

# HIGH SCHOOL YEARBOOK ADVISER TRAINING GUIDE

PLAN, MANAGE AND  
MARKET YOUR YEARBOOK

Looking for a comprehensive curriculum?

JOURNALISM EDUCATION ASSOCIATION CURRICULUM INITIATIVE

See how the nation's top scholastic journalism teachers can help your program align to Common Core State Standards and Partnership for 21st Century Skills!

*See pages 2 and 3 for information*

# TABLE OF CONTENTS

As you review this guide, be aware that no two schools are alike. For this reason, we have created the Yearbook Training Guide to be a tool that can assist in the general planning, managing, and marketing of your school yearbook, no matter the size and inclusion of grades. We hope you will find this tool informative and helpful.

## Here is what you will find in this publication:

Journalism Education Association Curriculum Initiative .....	2-3
Quick Overview.....	4-7
Your Role As Yearbook Adviser.....	8-9
Your Yearbook Representative.....	10
Choosing Your Delivery Date.....	11
Specifications: Basic Yearbook Info & Parts of a Yearbook.....	12-17
Page Creation Options .....	18-19
Organizing A Yearbook Staff.....	20-24
Theme Development.....	25-26
Cover & Endsheets.....	27-28
Planning Your Yearbook Pages: Coverage & Page Ladder .....	29-32
School Portraits.....	33-34
Photography Basics .....	35-36
Printing Basics: Spreads & Signatures.....	37
Deadline Management.....	38
Finances: Developing & Managing a Budget.....	39-40
Marketing: Yearbooks Sales .....	41-42
Marketing: Developing An Ad Program .....	43
Marketing: Determining Ad Sizes, Guidelines & Rates.....	44
Yearbook Class: Grading Process.....	45-53
Monthly Planning Calendar.....	54-56
A Final Word.....	56

Connect with us online for additional yearbook resources.



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/PICTAVO

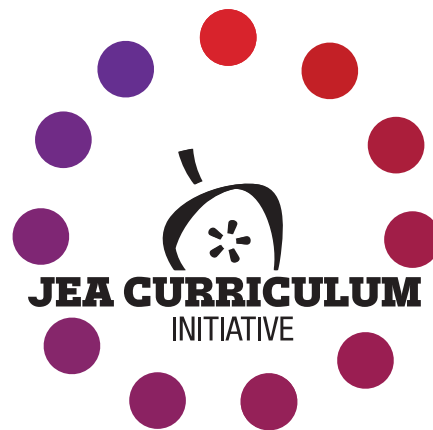


@PICTAVOYEARBOOK

# 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](http://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 Analysis	Unit 3 – Typography
Multimedia Broadcast	Principles of Design Analysis	Principles of Design Analysis	Unit 3 – Typography	Typical Type
News Gathering	Putting the Puzzle Together	Putting the Puzzle Together	Typical Type	Anatomy of a Font
News Literacy	Principles of Design Production	Principles of Design Production	Anatomy of a Font	Unit 4 – Color
Photojournalism				I see spot...color
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

# QUICK OVERVIEW

## Survival Tip:

*Deadlines are critical. Make sure to review all deadlines with your yearbook publisher. When you review deadlines, make sure to have a school calendar of events handy since you will not want a deadline on a school holiday.*

## Notes:

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It is easy to feel overwhelmed taking on a project as big as a yearbook. As you read this guide, however, our goal is to give you the tools and resources necessary to help you feel equipped to take it on. Remember, no two schools are alike, and many schools delay their processes to start the yearbook until the end of the first month of school. Whatever the case you may be facing, be assured that you are not alone. We hope this guide can help you better prepare for the year. Planning helps ensure a successful (and less stressful) yearbook season. Here is a quick overview of the basic steps you'll want to go through to produce your yearbook:

### 1. CONTACT YOUR PUBLISHER/REPRESENTATIVE

This sounds like a simple step, and it is, but you will be surprised how many yearbook advisers fail to do this early in the school year. In this initial contact, provide your representative with your latest contact information, as well as your communication preferences. Also make sure to let your representative know about your school administration and any changes that may have occurred in personnel. Provide your teaching schedule, as well as planning times you may be available for an on-site visit or a conference call and schedule as many in advance as you can to help you stay on track. **Keep notes of all meetings and communications from your yearbook representative. The more you know, the better prepared you will be. Ask as many questions as you need so you are on track for a great year.**

