

picaboo
YEARBOOKS

CREATOR STUDIO

2020 GUIDEBOOK



MEET THE TEAM

Dear Adviser,

Thank you for choosing Picaboo Yearbooks!

We're so excited to work with you as you build out your next project. Over the last year, we have been focused on transforming our software from Flash to HTML5, making the entire yearbook process smoother, easier and more reliable for you and your team members, students, and families.

That means easy-to-use design tools, a speedy 3-week turnaround to print, ship and deliver, and above all, zero financial risk, so no debt agreements, and more profit for your yearbook sales. Following through on these promises is important to us every single time.

What's more, we have lots of new layouts, backgrounds, stickers, and 5 fresh new themes to help you create a professional and consistent book, no matter how experienced you may be! We can't wait for you to start exploring them all and create some incredible publications.

If there is anything we can do to make your life easier as you design your book, please reach out to your Account Executive and they would be more than happy to help.

Sincerely,

Bill Miles
CEO

Nicole Bentley
National Sales Director



Bill Miles
Harrisburg Academy
Class of 86



Nicole Bentley
Pacific University
Class of 95



Client Success Specialists (CSS)



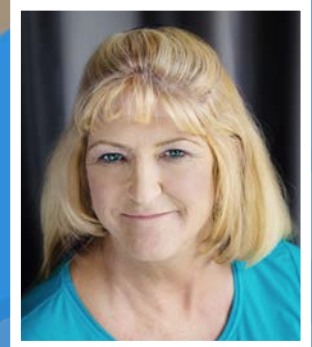
Dale Harden



Joan Simpson



Brock McElhanev



Tami McConnell



Kelly Burnham



Kate Eroshenko



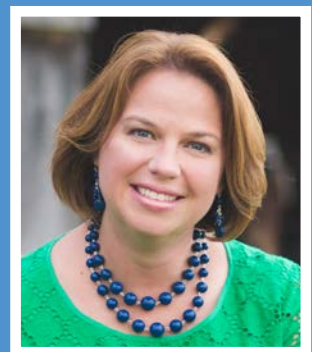
Corina Thayer



Rene Ortiz

Professional Development Trainer

Meet Picaboo Yearbooks' Professional Development Trainer, Nicole Hammond! With over 20 years of experience working in the yearbook industry, teaching, consulting and advising an award winning yearbook, Nicole offers advisers webinars and educational content for building successful books and keeping you updated on new and upcoming releases in Creator Studio.



Nicole Hammond

While a specific CSS is assigned to your account, our entire experienced team is available toll free at 855-537-0050. You can also send an email to support@picabooyearbooks.com.

WELCOME TO CREATOR STUDIO

Creator Studio is a great way to manage and design your school publications. Cloud based and built in HTML5, it offers a full suite of tools for creating beautiful, stress-free yearbooks, team books, club books and more.

Start with **Creator Studio Home**, where you can access all your projects and online storefronts by the organization or school they belong to. From here, you can launch into a book's **Project Dashboard** where you have full adviser control over pricing, sections, pages, team members and more. Your team has full creative freedom with our design tools, layouts and other elements in the **Project Editor**. And, make ordering your project easier with an online **Storefront**.

In the coming weeks and months, we will continue to roll out improvements and tools for the 2019-2020 school year. We will also continue to make updates to this guidebook and online tutorials so you have everything you need to take full advantage of Creator Studio.

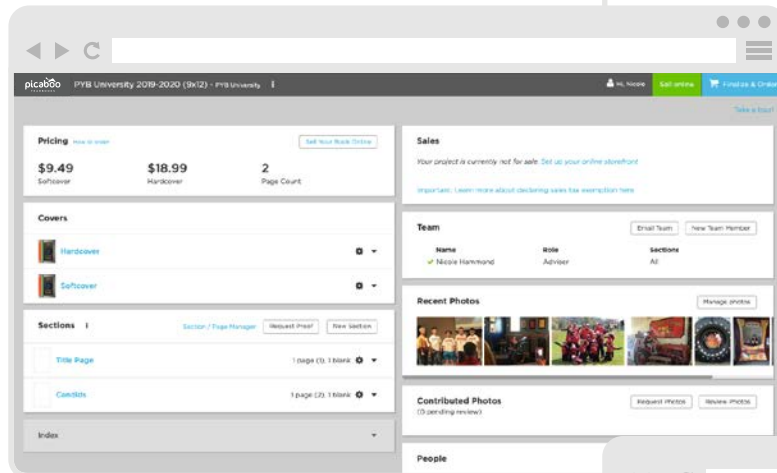
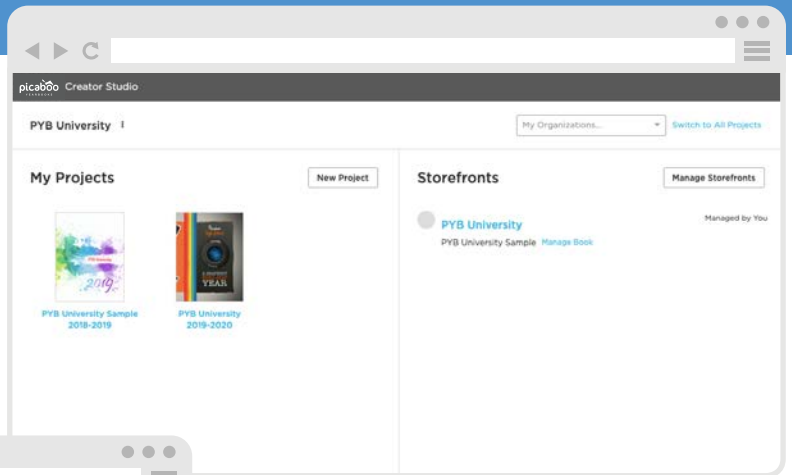
Have questions?

Check the latest FAQ here: picabooyearbooks.com/cs-faq

Or contact your Client Success Specialist (CSS)

CREATOR STUDIO HOME

Your home for yearbook management. View your organizations, projects and storefronts. Keep up on latest news and tips from Creator Studio.

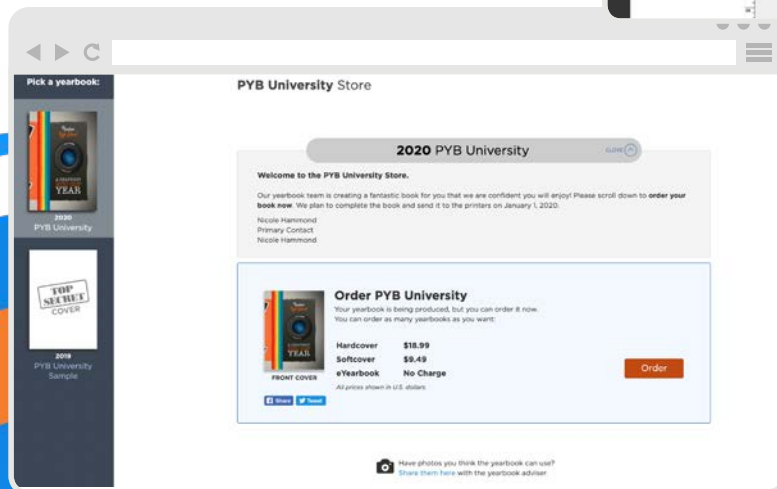
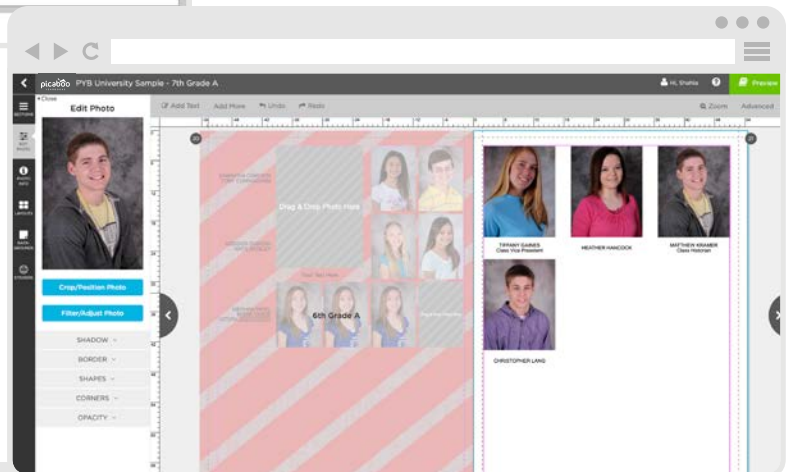


PROJECT DASHBOARD

Opening a project will open its dashboard. Here you have a glance of your project pricing, online sales, team members, sections, pages, photos and more.

PROJECT EDITOR

Select any page from your Sections area in your Dashboard to start editing! The Project Editor is filled with design tools, layouts, backgrounds, stickers and lots of other great stuff for your book!



STOREFRONT

Sell your project online! Collect orders before the book is finished or sell for immediate delivery. Mark up your book price for built-in fundraising.

START HERE

SO, YOU'RE IN CHARGE OF THE YEARBOOK.

Whether you're a newbie or a seasoned yearbook adviser, PYB is here for you every step of the way.

Keep this guide handy and your Customer Support Specialist (CSS) on speed dial!



1 ASSEMBLE YOUR TEAM

Trust us, you don't want to do this alone. Here are some suggestions for building a winning team:

- Talk to your administrators about their expectations. This will help you decide the size and type of staff you need to recruit.
- Seek out students and volunteers with a variety of strengths: tech-savvy, photography or writing skills and good ol' elbow grease.
- Ask parents to contribute photos, proofread text and prepare goodies for any after-school staff work time.



2 SAY HELLO

Your Customer Support Specialist (CSS) will be checking on you throughout the year. Our CSS team has a combined experience of 100+ years (seriously, we counted!) and is available by phone to answer all of your questions, provide technical support and offer ideas and suggestions on a range of topics. From staff motivation to yearbook design, your CSS is here to help.



In a hurry? This guidebook outlines a comprehensive plan for a successful school year. If you're getting a late start or need the abridged version, visit picabooyearbooks.com/downloads for a condensed checklist to meet your needs.

3 REQUEST A MASTER LIST AND EVENT CALENDAR

Ask your school's office to provide you with a copy of the master list of students, faculty and staff, as well as an activity calendar.

The master list will help you spell names correctly. Send a copy of the list to each teacher with a note asking for any edits to be made (Does John go by Jack? Is Alexandria really Alexa?).

The calendar will alert you to activities that may need to be photographed. Having this list will allow you to make photo assignments ahead of time instead of rushing around the day of. (We know, we've been there!)



5 ON THE MONEY

Your decision to use Creator Studio will bring you many benefits, but the greatest may be to your budget. Our **No Minimum Order** policy allows you to have a low price per book without committing to more copies than you can sell.

Once you've completed your ladder diagram, you can safely estimate the number of pages you'll need. Use the pricing calculator to determine your cost per book. Before you decide your yearbook sale price, consider the following:

- You can round up the price per book and receive a profit check at the conclusion of the school year or donate the proceeds to students who can't afford a yearbook.
- If your school is not tax exempt, take that into consideration when pricing your books both online and in person. When applicable, sales tax will be charged on online orders.
- Bulk orders of 50 or more of the same book receive free shipping. If you are unsure if you will sell 50+ books, add an additional \$1-\$2 per book to cover possible shipping costs.

4 COMPLETE A ROUGH LADDER DIAGRAM

A ladder diagram is a page-by-page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

The ladder will help you determine how many pages you'll need and will come in handy once you use the **Section Manager** in our web app.

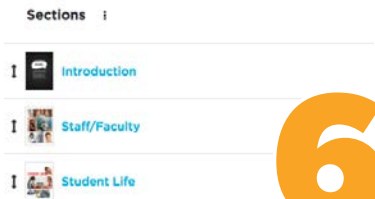


Remember, because we print yearbook pages in increments of two, your book must end on an even number. **A PDF of the ladder can be downloaded at picabooyearbooks.com/downloads.**

DOWNLOAD OUR MONEY MATTERS HANDOUT AT PICABOYEARBOOKS.COM/DOWNLOADS

See "Marketing Tools" in this guidebook for ways to help you promote your yearbook sale.

START HERE



CREATE SECTIONS

In your [Project Dashboard](#), create sections for your book. Sections can consist of a single page or multiple pages. Typical sections in a yearbook are: Opening, Student Life, Sports, Portraits, Clubs and more. Keep in mind that you can upload and assign photos by section, so plan accordingly!

6

Create sections by clicking the [New Section](#) button in the Sections module of the Project Dashboard. You can also rearrange pages and sections at any time by selecting the [Section/Page Manager](#). Use Portrait Sections for formal portraits of staff and students and Freeform Sections for everything else.

7

UPLOAD PHOTOS

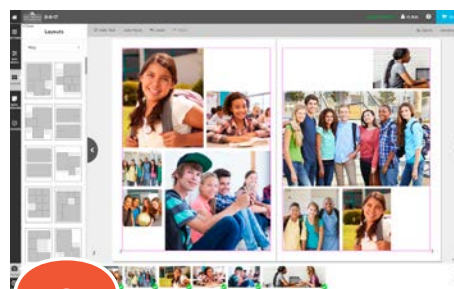
There are several easy ways to upload photos to your project.

After you've created sections in the [Project Dashboard](#), click the section name to enter into the design editor. Click on the blue [Add Photos](#) button at the bottom left of the page to select a photo source. Another way to access, move, rename and share photos with contributors is by clicking the [Manage Photos](#) button from the Recent Photos module in your Project Dashboard.

Apple and Android users can download the Skipple app to contribute photos from their smartphones. And, if your school is using our integrated media management platform, Vidigami, choose this as a photo source to flow all your photos straight into your book!

(See page 40 to learn more).

Once placed onto a page, you can edit, lighten, shrink, enlarge, rotate or add border artwork to photos. You can even add keywords to help you sort your photos.



8

DESIGN YOUR COVER AND PAGES

Create your layouts from scratch or use one of our many customizable templates—or both! From sophisticated to fun, we have a variety of designs to complement your yearbook.

[Check out our gallery of pre-designed yearbook cover artwork options in the CreatorStudio\[Pro\] section.](#)


Use backgrounds, stickers and photo corners to add flourish to your pages. Visit the Knowledge Base, view our online Tutorials or ask your CSS about your specific design questions.

9

PROOFREAD

You've probably looked at the yearbook hundreds (maybe thousands!) of times, but there are bound to be errors that you just won't catch. Here are a few tips to prevent "Uh oh!" moments on distribution day:



- Give your eyes a rest.** Set the yearbook aside for a few hours after you've finished and then proofread it with fresh eyes.
- Ask for help.** Invite someone else to proofread everything. A new set of eyes may immediately spot errors that you've overlooked. [Let your Account Manager or CSS know when your cover is finished so he or she can double-check resolution and safety zones for you.](#)
- Look for one type of problem at a time.** Scan the page a first time for misspelled names, second for punctuation, third for grammatical errors, etc. Breaking up your editing into categories will help prevent your brain from slipping into autopilot.
- Review a hard copy.** Print out a PDF proof of your book. Proofreading is much easier on paper than it is on a screen.
- Use spellcheck.** The spellchecker can be a tremendous help, but remember that it's not 100% goof-proof.
- Watch for the Low Resolution symbol.** Photos marked with this symbol will print poorly and should be made smaller (until the symbol disappears) or be replaced by a higher-quality photo. 
- Let it go.** We know you've put your blood, sweat and tears into this year's yearbook, but remember to allow three weeks for production and shipping and another week to organize for distribution.

10

PLACE YOUR ORDER

Once you have locked your final section, you will be required to view a PDF proof before continuing the ordering process. The next steps you take depend on if you've sold your yearbook in person, online or both. If you have sold yearbooks online, you will need to release the Pre-Order Queue into production. Visit tinyurl.com/storefront-creatorstudio for detailed instructions about how to place your order.



If possible, grab a copy of last year's yearbook. It can serve as a guide as you figure out how many pages you'll need. It could also spark new ideas for this year's book. If this is your school's first-ever yearbook, ask your account manager to send you one of our digital sample books.

Bookmark creatorstudio.picaboo.com to log directly into your yearbook project. If you're selling yearbooks online, bookmark your Storefront URL for quick access to online order data. Update your internet browser now for best results.

 **FREE!**
MORE RESOURCES! If you're a yearbook adviser looking for more educational tools for your class, check out picabooyearbooks.com/downloads for handouts and more.

 **GRAB YOUR GEAR!**



Don't forget to promote your yearbook sale!
 Customizable flyers, web graphics and posters are available for download at picabooyearbooks.com/downloads.



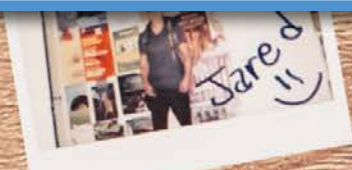
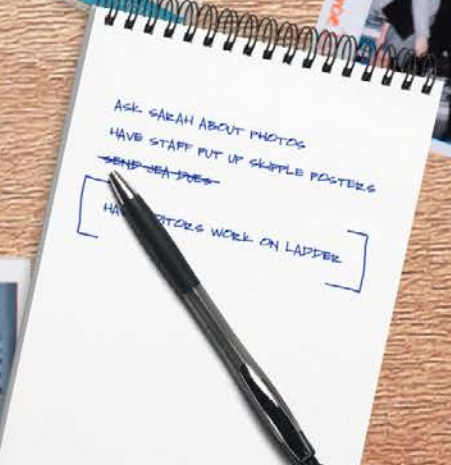
Keep a camera and extra memory cards handy so you'll always be ready to capture those great moments. Your camera doesn't have to be fancy, but make sure it's always set to take JPEG photos at 300 dpi (and if using iPhone, do not use the HEIC format!).



After all the school portraits have been taken, photographers should provide you digital access to the photos—either by CD or download. Be on the lookout for this about a month after the portraits are taken.



Crowdsource photos from the entire student body!
 Skippie is a free mobile app that allows students, teachers and parents to upload their favorite shots from the year.



 GRAB YOUR GEAR!

TUTORIALS

This section contains
quick reference
guides on common
functions in our online
web application.



TUTORIALS



Products & Pricing Yearbook Ideas Support Tools & Resources Sample Books

Get Started

Tools & Resources

We're with you every step of the way!



Get the Guidebook

Download our free guidebook for help with everything from yearbook planning and design to editing and ordering.

