

MY 2018 YEARBOOK GUIDE

A QUICK-REFERENCE GUIDE
FOR Y IS FOR YEARBOOK



HERFF JONES
A Varsity ACHIEVEMENT Brand

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To access a digital version of this guide and the extra content mentioned throughout, visit www.yearbookdiscoveries.com/myyearbookguide and enter the password **myyearbookguide2018**

For even more resources, visit yearbookdiscoveries.com
Resources > Elementary > General
Resources > Middle/High School and College > Staff General

GETTING STARTED

STAFF vs NO STAFF

Assigning specific tasks to your yearbook staff or recruiting school staff and parents will help make your job more manageable.

EVERYONE

- Print and fill in the “Staff Contact List and Information Sheet.”



Visit yearbookdiscoveries.com/myyearbookguide/ Look for **Getting Started** for forms and other important information

- Obtain a master data file for use with eBusiness and Y Online.
- Visit Y Online Staff Setup to assign usernames, passwords and roles for anyone who will be helping with the design or business management of the yearbook.
- Set up eShare and advertise your eShare code to parents so they can download and use the app to submit photos for consideration of inclusion in the yearbook.



The eShare app is available for download at no cost from the App Store and Google Play.

WITHOUT A STAFF

- Recruit parents or other school staff to help and assign jobs.



Visit yearbookdiscoveries.com/myyearbookguide/ Look for **Important People to Know**

- Request homeroom teachers or guidance counselors help with proofing portrait pages.

WITH A STAFF

- Review job descriptions and assign staff positions and responsibilities.



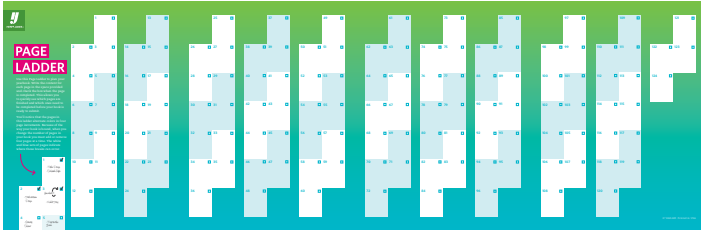
Visit yearbookdiscoveries.com/myyearbookguide/ Look for **Staff Job Descriptoins**

- Create staff badges or press passes to help identify your students as they are out of class taking photos and conducting interviews.



CREATING A LADDER

A ladder is a page-by-page outline of what you want to cover in your book.



TIP Use a pencil to complete this and your wall ladder. You'll be making lots of changes before you finalize it online.

STEP 1

Identify the total number of pages in your book = _____
ex: 64 pages

STEP 2

Determine the total number of portrait pages you'll need using the appropriate equation below.

ELEMENTARY

of homerooms = _____

+ # of portrait pages for specials teachers, assistants, school staff and administration = _____

= **TOTAL # OF PAGES USED FOR PORTRAITS** _____

ex: 20 homerooms + 2 pages for specials, staff and admin = 22 portrait pages

MIDDLE/HIGH

Total number of students for each grade

of Freshmen or 6th graders _____ / # portraits per page = _____ +

of Sophomores or 7th graders _____ / # portraits per page = _____ +

of Juniors or 8th graders _____ / # portraits per page = _____ +

of Seniors _____ / # portraits per page = _____ +

of Faculty and Staff _____ / # portraits per page = _____

= **TOTAL NUMBER OF PAGES USED FOR PORTRAITS** _____

STEP 3

Assign remaining pages to student life, clubs, sports, academics and index (if included.)

Total pages in book _____ - Total # of portrait pages _____ =

Pages remaining for additional content _____

ex: 64 pages total - 22 portrait pages = 42 pages for additional content

STEP 4

Make a list all important events you'd like to include, the date they will happen and the amount of space you want to devote to them.

DATE	EVENT	AMOUNT OF SPACE
<i>ex. 8/24</i>	<i>First day of school</i>	<i>1/2 page</i>
<i>ex. 9/15</i>	<i>Football pep rally/game</i>	<i>2 pages</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



Visit yearbookdiscoveries.com/myyearbookguide/ for a full version of the worksheet shown above. Look for **Event Planning Guide**

SET UP YOUR LADDER IN Y ONLINE

1. Click Design Your Yearbook! in the Y is for Yearbook Quick Links. You'll see the outline of your ladder, with thumbnails and information about each 2-page spread listed in order.
2. On the left side of the screen, click Topics. This opens the list of Topics that you have created, based on the planned contents of your book.
3. Click an individual page on the ladder and then click the radio button next to the Topic you wish to apply.
4. Assign staff members to pages by going to the Staff tab on the left side of the Ladder. Click on a page and then check the box beside the staff members you wish to assign to the page.



