

2016 • 2017

SOPHISTICATED HIGH SCHOOL YEARBOOK OPTIONS

THE LOOK YOU WANT
AT A PRICE YOU
CAN AFFORD

FULL-COLOR COVERS

The full-color printed cover is the easiest and most popular cover. It is very popular because of the stunning design techniques and number of colors you can use to immediately capture the reader's attention. You can choose one of our professionally designed stock covers, or create your own custom cover design! A durable coating is applied to all full-color yearbook covers to ensure the colors remain vibrant and the books withstand the test of time.

BINDING

Standard hard cover binding is typically the least expensive cover binding option, and works well for books with smaller page counts (24 - 220 pages). The signatures of the yearbook are gathered together into a book block and then bound into a hard case.

Smyth sewn hard cover binding has the added strength of overlapped stitches, and can be used on books that have 64 or more pages. The advantage of this binding style is that the book will lie flat when open. Typically, you'll see this binding style in reference books such as medical books, law books, etc.



THE LOOK YOU WANT AT A PRICE YOU CAN AFFORD.

PAPER WEIGHT

Yearbooks are traditionally printed on a coated glossy paper with a standard 80-lb. paper weight for excellent opacity and durability. Of course, you can always request 100-lb. paper for a more distinctive, durable feel.

HARD COVER BOARD WEIGHT

Binder's board is the most common material used to make book covers. The heavier the board weight, the stiffer the cover will be when trying to bend it. Our standard cover weight is 90-pt. Heavier, 120-pt. and 160-pt. board weights are also available upon request.

LEATHERETTE COVERS

Leatherette covers are made of synthetic materials that are made to look like leather, but are much more durable. Typically, leatherette yearbooks use foil stamping, embossing and/or debossing to accentuate the school name and cover design. Choose from this generous selection of leatherette colors below to make a great first impression of your yearbook!

ENDSHEETS

Endsheets are the thick paper attached to both the inside front and back covers of a hard cover yearbook next to the flyleaf (first and last sheets in a book before and after the book content). The quality of the paper is usually different than what is used in the rest of your yearbook. Listed are stock colors available to you. If you'd like a color not found here or would like pricing on the cost of printing your own custom endsheet, just ask!

black	purple	maroon	red	white
royal blue	navy blue	green	silver	gold

black	felt gray	white (standard)	red
navy blue	royal blue	forest green	goldenrod

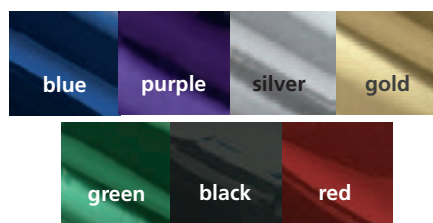
EMBOSSING AND DEBOSSING

Embossing is a technique which creates a raised, or 3D, image on a piece of paper. It is typically accomplished with a combination of heat and pressure on the paper. Embossing can also be used with foil stamping or on a full-color cover to create an even more unique look. Debossing uses the same technique as embossing, except the impression is heat-pressed into the surface of the paper so that an image is depressed (lowered) instead of raised. As with embossing, debossing can be used with foil stamping or on a full-color cover to create special visual effects and textures.



FOIL STAMPING

Foil stamping involves the use of heat to transfer metallic foil to a solid surface such as a yearbook cover. As with embossing and debossing, a die is needed to “stamp” the foil into the cover material. Foil stamping can be combined with embossing or debossing to create a very striking 3D image. While gold and silver metallic foil never go out of style, the additional colors shown are popular as well—choose colors that give your book a one-of-a-kind look!



HEAD AND FOOT BANDS

Head and foot bands are included on Smyth sewn books and can be requested on standard hard cover books. These small ornamental bands, generally made of silk or cotton, are attached to the top and bottom of a hard cover book block. They serve as a decorative way to hide the binding application or stitching on the spine of a yearbook. They come in a variety of solid and “striped” colors listed in your price guide.



LENTICULAR COVERS

Lenticular printing is used to produce printed images with an illusion of depth, or the ability to change or move as the image is viewed from different angles. You can create various frames of animation for a motion effect, show a set of alternate images or make an image appear 3D for a truly interactive experience!