Download the Guidebook



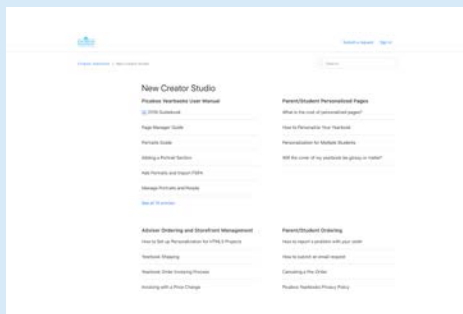
New CreatorStudio[Pro] Covers and Themes

See how you can add a consistent theme to your yearbook with matching covers, backgrounds and stickers.

See Covers & Themes

Find yourself stuck on how to do something? Check out our library of quick and concise how-to videos at picabooyearbooks.com/tutorial

You can also find quick answers to your questions on our fully searchable Knowledge Base at pyb.zendesk.com



The Knowledge Base contains many helpful articles about topics such as:

- Minimum computer requirements
- Connection troubleshooting
- Managing team members
- Importing and moving pages
- Uploading photos
- Image editing
- Managing portrait section data
- An outline of our shipping options
- Using QR codes
- Invoices and purchase orders
- PYB's Privacy Policy and Terms
- And much, much more!

The Knowledge Base is also available to parents and students who need help personalizing their order. Direct them to pyb.zendesk.com for answers to many of their frequently asked questions, or have them call dedicated Parent/Customer Support toll free at **(855) 537-0050**.

Add new teammate

First Name

Last Name


Email

Role

Enter the teammate's name, email and role.

Have the teammate go to yearbooks.picaboo.com and sign in or create an account with the email address you're providing here.

Once signed in, the teammate will see this project in his or her library.



Team Roles & Adding Users

While it may not take an entire village to create a yearbook, you shouldn't have to do it alone. Add team members, assign roles and sections and let your yearbook be a true team effort.

TEAM ROLES

It is important to carefully consider the job role assigned to each team member. While these are the titles we have assigned for team roles within our web application, each team member will likely wear many hats.

The **ADVISER** is in charge of the yearbook project and has access to all sections and editing tools. In addition, the adviser can add and assign roles to other team members, manage members, supervise and organize Skipple photos, request a PDF proof and is the only person who can set the price and place an order for the book on behalf of the school.

The **SENIOR EDITOR** has all the abilities the adviser has except for ordering, inviting other members, viewing or assigning Skipple photos, or setting the price.

An **EDITOR** is assigned a particular section to work on, therefore you must create sections within the **Section Manager** prior to assigning anyone this position. The editor cannot access anyone else's section and cannot import photos.

A **PHOTO EDITOR** has access to all of the images within the **Recent Photos** module in the project dashboard, but cannot access any sections.

A **VIEWER** can browse the book, but cannot make any alterations. This is the ideal position for anyone who has volunteered to help proofread the book.

1 To add team members, find the **Team** module from the Project Dashboard and then click the **New Team Member** button.

From the pop-up window, individually add each member of your team and assign a team role (see left) to them. Continue to repeat this process as needed to complete your team assignments.

2

3 If the team member already has a Picaboo Yearbooks account under the email address you used for them in Step 2, the book will appear in their **Library** the next time he or she logs in. If the team member does not already have an account, the book will appear in their **Library** once he or she sets up an account using that email address.

Hi Taylor,

You are now a Photo Editor for the yearbook named: "Alvernia Wildcats"

To get started, log in or create an account at yearbooks.picaboo.com/web. Thanks for helping us make "Alvernia Wildcats"

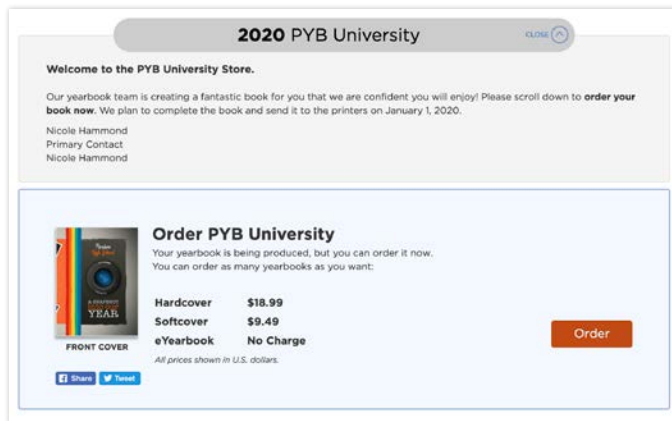
--Ashley Edwards (ae_edwards@averniak12.org)

Team Email team New team member

Name	Role	Sections
✓ Megan Boo	Adviser	All
✗ Jackson Daley	Sr. Editor	All

4

You may return to the **Team** module at any time to add or edit team members. To remove a member from your team, click the red **X** to the left of their name.



1 Log into Creator Studio and select the appropriate organization from the dropdown menu of organizations associated with your account. From the **Storefronts** section, click **Manage Storefronts**. Then click **Create Store** at the top of the page.

2 Choose a name for your Storefront and select which project(s) you wish to make available for sale. Then, click the blue **Create Store** button. **NOTE:** Each URL must be different from any others that have already been created, so have a back-up choice.

The optional Storefront password adds an additional layer of security for schools that want to ensure that only people invited by the school can purchase a book. If you do activate password protection, please include this information on your Yearbook Sale Flyer. **Our Parent Support Team cannot provide password information to purchasers, so it is important that you make parents and students aware of the password.**

IMPORTANT: If you live in a state where schools are not automatically tax exempt, you must click the **Declare Tax Exempt Status Here** link in the **Financial** tab and complete the required paperwork. Failing to do so will result in required sales tax payment upon your yearbook order.

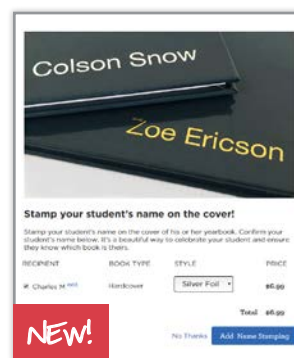
Set Up Your Storefront

The **Storefront** is where students and parents can purchase their yearbooks online. After you have completed Storefront setup, you will have a custom URL to promote to potential customers.

3 You'll see a preview of your store (see left image) along with the name of the Storefront, the name of the book(s) available for purchase and an upload link for students and parents to contribute photos to. A "coming soon" message will be displayed until you complete the next step. **Note:** if you have more than one yearbook for sale in your store, make sure dates are clearly visible so parents don't order the wrong yearbook by mistake!

4 Click **Book Settings** then **Pricing & Sale Options** to make the book available for **Pre-order** (while you continue to work) or to **Immediate Order** (if your book is complete and all your sections are locked). Use the **Cost Calculator** to determine your sale price and set accordingly. You can opt to mark up the price and receive a profit check at the end of the year, or you can set the price for less than cost if you plan to supplement the cost with another revenue source such as advertising.

5 Also while in the **Book Settings**, you may need to adjust several options. The **eYearbook tab** will allow you to optionally offer eYearbooks for free or set a price. The **Financial** tab is where you will complete important information such as where your profit checks will be sent or your tax exempt status, if applicable. The **Personalization, Lamination & Distribution** tab is where you will turn on **bulk shipping** and **personalization**, as well as select your desired cover lamination (**matte** or **gloss**). Be sure to click the orange **Save** button after making any changes to any of these settings.

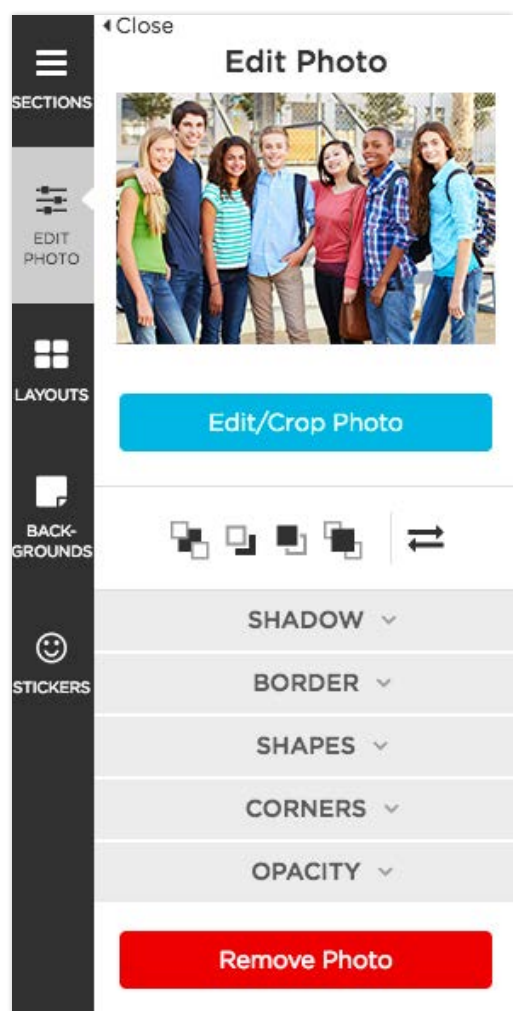


Stamp covers! Families can emboss the book recipient's name on the front cover with raised lettering (available in US only). This is enabled by default when you turn on the storefront so parents can apply it during checkout. You can disable stamping at any time, and choose which colors (gold or silver foil) you would like to offer. **Note:** making all cover stamps the same color will help speed things up with production!



Upload & Edit Your Photos

Picaboo gives you several options for obtaining and importing photos into your yearbook project. Edit and embellish photos with the design tools inside our app.



There are two photo file types you can import: JPG and PNG files. JPG files are one of the most universal image file types saved. PNG files can be saved with a transparent background. This makes PNG files ideal when uploading stickers to your project.

After you've created sections, click the section name to edit. In the editor, click on the blue **Add Photos** button at the bottom left of the page.

Select or drag and drop photos you'd like to import from your computer (including any external devices attached to it). You can also import from Facebook, Google, Dropbox, Flickr, or Vidigami, our advanced media management platform.

There's also the option to add a QR code and link to an external video.

Once a photo has been placed onto a page, select the photo and then click the blue **Edit/Crop Photo** button to zoom, crop and edit the photo.

In the photo editor, you can also adjust brightness, contrast and exposure, as well as flip and rotate the photo - and more!

TRY THESE FUN EFFECTS!

Border Check the border box to add a line around your photo box. You can change the size and color and then, if you choose, apply the selection to the page or entire section.

Shadow The shadow function allows you to add a 3D look to your photo box.

Shapes Select one of the many shapes within Edit Photo to change the outline shape.

Corners Add decorative corners to your photo boxes by selecting one of the many options available. Use **Apply to Page** or **Apply to All** to make your selection uniform.



Using the Skipple app, your entire student body can easily contribute photos to your yearbook. Skipple photos can be imported directly into your yearbook project. Use **Apply to Page** or **Apply to Section** to make your selection uniform. [See the Skipple page of this guidebook to learn more about the fun way to crowdsource photos.](#)

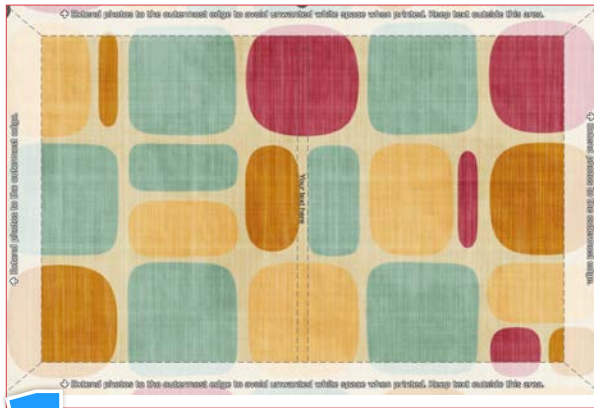
PRO TIP: Don't upload every photo just because you can. Save time by only uploading the best ones. Check out more photo tips on our blog at picabooyearbooks.com/blog -- including our recommendations for free or inexpensive alternatives to Photoshop!

TUTORIALS

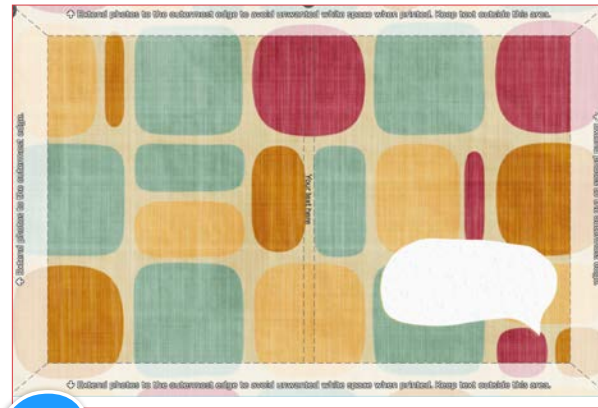


Design Your Yearbook Cover

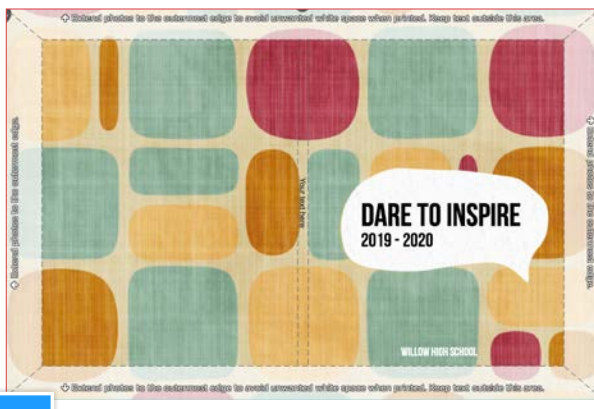
Your yearbook cover should be unique to your school year, while still expressing the school's character. Design your own cover, or select from one of our many pre-designed options.



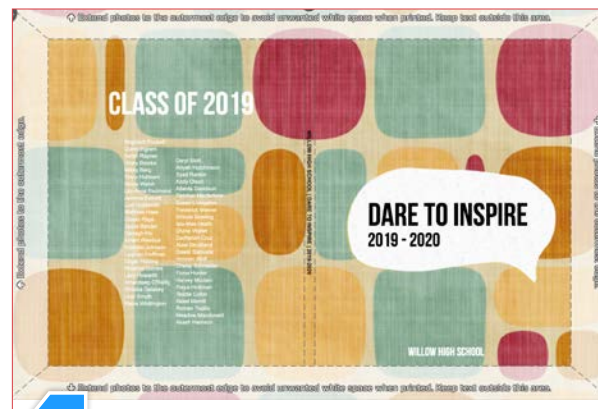
1 Layer elements. Upload a photo or apply a background. Consider color, texture and tone (traditional vs. modern, etc.).



2 Add a focal point. Develop your theme with coordinating graphics or a dynamic photo to spark interest.



3 Add text. Select a font for the school name and year to complement your design. We have 150+ typefaces to choose from.



4 Maximize real estate. Don't forget the back cover! Add additional design elements for extra umph.

DON'T FORGET! Add school name, city, state and volume number to your hardcover spine and on softcovers with 70+ pages.

TUTORIALS



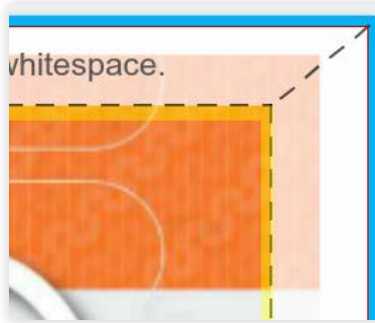
Cover Design Dos & Don'ts

When it comes to yearbooks, people WILL judge your book by its cover. We've compiled some important tips to help you design the best cover possible for your project.

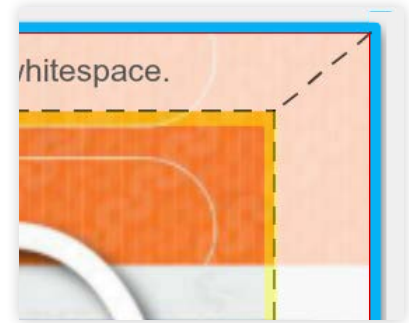
BE AWARE OF THE WRAP ZONE AND CROP ZONE!



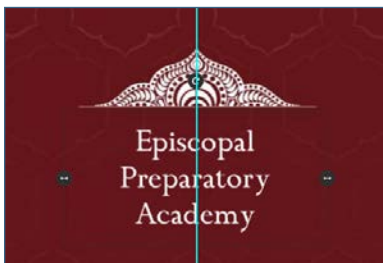
Bad - Background image does not extend all the way through the wrap zone and will likely result in unwanted white space.



Better - Background image is at least .25" past the safety zone. Unwanted whitespace is unlikely.



Best - Background image extends all the way to the bleed line. Text and faces are not placed near the wrap or crop zones.



If you have placed artwork on your cover and want it to be centered or in an exact spot, be aware that adding or deleting pages after designing your cover may cause cover elements to shift. Go back into your cover section(s) and make sure all of your cover elements are positioned the way you intended before submitting.

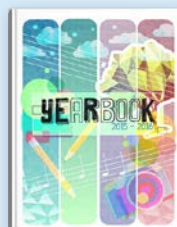
← To center an object, drag it until you see the center guides appear (see example, left). **Important note:** Text boxes will be centered to the box and not the actual text itself. To ensure accuracy, size your box as close to the size of the type as possible and select the centered type option in the type character menu.

NOTE: When uploading your own graphics, files without a background should be saved as PNG files. JPG files will always have a background.

GET INSPIRED!

Here are some cover ideas from Picaboo Yearbook schools. See more fun ideas in the "Ideas & Inspiration" section of this guidebook.

Note: these covers were designed externally (e.g. Adobe InDesign) and then imported into the editor.



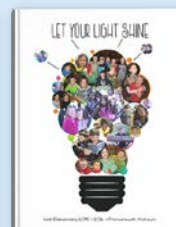
Beach School
Portland, OR



Camden Station Elementary
Crestwood, KY



Hume Lake Charter School
Hume, CA

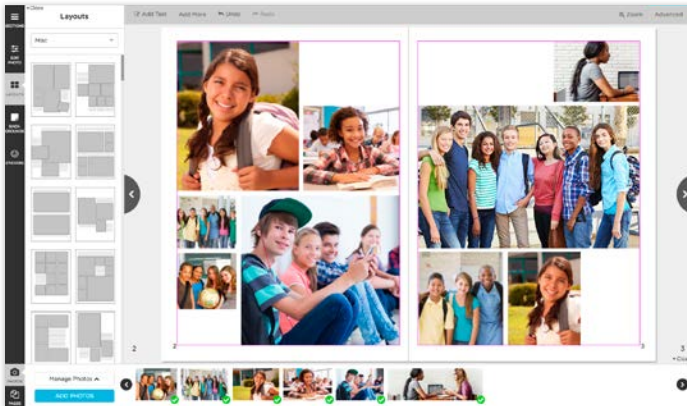


List Elementary
Frankenmuth, MI



Design Science High School
Clovis, CA

TUTORIALS



Design Your Page Layouts

Be creative! Our Online Yearbook Designer is pre-filled with layouts, covers and other unique design elements. Start from scratch or use our tools to create a yearbook your students are sure to love.

