



Design Workshop

June 16, 2011 • 8:30 am - 4 pm

MCC-Penn Valley (in Penn Valley Park) Kansas City

3201 Southwest Trafficway, Kansas City 64111

This workshop will be held in a computer lab and concentrate only on design so you will get true hands-on training. We are sure you will like the focus and the format!

8:30 am **Registration, coffee and donuts sponsored by Boelte-Hall**

9:15 am **The Newest on Adobe Creative Suite 5 • Russell Viers**

Russell Viers started his career as a staff writer/photographer in 1981, at the age of 16, for his local daily newspaper. Since then, he has been involved in most facets of the newspaper business, as well as printing and publishing. For the past 11 years he has shared his vast knowledge of publishing production techniques as speaker, trainer and workflow consultant. As an Adobe Certified Instructor, his expertise is in teaching publishers how to use Adobe and Quark software to create better documents faster. His customer list is long and varied, but includes such names as *Better Homes and Gardens*, *Ladies Home Journal*, New York Times Regional Media Group, Primedia Business and more. He has spoken at many events world-wide and this year will be one of the speakers at the 2011 Ag Media Summit. So for those of you who can't be at AMS, this is a perfect place to learn from one of the best.

Noon **Networking Lunch on campus**

1:30 pm **Preparing files for output and proofing • Nichole Hughes**

Nichole Hughes has worked at Boelte-Hall for eight years, the first seven as a Job Coordinator. In this role she performed estimating, preflighting, and worked with customers, sales, and production to oversee jobs to successful completion in litho, digital and large format printing. Before joining Boelte-Hall Nichole was an Instructor in the Graphics Department at University of Central Missouri. She taught a variety of classes including Desktop Publishing for Printing Applications, Electronic Publishing Systems, Imaging Technology for Graphic Arts, and Principles of Multimedia. Through teaching and freelancing she has worked with Adobe products for over 15 years. She has a Bachelor of Arts degree in Graphic Arts from College of the Ozarks and a Master of Science degree in Industrial Vocational Technical Education from University of Central Missouri. Currently she is an Intrepid Explorer in Cross-Channel Marketing at Boelte-Hall.

3 pm **Philosophy of design**

Through the evolution of design, it is sometimes best to go back to the beginning and remember the basics of design. Do you see too many fonts used in ads and wonder why a designer did that? What colors are the best to choose for the purpose of the ad? We will go back to the basics and analyze the future of new design and where we think it is heading.

4 pm **Wrap up**

Registration Fees: \$70/members • \$90/non-members • \$125/on site • \$40/students

Registration Deadline: June 3, 2011 After June 3, add \$35 late fee to each registration.

To Register: Simply e-mail name(s), company and contact information including e-mails. That's all! Indicate if you will pay by check or credit card. If you intend to pay by credit card, you will receive an e-mailed invoice with instructions.

Send names and info to: dianej@flash.net

Hotel: Residence Inn by Marriott, KCI, 10300 Ambassador Drive, Kansas City MO 64153 • 800-331-3131
Rate: \$119/room Ask for Livestock Publications Council / LPC rate.

Questions? Don Norton, 913/766-7726 or Diane Johnson 817/336-1130