### 2. AGREE ON YOUR YEARBOOK SPECIFICATIONS & BUDGET

Specifications are the key to developing a budget. Review last year's program and determine if you will repeat the same school yearbook order for amount of books and number of pages. If your enrollment has changed or if you had extra books left over, this could change your order. Once you have agreed upon your specifications with your representative, have him/her complete the sign-up form with an agreed-upon price per book. You will receive a written reservation that includes details on the deadline for submission of your book to have your book shipped on the date you want. Having a **SINGLE SUBMISSION DATE FOR YOUR YEARBOOK PAGES** makes creating your yearbook so much easier! If you are using a full color custom cover and want a proof of your cover, check the due date to make sure you account for the extra time to receive the proof. If you are having your cover embossed/debossed, foiled, or are using custom color endsheets, you will also need to pay attention to the due date to allow for the additional time needed. Review your school's policy as to who can enter your school into an agreement with your yearbook provider. Many schools require a school administrator or principal to be involved in the initiating of all agreements. (See pages 39-40 for more in-depth help developing and managing a budget.)

### 3. CHOOSE YOUR YEARBOOK DELIVERY WEEK & KNOW YOUR DEADLINE

Give your desired delivery date to your yearbook representative when you sign up. You will know approximately what date your book must be submitted at that time as well; however, you will get a written reservation that states the date your book will be shipped and the specific last date that your book can arrive at the yearbook plant to have your book ship on that date. Many schools choose a spring delivery yearbook and ask for the book to arrive in April, May or June before school dismisses for the year. Other schools choose to have their books shipped in August or September so activities like prom, graduation, and final spring sports results can be included in the yearbook. Whichever delivery date you choose, be aware that your submission deadline must be met. This will assure that a production schedule can be kept and your yearbook can be printed in time to ship and arrive at your school by the date you need it. If you submit your pages after your deadline, your yearbook may need to be rescheduled and ship later than you planned.

As a yearbook adviser you are in total control of your book submission. Submit your book on schedule and your book will ship on schedule. It is critical that you know your deadline and plan your submission accordingly. (See page 38 for more in-depth help with deadline management.)

# QUICK OVERVIEW

## 4. REVIEW YOUR YEARBOOK KIT

Your Yearbook Kit contains everything you need to complete your yearbook project including the software guide, Design Guide, sales tools and more. **MAKE SURE TO REVIEW ALL MATERIALS IN YOUR KIT.** If you have a yearbook staff or team it helps to review the materials together so everyone knows about the production and sales tools. Confirm that your computer specifications will match the software requirements.

## 5. ORGANIZE YOUR YEARBOOK TEAM/STAFF

Once you have agreed to a budget and deadline schedule, begin to organize your yearbook staff/team. As mentioned earlier, each school is different; some have a yearbook class for the production and sales of the yearbook, while other schools have a volunteer staff that meets after school or at set times when classes are not in session. Whatever the case may be, begin to organize your team into departments so each group has a specific role in the creation and sale of the yearbook. Also, don't overlook possible professional assistance from your yearbook representative, portrait photography studio and the customer service and technical support team at the yearbook publisher. (See pages 20-24 for more in-depth information help organizing a yearbook staff.)

## 6. GET A PORTRAIT CD (PSPA FORMAT)

A large part of your yearbook will be your portrait pages. The portrait CD your photographer provides must follow a national standard developed by the PSPA (Professional School Photographers Association) as found at their website: [www.pmai.org/pspa](http://www.pmai.org/pspa). This will simplify your yearbook creation process because the portrait CD can be used with Pictavo or any other publishing software you choose to use. With programs like Pictavo that can automatically flow portraits and names onto your yearbook pages, you don't need to spend time identifying and labeling everyone individually.

**IMPORTANT NOTE:** Be sure you request that you receive your portrait CD **AFTER** retake day so that only one portrait will appear for each student or staff member.

## 7. PLAN YOUR YEARBOOK & OPTIONS SALES STRATEGY

After you have signed up for your yearbook and agreed on a yearbook budget, plan your yearbook sales strategy. Use a spreadsheet or database program to track your yearbook sales and buyers. Review your school calendar and decide the week of your sales, as well as prices for early and late buyers. If you plan on selling additional options such as name, photo, and/or icon personalization on covers, make sure you review the selling price that will apply. Make sure you have plenty of sales posters, sales letters and any additional sales tools you might need. (See pages 41-42 for more in-depth help with yearbook sales.)