1 Click on the page on which you want to apply a layout and select the Layouts tab on the left of the screen.

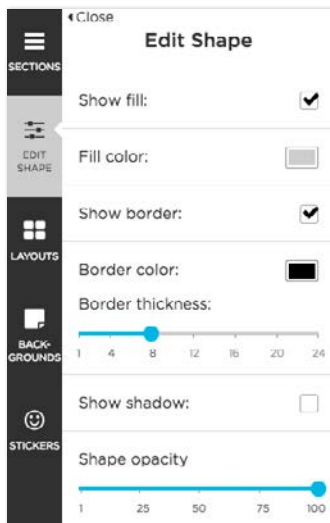
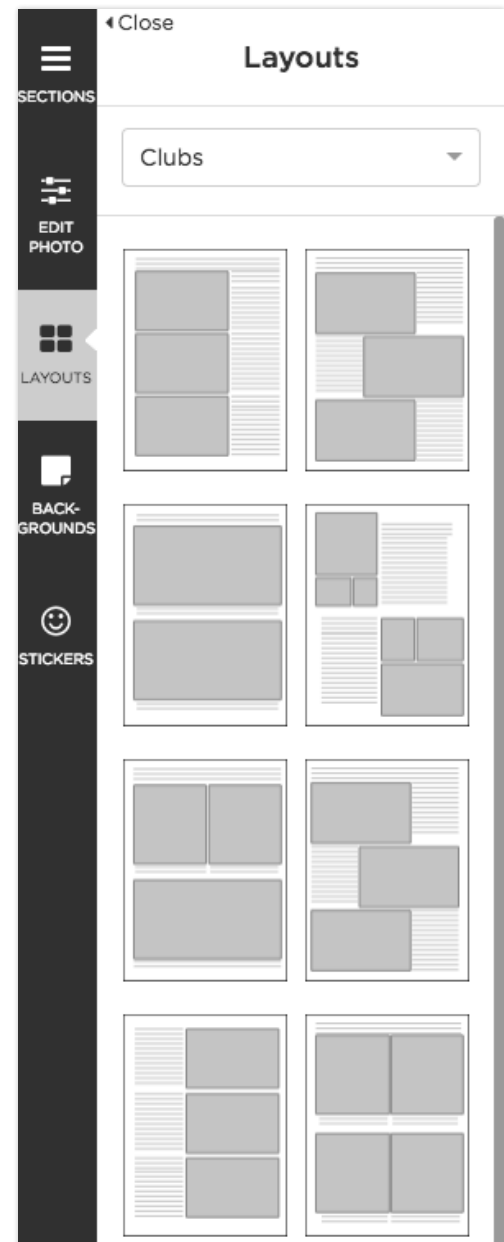
Select one of the layouts to apply it to the page. These templates can be altered to meet the needs of your individual yearbook design or used as-is.

2

3 Drag and drop photos from the Media Tray into the layout after it's applied to the page. To create your own layout, you can use the Rulers, Grids and Guides (found under Advanced) to help with the spacing in your layout.

WARNING! Adding a single page ahead of pages you've previously designed may cause elements to shift and double-page spreads will no longer be paired together.

When you change a layout, any previously placed photos or text may be moved or deleted. If you want to experiment with a new layout without committing to it, we recommend doing so on another page. You can always move the layout later if you decide to use it.

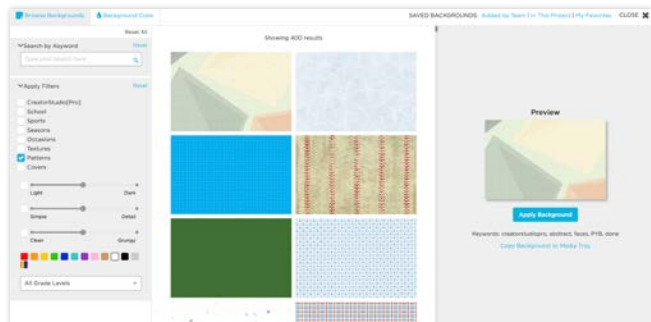


Add text, shapes and lines using the buttons located to the upper left of the workspace.

Click inside any text box to change the font, type size, color and more.

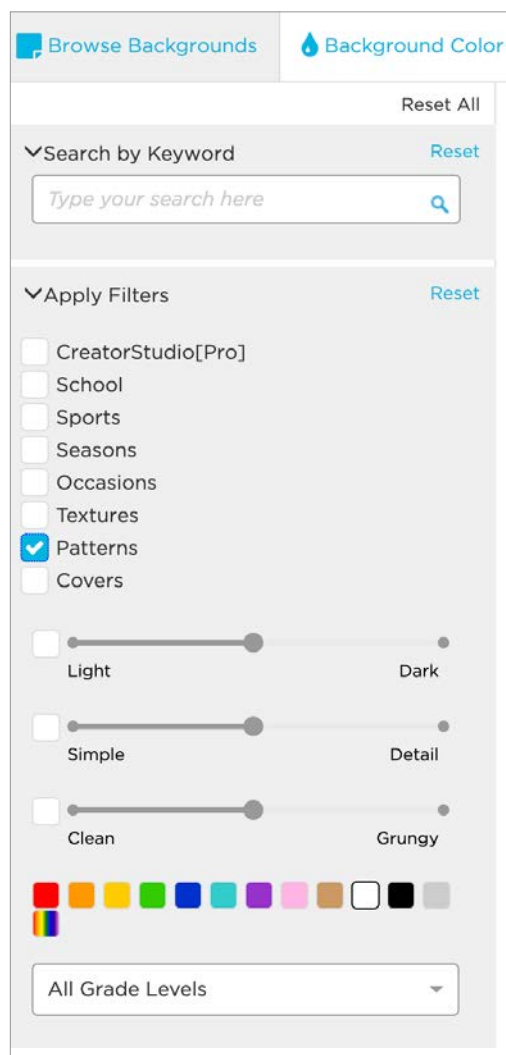
Add shapes, lines or photo placeholders by clicking the **Add More** button.

Make changes to shapes and lines by selecting them and changing their attributes in the **Edit Shape** tab (see example, left).

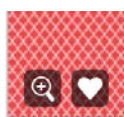


Apply Backgrounds To Your Pages

Oh, the possibilities! With more than 3,500 backgrounds, we have more choices than you can shake a stick at. Use the filters to narrow your search for the perfect complement to your design.



1 Click the page on which you want to apply a background. Then click the **Backgrounds** tab to the left of the workspace. Next, click **Find Backgrounds** to access the search window. Search by keyword or narrow your options by applying filters. You can apply multiple filters, but make sure to **Reset** the category if you wish to start over.



For a larger view of the background, hover your cursor over the desired thumbnail and click the magnifying glass icon. To save to your **My Favorites**, click the heart icon.

To sample a background, click its thumbnail to review it on the right. Once you've found a background you'd like to use in your project, click **Apply Background**.

2

3 Once you are back in the workspace, the results of your current search will appear in the open **Backgrounds** palette. To reopen the background search engine, click the blue **Find Backgrounds** button. Click **Reset All** if you wish to start over.

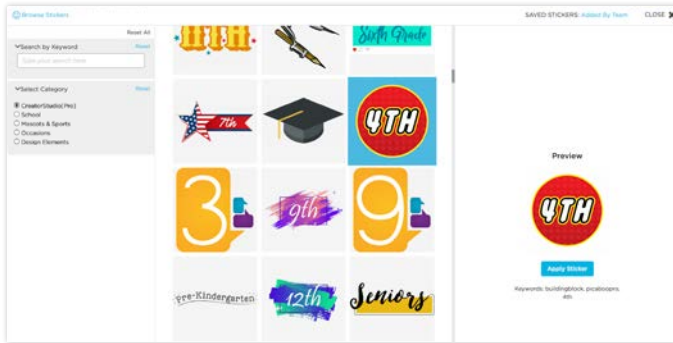
If you'd prefer to fill your page with a solid color, click the **Page background color** from the Backgrounds tab at the left of the screen. You can choose from a variety of color swatches, a recently used swatch or use the Eye Dropper tool to choose a color from anywhere on the page.

Page background color:



PRO TIP: Dark or busy patterns may make it difficult to read small text—especially in your portrait sections. Change the text color or consider adding a background color to the text. You can also use a filled shape behind the text to make it stand out.

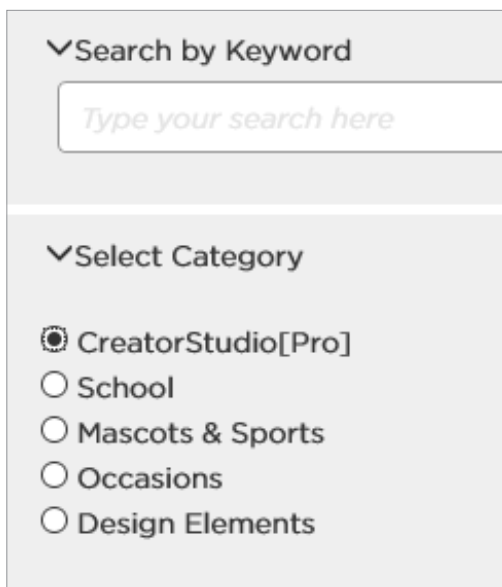
TUTORIALS



Embellish Pages with Stickers

Stickers allow you to add a unique touch to your page design.

Similar to the [Backgrounds](#) search engine, the stickers search engine allows you to quickly browse and select options.



1 Click the page on which you want to apply a sticker. Click the [Stickers](#) tab to the left of the workspace. Then, click [Find Stickers](#) to access the search window. Search by keyword or narrow your options by applying filters. Click [Apply Sticker](#) to place onto your page.



Once you have applied a sticker to your page, you can use the [Edit Photo](#) tab to add effects just as you would to a photo.

2

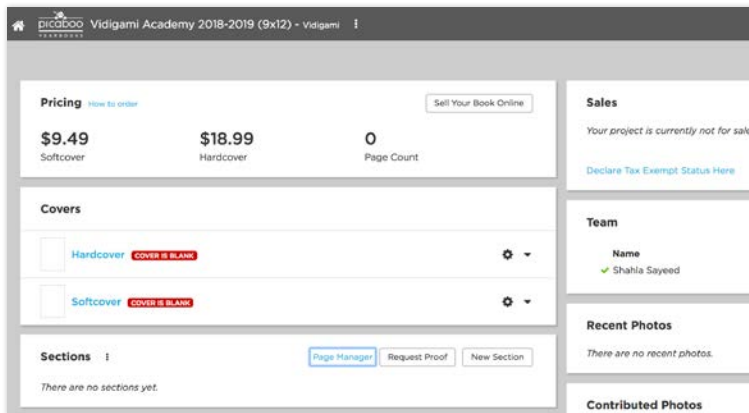
To adjust size, select the sticker and drag one of the blue handles to the desired size. Adjust the rotation by grabbing and moving the rotate symbol.

3 Once you are back in the workspace, the results of your current search will appear in the open stickers palette. To reopen the background search engine, click the blue [Find Stickers](#) button. Click [Reset All](#) if you wish to start over.

Selecting the [Creator Studio \[Pro\]](#) category will show you a variety of stickers designed to coordinate our collection of pre-designed yearbook covers. See the "Creator Studio [Pro]" section for information.



Stickers are a great way to carry your theme throughout your book, add flair to your design, fill an awkward blank space or add color to an otherwise plain page.



Add, Move & Delete Pages

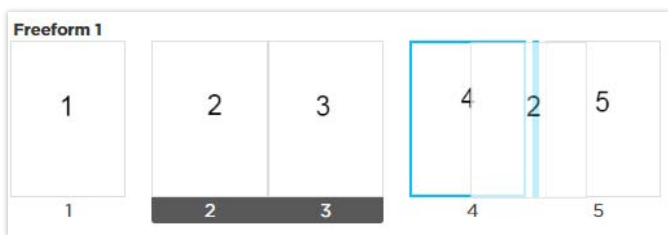
The **Section/Page Manager** gives you a bird's eye view of all the pages in your yearbook. In addition, this manager allows you to move sections, add pages, delete pages, and move pages.

To move pages:

- Select the **Section/Page Manager** link at the top of the **Sections** module in the Project Dashboard.
- Locate the section in the bird's eye view (you may need to zoom out)



- Drag and drop a page or spread to the desired position.

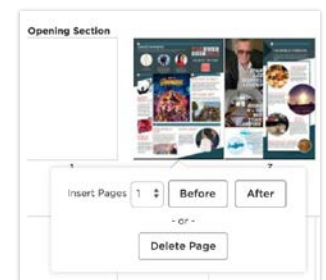


REMEMBER TO SAVE


When you have finished making your changes, remember to click the blue **Save** button. If you decide not to save your changes, simply click **Cancel**.


To add or delete pages:

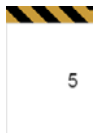
- Click on any page to insert a new one either before or after the selected page.
- To delete a page, click on a page and select "Delete Page".




Understanding Warnings

 This warning will keep track of how many pages are being added to your project, which may change the price of your book.

 This warning will notify you when you attempt to add pages in front of a locked section, which would cause a shift in those locked pages.

 You will see this warning when pages designed for the left or right side of a project shift to the opposite side due to new/deleted/moved pages.

 These 'ghost page' warnings let you know how many new pages will need to be added to prevent the breaking of two-page spreads.

Rearrange sections:

- From Section/Page Manager, drag and drop the small arrow to the left of the section name to place them in the desired order.



WARNING!

Be sure to review any warnings that may be displayed at the bottom of Page Manager before saving your work. You can learn more about these warnings and how to fix them: pyb.zendesk.com/hc/en-us/articles/360008331253-Page-Manager-Guide.

TUTORIALS

ID	First Name	Last Name	Reg.	# of	Grade	Teacher	Homeroom	Custom info
825	Dregh	Acosta	0	10	Weight			
1029	Devin	Harold	0	9	Weight			
167	Jacob	Acosta	0	9	Weight			
056	Nicole	Acosta	0	Faculty				
353	Daphn	Acosta	0	10	Hammond			
058	Jeff	Adams	0	Faculty				
578	Colin	Agnew	0	10	Albert			
479	Nancy	Aguiar-Rodriguez	0	9	Brabu			
301	Sandra	Aguiar	0	10	Weight			
066	Alicia	Aguiar	0	10	Kity			
990	Wanda	Albert	0	Faculty				
280	Kathy	Alberston	0	9	Lower			
810	Hunter	Albridge	0	9	Hobson			
1000	Alan	All	0	9	Brown			
617	Shak	All	0	9	Hobbs			
516	Joseph	Alcala	0	10	Hilman			
367	Angela	Alcazar	0	10	Albert			
1052	Alicia	Allen	0	10	Orwell			
837	Debra	Allen	0	9	Remable			
114	Jared	Allen	0	10	Albert			

PSPA Data Portrait Flow

You can import student and staff portraits by using the PSPA disc provided by your school photographer. Our web app extracts the data from the disc and presents it in an easy-to-use interface.

➔ For best results, make sure your browser software is up-to-date. While our uploader works with most browsers, we recommend using Chrome. 🌐

1 Click on **Manage People** from the People module found on your project's dashboard. Then click **Add/Import** and then **Import PSPA**

Add/Import ▾

2 Select your PSPA file location. Once you locate the folder that contains the file called index.txt, click **OK**.

3 The portraits and data will appear on the screen as they upload. This may take a few minutes. Once the portraits have been successfully imported, you will see them listed in the people manager from your project's dashboard.

4 Use the **Export** button inside the people manager to create a PDF proof of the PSPA data. Use it to carefully check the imported data for the following:

- Duplicate or missing portraits.
- Each portrait has a first name and a last name and the proper grade.
- Names and portraits match.
- Make sure each grade is accounted for and there are no miscellaneous categories.
- Check names that begin with Mc (such as McDonald) and hyphenated names to make sure they are capitalized correctly.

5

You can add missing portraits by clicking **Add/Import** and then **Add New Person** to manually create a student portrait record. In the pop-up window, click **Browse** to find and import photo, then enter the student's information. Click **Save** to complete the record. **NOTE:** If you upload a non-portrait photo, it may be sized differently in the final layout. Crop it before uploading to ensure the best results.

6

CREATING YOUR PORTRAIT SECTION

From your project's dashboard, click **New Section** from the Sections module. A window will appear from which you can select either **Freeform** or **Portrait**. Select **Portrait** and click on **Next** to continue.

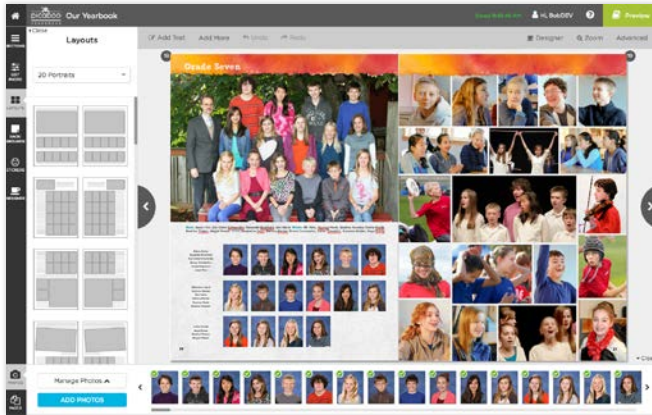
When prompted, name the new **portrait section** accordingly. The next window will prompt you to enter the number of students and choose the number of portraits you want on each page. As you change the number of portraits per page, the page requirement number will adjust automatically. Click on **Finish** to create the new **portrait section**.

All data will be as it was entered by your school portrait photographer. Similar to step 5, you may edit any entry by clicking the entry and then **Edit**. **NOTE:** changing any information in the drop-down menus will alter the imported data. *Proceed with caution.*



If you have more portraits than will fit in a portrait section, you will see a warning in the **Sections** module (see left). See **Adding, Moving & Deleting Pages** for instructions on adding pages.

TUTORIALS



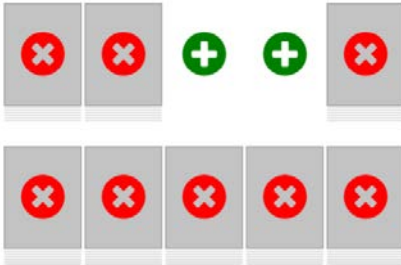
Dress Up Your Portrait Pages

Don't settle for pages and pages of plain portraits.
Add headlines and graphics to make your pages pop.

