deliveries are not accepted.

2. Deadlines—Completed design entries must be postmarked no later than April 30, 2010, to be considered eligible for consideration in the Contest.
3. Prizes—Prizes to be awarded are:
 - a. **Grand Prize**—choice between a Macintosh or Dell laptop computer and the newest version of Adobe Creative Suite. Approximate value: \$2500.
 - b. **1st Place**—the 1st Place Prize Winner will receive their choice of the newest version of Adobe Creative Suite for either Macintosh or Windows. Approximate value: \$1400.
 - c. **2nd Place**—the 2nd Place Prize Winner will receive the newest version of InDesign for either Macintosh or Windows. Approximate value: \$700.
 - d. **3rd Place**—the 3rd Place Prize Winner will receive a Digital Camera. Approximate value: \$400.
4. Selection of Winners and Odds of Winning—All valid entries will be judged by a panel of 3 judges consisting of one Jostens provided judge, one Adobe provided judge and one independent judge with expertise in yearbook production and design. The entries will be judged according to the following criteria:
 - a. The design is reader-friendly, shows an awareness of accepted yearbook design standards and effectively presents visual and verbal content to the reader.
 - b. The design employs a creative and contemporary graphic style that is appropriate for the content and appealing to a school audience.
 - c. The design is an original creation and does not include content that is plagiarized or violates copyright law.

The entries best exemplifying the established evaluation criteria in the opinion of the Judging Panel will be deemed Winners. The Sponsors in their discretion reserve the right to reject entries deemed offensive, in poor taste or which do not comply with the rules to the satisfaction of the Sponsors. Decisions of the Judges will be final. Odds of winning are dependent on the number of entrants.

5. Submitted Materials—Those entering the Contest are encouraged to retain copies of all materials submitted. All materials submitted shall become the property of Jostens and Adobe and will not be returned to the Entrant. Following submission, Jostens and Adobe retain the right to use submitted materials for educational, promotional and marketing purposes.
6. Privacy Policy—Jostens will not share, trade or sell personal information provided in connection with the contest with any outside organization.
7. Conditions and Limitations of Liability—Contest entrants agree to abide by these Official Rules and the decisions of the Sponsors. Decisions made by the Sponsors are final and binding on all matters pertaining to this Contest. The Sponsors reserve the right to cancel or suspend the Contest if causes beyond their control corrupt or impede administration, security or proper play of the Contest. Winners are responsible for any taxes, surcharges or other obligations associated with prizes won. Prizes are non-transferable.
8. Indemnification and Release—Jostens and Adobe, their parents, subsidiaries, affiliates and agents reserve the right to use the submitted materials and the winners' names and likenesses in advertising, marketing and promotional materials without additional compensation. Winners will be asked to sign a release allowing the use of their submitted materials, names and likenesses for promotional purposes as a condition of receiving their prizes. By entering the Contest, participants and winners release Jostens from any liability arising from participation in this Contest or from the acceptance, possession, use or misuse of any of the prizes.
9. Winners' List—A list of all prizewinners will be posted online at Jostens.com no later than June 15, 2010.

Adobe, the Adobe logo, and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Macintosh and Mac are registered trademarks of Apple Computer, Inc., registered in the United States and other countries. Microsoft and Windows are registered trademarks of Microsoft Corporation in the United States and/or other countries. Dell is a registered trademark of Dell Inc. All other trademarks are the property of their respective owners.



InDesign® Yearbook Design Contest Entry Form

Information on this entry form will be published so PLEASE PRINT CLEARLY:

NAME _____

HOME ADDRESS _____ PHONE (____) _____

CITY _____ STATE _____ ZIP _____

EMAIL ADDRESS _____

ADVISER'S NAME _____

SCHOOL _____

SCHOOL ADDRESS _____ PHONE (____) _____

CITY _____ STATE _____ ZIP _____

ADVISER'S SIGNATURE _____

GRADE LEVEL:

INDESIGN VERSION:

HIGH SCHOOL

CS

CS2

CS3

CS4

JR. HIGH/MIDDLE SCHOOL

Prizes provided by Adobe and Jostens

Grand Prize Winner

Laptop Computer
Adobe Creative Design Suite
(newest version)

1st Place

Adobe Creative Design Suite
(newest version)

2nd Prize

Adobe InDesign (newest version)

3rd Prize

Digital Camera

See contest rules for prize details.

Submission Tips:

Use the Package feature under the File menu in InDesign to ensure all links and fonts are gathered to submit with your entry.

Digital images can be either RGB or CMYK.

Remember to include printouts. Printouts do not need to be 100% size. Preliminary judging is done from the printouts submitted. If your design is in color, it is highly recommended that you use a high-quality color printer. A poor-quality printout doesn't accurately represent your design and might place it at a competitive disadvantage.

CONTEST RULES All entries should be postmarked by April 30, 2010 for consideration in the contest.

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The Contest will begin on March 1, 2010 and end on April 30, 2010.

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