## 8. PLAN YOUR ADVERTISEMENT SALES STRATEGY

Advertisement sales can have a positive impact on your school budget by allowing local businesses, organizations, parents, students, and teachers to personalize a portion of the yearbook. Set up a campaign with a specific start and end time, as well as a goal for how many pages you plan on selling and how much money you plan on raising. Make sure to set up a detailed campaign that addresses both business advertisement sales, as well as personal and recognition advertisement sales. (See pages 43-44 for more in-depth help with developing an ad program.)

### **Survival Tip:**

*Befriend your school photographers. Help them announce school picture day to get everyone excited about the event. Many students and staff have no idea that their school portrait and yearbook portrait are one and the same. Portrait CDs are critical for yearbook production. Make sure everyone at the school is included.*

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# QUICK OVERVIEW

**Survival Tip:**

*The most difficult area for most advisers involves the management of finances in a yearbook program. Make sure to check with your school administration and office staff to determine if there are certain policies you must follow such as set prices for yearbooks and sales policies. This may help you make certain decisions pertaining to sales of both yearbooks and advertisement pages.*

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**9. DEVELOP A THEME**

What is a theme? It is the unifying “attitude” of the year captured by the yearbook itself. Select a theme that can tell a story about what makes this school year so different and unique from other years. Tell a story woven through the yearbook in every section. Choose a theme that everyone can identify with and relate to—it will make your yearbook easier to develop and more interesting to read. (See pages 25-26 for more in-depth help with theme development.)

**10. DESIGN YOUR COVER**

Once you determine your theme, you can begin designing your cover. Make sure you review pricing for various features and specialty treatment options so you can develop a budget. (See pages 12-17 for more in-depth help choosing special cover options). Your yearbook cover will create the first impression that will set the tone for the yearbook. There are many cover options to make your yearbook unique, but the most expensive features do not necessarily mean the most outstanding cover. Start with sketches or mock-ups of potential designs and check pricing to be sure it will fit your cover budget. If you have questions on pricing, be sure to check with your yearbook representative while the design is still on the drawing board. (See pages 27-28 for more in-depth help designing your cover.)

**11. DECIDE WHAT IS ON EVERY PAGE (LADDER)**

You will want to develop a page ladder that shows what is going on every page of the yearbook. Review last year’s yearbook as a guideline. Your ladder will help determine how many pages to give to each section (i.e. sports, portraits, organizations, academics, advertisements, student life). It will also help you organize the sequencing of your sections to give a nice flow to your yearbook and can be used as a checklist during the year to help track your progress. Start with the page ladder while you work out changes and once you’ve determined your final outline, put it on your large wall ladder to be displayed for everyone to see and follow. (See pages 29-32 for more in-depth help planning your yearbook pages.)

**LADDER WORKSHEET**  
Before doing any yearbook project, plan what is to appear on each page by filling out this ladder worksheet. Doing so will help you to visualize what will appear on each page and assist in creating a master "flow" for your book.

left side pages	right side pages	left side pages	right side pages
1	2	33	34
3	4	35	36
5	6	37	38
7	8	39	40
9	10	41	42
11	12	43	44
13	14	45	46
15	16	47	48
17	18	49	50
19	20	51	52
21	22	53	54
23	24	55	56
25	26	57	58
27	28	59	60
29	30	61	62
31	32	63	64

# QUICK OVERVIEW

## 12. BEGIN TO COLLECT PHOTOS OF EVENTS & PEOPLE

Begin collecting images as soon as possible. Use a digital camera that takes photos of at least 8-10 megapixels in size. Make sure you are having all major events and important functions photographed for proper coverage. Speak to all club sponsors and coaches and ask them to have a parent or student associated with their organization or team to provide you a list of important events, functions and rosters. Your staff will need to photograph "planned and targeted" events. The more coverage you have, the more interest will develop in the yearbook. If you cannot cover an event, ask the sponsor for images. (See pages 35-36 for more in-depth help with photography basics.)

## PICTAVO™ COMMUNITY

Pictavo Community and the Pictavo Community Mobile App allow community members to upload photos for consideration in your yearbook. Take advantage of this helpful feature of Pictavo in order to maximize coverage across your entire school community. Members simply log in, upload and tag their photos. Then you, as the admin, can easily view, organize and add the photos you like onto your yearbook pages. (For more information, go to [www.PictavoCommunity.com](http://www.PictavoCommunity.com) or talk with your yearbook representative.)

## 14. ORGANIZE YOUR FILES AND IMAGES

Once you have started collecting your photos and content for pages, make sure to organize a simple tracking and management system for the files. This will help you quickly find what you are looking for and help you determine if you have enough to complete your pages. Save photos in folders organized by pages to easily find and access them and make sure everything is backed up to prevent loss.