Once you have imported your photos from your PSPA disc, it's time to decide what else you want to include on your page. Choose from more than 100 pre-designed options in the **Layouts** tab. You may need to change **layouts** to accommodate the additional elements. Click on text boxes to change the font, color or text justification of your portrait names. You may opt to apply to the entire page or **section**.

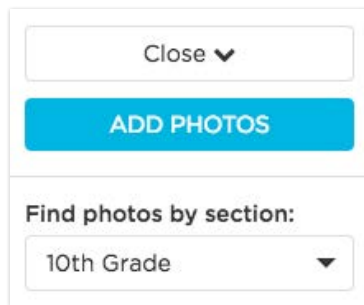


MOVING PORTRAITS



To make additional room on a page for a headline or a photo, you'll need to remove some of the portrait boxes. After you have applied a portrait layout, select the page of the layout you want to edit. Then, select the **Edit Layout** button located in the left panel. From here, you can start clicking on the red X's to create spaces in your layout. You can also click the green plus signs to add portraits back after they have been removed. If you want to use this layout on every page in the current section, select the **Apply to Entire Section** checkbox. Once you are finished making adjustments, select **Apply**.

ADD GRAPHICS & PHOTOS



Click the **Manage Photos** button in the lower left corner. The photo tray will expand. Then from **Find photos by section**, choose the section that houses the photos you'd like to use. Drag and drop images onto the page from the photo tray.

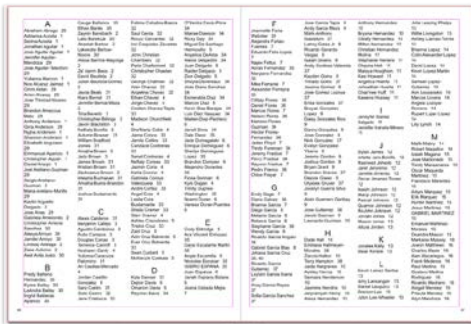
You may also choose from the large selection of stickers or add shapes or lines to your design.

ADD A LARGER TEACHER PHOTO



There are several layout options that will accommodate a larger teacher photo. To use, apply the desired layout. Then using the instructions mentioned on the left in "Add Graphics & Photos" find the faculty/staff section. Drag and drop the teacher's portrait into the larger photo well from the photo tray. Then, remove the teacher from the portrait flow so the image doesn't appear twice on the page.

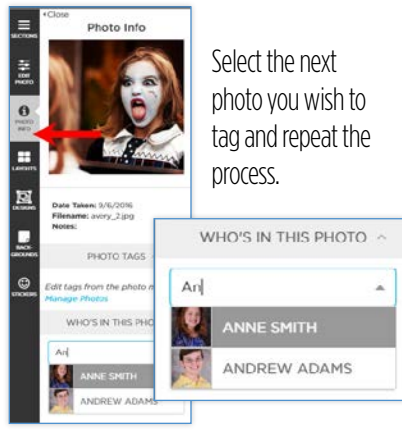




Name Tagging & Indexing

➔ The index will always print at the end of the book. If you don't want to utilize the Index section, you can turn it off so that it will not print in the yearbook. ⬅

1 With your layout open, click the photo you wish to tag. From the **Edit** tab, type the name of the person(s) in the photo. If you've already uploaded your PSPA files, the imported names will populate as you begin typing. To tag more people, add them the same way as shown above.



Select the next photo you wish to tag and repeat the process.

2 If you are unable to locate the person you wish to tag, make sure their name is correct in the PSPA data.

3 If you are still unable to locate the person you wish to tag, click **Add New Person** in the photo **Edit** tab. Fill in the form for adding a new entry and click **OK**.

Note: Unless you are adding a portrait photo (not recommended here), there is no need to complete the Grade, Teacher, Home Room or Custom Info fields.

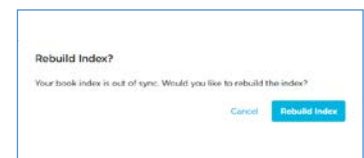
BUILDING THE INDEX

Because the index must "rebuild" itself each time an entry is added, we recommend that you wait until all other sections are locked before proceeding.

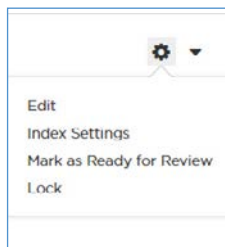


In Creator Studio, you will see a notice on the Index section when you need to rebuild the index after changes have been made.

Click that and you will be asked if you want go ahead..

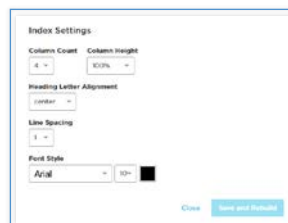


FORMATTING THE INDEX



You can change your index layout to accommodate additional elements or columns by clicking on the **gear** icon in the Index section.

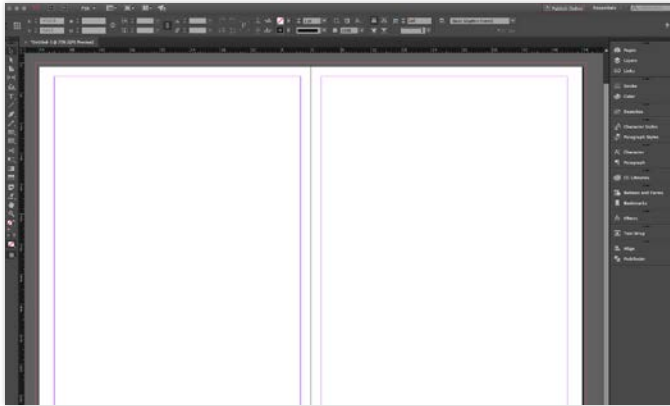
Select **Index Settings**. This will cause the index to rebuild, so don't add any stickers, captions, photos or other elements until the index has been rebuilt for the last time!



Once all of the other sections are individually locked and the index has been rebuilt for the final time, you can make changes to the format and add elements.

From the **Index Settings**, you can change the font, size, color, line spacing and type alignment. To change column heights go into the section to add images, stickers and backgrounds.

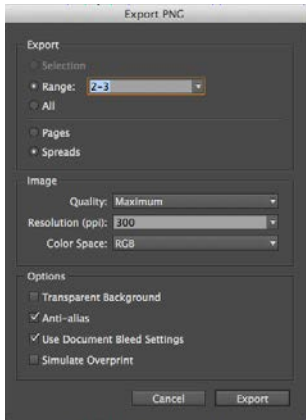
After you have finished formatting the index, lock the section and request a proof. Once it comes and you have approved it, you will be ready to order your yearbooks.



Templates for Adobe InDesign (CS4 and higher) and Photoshop are available for download at picaboyearbooks.com/downloads. Be sure to download the correct **template size** for both the pages and the cover.

InDesign Users: Export pages as PNG files at 300 dpi (see graphic to the left for exact settings) in sRGB.

Photoshop Users: Remove the Guides layer, flatten image and save pages as PNG files at 300 dpi in RGB.



Upload PNG files into your project. Once uploaded, simply place them as the backgrounds of their respective pages within the application.

NOTE: The provided cover templates are based on a 120-page yearbook. If your page count greatly differs, you may need to make some adjustments after you see how it looks once imported

Using InDesign or Photoshop Files?

You can design parts of, or all of, your yearbook using Adobe Photoshop, Adobe InDesign or similar software that will allow you to export your pages as high resolution JPG or PNG files.

Should you decide not to use the provided templates, the final JPG or PNG files (including bleeds) should be the following sizes (shown in inches):

8.5 x 11 cover size: 20.125 x 13.375 (based on 120-pages); Live area: 17.55 x 11

8.5 x 11 spread size: 17.25 x 11.25 (based on 120-pages); Live area: 17 x 11

9 x 12 cover size: 21.125 x 14.25 (based on 120-pages); Live area: 18.55 x 12

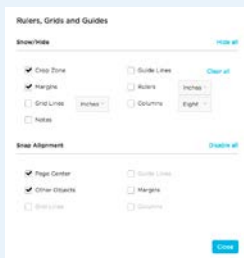
9 x 12 spread size: 18.25 x 12.25 (based on 120-pages); Live area: 18 x 12

into the cover sections. **Also keep in mind that files exported from InDesign or Photoshop cannot be larger than 14MB, otherwise you will be unable to upload them into the editor.**

If you choose to create your spine text with custom images outside of our online application, we cannot 100% guarantee that the text will be centered in production. The spine size varies depending on the book size, cover type and page count. Customers can choose to do this at their own risk. Please contact your Customer Support Specialist for more information.

NOTE: If you are importing layouts from outside software that include page numbers, you'll need to turn page numbers off from the Project Dashboard.

UNDERSTANDING WRAP ZONES, CROP ZONES AND MARGINS



What is the Crop Zone? It shows what will *likely* be trimmed during the manufacturing process. Words and objects should stay clear of this area.

What is the purple line? The purple line signifies the **External Margin**. To maintain a clean look and ensure all items placed on

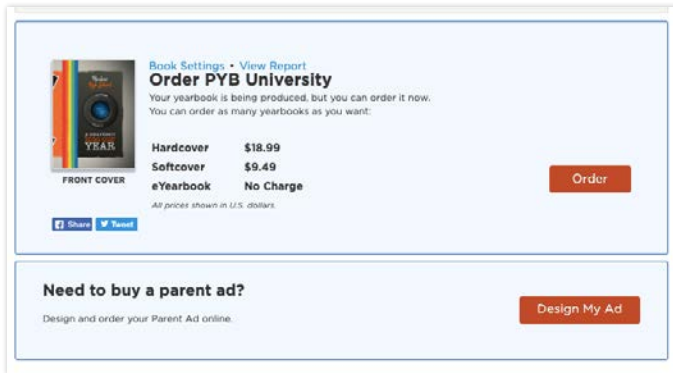
the page are well within the “live” area, we recommend staying inside this line.

What is the dotted line on the hardcover editor? This represents the area that will be wrapped around the inside of the cover. Very little of this area will be visible (once the endsheet has been applied), so be sure **NOT** to place text and important elements in this area.

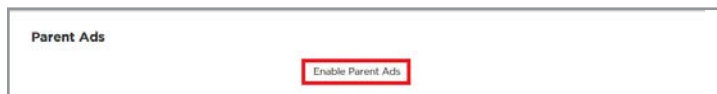
What is the solid line on the softcover editor? It shows what will *likely* be trimmed during the manufacturing process. Words and objects should stay clear of this area.

Set Up Parent Ads for Families

Help families celebrate student achievements and support your school. With this new feature, parents and other family members can easily design and submit ads using their own photos and personal messages for their children!



As a yearbook adviser, if you would like to offer Parent Ads, simply open your project. Under the **Parent Ads** section in your dashboard, select the **Enable Parent Ads** button.



This should redirect you to your **Parent Ad Settings**. You can access and edit settings at any time. On this page, you will be able to view:

1 - Parent Ads URL: Copy this unique URL, which you can share with parents (this URL cannot be changed). Parents will visit this website to login or create an account if they do not already have one. Once logged in, they can start designing their ads. **Note:** if you plan to make your yearbook available for pre-order in one of our storefronts, parents will also be given the option to purchase Parent Ads directly from your online store.

2 - Offer ads to the following grades: Select which grades will have the option to purchase Parent Ads. For example, if you only want to offer Parent Ads to juniors and seniors, then enter "Junior, Senior" in this space separated by commas as indicated in the example. When parents go to order an ad, they will only be given the options you specified in this step.

3 - Parent ad order deadline: This is the date parents will have to design, purchase, and submit their ads by. This deadline is a required item that parents will see after they have started a new ad design. The option to design an ad will be automatically disabled once this deadline passes. Make sure you give yourself enough time to review and approve ads well before your estimated order date!

4 - Choose which ads and prices to offer: Choose the ad sizes that will be available for parents to purchase. You can choose from full page, half page, 1/4 page, and 1/8 page sizes. You will also be able to choose how much you want to sell each size for.

5 - Currency: To wrap up, choose between USD and CAD currency. Once you have applied all your preferences, don't forget to hit Save!

Parent Ad Settings





Parent Ads URL:

Link copied to clipboard!

Offer ads to the following grades:
(Enter a comma separated list of grades. Eg. Senior, Junior or K,1,2,3)

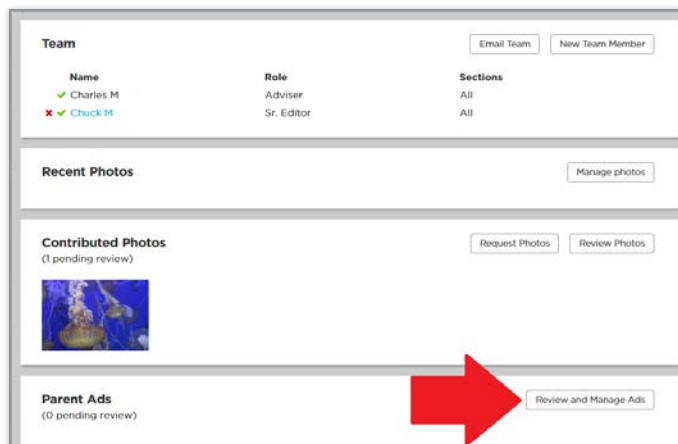
Parent ad order deadline (ad sales will end on this date)

Choose which ads and prices to offer

<input checked="" type="checkbox"/>		Full Page	\$ <input type="text" value="100"/>
<input checked="" type="checkbox"/>		Half Page	\$ <input type="text" value="35"/>
<input checked="" type="checkbox"/>		1/4 Page	\$ <input type="text" value="20"/>
<input checked="" type="checkbox"/>		1/8 Page	\$ <input type="text" value="15"/>

Currency

TUTORIALS



Manage All Submitted Parent Ads

As a yearbook adviser, you will be the only team member that can review and manage ads. To manage ads, simply select the **Review and Manage Ads** button in your project dashboard.

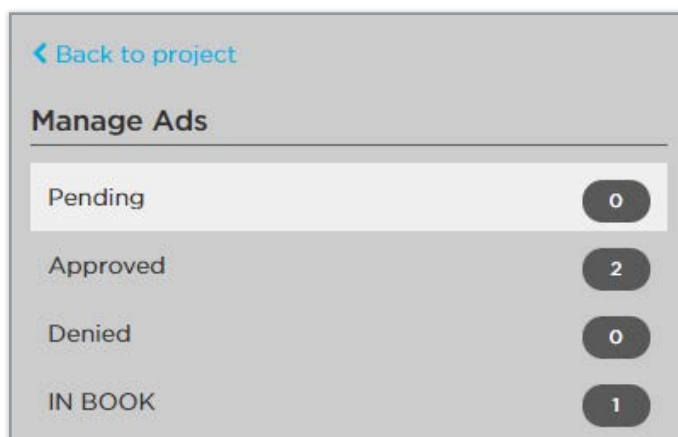
UNDERSTANDING AD STATUS

PENDING: Pending ads are ads that parents have purchased and submitted for review. Be sure to review the ad to make sure there aren't any spelling errors or inappropriate content. If the ad is acceptable, click the "Approve" button. If you are not happy with the ad, click the "Deny" button.

APPROVED: If you select the **Approve** button, the ad will move to the **APPROVED** category. Once an ad is approved, you will be able to use that ad and place it in an ad section. Ads in approved status can no longer be edited by parents unless you, the adviser, change the ad status to **DENIED**.

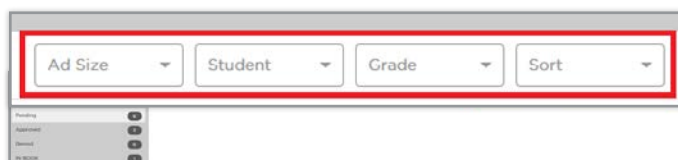
DENIED: If you click the "Deny" button, you will be prompted with a "Deny Ad" window. This will show you information about the ad and a field where you can let the parent know why the ad is being denied and what they should do to fix it. Once finished, click the "Deny & Send" button which will send an email to the parent that purchased the ad. The parent will see the reason for denial and they will be provided a link that will take them to the ad designer where they can edit and resubmit their ad. The ad will remain in the "Denied" category until the parent edits and resubmits the ad. Once the ad is resubmitted it will move back to the "Pending" category.

IN BOOK: Once an ad is approved and placed on a page in an ad section, the ad will show up in the "In Book" category. Once an ad is used in the book, you will be unable to deny the ad. You must first remove the ad from the page and then you may deny the ad if you choose.



SORTING & FILTERING ADS

If you have many ads to review, you are able to sort and filter the results using the drop down menus in the top right. You can filter by ad size, student name, or grade. Once you apply the desired filters, you can then sort those results in alphanumerical order.



Note: All sales of Parent Ads will be charged a 10% surcharge to cover costs, provide service, and continue to improve the ad program.

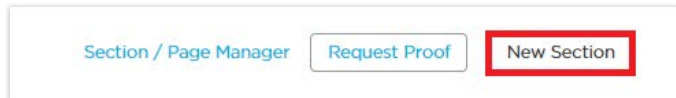
TUTORIALS



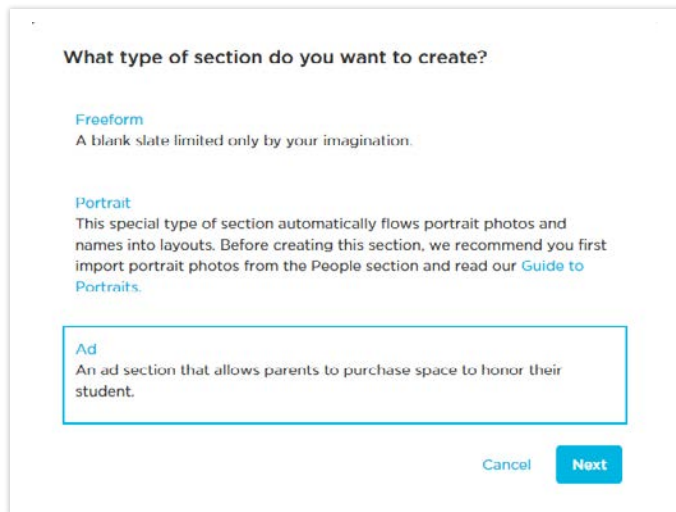
Create & Design a Parent Ad Section

If you have Parent Ads enabled for your school, here is how they can start creating and designing ad sections for the yearbook.