View the **Set up the ladder** tutorial video located in the **Help** menu of Y Online for more details on how to transfer the information you've filled out to your online ladder.

BRAINSTORMING A THEME

If you choose to use one, a theme can tell the story of the year using graphics, colors and fonts. It is a statement or concept that relates specifically to your school for a particular year.

BRAINSTORM

Make a list of possible ideas and then use the **Theme** worksheet available at yearbookdiscoveries.com/myyearbookguide/ to help you narrow down your list of potential themes.

THEME

Is there a phrase that helps convey your theme idea?
EXAMPLE: "Reach for the Stars"

GRAPHIC DEVICE

What kind of backgrounds, graphics and colors can you use throughout the book to reinforce your theme?
EXAMPLE: Stars, yellow or gold

RELEVANCE

Does your theme relate, in some way, to your school and students?
EXAMPLE: *The student body is referred to as "All Stars" and you want to celebrate, highlight and encourage achievement.*

DEPTH

Are there other topics and/or headlines that you can incorporate to reinforce your theme throughout the book?
EXAMPLE: Mrs. (teacher name)'s *Shooting Stars, Believe It. Achieve It., Star of the Show, Bright Ideas, Math Superstars, Shining Examples, etc.*



NEED MORE THEME IDEAS?

For help with theme ideas, look for a comprehensive list of potential themes
Visit yearbookdiscoveries.com/myyearbookguide/ Look for **7,118 Themes**

OUR THEME IS _____

GRAPHICS WE WILL USE _____

FONT(S) WE WILL USE _____

COLORS WE WILL USE _____

OTHER RELATED TOPICS OR HEADLINE IDEAS _____

PLACES THEME SHOULD APPEAR

Cover, title page (first page), dividers between sections, closing (last page), folios (page numbers and identifying information)

DESIGNING YOUR COVER

The cover of your yearbook is your readers' first impression. Make it great.

STEP 1

Decide if you want a professionally predesigned or custom cover.



Creating a professional, cohesive look for your book is super easy in Y Online. Pages 4-94 of the Y booklet contain thumbnails of predesigned covers and any graphics, backgrounds and borders that may be mixed and matched on the pages in your book. Go to the Help menu for instructions on getting the elements into your Y Online art library.



Create your own custom cover at no additional cost using the Cover Designer in Y Online or design one elsewhere and submit it with your page deadline.



IDEA: HOST A COVER CONTEST

Give your students a chance to design the cover of their yearbook by hosting a contest.



Visit the **Help** menu of Y Online for specific instructions once you've decided which type of cover you've chosen.



Visit yearbookdiscoveries.com/myyearbookguide/ for additional cover ideas.

STEP 2

Talk to your rep about additional cover enhancements*

COVER Hard, Soft or a mix of both

LAMINATION Regular or Glossy

PERSONALIZATION Help eliminate lost and stolen books by adding personalization to the cover. Ask your rep which option will work best for you.

- Digital name imprint
- Name plate



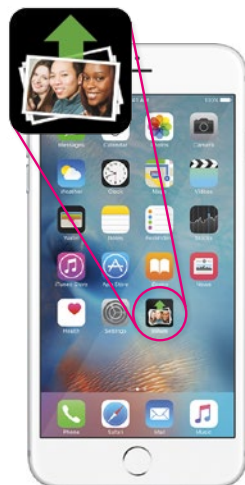
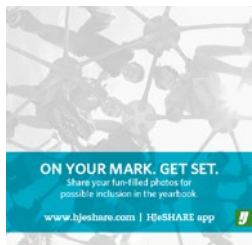
*There may be additional fees for these items so discuss options with your rep or CSA before you start selling your books so your prices reflect any additions.

WORKING WITH IMAGES

Photos will create the biggest impact in your yearbook so you'll want to collect the best and keep them organized for easy retrieval later.

