

The Apprentice *Promotional Publications Creation Program*

Have you ever helped produce a publication and wished that you could find a mentor in the publication field to give you some tips?

Have you ever watched *The Apprentice* television show and thought it would be fun to compete and see if your team would be the best advertiser?

You're in Publications Luck!

**Sign up now for the
Promotional Publications Creation *Apprentice* Program
August 5-6, 2008
During 4-H State Achievement Days**

Partner with a professional writer, editor/proofreader, photographer, designer, art director, or project manager to help your team create the best promotional publication! Learn new skills as you explore Penn State computer labs, a museum or other unit of Penn State, and the printing and copying center.

Your team (Team Cyan, Team Magenta, Team Yellow, or Team Black) will be tasked with promoting a Penn State unit to visitors your own age to increase attendance at that venue. You will be assigned a role (based on your interests and availability) of writer, editor/proofreader, photographer, designer, art director, or project manager for your team.

During the first afternoon (Aug. 5) you will be introduced to the program, take a tour of the unit, and take photos. On Wednesday, August 6, you will receive instructions on marketing, good publication planning, and art direction and then split up to work with your mentors.

Your mentors will be professionals that work everyday in the business field of publications. There will be a 1:1 or 1:2 ratio of instructional partner to 4-H participant. You will receive real-time tips and be guided by your mentor and partner in producing your part of the publication. Photographers will be assisted by photographers, writers by writers, art directors by art directors, designers by designers, etc.

With some laughs and help from your new friends, it will come together into a final design using one of the preset Adobe InDesign templates or a design of your own. The files will be transmitted to Penn State's Print Center to be produced. You will take a trip to the print center for a tour and you may see your pieces coming off the machines. Then, your group will give a presentation of your work, explaining your concepts to a small panel of judges, who will determine if you met your goals. We are hoping for a special surprise appearance of a yet-to-be-named pseudo-celebrity, a certain "Donald" (and we don't mean "Duck). We want you to have fun, learn some tips, and come away with a

better understanding of what it takes to produce a printed promotional publication, but most of all to have fun!

When you register, you will have a chance to list your interest and to help us choose whether you will be the writer, editor/proofreader, photographer, art director, designer, or project manager, but the final decision is made by the program planners. You may bring and use your own digital camera.

Oh, and another thing, we promise that we won't let anyone "fire" you!

**The Apprentice
Participant Information Sheet**

Please mail this sheet no later than July 1, 2008 to:

**Phil Hoy
116 Ferguson Building
University Park, PA 16802
phoy@psu.edu**

Name: _____

Age: _____

County: _____

E-mail Address: _____

Number each of the six areas of interest with a number from 1 to 6, with 1 being of highest interest to you and 6 of lowest interest.

Areas of Interest:

_____ **Writing**
_____ **Proofreading and Editing**
_____ **Design and Layout**
_____ **Photography**
_____ **Art Direction**
_____ **Project Management**

Did you attend this program in 2006 or 2007? Yes No

What role(s) did you play:

_____ **Writing**
_____ **Proofreading and Editing**
_____ **Design and Layout**
_____ **Photography**
_____ **Art Direction**
_____ **Project Management**

Will you be bringing a digital camera?

_____ **No**

_____ **Yes** If yes, what kind of memory card does it have?

Please bring camera both days of the event.