DIE-CUTTING

A die is a specialized tool that cuts specific shapes into your yearbook cover. Die-cutting allows you to cut out specific areas or shapes on your cover, allowing text or part of an image to show through from the inside.

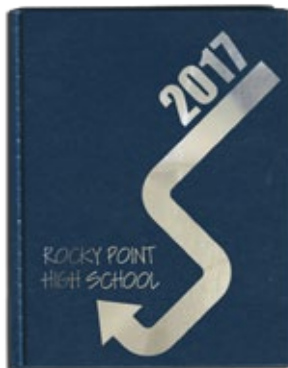
SPOT UV TREATMENT

Spot UV is a great treatment to use if there are specific areas (or spots) on your cover that you would like to highlight. The application can deepen the color of the area and be very shiny or flattened to a matte finish. It's a great way to add eye-catching emphasis to important areas.



STOCK DIE OPTIONS

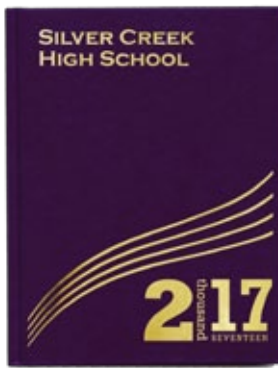
The dies featured below are available for embossing/debossing and/or foil on your custom cover. By choosing one die or more, you can create a one-of-a-kind look without the expense that often accompanies it. For example: Choose a stock die for embossing and then add a custom die of your school name and mascot to make your book truly unique. Due to the endless design possibilities available, pricing will vary.



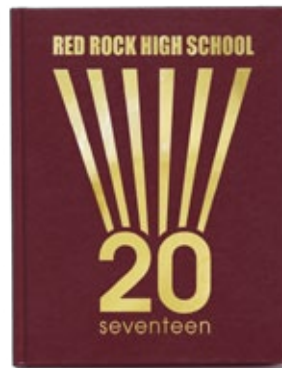
Example:
Stock Foil Die D1707
Custom Foil Die for School Name



Example:
Stock Foil Die D1718, Stock Emboss Die D1002, Custom Emboss Die for Mascot, Custom Foil Die for School Name



Example:
Stock Foil Dies D1003 & D1705
Custom Foil Die for School Name



Example:
Stock Foil Die D1708
Custom Die for School Name

DESIGNING IN PICTAVO™

CHECK OUT THESE POPULAR PICTAVO FEATURES THAT MAKE IT EASY TO CREATE THE LOOK AND FEEL YOU'RE AFTER!

SNIPPETS

Create great-looking graphics with these professionally designed mini-templates featuring items like sidebars, infographics, scoreboards, headlines, polls, quotes and more. Simply drag and drop onto your page and customize as you wish!



TEXT WRAP

Use text wrapping to complement the shape of images and art elements



TEMPLATES

Choose from hundreds of professionally designed templates available as single pages and spreads. Simply drag and drop onto your page and customize as you wish!



NEGATIVE LINE AND LETTER SPACING

Take typography to the next level with negative character and line spacing options



IDEAS & INSPIRATION



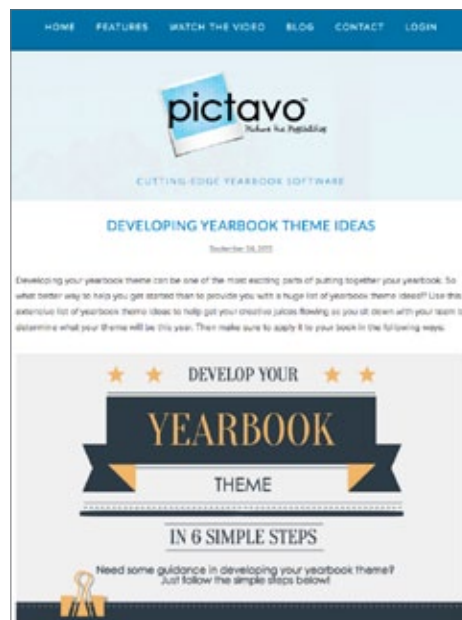
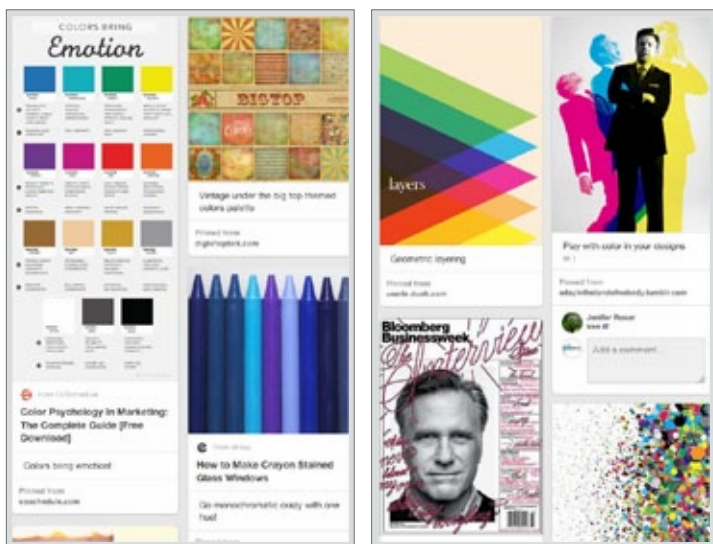
www.pinterest.com/pictavo