1 To create an ad section, go to Sections in your project dashboard and select the **New Section** button.



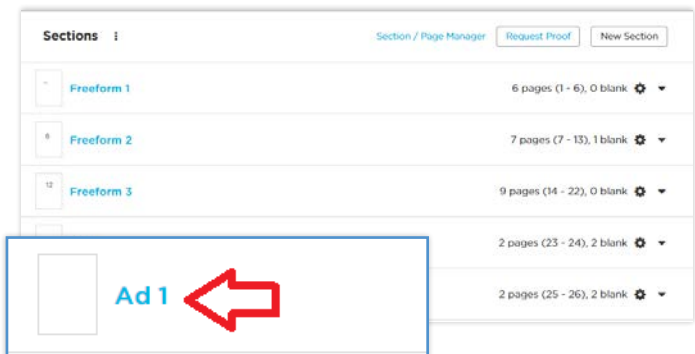
2 When the “What type of section would you like to create?” window pops up, choose the **Ad** option.



3 Enter a name for the section and the number of pages you want the section to have. Then click **Finish**.



4 Select the ad section you want to edit from your Project Dashboard.



AD SPACE SPECIFICATIONS

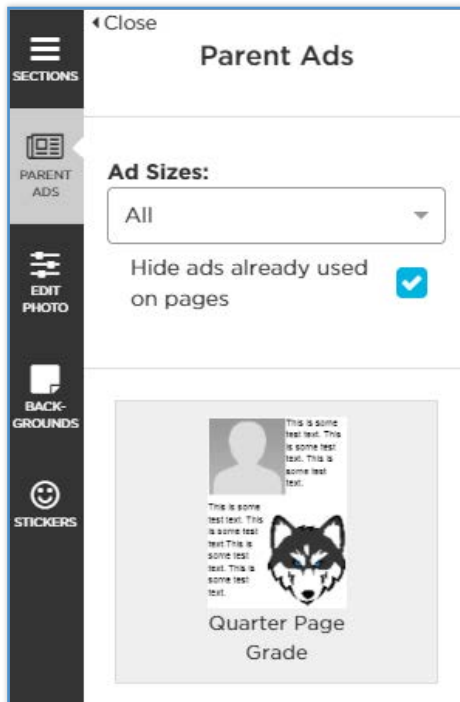
Families should be aware that all artwork and text should match the dimensions of their desired ad space. For example, when applying an image to a 1/8 page ad, be sure to note how well the subject matter can be viewed in actual size.

Ad Space	Width (picas)	Height (picas)	Recommended Number of Images (max)
Sizes for 8 x 11" Books			
Full Page	46	61	8 or more images
Half Page	46	30.5	4-6 images
Quarter Page	23	30.5	2-3 images
Eighth Page	23	15.25	1 image
Size for 9 x 12" Books			
Full Page	49	67	8 or more images
Half Page	49	33.5	4-6 images
Quarter Page	24.5	33.5	2-3 images
Eighth Page	24.5	16.75	1 image

TUTORIALS

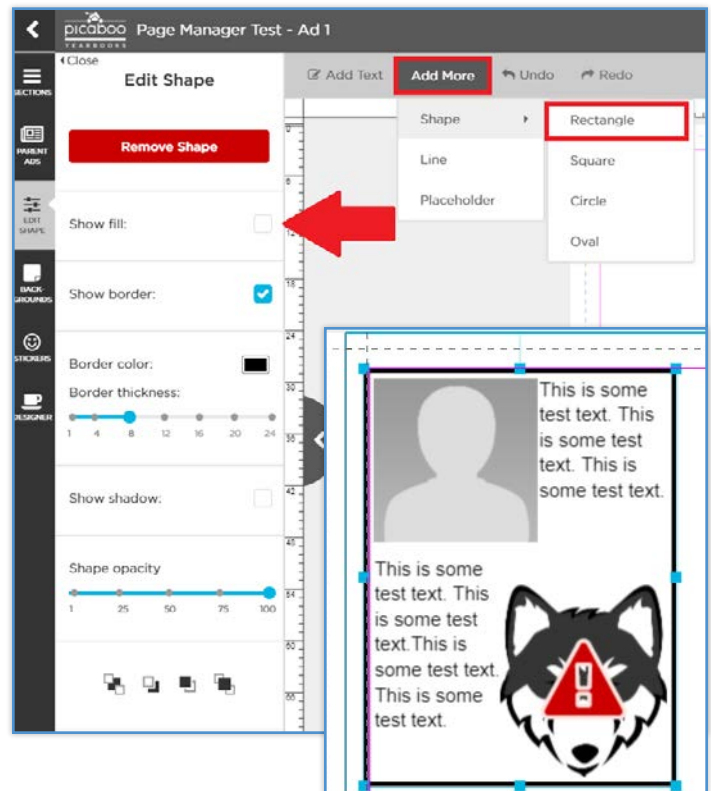
5

Click the Parent Ads tab in the left panel. From here you can see ALL ads or filter them by size. You may also check/uncheck the checkbox if you want to hide/show ads that have already been used on other pages. If you don't see any ads, then you have not approved any ads yet.



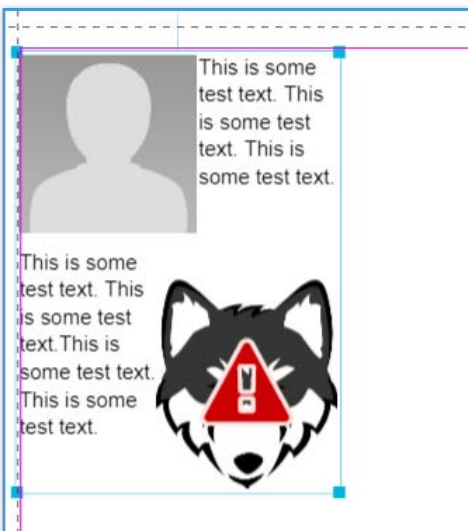
7

If you would like to add some borders around your ads for better separation, you can do so by clicking Add More>Shape>Rectangle. Remove the colored fill of the rectangle by unchecking the "Show Fill" checkbox. Then position the rectangle around your ad.



6

To apply the ad to a page, simply drag and drop the ad from the left panel onto a page. Then you can move the ad anywhere on the page. The ad sizes were designed to fit within the margins of the page (for example, a quarter page ad fills in a quarter of the space within the margin).

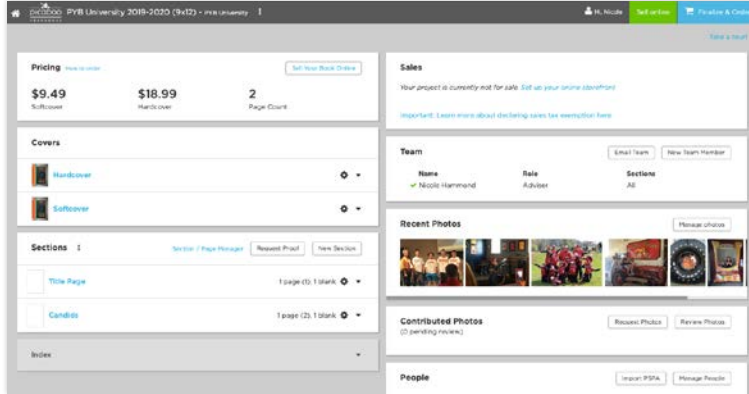


PRO TIP FOR FAMILIES



MARGINS ARE KEY! Depending on how you will be laying out ads onto your pages, we recommend encouraging parents to keep all visuals and text within the margin of their ad spaces. This will make sure each ad stands out in the yearbook.

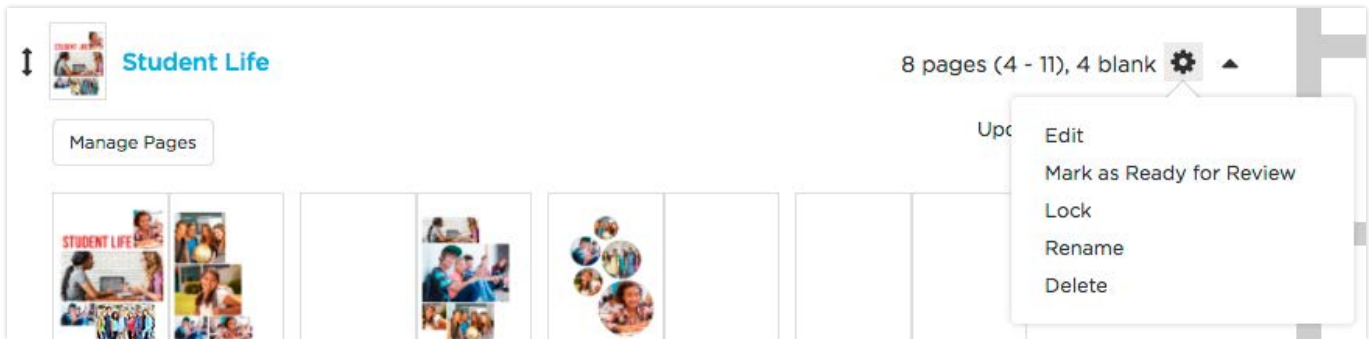
TUTORIALS



Finalize Your Yearbook

You're almost finished! But, before you start the celebration, there are a few more details to take care of.

From the Project Dashboard resolve any outstanding notes and notifications then click the gear icon and select **Lock** each section.



As you lock each section, you will be asked if you would like to perform spellcheck. We also recommend that, if you don't have your margin and crop zone guides turned on, you turn them on from Advanced > Rulers, Grids & Guides. Make sure important elements such as text and faces aren't too close to this area as they could be trimmed off during production.

Open your cover section(s) one last time to make sure all elements are positioned the way you intended before submitting. Make sure important elements (like text and pictures) aren't in the crop zone surrounding the cover, as they will be trimmed off during production. Adding or deleting pages after designing your cover changes the size of the spine and thus may cause cover elements to shift (even if the cover section is locked!). Remember to lock your covers when you are finished checking them!

You can request a digital proof at any time. Click **Request Proof** from the Sections module in the Project Dashboard to have a PDF of your project sent to your email.

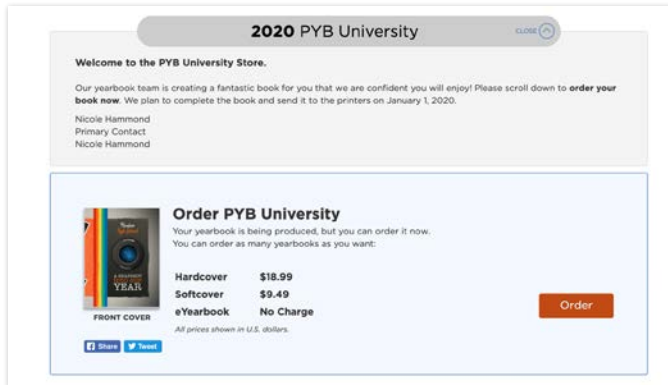
A screenshot of the 'Request project proof' form. The form has a title 'Request project proof' and a sub-header 'Request project proof'. Below the title, there is a note: 'You can send a PDF proof below. Note: a proof will also be sent when all sections are locked. The time it will take to generate the proof will vary depending on the size of the project and the number of other proofs in the system.' Below this note, there is a text input field for email addresses, with a placeholder 'The proof will be sent to bishah@piczboocom and any email addresses entered below:' and a label 'Separate email addresses with comma'. At the bottom of the form, there are 'Cancel' and 'Send' buttons.

Paying by Invoice

Did you sell any yearbooks outside of your online Storefront? Please review the invoice process carefully and submit your **Invoice Request Form** at least two weeks prior to the order date if you intend to pay by check.

1. Collect money for any in-school yearbook sales and track who has paid.
2. Fill out the **Invoicing Request Form** [link provided at creatorstudiopro.com/resources].
3. Creator Studio Pro will generate an invoice within two business days.
4. Mail payment for 100% of the invoice.
5. Once the check is received, Creator Studio Pro will email you a payment code for the value of the invoice.
6. Use the code to pay for books online upon check-out.

You can always contact your account manager or CSS if you'd like for them to double-check your cover before paying.



Place Your Bulk Order

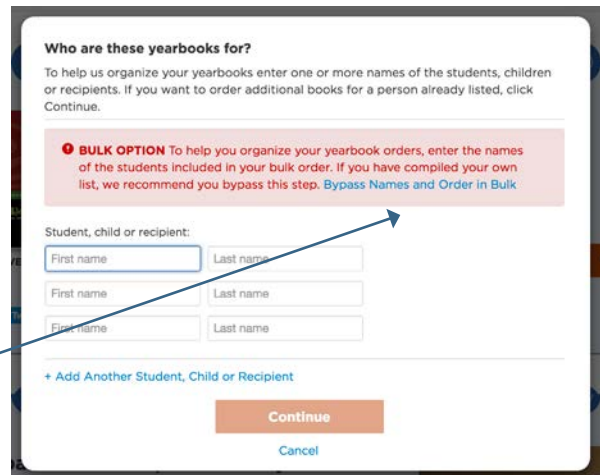
So, you've finished your yearbook. Congratulations!
Place your order, then sit back and wait no more than three weeks for your books to arrive.

There are three possible scenarios when placing your bulk order:



1. All orders were placed online via your Picaboo Storefront.
2. All orders and money were taken via in-school sale or the school provides the yearbook as part of tuition.
3. Orders were taken both in-school and via your Picaboo Storefront.

➤ Because #3 is the most common, this tutorial will focus on that scenario. Detailed instructions for the other two scenarios are available at pyb.zendesk.com.

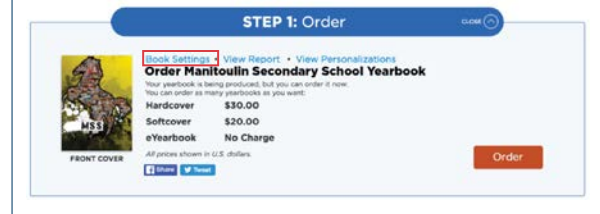
1 From the Storefront, click the orange **Order** button. If you do not see the screen below, you need to log in as the adviser.



2 From this screen, you may individually enter the names of each student who purchased a yearbook and click **Continue**, **OR** you may skip this step by clicking the blue **Bypass Names and Order in Bulk** link to proceed with your order.

BOOK STYLE	QUANTITY
9 x 12 Hardcover \$26.00 	1
9 x 12 Softcover \$16.00 	0

4 VERY IMPORTANT: In order to receive all of your yearbooks in one bulk shipment, you must now release your pre-orders into production. Return to the Storefront and click the blue **Book Settings** link to submit all pre-orders into production.



3 Enter the number of hardcover and softcover books you wish to order (equal to the amount you sold during your in-school sales, plus any extras you may want). Proceed to **Checkout**.

Available payment methods: Visa, MasterCard, AmEx (for US only), PayPal and Purchase Code (available only with paid invoice).

5 If you haven't confirmed that you have approved your final PDF proof, go ahead and do so. Then, click the orange **Submit to Production** button.

Submit Pre-Orders to Production

The following are required before submission:

- ✓ Book has 20 or more pages
- ✓ Book ends on an even page number
- ✓ All sections are locked
- ✓ Proof sent
- ✗ Confirm you have approved your proof.

Submit to Production

CREATOR STUDIO [PRO]

This section highlights
the professionally
pre-designed covers
and coordinating
features offered FREE
in our web application.



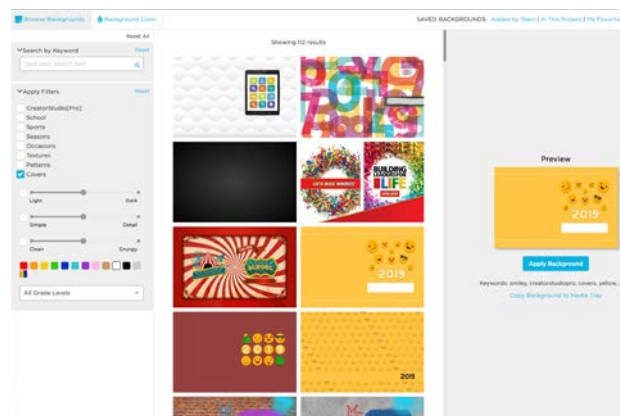
CREATOR STUDIO [PRO]

Choose Your Style

Each of the **CreatorStudio[Pro]** covers have a set of coordinating stickers and backgrounds. Use the **CreatorStudio[Pro]** filter in both the stickers and backgrounds search engines to browse options - or type a theme's keyword name in the keyword search window to view specific theme graphics. Select coordinating fonts and color shapes to match to complete the look. See following pages for pre-designed themes to use on your next project.

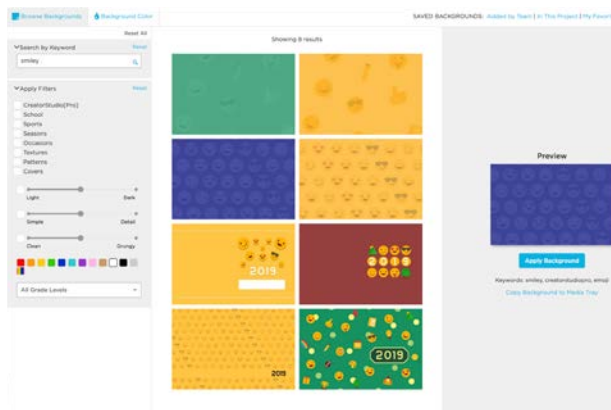
Covers

In the Covers section, when editing your book, select **Backgrounds** from left-side panel and click on Find Covers. Apply the Cover filter. Type the theme's keyword into the Search by Keyword field. For example, "fortherecord". Select and apply the cover of your choice.



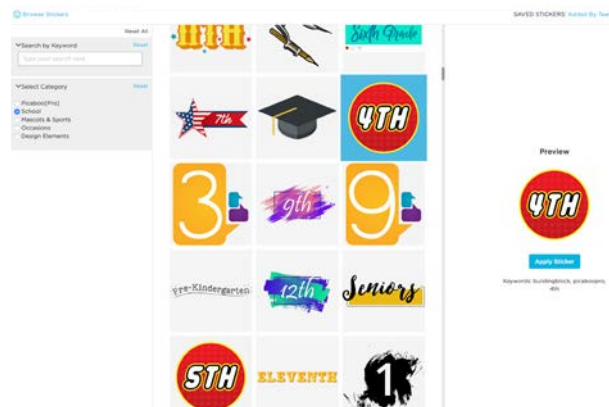
Backgrounds

While editing your pages, click Backgrounds from left side panel. Click **Find Backgrounds**. Type the theme's keyword into the Search by Keyword field. For example, "fortherecord". Select and apply the background of your choice.