## 15. KEEP YOUR PAGE DEADLINES!

Plan your yearbook progress to meet your submission deadline. Even with only a single deadline from your yearbook publisher, as your ladder develops, list next to each page the expected month when each function will occur. This allows you to plan for page completions every month to stay on track. Allow time for proofreading and review of each page, so if there are errors you will have time to fix them. Planning deadlines will assure you submit your yearbook on time without feeling last-minute pressure. (See pages 54-56 for more in-depth help planning a monthly calendar to stay on track.)

### Survival Tip:

*The page ladder, with deadlines for each page, will make yearbook production easier. Plan pages to give every event and group appropriate coverage. Be prepared to justify why one group may require more pages than another group. Many schools have set up a plan where all groups receive a set number of yearbook pages. A group can purchase additional pages for more content.*

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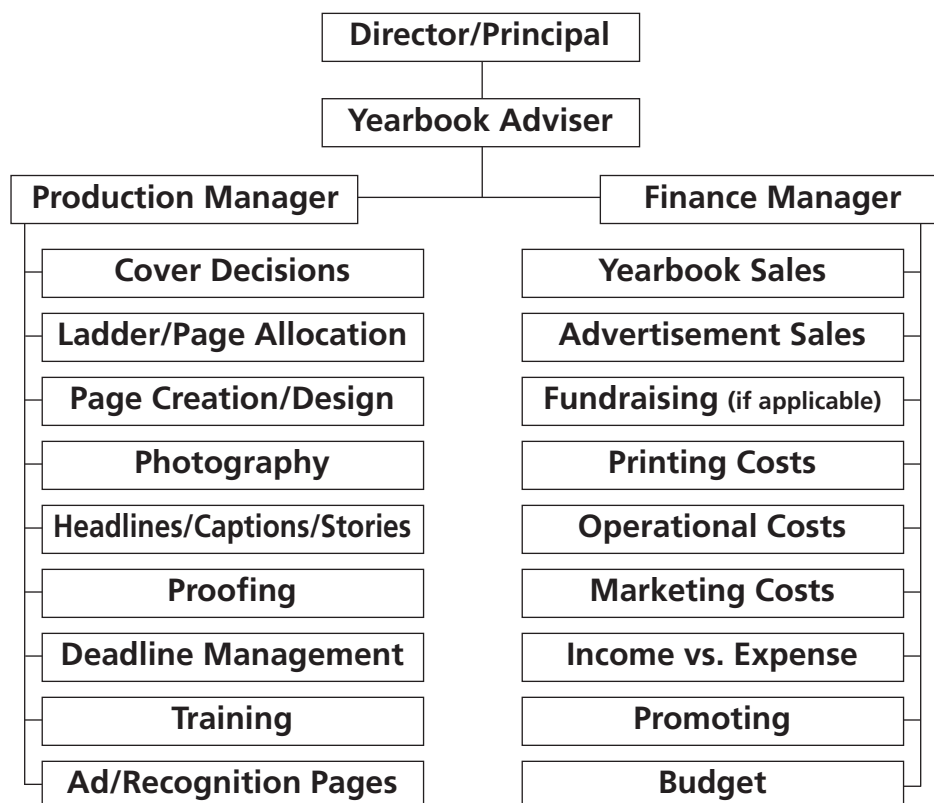


# YOUR ROLE AS YEARBOOK ADVISER

Sometimes advisers struggle with identifying their role on a yearbook staff. You want to give your students ownership and let them make important decisions, however as much as this can lead to student excitement, your role as an adviser is unlike any other sponsor or teacher. Your decision on how to manage your publication can make the difference between a successful yearbook or a yearbook that is over budget, late, incomplete or error-ridden.

As the adviser, you have been chosen to be the project manager of the publication. As project manager, your primary responsibilities lie in management of two areas: PRODUCTION (the creation of the yearbook) and FINANCE (the sales and finances of the yearbook).

The key to managing your responsibilities is determining if you will be completing the yearbook project alone or with assistance from co-sponsors and/or students. If you choose to include others, the experience can be both fun and exciting, as well as crazy and stressful at times. Take it one step at a time and also control your decision-making process so choices are understood and can be made quickly. Below is a flow chart of your responsibilities so you can visually see what must be done.