Peruse pins of award-winning yearbooks and design industry leaders.



www.pictavo.com/blog

Get yearbook tips and tricks along with software-specific help!

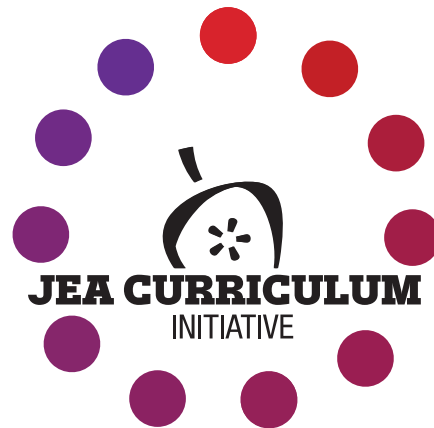


FIND IDEAS THAT INSPIRE YOU AND SHARE WITH YOUR YEARBOOK TEAM!

DYNAMIC JOURNALISM CURRICULUM FROM TOP SCHOLASTIC EDUCATORS

TOGETHER EVERYONE ACHIEVES MORE.

Nowhere does this definition of TEAM ring truer than in education, especially scholastic journalism, where advisers and students must work collaboratively to create content that is timely, newsworthy and engaging. So it's only natural that the nation's best scholastic journalism educators and students have teamed together to support the Journalism Education Association Curriculum Initiative.



BACKGROUND

This initiative, started in 2013, was driven by JEA and 14 members identified as national leaders in their area of expertise. The purpose: to create curriculum that aligns to Common Core State Standards and Partnership for 21st Century Skills. Accompanying these leaders were dozens of other JEA members, professionals and student journalists who volunteered their own ideas, materials and examples to benefit scholastic media advisers across the country.

TODAY

The JEA Curriculum Initiative now consists of over 200 weeks worth of lessons in 11 content areas along with learning outcomes, assessments and evaluation guides and continues to be updated with lesson plans and examples that reflect the latest trends and technology. Each module is presented in multiple timeframe options, allowing teachers to choose the configuration that best fits their circumstances and philosophies.

ACCESSING THE JEA CURRICULUM

You can tap into this curriculum for FREE with your JEA membership, reasonably priced at \$60 for a teacher/adviser. Simply go to www.jea.org to learn more about becoming a member and gaining access to:

- The most comprehensive scholastic journalism curriculum available in the U.S.
- Ongoing support from JEA members via an online directory, email distribution list, JEA Advisers Institute and two national conventions a year. At the conventions, JEA offers competitions for students in nearly 50 categories, 300 instructional sessions and many other activities for teachers and students.
- The quarterly journal *Communication: Journalism Education Today (C:JET)* and the Student Press Law Center Report (three times a year).
- Special prices on more than 300 books and items helpful for teaching journalism and advising student publications.
- The ability to earn Certified Journalism Educator status and Master Journalism Educator status upon demonstration of your commitment and expertise in the journalism field. Many find this certification to be a great way to validate their credibility in and outside of their school.

Whether you're an experienced yearbook adviser or just starting out, the best thing you can do for your program is check out all a JEA membership has to offer. The breadth and caliber of scholastic journalism resources you'll find will be a valuable gateway to creating a strong journalism program at your school.