Stickers

While editing your pages or cover, click Stickers from left side panel. Click **Find Stickers**. Type the theme's keyword into the Search by Keyword field. For example, "for the record". Select and apply the sticker of your choice.



CREATOR STUDIO [PRO]

Customizing Your Cover

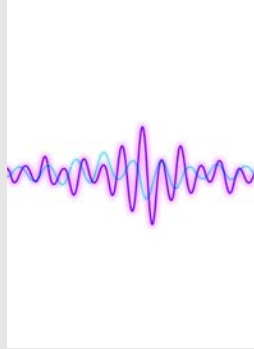
Make it work. If you want to adjust the placement of the cover, use the Copy Background to Media Tray option instead of Apply Background. This will put the image in your media tray and you can then place it on the page using Add Photo (not Apply as Background) and use the Edit Photo options on the left of the screen. You can Zoom/Crop to position and size the background photo.



Make it personal. Some of the simpler designs have plenty of room to add a school mascot sticker, theme graphic, school seal or photo. Don't forget that the back cover is a great place to add extras!

Make it yours. Add your school name and year (if not already incorporated into the design). Draw a text box, then select a font and color to coordinate with your selected design.

CREATOR STUDIO [PRO]



NEW!

1980

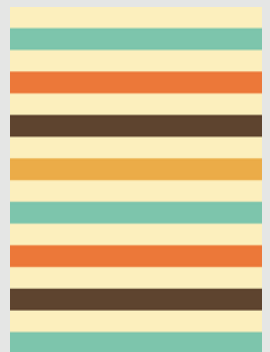
Keywords: "1980s" or "Retro"

FRESHMAN



Fonts used in theme:

ANOTHER DANGER



NEW!

Instant Camera

Keyword: "instantcamera"



Eighth Grade

STAY focused.

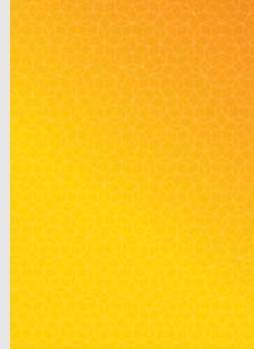


Fonts used in theme:

American Typewriter

CREATOR STUDIO [PRO]

Please note that not all the suggested fonts below may be included in Creator Studio. If you would like to use any of these fonts for your book, we recommend searching for and acquiring licensing for those fonts separately!



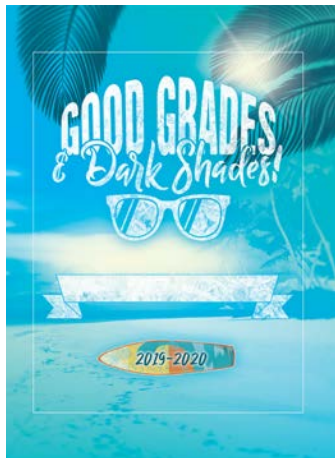
NEW! Inspiration
Keyword: "inspiration"

senior
TWELFTH GRADE



5th

Fonts used in theme:
Gill Sans

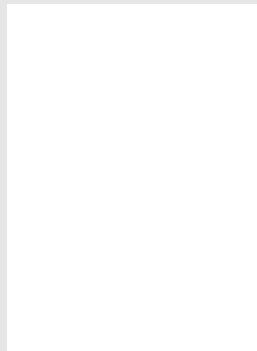


NEW! Tropical
Keyword: "tropical"



Fonts used in theme:
**HECTOR
ROUNDED**

CREATOR STUDIO [PRO]



NEW!

2020 Vision

Keyword: "2020Vision"



SOPHOMORE

Fonts used in theme:

CHOSENCE

CRYSTALCLEAR

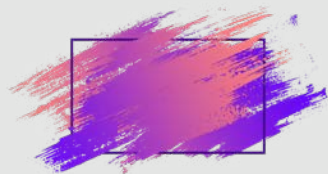
AUTOGRAPHS



FAVES!

Watercolor

Keyword: "watercolor"

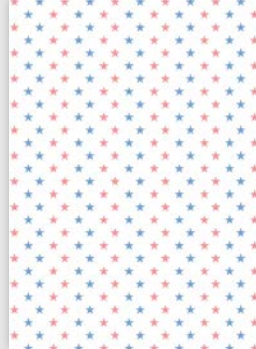


Fonts used in theme:

Pristina

CREATOR STUDIO [PRO]

Please note that not all the suggested fonts below may be included in Creator Studio. If you would like to use any of these fonts for your book, we recommend searching for and acquiring licensing for those fonts separately!



FAVES!

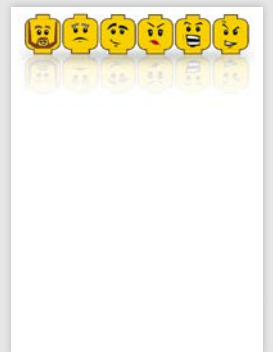
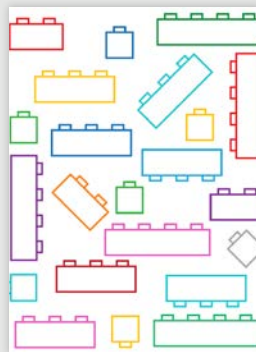
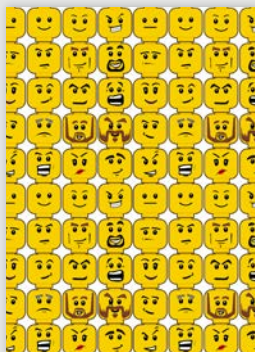
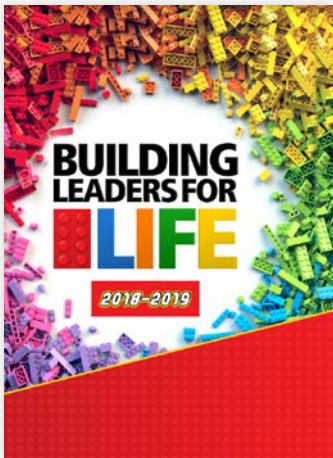
Patriotic

Keyword: "patriotic"



Fonts used in theme:

Make My Words



FAVES!

Building Blocks

Keyword: "buildingblock"



Fonts used in theme:

LEGOTHICK

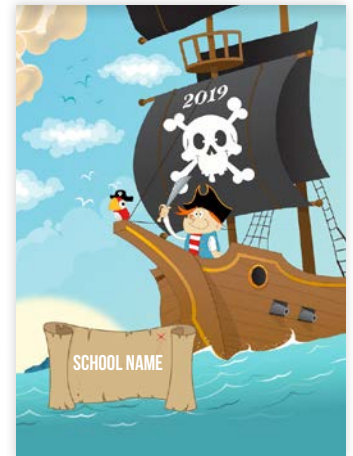
CREATOR STUDIO [PRO]

More Pre-designed Covers

CreatorStudio[PRO] offers you a **FREE** assortment of theme and cover graphic elements to complement your yearbook design. To access these elements, check the **CreatorStudio[Pro]** filter in the **Backgrounds** tab. You will see a large number of backgrounds that can be used alone or in conjunction with text, photos and stickers.



adventure



ahoypirate



arrows



crayon



smiley



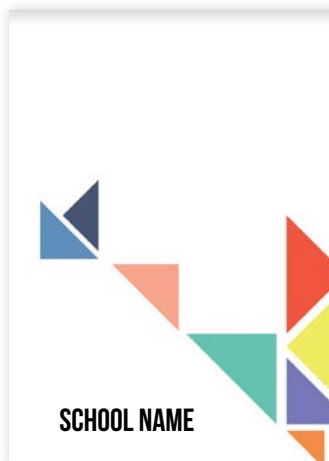
magazine



comeinpeace



construct (4 color options)



shapingup

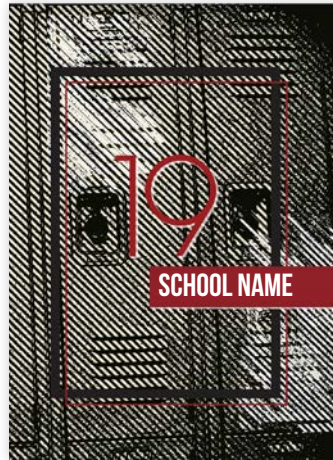


journey

CREATOR STUDIO [PRO]



chalkboard



lockers (7 color options)



seenheard



world



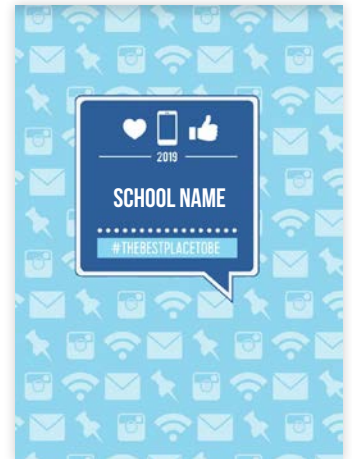
goingup



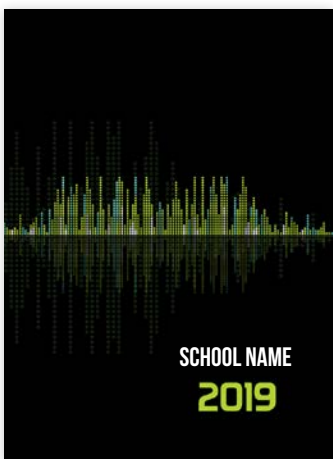
emojibook



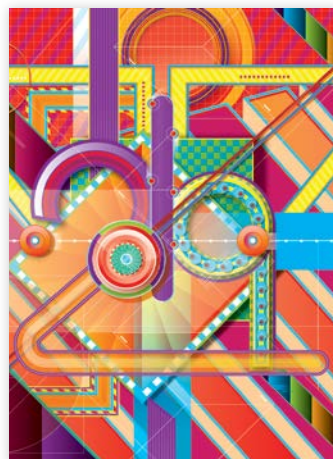
curve



hashtag



fortherecord



arcade



stem



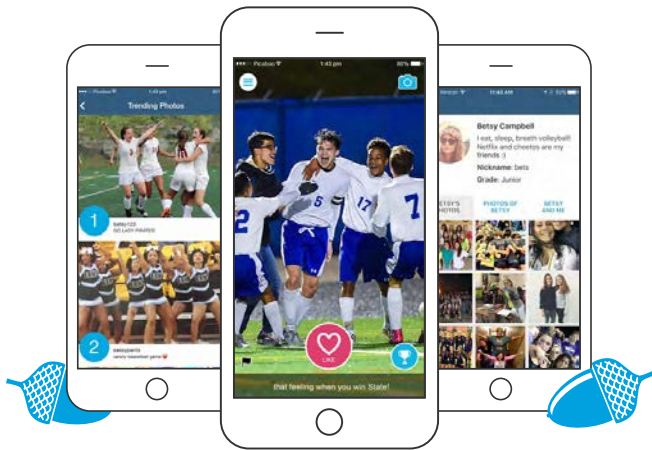
topstars

TOOLS

This section is full
of resources to make
your job easier,
more efficient and
downright fun.



CROWDSOURCING PHOTOS



Skipple 

Skipple is a school-based mobile app that allows the entire student body to contribute photos that flow directly into your yearbook project.

Collect Photos

Great yearbooks rely on great photos. Skipple enables everyone at your school to submit photos of the very best moments. Engage the entire student body in the yearbook process and create your best yearbook ever.

Notifications

COMING SOON! Advisers and Photo Editors can send school-wide notifications to all Skipple users through Picaboo Yearbooks' online yearbook application. Need photos of tonight's away game? Send a notification! This is also a great way to announce activities and promote yearbook sales.

Profiles

Skipple profiles provide the yearbook team an easy way to identify all students at the school by photo, school activities and grade. Students choose to "like" or "skip" photos. The interaction and Leaderboard results will keep students actively engaged.

Tagging

Once students set up a Skipple profile, they can start tagging their friends in photos. This allows students to easily find each other in the app and view their friends' photo albums.

"Football season is over, but—because of Skipple—I have so many photos to choose from for the yearbook."

- TOLA, SPORTS EDITOR, 2016 ELEANOR ROOSEVELT HIGH SCHOOL YEARBOOK STAFF

Yearbook App Integration

Every photo that is uploaded to Skipple flows directly into the yearbook application. Each photo uploaded is also held for adviser approval before it can be placed on pages.

From the **Manage Photos** area of the online yearbook application, you can organize and move photos directly into the proper section.

1. Download the Skipple app and create an account with the same email address you use to log into your Picaboo account.
2. Find and select your school from within the Skipple app. Search your school's official name (e.g. search "John F. Kennedy High School" rather than "Kennedy High School").
3. If your school has Skipple photos, then you'll see them from the Project Dashboard and will be able to add them to your project sections.

» Learn more at www.getskipple.com

COPPA Compliance

For students under 13 years old, the yearbook adviser must get appropriate parent permission before their child can use Skipple. Parents are welcome to download Skipple and submit photos on their child's behalf.

Safeguards

If a user finds a photo offensive for any reason, they can "flag" the photo and it will be immediately removed from the application.

New year, new photos

Every July 1st, your photo feed in Skipple will reset and the previous year's photos will be available at www.getskipple.com/leaderboard.

CROWDSOURCING PHOTOS



vidigami
the place for school memories

Meet Vidigami, a partner product to Picaboo Yearbooks. The yearbook is a wonderful, end of school year compilation of the best memories at your school. Now, we are expanding the impact of media by sharing memories in real time all year long with Vidigami!

Year-Over-Year Archive

Vidigami is your school's repository of all photos (and videos), centralized and organized over the years in one place. Searching, downloading and storing photos in an organized way is a big job. Vidigami helps you find old photos, repurpose campus shots, or find that missing staff member's photo from the last year, so they can be used for all kinds of published material.

Give Journalism a Boost

The newspaper has great photos of the play. The yearbook covered the soccer games this weekend. The digital media team (social media, video) captured some great shots of the Model UN event in Boston. But there is no easy way to share all this great content among each other! Add members to relevant groups in Vidigami, so everyone can easily collaborate and contribute.

Marketing Your Yearbooks

Add all the content that might not make it into the yearbook into Vidigami, where you can turn them into awesome slideshows that can be shared with your community. Have a teaser slide saying "Check out the photos from the game last night." or "Don't forget to buy your book before December 1st!!" Distribute the slideshow link to your entire school right from Vidigami!

Break the Silo

Every year, yearbook teams are swamped with requests for the great photos that appear in the yearbook. This is tricky, because most yearbook editing programs don't make it easy to get uploaded photos out of the application. With Vidigami, yearbook teams can create a special album just for all the photos used in the yearbook. Just share the album link with registered parents and students, let them upload away, and browse the best photos. Easy peasy!

Share Albums Privately

You are in the school memory business. Instead of sharing moments only on the day yearbooks are distributed, privately share them all year round with other registered Vidigami users at your school, including parents, students, and faculty. Keep in mind, Vidigami is password protected, so only you and your community members will be able to access media.

Use QR codes

In Vidigami, create an album for Graduation. Then, copy the share link and create a QR code for it in the yearbook editor. Upload grad photos into the album and voilà...Graduation is forever included in your yearbook! Readers can scan the code and go straight to the Graduation album in Vidigami.

Learn More

Creator Studio and Vidigami are two products owned by the company Vidigami Inc. Both are sold separately and in combination.

To learn more, please visit about.vidigami.com to book a demo with a representative, and explore the available pricing options.



FONTS

Our yearbook app offers more than 150 typefaces. From covers to captions to headlines, we've got a number of options to meet your needs.

Abril Fatface

ABR

Alba

All Things New

Amaze

Amaze Bold

Amaze Italic

Andrew Script

Archivo Black

Archivo Narrow

Archivo Narrow Bold

Archivo Narrow Italic

Arial

Arial Bold

Arial Italic

Augie

Aurulent Sans

Aurulent Sans Bold

Aurulent Sans Italic

Ballypark

BEBAS NEUE

Belotta

Belotta Bold

Belotta Italic

Billy Ohio

Bitstream Vera Sans

Bitstream Vera Sans Bold

Bitstream Vera Sans Italic

Bitter

Blackjack

Blogger Sans

Blogger Sans Bold

Blogger Sans Italic

Blogger Sans Light

Blogger Sans Light Italic

Blogger Sans Medium

Blogger Sans Medium Italic

Bonveno CF

Boring Boron

Bretan

Bretan Bold

Brock Script

Cantarell

Cantarell Bold

Canterell Italic

Carolyna Pro Black

Caviar Dreams

Caviar Dreams Bold

Caviar Dreams Italic

Century Gothic

Century Gothic Bold

Century Schoolbook

Century Schoolbook Bold

Century Schoolbook Italic

ChanitcleerRoman

Charis SIL

Charis SIL Bold

Charis SIL Italic

Chivo

Chivo Bold

Chivo Italic

Chivo Black

Chivo Black Italic

Chunk Five

Colaborate

Comfortaa

Comfortaa Bold

Cookies

Corinthia

Daniel

Davis

Dharma Gothic

Disco

DRACULA

Droid Sans

Droid Sans Bold

Elephant

English

Existence Light

Fjalla One

Felt Pen

Fengardo Neue

Fengardo Neue Bold

Futura

Futura Bold

Futura Italic

Gentium

Gentium Bold

Gentium Italic

geodesic

Glypha

Glypha Bold

Glypha Italic

Glypha Bold Italic

GoodDog

Goodfish

Helvetica Neue

Helvetica Neue Bold

Helvetica Neue Black

Hockey is Life

Hyena

j.d.

JackInput

Japanese Brush

Jester Regular

Journal

Junkos Typewriter

Lane

Learning Curve

Lobster

Louisiana

Loveletters Script

Luxi Sans

Luxi Sans Bold

Luxi Sans Italic

Manhattan Darling

Marketing Script

Meta.Me

Mido

MOLOT

MONKEY CHUNKS

NEORETROWDRAW

NixieOne

NotePad Regular

Old Typefaces

pookie

One Stroke

PRINCETOWN

Proxima Nova

PT Sans

PT Sans Bold

PT Sans Italic

Quicksand

Quicksand Bold

Quicksand Italic

Raleway

Rabiohead

Riesling

Robot Teacher

Roman Serif

Roman Serif Italic

Saffron Too

Sandra Regular

Sansation

SEAWORTHY

Sketch Block

Stencilla-A

Surface

Teenage Girl

TELEGRAPH

Thriftshop Brush Script

THRIFTSHOP BRUSH SERIF

Thriftshop Monoline Script

THRIFTSHOP BRUSH SANS

Times New Roman

Times New Roman Bold

Times New Roman Italic

Titillium Text

TOR'S HEADACHE

TRASH HAND

TURKEY SANDWICH

ubuntu-title

UglyQua

UglyQua Italic

Verdana

Verdana Bold

Verdana Italic

Vingy Normal

Walkway

Weber Hand

Webster

Yanone Kafeesatz

FONTS



Using Fonts

Need some help working with different fonts? Follow some simple tips and tricks below

1 If you'd like to sample a font, try typing it out in this sentence: "The quick brown fox jumped over the lazy dog". This has all the letters of the alphabet, so you can see how each character appears. Try using marks like &, ! and # too.