*Always discuss yearbook budgeting ideas pertaining to sales with your yearbook publisher. Many times, they have witnessed programs that have worked great at other schools. Also, don't be afraid to contact other schools in your area for advice.*

## Survival Tip:

*What adults think is appealing vs. what students think is often different. When developing a yearbook with students, it is always wise to have them help you choose key elements such as the theme, cover, color scheme, etc. Develop a small focus group of students that represents everyone on campus. Pass ideas by them if you do not have a large enough student staff to assist in the process.*

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# YOUR ROLE AS YEARBOOK ADVISER

## Production Manager

As the production manager, you are responsible for the entire creation of the yearbook. Remember that you were chosen by the school administration to fill the position—ultimately, *you are the decision maker on all parts of your program, and you report to the school administration.* It is great to get student/staff input on all decisions, and this is highly encouraged, but you will be in charge of setting realistic goals and deadlines for all decisions. This being said, you are also responsible for keeping the administration informed on choices, decisions, setbacks, advancements and more. Make sure you ask the administration how much "input" they want to have on the program. Understand that your administration, more than likely, does not want to know which photos you put in the yearbook, unless they are of important events or of questionable nature. They are trusting you to create a product on time that is free of problems. If you can do this, your efforts will be appreciated.

As a Production Manager, you usually have to do or assign the following tasks (and more) to key people to complete within a specified time frame:

- Decide what is on every page in the yearbook
- Photograph key school events
- Write headlines, stories, and captions
- Choose a cover design and treatment options
- Choose page designs
- Choose type/text/font specifications
- Train staff members on production
- Page creation of custom pages to meet content elements
- Review/proofread page designs and stories
- Complete pages in a timely manner (deadlines)
- Complete advertisement pages
- Work with your yearbook representative
- Work with your school photographer
- Work with club sponsors and coaches for photos/roster info

## Finance Manager

Finance management can be stressful if you do not have a plan in place to address different scenarios. Develop three financial scenarios for your program: WORST CASE (drop in sales and finances from year before), SAFE CASE (sales and finances stay flat and don't change from year to year), and BEST CASE (sales increase and finances grow). Review the resource area and look for the Budget Planner to assist in this process.

As a Finance Manager, this usually means you have to do or assign the following tasks to key people to complete within a specified time frame:

- Balance the yearbook budget
- Develop and implement a plan for yearbook sales
- Develop and implement a plan for advertisement sales
- Develop, implement and manage a plan for fundraising, if necessary
- Track all sources of income
- Manage and track production and operation expenses
- Promote and sell yearbooks to the school population and parents

### Survival Tip:

*Use a spreadsheet program to track yearbook sales and advertisement sales. This is a great way to run "what if..." scenarios to see how finances would shift if sales/funds increase or decrease.*

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# YOUR YEARBOOK REPRESENTATIVE

**Survival Tip:**

Review visitation guidelines with your yearbook representative so he/she knows what school policies are; from where to park, to where to sign in, to who the administration is.

**Notes:**

Lined area for notes.

Your yearbook representative is the person or company who helped you complete your yearbook sign up form, providing you with pricing based on your book specs. He/she arranges for your Yearbook Kit to be shipped to you. If additional kits or materials (like additional Design Guides) are needed, they can be ordered through your yearbook representative. He/she can also answer *any pricing and page submission/production questions you may have throughout the year.*

Get to know your yearbook representative—he/she knows the various yearbook plans and options, as well as pricing that applies for each. As you make decisions for upcoming years, he/she will serve as an important resources and can show you samples of yearbooks and explain the many special yearbook features available.

Be sure to find out what services your yearbook representative will personally provide and which services you will receive direct from the yearbook publisher. Ask your representative for the specific contact information you should use when you have questions. Keep a record of each of these names and how best to contact them. Share this information with everyone on your yearbook team.

Remember: your yearbook representative is a “visitor” to your school and may not know your policies or procedures for visitation, or your daily schedule of availability for possible visits. Communicate frequently with him/her to be prepared for any visit so your valuable time is as productive as possible.



Talk to your yearbook representative about viewing samples of books for cover treatments and theme ideas.

# CHOOSING SPRING OR FALL DELIVERY

You will pick a desired delivery date for your books to arrive at your school. The yearbook publisher will indicate what date your book will need to be submitted by (submission deadline) in order to ensure your books will be shipped in time to meet your delivery date. Some schools choose to have books arrive before school dismisses for the year in April, May or June (Spring Delivery), while others choose an August, September or October delivery (Fall Delivery). Meeting your submission deadline is CRITICAL to the shipping schedule of your book. Late submission will cause the book to have the ship date rescheduled for a later delivery date.