WAYS TO REQUEST PHOTOS

- Promote the eShare app and make photo requests in the school newsletter, via homeroom teachers, email and even a note sent home with students. Be sure to include your unique eShare code on everything.
- Use Facebook badges to request images of particular events **WARNING: you should NOT take images from Facebook for use in your yearbook because of potential copyright and resolution issues.**



For these and other Facebook badges that you can use or customize with your own images, visit yearbookdiscoveries.com/myyearbookguide/. Scroll down to **Working with Images** to download the complete folder.

PHOTOGRAPHY DO'S and DON'TS

DO set your camera's resolution to the appropriate settings.

- Too high = huge images, slow to work with, but higher in quality.
- Too low = faster to upload but cannot enlarge much or could become blurry.

DO choose ONLY 5-10 (20 at the most) of the BEST images from an event to upload.

DON'T ever take images directly off the internet or from someone's social media site. There could be copyright and resolution issues.

DON'T

Ignore DPI warning on low-resolution images.



DO

Create a high-resolution proof to confirm best printing quality.



TIP Creating low or high-res PDFs for proofing and checking print quality is easy in Y Online. Simply go to File > Create high-res PDF or Create low-res PDF

TWO WAYS TO UPLOAD IMAGES TO THE LIBRARY

1. Go to Library > Import Images > Browse to Find Images > Select Images > OK
HINT: You can upload up to 50 images at a time.
2. While on a page, Open the Image window > Go to Get More Candid's > Browse to Find Images > Select Images > Upload

TAGGING PHOTOS

To make finding photos easier, tag them immediately after uploading using

- **Topics** = broad categories to match ladder (ie. sports, field trip, etc.)
- **Names** = identify people in photos and check spelling against master list
- **Keywords** = more specific information (soccer, zoo, etc.)

EXAMPLES OF TAGGED PHOTOS



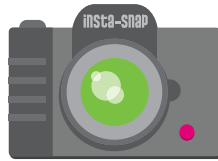
Topic = Sports
Name(s) = John Richardson
Keywords = Soccer, 10th grade



Topic = 2nd grade
Name(s) = Marie Redmon, Mrs. Orton
Keywords = Oak Hill Farm, 2nd grade, field trip

SEARCHING FOR PHOTOS

When it's time to design your pages, your Image Library has a powerful tool, **ADVANCED SEARCH**, to help you locate the right group of images.



Advanced Search - Images

Upload Date Range: [] to []

Usage: Show All Only Unused Only Used

Topics: No Topics Assigned

Around the School
 Art Class
 Demo Portraits

Names: No Name Tags

Hannah Abrams
 Carol Adams
 Lily Adams

Keywords: No Keywords

Chen

Imported By: []

File Name: []

File Size: []

Deleted This Week:

Search Clear All Cancel



Visit yearbookdiscoveries.com/myyearbookguide/ for a worksheet to help decide what topic and keywords you'll need in your Image Library for tagging photos. Look for **Tagging Photos**.

TIPS

Keep your Image Library organized.

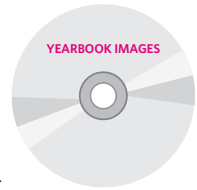
- Upload only the best 5-10 (up to 20) good shots from each event or activity.
- Photos should include a variety of students.
- Try to avoid uploading duplicates.
- Tag photos as shown above.

HANDLING PORTRAITS

Everyone at your school will appear at least once in the yearbook in the portrait section, so it's important to handle this section carefully to avoid missing someone or misspelling names.

STEP 1

Locate the correct Portrait CD. You'll want the one marked YEARBOOK, which is formatted according to PSPA guidelines.



STEP 2

In Y Online Help, view the video tutorial on uploading portraits or contact your CSA or TSA for assistance uploading portrait CDs.

STEP 3

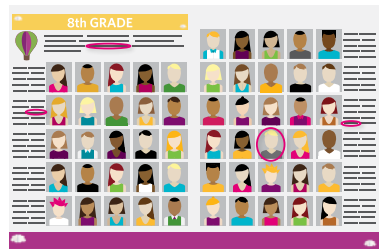
Flow portraits using Herff Jones' PORTRAIT FLOW to place portraits and names onto previously designated pages. **HINT: You don't need to create a layout prior to using Portrait Flow.**



View **Flow Student and Teacher Portraits** in the Y Online tutorial video library for step-by-step instructions to make flowing your portraits as easy as possible.