"The quick brown fox jumped over the lazy dog!"

Sans-Serif fonts

Helvetica
Arial
Gotham

Serif fonts

Palatino
PT Sans
Times

2 There are 2 types of fonts: Serif and Sans Serif. Serif fonts have a tail at the ends of the letters (e.g. **Palatino** and **Times New Roman**). Sans Serif fonts, on the other hand, are clean at the ends (e.g. **Arial** and **Helvetica**). Serif fonts are easier to read when they are large, so if you need to make a font 12 pt. or smaller, it's best to use Sans Serif!

3 Using a different language for your book? All fonts below support Spanish accents, while fonts with an asterisk (*) support French accents. Note: **Aurulent Sans** and **Loveletters Script** do not support the cedille Ç.

Abrial Fatface	Blogger Sans	Colaborate	Glypha Bold	<i>Marketing Script</i>	Stencilla-A
Alba	Blogger Sans Light	Comfortaa	GoodDog	MONKEY CHUNKS*	Surface
<i>All Things New</i>	Blogger Sans Medium	Comfortaa Light	Goodfish	NixieOne	TELEGRAPHEM
<i>Amaze</i>	BonvenoCF*	<i>Corinthia Pro</i>	Helvetica Neue	Old Typefaces	Times New Roman
AndrewScript	Bretan	<i>Daniel</i>	Helvetica Neue Black	One Stroke	Titillium Text
Archivo Black	<i>Brack Script</i>	Dharma Gothic	<small>Helvetica Neue Ultra Light</small>	pookie	Tox Headache
Archivo Narrow	Cantarell	Droid Sans	Hockey is Life	PRINCETOWN	TRASH HAND
Arial	<i>Carolyna Pro Black</i>	Elephant	<i>j.d.</i>	Proxima Nova	UglyQua*
Augie	Caviar Dreams	<i>English</i>	JackInput	PT Sans	Verdana
Aurulent Sans*	Century Gothic	Existence Light	Jester Regular	Quicksand	Vingy Normal
BEBAS NEUE	Century Schoolbook	Fjalla One	<i>Journal</i>	Raleway	Walkway
Bellota	ChanitcleerRoman	Fengardo Neue	Lane	Raleway Black	Weber Hand
Bitstream Vera Sans	Charis SIL	Futura PT	<i>Learning Curve</i>	<i>Risling</i>	webster
Bitter	Chivo	Gentium	lobster	RomanSerif	Yanone Kaffeesatz
<i>BlackJack</i>	Chivo Black	Glypha	<i>Louisiana</i>	<i>Paffron Too</i>	
	ChunkFive*		Luxi Sans	Sansation	

Note: **NotoSansKR**, **NotoSansJP**, **NotoSansSC**, and **NotoSansTC** can be used for most Korean, Japanese, and Chinese characters.

LETTER ART

Make Headlines Pop!

Take typography to the next level with some awesome 3D letter art. Simply navigate to **Stickers** when editing your page, and search for the letter keyword to apply the element. Some letter designs come in various color options to help you style up your pages just how you'd like!



COOKIE

NEW! Keyword: "cookie"



ICE COLD

NEW! Keyword: "icecold"



EXPLOSION

NEW! Keyword: "explosion"



SUMMER
FLOWERS

NEW! Keyword: "summerflowers"



AQUA

NEW! Keyword: "aqua"

MORE CHARACTERS

Each set includes the entire alphabet (upper case) as well as numbers, punctuation marks and common symbols.

LETTER ART

The words "CANDLE" and "LIGHT" are stacked vertically. Each letter is a thick, golden-brown candle with a small flame on top and a drip of wax at the bottom.

NEW! Keyword: "candlelight"

The word "BOOM" is written in a bold, blocky font. Each letter is filled with a dense, textured pattern of small, orange-brown leaves or petals, giving it a floral, explosive appearance.

NEW! Keyword: "boom"

The word "CHOCOLATE" is written in a bold, blocky font. Each letter is a dark brown, textured chocolate bar with a thick, dark brown chocolate drip hanging from the bottom of each letter.

NEW! Keyword: "chocolate"

The word "CLOUDS" is written in a bold, blocky font. Each letter is a soft, white, textured cloud with a slightly hazy, ethereal appearance.

NEW! Keyword: "clouds"

The word "CHAOS" is written in a bold, blocky font. Each letter is a dark purple, textured, and heavily distorted with horizontal motion blur, giving it a sense of chaotic movement.

NEW! Keyword: "chaos"

The word "COFFEE" is written in a bold, blocky font. Each letter is a dark brown, textured coffee bean, with the individual beans clearly visible within the letters.

NEW! Keyword: "coffee"

LETTER ART



CUBE

NEW! Keyword: "cube"



FLINTY

NEW! Keyword: "flinty"



FOIL
BALLOON

NEW! Keyword: "foil"



BLOCKS

NEW! Keyword: "blocks"



WIRED

NEW! Keyword: "wired"



PLASTICINE

NEW! Keyword: "plasticine"

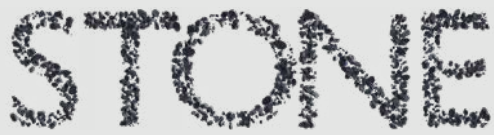
LETTER ART



NEW! Keyword: "steampunk"



NEW! Keyword: "nightlights"



NEW! Keyword: "stoneparticles"



NEW! Keyword: "nutty"



NEW! Keyword: "marshmallow"



NEW! Keyword: "liquidgold"

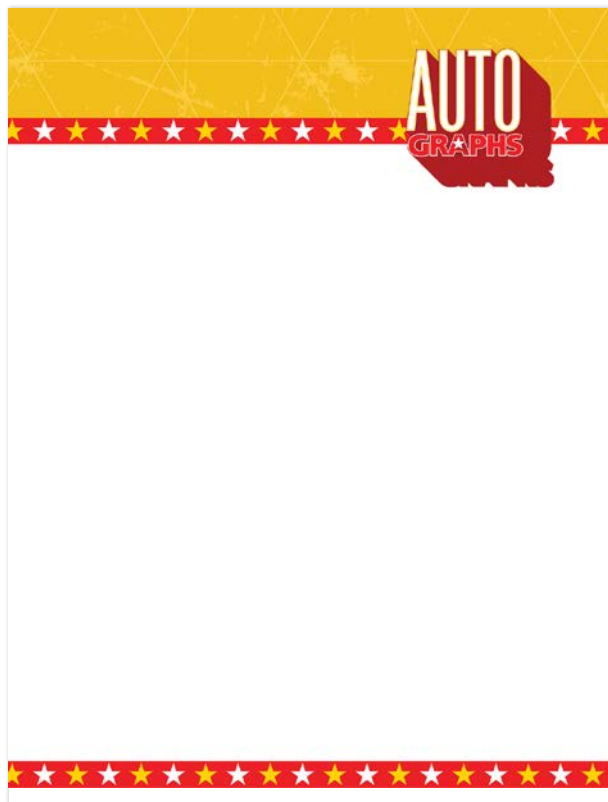
ADD ON PAGES

Remember the specifics: While the yearbook is usually just thought of as a way to record school memories, it's also a great way for documenting what was happening in the world and in the life of the individual student.

About Me: These pages allow students to fill in personal information about themselves (which will be so funny to read in 20 years!). Search "aboutme" in the **Backgrounds** tab to browse the options.

Retrospect: This is a two-page review of the major news and pop culture happenings of the year. Because the year has just begun, Retrospect pages won't be available until early March, but go ahead and create a two-page section for it if you would like to use this free add-on. You will be notified by email when the Retrospect pages are ready.

Autographs: Don't forget to save room for Autograph pages! Simply create an Autograph section, place a background on the page if you want one, and search the stickers using the search term "autographs".



MARKETING TOOLS

Whether you sell your yearbooks online, in school or some of both, we have a variety of materials to help you promote your yearbook sale.

Download and customize our templates for parent flyers and printable 11x17 posters, or use our web graphics to post on your school's website and link to your online Storefront. These materials and more are available for download at picabooyearbooks.com/downloads.

picaboo
YEARBOOKS

ORDER YOUR YEARBOOK TODAY!

Order online at picabooyearbooks.com or fill out the form below and return with payment to: Make checks payable to: **Deadline:**

STUDENT NAME(S):	OPENS:	PRICE:	QUANTITY:
HARD COVER YEARBOOK	\$		
MEMBER(S)/GRADE(S):	SOFT COVER YEARBOOK	\$	
ADDITIONAL INFO:	TOTAL AMOUNT ENCLOSED:		

FOR ADDITIONAL INFORMATION:
FOR ONLINE ORDER HELP: CALL 815-557-0522 (TOLL FREE), EMAIL INFO@PICABOODESIGN.COM OR VISIT PICABOODESIGN.COM

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ORDER A YEARBOOK

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ORDER ONLINE AT:

FOR ADDITIONAL INFORMATION:
FOR ONLINE ORDER HELP: CALL 815-557-0522 (TOLL FREE), EMAIL INFO@PICABOODESIGN.COM OR VISIT PICABOODESIGN.COM

PERSONALIZE YOUR YEARBOOK

Your yearbook includes two personalized pages and a custom back cover – free!

If you would like to take advantage of this offer, follow these directions to complete your order.

- Go to your school's customized Picaboo Yearbook website. Click on the red **ORDER & DESIGN PERSONALIZED YEARBOOK** button and follow the on-screen instructions. If you have previously ordered from Picaboo Yearbooks, log in with your existing credentials. If you haven't, you will be prompted to set up an account with your email address and a password.
- Enter the yearbook request's name and any required information, then click **PERSONALIZE YEARBOOK** to continue. You may personalize additional books when you are done with step three.
- At this point, you can upload photos, change backgrounds, layouts, and borders, and add text and stickers. Access **split view** buttons at picabooyearbooks.com/branding to learn more. To save your work so you can close the program and come back anytime to personalize your design, simply log out and log back in later. Once you have finished your personalized pages and are ready to submit them, click the green **FINALIZE YEARBOOK** button at the top right of the page.
- Select the product and quantity you would like to order for the yearbook request. Click the red **ADD TO CART** button. To order additional books, return to your school's customized Picaboo Yearbook website and repeat steps 1-3.
- Once you have completed all of your desired personalizations and added them to your shopping cart, click the blue **CHECKOUT** button. Fill out the required information and click **CONFIRM** to proceed to the payment area. You may use the credit card or PayPal. Please note that the Purchase Code option is not available for parent orders.
- Once your order is complete, you will receive a confirmation email which we highly recommend you save.

WE WANT YOUR PHOTOS!



1. Download **Skipple** from the Apple or Google app store.
2. Click **Find My School** and enter our school name to join the fun.
3. Upload or take photos, view your classmates' photos, vote for your favorites and work your way up the Leaderboard!
4. Buy a yearbook and see how many of your photos are featured.*



*The yearbook staff will determine final content. Not all photo uploads will be used in the yearbook.

If your school is offering the free personalization option, photocopy the instructions onto the back of the yearbook sale flyers to make the most of your communication. Or, if you'd like to crowdsource photos with Skipple, photocopy the Skipple flyer onto the back of your sale flyer. Visit GetSkipple.com to learn more about Skipple and picabooyearbooks.com/blog for more ideas on how to promote your sale.

LADDER DIAGRAM

TOPIC

ASSIGNED TO

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RIGHT HAND PAGE

LEFT HAND PAGE

TOPIC

ASSIGNED TO

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RIGHT HAND PAGE

LEFT HAND PAGE

IDEAS & INSPIRATION

This section
contains tips and
fun examples of
what you can do
in your Picaboo
yearbook.



IDEAS & INSPIRATION

Below are some of our favorite yearbooks created by Picaboo Yearbook customers. Visit picabooyearbooks.com/samples to see even more!



Coral Academy of Science
Reno, NV

USING PICABOO[PRO]!

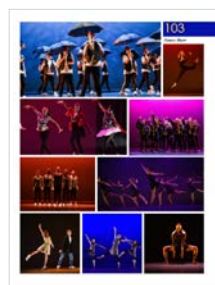


WHAT WE LOVED

"The fun and vibrant colors and images in one of our pre-designed template books."



We Were Here
Collingwood School
West Vancouver, BC



WHAT WE LOVED

"The bright colors, clean lines and smart use of spot color support a consistent theme throughout the book."



Tip: full bleed photos are a great way to showcase strong photography

For more information about our PYB Hall of Fame Awards or to view a complete list of 2016 winners, visit picabooyearbooks.com/contests.

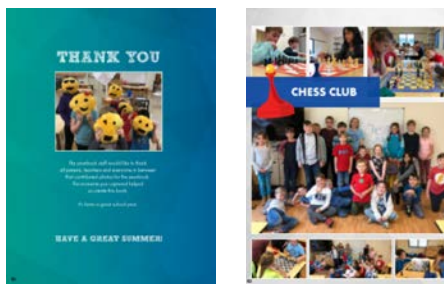
IDEAS & INSPIRATION



Foothills Christian High School
El Cajon, CA

WHAT WE LOVED

"The original cover and cool use of knockouts, plus the well-designed dividers make this book visually appealing."



WHAT WE LOVED

"It has a good use of collages and playful stickers."

DESIGN TIPS



Use the **Zoom & Crop** tool in the **Edit Photos** tab to zoom in on the best part of the photo.



Division pages help organize your book into major sections and are a great place to continue your theme.

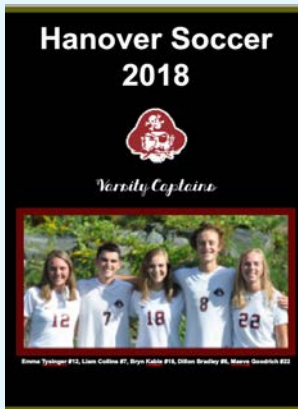


Incorporate infographics to deliver a lot of information in smaller, digestible bites. Build on your theme with coordinating colors, graphics and font choices.



While it's tempting to use every bit of real estate on the page, leave some visual breathing room with whitespace or negative space.

IDEAS & INSPIRATION



Hanover Soccer 2018
Hanover High School
Hanover, NH



WHAT WE LOVED

"Great use of a book to introduce team members and coaches and to thank sponsors. Parents and players enjoy it as a keepsake of the season."

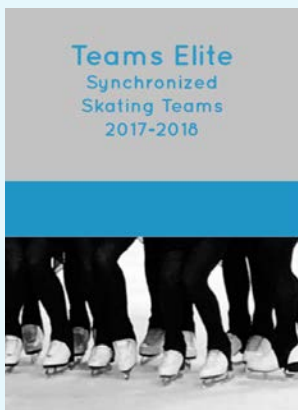


Nucor
Blythville, AR



WHAT WE LOVED

"A history book celebrating 25 years in business! The silver page backgrounds reflect both the silver anniversary and their steel business."



Teams Elite
Northbrook, IL



WHAT WE LOVED

"Team book with bright red backgrounds and white photo borders that make images pop!"

IDEAS & INSPIRATION

Want to see even more amazing samples from our schools?
Visit picabooyearbooks.com/samples



Cal. State University—Eastbay, MBA Program
Hayward, CA



showing their Skipple love!



WHAT WE LOVED

"It is evident that these students know how to have fun and their book tells that story. Putting teacher portraits in the academic section rather than all together is a great way to break up portrait pages which can sometimes be monotonous."



Hunting Hills High School
Red Deer, Alberta

GRAD QUESTIONS...

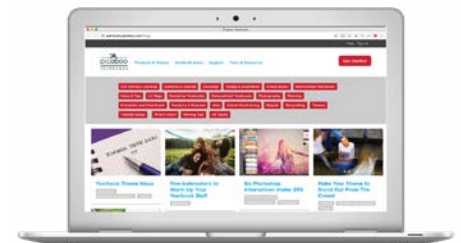
1. MY BEST HHS MEMORY IS...
2. IN TEN YEARS, I WILL BE...
3. MY ADVICE FOR FUTURE GRADS IS...
4. I WOULD LIKE TO THANK...

WHAT WE LOVED

"Oversized cutout black and white photos complement the deep blue accent color and clean typography choice. Each senior answered four questions in their portrait section, providing a more in-depth look at the outgoing grads."



ONLINE RESOURCES



picabooyearbooks.com/blog

Visit our blog for weekly updates on a variety of topics. From theme development resources to ideas on marketing your yearbook sale, we've got you covered.