THE CURRICULUM	12-week module	Six-week module	Three-week module	Two-week module
Design	Unit 1 -- Units of Measurement	Unit 1 -- Units of Measurement	Unit 1 -- Units of Measurement	Unit 1 -- Units of Measurement
Editing	Get the Point	Get the Point	Get the Point	Get the Point
Entrepreneurship	Represent Yourself	Represent Yourself	Unit 2 -- Principles of Design	Unit 2 -- Principles of Design
Law and Ethics	Unit 2 -- Principles of Design	Unit 2 -- Principles of Design	Principles of Design Basics	Principles of Design Basics
Leadership and Team Building	Principles of Design Basics	Principles of Design Basics	Principles of Design Basics	Unit 3 -- Typography
Multimedia Broadcast	Principles of Design Analysis	Principles of Design Analysis	Unit 3 -- Typography	Typical Type
News Gathering	Putting the Pieces Together	Putting the Pieces Together	Typical Type	Anatomy of a Post
News Literacy	Principles of Design	Principles of Design	Anatomy of a Post	Unit 4 -- Color
Photojournalism				I see you... hear!
Web				
Writing				

- STEP BY STEP LESSON PLANS
- CURRICULUM ALIGNS TO COMMON CORE STATE STANDARDS AND PARTNERSHIP FOR 21ST CENTURY SKILLS

TEACHING THE TRICKS OF THE TRADE

HOW JEA CURRICULUM MAKES YOUR LIFE EASIER AND YOUR YEARBOOK BETTER

Even if your teaching credentials aren't in graphic design or journalism, JEA has you covered. The lessons provided by JEA's Curriculum Initiative can be used to supplement your current lesson plan or build your own plan using modules created by industry leaders. Starting with the principles of design and expanding to lessons about building spreads, modular design, fonts and strategic use of color will result in students creating beautiful, well laid out pages your entire staff can be proud of. The Curriculum Initiative even goes as far as offering slideshows, handouts and grading rubrics to ensure success in your classroom. Engaging students in lessons created by educators that specialize in journalism guarantees that the yearbook they create will be top notch!

FEATURING: MILLARD WEST HIGH SCHOOL



Designs courtesy of:

Millard West High School, Omaha, NE
 Mark Hilburn, Adviser
 Millard West Prowler Staff

LOOKING FOR MORE CREATIVE WAYS TO CUSTOMIZE YOUR YEARBOOK?



PERSONALIZED COVERS

Check out the personalization options that enable students to include their name and/or personal interest icons on their cover.

TALK ABOUT ONE-OF-A-KIND! ASK YOUR YEARBOOK PROVIDER FOR MORE DETAILS.

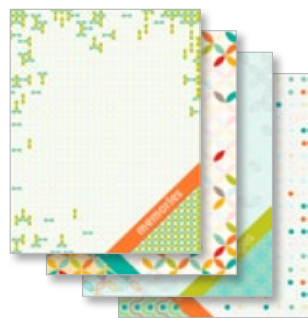
AUTOGRAPH PAGES

Personal messages are always an important part of the yearbook! Choose from three professionally designed styles printed on uncoated paper to make writing easier.

Four-page and eight-page sets available.



Set A (4 pages)



Set B (4 pages)

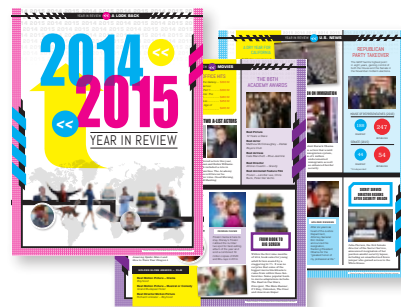


Set C (8 pages)

CURRENT EVENTS

Current Events Backgrounds and Clip Art are available for FREE in Pictavo. Choose the ones appropriate for your school or age level and simply drag and drop onto any page. Just make sure to include them in the total page count as they are treated like any other pages in the book! Current Events are available February 15,

2017. Four or eight-page Current Events Backgrounds can also be requested as extra pages to the back of books created with EZBook or the PDF plan and will be priced based on total page count.



USE CURRENT EVENTS AS CLIP ART!