STEP 4

Begin proofing by having teachers or guidance counselors help edit names and identify any missing or incorrect portraits on printed low-res proof pages or attach the PDF file to an email.



Visit yearbookdiscoveries.com/myyearbookguide Scroll down to **Handling Portraits** To find a PDF of the **Portrait Page Correction** form available for download.

STEP 5

After all proofs with corrections marked have been returned, make edits to names, grades or class designations, and upload or delete portraits as necessary in the PORTRAIT section of the Library > Data View

STEP 6

Reflow portraits using PORTRAIT FLOW if changes were made in the proofing stage.

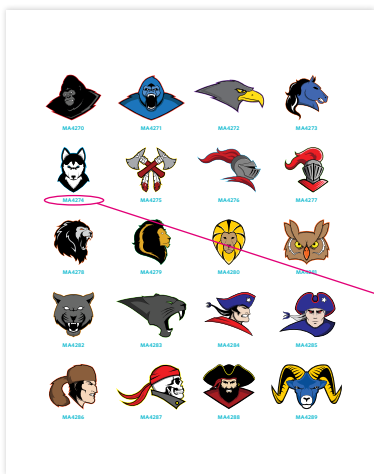
STEP 7

Add backgrounds, candids and clip art, but don't overdo it.

FINDING GRAPHICS IN Y ONLINE

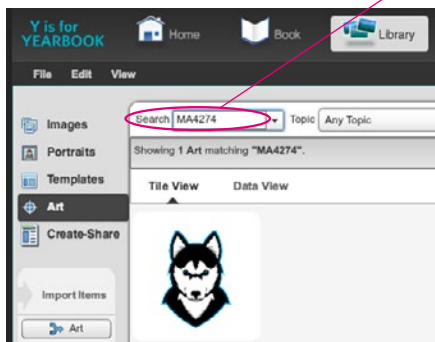
STEP 1

Identify the alphanumeric code in the Graphics or Y is for Yearbook booklets.



Each graphic has been identified alphanumerically in your booklets for easy location online.

The Search function in Y Online allows you to quickly find the graphics you wish to add to your art library.



TIP

Searches are case sensitive.

STEP 2

Go to Library > Art > Import art > Select category > Locate code > Check box > OK

STEP 3

Tag graphics with keywords for easier search later. Some examples for tagging include:

- Backgrounds
- Mascot

CREATE YOUR OWN ARTWORK

Tiff, png and jpg graphics may be created and uploaded for use in your book.

NOTE: Only jpg files are color corrected.

UPLOAD YOUR OWN ARTWORK

Follow the steps to upload IMAGES and be sure to tag them as artwork for easy retrieval later.

DESIGNING PAGES

Pages filled with images and text need to have some order to keep them from being chaotic. Choose from a variety of pre-designed layouts in the Y is for Yearbook booklet — all of which can be modified to meet your needs, or start from scratch. It's your choice, but in any case, you'll want to keep your theme in mind when you're designing pages.



**Y IS FOR YEARBOOK
BOOKLET**

Contains:

- Thumbnails of all pre-designed covers
- Corresponding backgrounds, borders and graphics packages for pre-designed covers



**GRAPHICS
BOOKLET**

Contains:

- Additional graphics
- Borders
- Backgrounds

STEP 1

Decide which layouts work best.

- Professionally pre-designed templates
- Modified pre-designed templates
- Start from scratch
- A combination of all of the above

VARIETY OF TEMPLATES

- Collage
- Academics
- Sports
- Student Life
- Ads and more!



STEP 2

Decide what types of copy you will have in your book and choose font styles and sizes for consistency.

AaBbCc

EX: AHJ Chantilly Bold

24pt

Headlines font _____

pt size _____

Copy font _____

pt size _____

Captions font _____

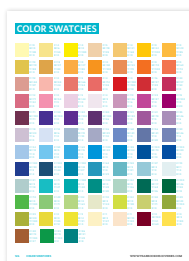
pt size _____

STEP 3

Identify a color palette consisting of three to four colors to use in varying intensities throughout your book.