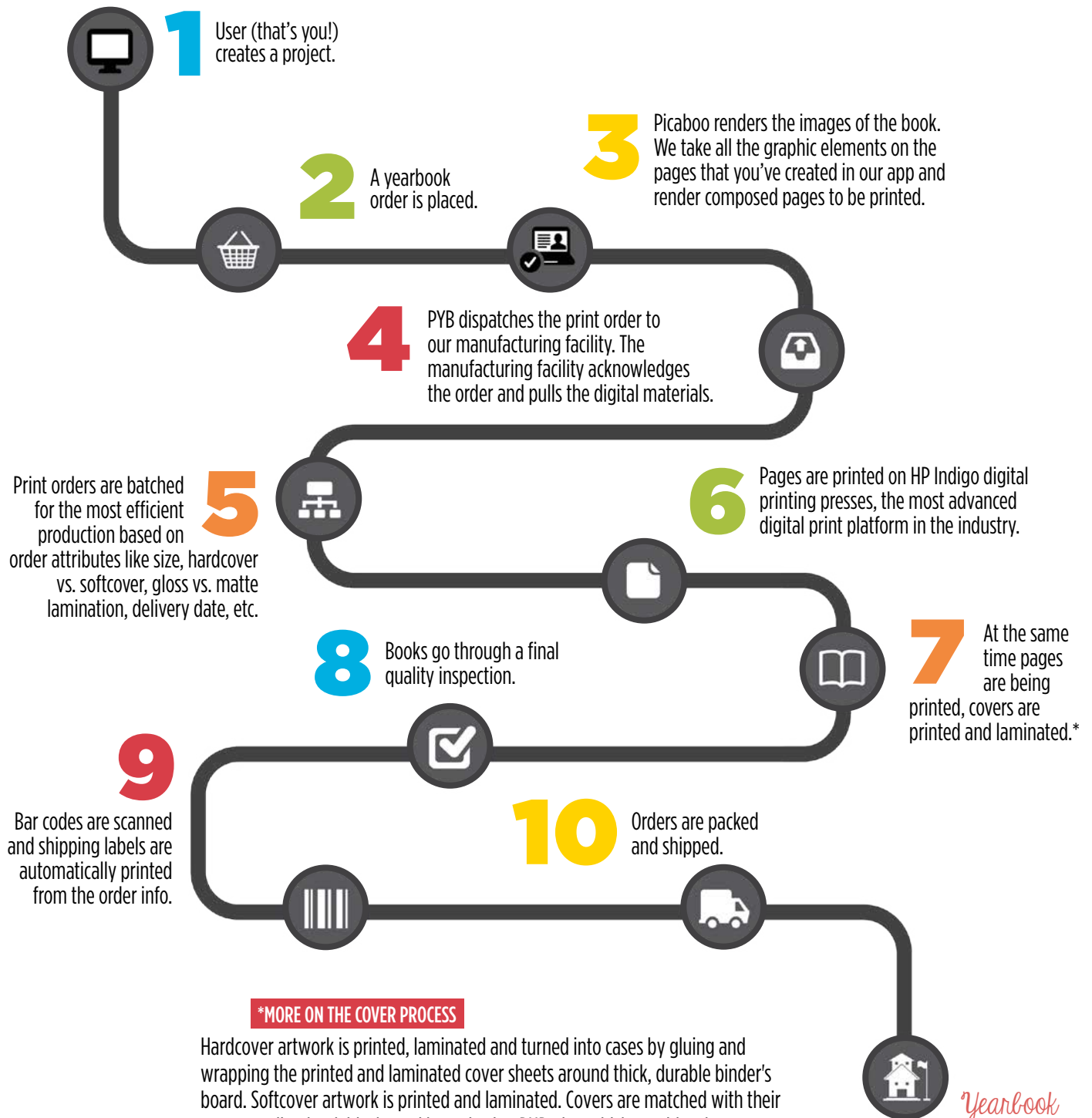


pinterest.com/picabookybks

Looking for more Pinspiration? Follow us on Pinterest for the ultimate online yearbook brainstorm session.

NOW WHAT?

Ever wonder what happens after you submit your yearbook? Below is a basic outline of PYB's unique production process. Please note that this is just a summary. A lot of time and care is put into each yearbook we deliver to your door, including a quality control audit performed by trained auditors at each step of the way.



*MORE ON THE COVER PROCESS

Hardcover artwork is printed, laminated and turned into cases by gluing and wrapping the printed and laminated cover sheets around thick, durable binder's board. Softcover artwork is printed and laminated. Covers are matched with their corresponding book blocks and bound using PUR glue which provides the strongest bind possible and enables a book to lay flat while open without cracking.

Yearbook delivery day!

GLOSSARY

ACCOUNT MANAGER Your Picaboo Yearbooks sales representative.

BLEED PHOTO A photo that intentionally crosses the Crop Zone and extends off the page or across the gutter as part of a design element.

BOOK SIZE The size of your book (in inches) after it has been trimmed. PYB offers 8½x11 and 9x12. Once you select your size and begin designing pages, the size cannot be changed.

BULK SHIPPING Refers to yearbooks that are shipped to one address. Bulk shipping is free for orders of 50 yearbooks or more. See also: [Immediate Order](#).

CANDIDS Non-posed photos. Subjects are generally looking away from the camera.

CAPTION The who, what, where, when, how and why of a photo. The first sentence is in the present tense and describes the action. Secondary sentences, in past tense, provide supporting information. Also called a cutline.

CREATOR STUDIO The online application for Picaboo Yearbooks that includes a full suite of tools for managing, designing and selling yearbooks.

CROP ZONE It is the area on the outside of the page to show what will likely be trimmed during the manufacturing process. Words and objects should stay clear of this area as they will be trimmed off during the production process. On softcover yearbooks, the cover design should extend past the crop line to avoid unwanted blank space, but text must be inside the crop line.

COLOPHON An inscription in the back of the yearbook that states printing specifications such as price, number of copies printed, colors used, type, cover design, workshops staff attended, photography studios and awards won by the previous year's book.

COLUMN DESIGN Dividing the double page spread into a number of equal divisions, such as four, five, six, etc. Pictures, headlines, copy, and captions are then designed to fit within the designated column design.

COPY Text on the page—specifically the story. A story may also be referred to as body copy.

COVERAGE Refers to the topics featured on individual pages or spreads and how those topics are highlighted.

CROPPING Portions of a photo that are removed to improve its composition and make it proportional to layout space.

CLIENT SUCCESS SPECIALIST A CSS is your assigned in-house company representative who is available by phone or email for technical and production assistance.

DESIGN TOOLS Tabs to the left of the workspace that house palettes for editing photos, shapes and lines, and selecting stickers and backgrounds.

DIVIDER/DIVISION PAGE A spread used to separate each of the sections of the yearbook. It is usually theme-related in design, and the copy ties the main theme to the upcoming section.

DOMINANT PHOTO The largest photo on the page. It is traditionally two to three times larger than any other element on the page.

DPI Abbreviation for dots per inch, which is a printing term for image resolution. The higher the DPI, the higher the resolution of the image. For viewing images on a computer screen, you only need 72 DPI. For offset printing, the image must be set to 300 DPI at the desired print size. Digital printing will allow for quality printing of images from 180 to 360 DPI at the desired print size. Also referred to as PPI (pixels per inch) when referring to computer monitor resolution.

ENDSHEET A heavy paper that secures the pages of the yearbook to the hard cover. Softcover books do not have endsheets.

EXTERNAL MARGIN The white space around the outside of the spread, which is typically the same on every spread.

eYEARBOOK A digital yearbook that is compatible with PC, Mac and tablets such as the iPad and Kindle. PYB currently offers this option for free, but the adviser can choose to set a price for this option in the [Storefront](#) setup.

EYELINE An imaginary horizontal line that runs across two facing pages (should fall near the center) and guides the reader's eye.

FILE FORMAT The way an image is saved to a digital camera's memory. JPG, TIFF and RAW are the most common file formats. The PYB app will accept JPG and PNG.

FOLIO The page numbers, traditionally placed at the bottom left and right of the spread. The folio sometimes includes the topic of a spread and a theme-related font or graphic.

GLOSSY FINISH A shiny lamination used on the cover.

GRAPHIC ELEMENTS Refers to colors, white space, rule lines, shapes and special type treatments.

GUTTER The center of the spread, highlighted in yellow, where the two pages meet. Words and important elements should stay clear of this area.

HARDCOVER A glossy or matte laminated cover stretched over acid-free binder's board.

HEADBAND A band sewn or glued to the head or tail of the back of a hardcover book, or to both, often to protect and strengthen the binding but sometimes for decoration.

HEADLINE A line of type used to pull the reader into the story. It introduces the topic and serves as the main visual point of interest on the spread.

IMAGE RESOLUTION The amount of technical detail an image holds. In printing, it is measured by dots per inch (see DPI). Higher resolution means more image detail. Less resolution means less detail and will lead to fuzzy or pixelated images. In the PYB app, "low res" images result in a warning symbol (red triangle) and should not be ignored. The image should either be made smaller on the page or replaced by a "hi res" photo of 300 DPI or more.

IMMEDIATE ORDER Once the initial bulk order has been placed, the adviser has the option to change the Storefront to allow students and parents to order additional copies of the yearbook. These orders will be fulfilled immediately and mailed to the individual; shipping charges will apply.

INFOGRAPHIC Facts, statistics and survey results presented in graphic form such as charts and graphs.

INTERNAL MARGIN The spacing (traditionally a pica) between each element on a spread.

LADDER DIAGRAM A page by page topical outline of

GLOSSARY

LADDER DIAGRAM A page by page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

LAYOUT The design of a spread, placement of photos, etc. In the PYB app, the **Layouts** tab can be used to select a pre-designed template.

MATTE FINISH A non-shiny lamination on the cover.

MEDIA TRAY The horizontal tray at the bottom of the PYB app. It toggles between the section's photos or the pages of the section you are working on.

NAME STAMP A way to personalize yearbooks by embossing a student's name on the cover using slightly raised lettering.

OPENING Two to four pages after the title page that traditionally introduce the theme.

PAGE COUNT The total number of pages in a yearbook. PYB currently offers even-numbered page counts between 20 and 400 pages.

PROJECT DASHBOARD A dashboard view of your project including pricing, online sales, team members, sections, pages, photos and more.

SECTION/PAGE MANAGER A bird's eye view of all the pages in your yearbook. It allows you to move sections, add pages, delete pages, and move pages.

PAGE MARGIN A purple line in the PYB app that signifies the start of the external margin.

PARENT ADS These are ad spaces ($\frac{1}{8}$, $\frac{1}{4}$, $\frac{1}{2}$, and full page ads) that family members can purchase, design, and submit to advisers to celebrate student achievements and support the school, using their own photos and personal messages.

PERFECT-BOUND A thermally activated technology that binds the cover and pages together at the spine with a strong flexible glue. Paperback novels, larger magazines and all PYB Softcover yearbooks are bound this way.

PERSONALIZATION If your school or organization has opted to use PYB's unique personalization program, students or parents can personalize the last four pages of their book for free as well as add up to 8 additional pages for small fee per page.

PICA The unit of measurement used in publication design. It is equal to 12 points or $\frac{1}{6}$ of an inch.

PNG The abbreviation for Portable Network Graphics (pronounced "ping"). It allows for photos or graphics with a transparent background. In the PYB app, stickers without backgrounds are PNG files.

PORTRAIT FLOW The process in which PYB automatically extracts the data and portraits from the PSPA Disc and flows the photos and student names onto the designated pages of the yearbook.

PORTRAIT PAGES Refers to pages devoted to individual photos of students grouped alphabetically by grade level. Sometimes referred to as mugs or panel pages.

PRE-ORDER Advisers can begin selling the yearbook in their designated **Storefront** while it is still in production. This helps the school plan ahead and know approximately how many books will be sold.

PRE-ORDER QUEUE Pre-orders from the **Storefront** that are waiting to be sent into production. The adviser will "release" the queue once they are ready to place their bulk order.

PSPA A disc of portrait photos provided to the school by the school portrait photographer. The Professional School Photographers Association (PSPA) has established Digital Data & Image Format Guidelines for use by school photographers to make the portrait disc data format the same for every school and make it compatible with most yearbook company software. Depending on the portrait photographer, a download link may be provided instead of a physical disc.

RETROSPECT A recap of the year's current events available for use in your yearbook. To use, type the keyword "retrospect" in the backgrounds search and apply to the desired pages.

SECTION A traditional yearbook is typically broken up into six sections: student life, academics, people, clubs and organizations, sports, and ads. Yearbook advisers can, however, create as many different sections as they would like.

SHAPE A rectangle, circle, square or oval applied to your page for added decoration. Located by clicking the "Add More" button.

SIDEBAR A topic that is featured on the spread but stands out due to a change in the background color and font. Also referred to as secondary coverage, a module or "mod" for short.

SOFTCOVER A glossy or matte laminated 1.5 mm cover printed on a highly durable 10 pt. cover stock.

SPINE Area of the yearbook connecting the front and back covers. It traditionally includes the name of the school, year, volume number, etc.

SPREAD Two facing pages in the yearbook. Also referred to as a double page spread or DPS.

STICKERS Embellishments you can add to decorate a page. Also known as clip art.

STOREFRONT A website dedicated to selling your specific school's yearbook.

SUB-HEADLINE A secondary headline which accompanies the main headline and provides specific, detailed information. It is generally two to three times smaller than the headline.

TEMPLATE A master page that maintains consistency within a design or section.

THEME A verbal statement and a visual look which tie all parts of the yearbook together and tell the story of the year.

THUMBNAILS Small images representing each of your yearbook pages. You may drag thumbnails within a freeform section to change the location of a page.

TITLE PAGE Page one of the yearbook. Typically includes the name of the book, school address, phone number, web address, year, volume number, school population, etc.

WHITE SPACE Empty area of a spread that is not covered by pictures/type.

WORKSPACE The printable work area inside the app.

WRAP ZONE The area between the dashed black line and the red outline on the hard cover layout. This represents the area that will be wrapped around the inside covers of the yearbook cover.

Not Sure What To Do Now You're Finished?

Keep selling yearbooks online.

After placing your order, your Storefront status will automatically change to "Coming Soon" mode. If you want to keep selling yearbooks, you must change your Storefront status to Immediate Order. You may keep selling as many editions as you'd like, year after year.

Organize your yearbook distribution.

Select the distribution site, download and prepare distribution lists, plan a signing party, coordinate publicity, etc.

Create content for QR code links.

Hopefully you've used QR codes to expand your coverage of events. Make online videos and slideshows to link to the codes you placed in your yearbook.

Recruit next year's staff.

Remember to include teacher recommendations, staff applications and interviews to select the cream of the crop.

Order a critique.

Join organizations such as the National Scholastic Press Association and order a critique. Use the results to critique last year's yearbook and make notes on how to improve next year's book. Not quite ready to join? Download PYB's critique form and do a self-critique.

Write thank you notes!

Remember to include administrators, teachers, advertisers, parents, students and others who assisted the staff with the production and completion of the book.

COLOPHON The *Creator Studio Guidebook* (formerly titled *Picaboo Yearbooks Guidebook*), was produced by the marketing department at Picaboo Yearbooks and was printed on an HP Indigo digital press. The cover features a full color design with a matte lamination finish and was perfect bound using PUR adhesives. The book's pages are printed on 100# archival quality, FSC Certified glossy text stock. The publication is set primarily in two font families, Gotham and Bright Grrl.



According to the Picaboo Yearbooks Terms of Service, the User has agreed not to upload and use any content that infringes or violates the intellectual property rights or proprietary rights, rights of publicity or privacy, or other rights of any third party; violates any law, statute, ordinance or regulation; is harmful, fraudulent, deceptive, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous or otherwise objectionable. You, not Picaboo Yearbooks, remain solely responsible for all content that you upload.

NOTES



ORDER YOUR YEARBOOK TODAY

Order online at: [www.picaonline.com](#)
OR Fill out the form below and return with payment.
Make checks payable to: PICA



ADDER DIAGRAM



START HERE

SO, YOU'RE IN CHARGE OF THE YEARBOOK.
Whether you're a newbie or a seasoned yearbook adviser, PIB is here for you every step of the way. Keep this guide handy and your Customer Support Specialist (CSS) on speed-dial!

1 ASSEMBLE YOUR TEAM

Trust us, you don't want to do this alone. Here are some suggestions for building a winning team:

- Talk to your administrators about their expectations. This will help you decide the size and type of staff you need to recruit.
- Seek out students and volunteers with a variety of strengths: tech savvy, photography or writing skills and good ol' elbow grease.
- Ask parents to contribute photos, proofread text and prepare goodies for any after-school staff work time.



SAY HELLO
Your Customer Support Specialist (CSS) will be checking on you throughout the year. Our CSS (basically, we counted!) are available by phone support and offer ideas and suggestions on a range of topics. From staff motivation to yearbook design, your CSS is here to help.

In a hurry? This yearbook contains a year. If you're getting a late start on your yearbook design, visit [www.picaonline.com](#) for a treatment checklist to speed your work.

3 REQUEST A MASTER LIST AND EVENT CALENDAR

Ask your school's office to provide you with a copy of the master list of students, faculty and staff, as well as an activity calendar.

The master list will help you spell names correctly. Send a copy of the list to each teacher with a note asking for any edits to be made (Does John go by Jack? Is Alexandria really Alexa?).

The calendar will alert you to activities that may need to be photographed. Having this list will allow you to make photo assignments ahead of time instead of rushing around the day of. (We know, we've been there.)



ON THE MONEY

Your decision to use PICA's yearbooks will bring you many benefits, but the greatest one is to stay on budget. Our no minimum order policy allows you to have a low per book price without sacrificing more copies than you can sell.

Once you've completed your ladder diagram, you can safely estimate the number of pages you'll need. Use the pricing calculator to determine that and per book. Before you decide your yearbook sale price, consider the following:

- You can round up the price per book and receive a profit check at the conclusion of the school year or donate the proceeds to students who can't afford a yearbook.
- If your school is not tax exempt, take that into consideration when pricing your books.

4 COMPLETE A ROUGH LADDER DIAGRAM

A ladder diagram is a page-by-page breakdown of what goes where in the yearbook. It's used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

The ladder will help you determine how many pages you'll need and will come in handy once you use the Section Manager in our web app.

Remember, because we print yearbook pages in increments of two, your book must contain an even number. A PDF is available for download at [picaonline.com/resources](#).

6 CREATE SECTIONS

Using the Project Development, Create Sections can remove a single typical section in a yearbook and replace it with Sports, Proms, Clubs and more. Upload and assign photos by section.

7 UPLOAD PHOTOS

There are several easy ways to upload photos to your project.

How you've created sections in the Project Dashboard, click the section name to enter into the design editor. Click on the blue Get Photos button at the bottom left of the page to select your photo source.

Another way to access, move, rename and share photos with contributors is by clicking the Manage Photo button from the Recent Photos module in the Project Dashboard.

Apple and Android users can download the PICA app and contribute photos from their smartphones.

Once a photo has been placed onto a page, you can edit, lighten, darken, enlarge, rotate or add borders online to it.

8 DESIGN YOUR COVER AND CONTENT

Create your layouts from scratch using customizable templates—sophisticated to fun, we have a lot to complement your yearbook.

Check out our gallery of pre-designed cover artwork options in the PICA yearbook section.

10 PLACE YOUR ORDER

Once you have locked your final section, you will be required to view a PDF proof before continuing the ordering process. The next steps you take depend on if you've sold your yearbook in person, online or both. If you have sold yearbooks online, you will need to release the Pre-Order Queue into production. Visit [picaonline.com/PIB](#) for detailed instructions on how to place your order.

- Use the spellcheck.** The spellchecker can be a bit finicky, but remember that it's not 100% fool-proof.
- Watch for the Low Resolution symbol.** Photos marked with this symbol will print poorly and should be made smaller (until the symbol disappears) or be replaced by a higher-quality photo.
- Let it go.** We know you've put your blood, sweat and tears into this year's yearbook, but remember to allow three weeks for production and shipping and another week to organize for distribution.

Are you ready? Time to place your order!