HINT: DO NOT TRUST THE COLOR YOU SEE ON YOUR SCREEN. Reference the color poster in your kit or the swatches in your Y is for Yearbook booklet for accurate representations of what printed colors will look like in your book and then make note of the color and CMYK blend. ex. Color: Coral C=0 M=63 Y=73 K=0

Y COLORS
POSTER



Y BOOKLET
PAGE

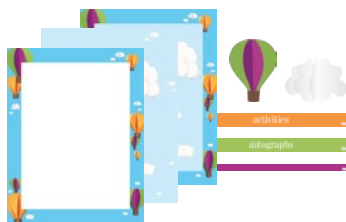
MY COLOR PALETTE

Post a list of the colors you want to use in your book and list the CMYK blends and/or circle them on the poster you received in your kit for easy reference.

STEP 4

Place any borders, backgrounds or graphics on pages.

HINT: If you place backgrounds after your templates, you'll need to choose Object > Send to Back to move it behind images and text already on the page.



TO PLACE A BACKGROUND ON TWO PAGES

Because each page can be submitted separately, borders and backgrounds must be placed on each page individually.

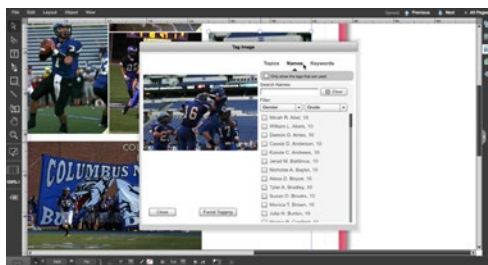
STEP 5

Caption Builder allows you to easily add descriptive information to photos.

HINT: You MUST tag photos with names for this feature to work properly.



View the **Caption Builder** video in Y Online Help Center for additional information and instructions.



SUBMITTING YOUR PAGES

After you've created your pages, it's time to submit the entire book for production. Your ship date is determined by the date you complete your submission, so be sure to work with your Yearbook Rep or your Customer Service Adviser to plan the date that works best for your distribution. Allow time for shipping and time to organize the books before giving them out to students.

SUBMISSION CHECKLIST

- Print low-res PDFs to have someone check for any copy errors, then make edits.
- View high-res PDFs for image quality and final page review.
- Confirm final book quantity by checking reports in eBusiness and making adjustments to the quantity in the submission menu.
- Review and submit your personalization list (if offering) to your CSA.



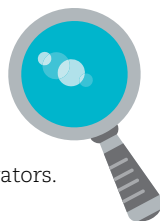
View [Process for Submitting Your Book](#) in the Y Online tutorial video library for step-by-step instructions on submitting your deadline.

WHICH KIND OF PDF SHOULD I USE?

A low-res PDF is good for proofreading copy, checking layouts and design elements. A high-res PDF is best for checking image quality.

CHECK CAREFULLY

- Does a school administrator need to review all of the pages before the book can be submitted?
- Confirm that no photos have DPI (resolution) warnings on them.
- Photos marked as "in use" are not duplicated.
- You've used the appropriate title for all faculty, staff and administrators.
- The entire book has been spell checked.
- Pictures that bleed off the page extend outside the thick pink border.
- No text crosses the gutter.
- Images that cross the gutter aren't losing vital elements (i.e. missing noses because picture of head is centered exactly on the gutter).
- Confirm that you've accounted for any extra books you want to sell on distribution day and any copies to principal, school library, staff room, etc.



WHO SHOULD YOU CALL?

Contact your **CSA** or **HJ rep** for questions about additions to the book, pricing or shipping information.

Contact your **TSA** for questions about warnings on photos, creating PDFs or to assist with the actual submission of your book.

ASK YOUR REP

When you're submitting, you can add options for accessories like the *Our World* or the *World Yearbook* current events supplement and Activity Pages. Talk to your rep if you have questions about the cost of these items and how best to include them in your book.



SELLING YOUR BOOK

Selling the yearbook should be one of your top priorities. Consider partnering with someone else to handle the business aspect so you can focus on the creative design aspect of your yearbook.

STEP 1

Determine how much you will charge for your book.

Total contract amount = \$ _____ / total number of copies _____ = \$ _____ per book price

Per book price \$ _____ + sales tax (if applicable) _____ +

Profit for upgrades/supplies/misc _____ = \$ _____ basic book sales price

HINT: If you are selling a mix of hard-and soft-covered books, you'll want to adjust your per book price to charge more for the hard-covered ones.

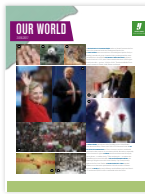
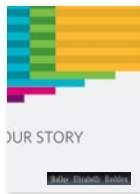
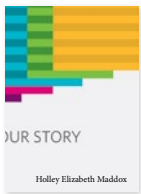
STEP 2

Figure out cost of any additional items you wish to sell.

Options include: (check ones you will offer)

- Personalization
 - Digital name imprint
 - Name plate (best on hard cover only)
- Our World or World Yearbook supplement
- Activity pages

@ \$ _____ /book
 @ \$ _____ /book
 @ \$ _____ /book
 @ \$ _____ /book



STEP 3

Decide to sell additional items a la carte or in packages

Example:	Bronze package = yearbook only	\$15
	Silver package = yearbook + name plate	\$20
	Gold package = yearbook + name plate + activity pages + Our World	\$30
or a la carte	yearbook-yearbook only	\$15
	personalization-digital name imprint	\$7
	Our World-current events supplement	\$4
	Activity pages-interactive supplement	\$4

We will offer the following:

ITEM/PACKAGE NAME	DESCRIPTION	COST

SELLING YOUR BOOK

STEP 4

Set your yearbook sales dates.

HINT: Remember, you don't have to submit a final quantity of books until your final deadline, so you'll want to get as many as possible sold before then.

OUR SALES DATES

ex:	1st sale	Aug 25 back to school night	_____
	2nd sale	Sep 19-23	_____
	3rd sale	Nov 14-18	_____
	4th Sale	Feb 13-17	_____
	Distribution	Jun 2	_____

STEP 5

Decide how you will sell your yearbooks. (Circle one)

In-school

Online

Combination of both

HINT: Using the Yearbook Order Center to sell your books online gives you access to several book and ad sales programs and your parents the opportunity to pay with a credit card which may result in more sales. Talk to your HJ rep for details about these programs and to help determine which one works best for your school.

STEP 6

Consider using tiered pricing.

This tried and true sales tactic involves selling your book at its lowest price earliest in the year, a bit higher later on and even higher just prior to or at distribution. Each price should last for a set period of time. This technique creates a sense of urgency and offers your buyers what appears as a discount if they reserve a copy early.

TIER 1 PRICE _____ SALES DATES _____

TIER 2 PRICE _____ SALES DATES _____

TIER 3 PRICE _____ SALES DATES _____

DISTRIBUTION DAY PRICE _____

HINT: If you sell packages and decide to use tiered pricing, you'll want to scale their prices accordingly.

SALES ASSIST

Help increase book sales with a series of parent-facing emails that are sent on behalf of the school by Herff Jones at no additional cost to you. Talk to your local Herff Jones representative for more details.



Visit yearbookdiscoveries.com/myyearbookguide/ Scroll down to **Selling Your Book** for a worksheet to use when determining the pricing for your book.

STEP 7

Set up your eBusiness site and start selling books.

The Herff Jones eBusiness system allows you to manage everything about your book and ad sales in one place with easy online access anytime, anywhere.

Go to > \$ Yearbook Sales in your www.myhyearbook.com or access eBusiness directly by going to www.hjebusiness.com

- Establish pricing and options offered in the setup menu.
- Track yearbooks sold.
- Run reports to identify non-buyers so you can target future sales campaigns.
- Print receipts for in-school recorded sales.
- Customize personalization.
- Print distribution lists.



Video tutorials for all eBusiness functions can be accessed by going to www.myhyearbook.com > \$ Yearbook Sales tab and clicking on



NEED HELP SETTING UP eBUSINESS?

Contact our Technical Support Hotline by calling **1.877.362.7750**. Have the information on the Resources page of this booklet available when you call.



PROMOTING BOOK SALES

Successful sales campaigns spread the word and do it early and often. You'll want to make sure that everyone is aware that books are on sale to increase the likelihood that they'll buy one or ask their parents to get one for them.

Some of the most common methods to advertise book sales include:

- Posters in your kit (Additional packs are available for purchase)
- Postcards (Available for purchase)
- Stationery (Available for purchase)
- Receipt books (Or you can print receipts from eBusiness)
- Banners (Available for purchase)
- Yard Sale Campaign signs (Available for purchase)



Look for the flier called **TOOLS TO HELP YOU SELL YOUR YEARBOOK** that came in your kit for examples of each of these items, pricing and ordering information.

SELLING YOUR BOOK

USING PROMOTIONAL ITEMS TO SELL

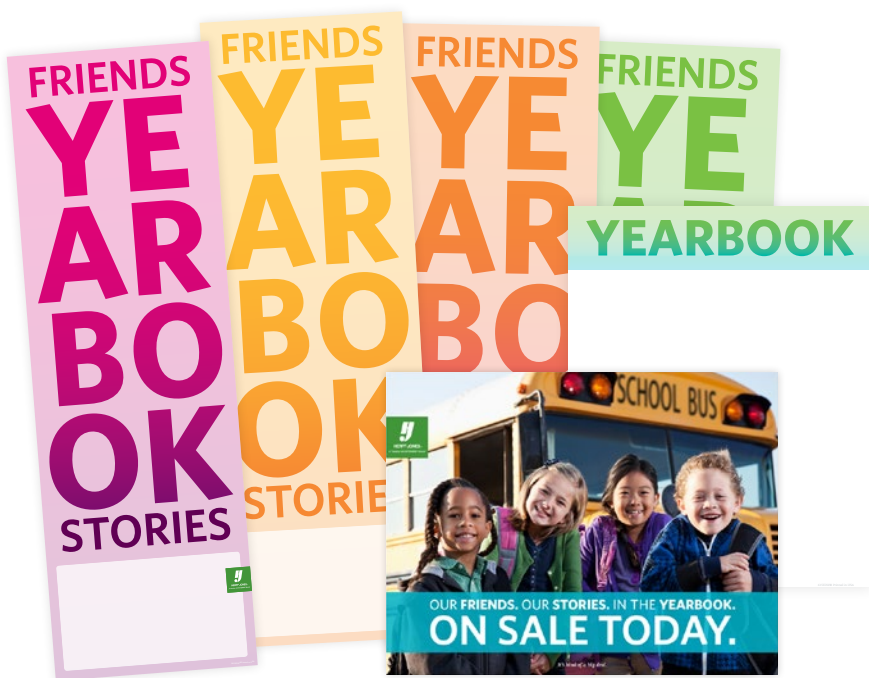
Getting creative in your sales promotions will help motivate students to tell their parents they want a yearbook, so brainstorm some of your own ideas, or use some of the suggestions below.

POSTERS

Change the type/size/placement of posters you hang up so they don't become unnoticeable on walls.

LETTERHEAD

Use Herff Jones' Create and Share program available in Y Online to customize templates with your sales dates and pricing information and print on your own paper or on our colorful stationery for distribution.



ASK YOUR REP

Your HJ rep will have lots of ideas on how to most effectively use our materials to promote book sales at your school.

LOCATING RESOURCES

Getting your questions answered is much easier when you know where to look and who to call.

HAVE THE FOLLOWING INFORMATION AVAILABLE WHEN YOU NEED ASSISTANCE:

SCHOOL NAME _____

MY JOB # _____

MY CSA IS _____

PHONE **1.800.453.2813**

EMAIL _____@herffjones.com

MY REP IS _____

PHONE _____

EMAIL _____

SCHOOL PHOTOGRAPHER _____

PHONE _____



TECHNICAL SUPPORT

1.877.362.7750

MY OPERATING SYSTEM IS _____

MY WEB BROWSER IS _____

WHO SHOULD YOU CALL WITH QUESTIONS ABOUT...

CUSTOMER SERVICE ADVISER (CSA)

- Your deadline options
- Shipping information
- Assistance uploading portrait CDs
- Pricing questions
- To turn on cover template

TECHNICAL SUPPORT ADVISER (TSA)

- Assistance with book setup
- Technical questions
- Setting up eBusiness
- How to submit your pages
- Assistance uploading portrait CDs

HERFF JONES YEARBOOK REP

- Cover ideas
- Theme ideas
- Design ideas
- Sample books
- Staff responsibilities
- Pricing questions

OUR eSHARE CODE IS

NEED ASSISTANCE WITH ONLINE PROGRAM?



Y ONLINE HELP CENTER

Visit the **Help** tab in Y Online for video tutorials on a variety of topics.

YOUR YEARBOOK PORTAL

VISIT: www.myhjyearbook.com

USERNAME _____

PASSWORD _____

OTHER HELPFUL LINKS

yearbookdiscoveries.com/myyearbookguide/ for extra materials and the online version of this guide
yearbookdiscoveries.com where you and your staff can get ideas, inspiration and frequently asked questions answered
yearbookordercenter.com share this link with your parents so they can purchase books online

yearbookdiscoveries.com