If you choose a book for Spring Delivery, plan your yearbook sales far enough in advance so sales efforts don't interfere with your creating yearbook pages. Some schools will ask for Spring Delivery and then purchase a supplement that is produced and shipped during summer months so events from the end of the school year can be included. Supplements come with a sturdy, easy-to-apply, peel and stick tape that can be attached at the back of the yearbook.

If you choose a Fall Delivery, end-of-the-year-events (prom, graduation, spring break, and spring sports) can be included in the book. Plan sales and production efforts accordingly, and plan for yearbook distribution to students after they return in the fall—keeping in mind those who may have graduated.

Your yearbook representative can furnish information regarding your yearbook's needed production time to help make sure your submission deadline provides enough time for your desired delivery date.

## Survival Tip:

*Choosing the right delivery schedule is critical for planning your year. If you want total year coverage from August to May, you'll need to plan for a distribution in the fall or the start of the school year. If you plan on distribution before school dismisses in May, meeting your submission deadline will ensure you will receive your yearbook on time.*



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# SPECIFICATIONS: BASIC INFO

## Survival Tip:

Use last year's yearbook sales data to determine buy rates, number of yearbooks sold, and the price your yearbook sold for to your students.

Use a copy of last year's yearbook to determine if the number of pages in the book was adequate to represent your school year and the student population.

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You have probably already outlined the specifications for your yearbook with your yearbook provider, however this may have just been your best guess and estimates initially. If you have more time/information and want to make adjustments it is best to do so as soon as possible (major changes may change the price of the original quote). Factors to consider include the number of students and staff members, number of grades, extracurricular activities and other pages you might want in the book.

Specifications to determine:

- Book size/type: soft cover 8.5"x11", hard cover 8.5"x11" or 9"x12"
- Type of cover: stock or custom design, specialty treatments
- Type of pages: paper type, endsheets, special inserts, etc.
- Type of binding: options depends on your cover selection (see page 13-17)
- Page count: Work in increments of 4 pages unless you are ordering a Smyth sewn book. Smyth sewn books must be ordered in increments of 16 pages. Blank pages are added to the back of the book if your page count does not follow these guidelines.
- Copy count: be conservative to start—50% of your school population. You can increase or decrease the final quantity when you submit your book. (Note: major quantity changes may change the price of your yearbook.)
- Delivery date: Choose when you want the yearbook to arrive at your school.
- Proofs: If you want a proof, it may add cost and delivery time. Request details.
- Options: Ask for details about additional options/yearbook features to customize your book.

**There are two basic yearbook cover styles — soft cover and hard cover. Both include a durable coating to ensure they stand the test of time and can be ordered in the standard 8.5"x11" size. Hard cover can also be ordered in the popular 9"x12" size.**

*As you decide your yearbook specs, make sure you take into account what has been done before, as well as if there were any yearbooks left over the year before. Your previous staff may have over ordered and had multiple books left over, or some students who paid may never have picked up their copies. Whichever the case, make sure to investigate previous decisions. The best place to start is by getting a copy of last year's yearbook, as well as a copy of your invoice from last year, so you can review specs.*

If you plan to use portraits from your school photographer, contact them at the beginning of the school year. Arrange to have your portraits available on CD as early as possible (after retakes), as you will need them to begin page layouts as soon as possible. If your plan includes using candid photos taken by staff and/or students, make sure you get consistent, high-quality images to ensure better reproduction.

Current Events Pages are available as backgrounds and clip art to give you the flexibility to drag and drop them anywhere in your book. This can give your book a more historical perspective as students can look back at the year in review. These pre-designed backgrounds and clip art save you the time of having to gather or create them yourself and you can pick and choose which are relevant to your school. Just make sure to include them in your total page count since they are not separate inserts.

# SPECIFICATIONS: PARTS OF A YEARBOOK

Aside from page and quantity, there are six major parts of a yearbook that can impact your budget:

- Cover Design
- Hard Cover Treatment Options
- Endsheets Specifications
- Paper Type
- Binding Type
- Special Inserts
- Add-On Options/Features

What you choose in each of these areas can raise or lower the cost of your yearbook. In each category there is usually a standard feature for the yearbook, and custom or additional cost options. The more customization you do, the more your budget will need to increase. You can approach it with a set budget and determine what you do for that amount, or you can customize to your desire and just plan for a higher yearbook price, or more advertising/fundraising efforts to offset these costs. Talk with your yearbook representative about your proposed designs and he/she can help you figure out the most cost-effective way to implement them.

## COVER DESIGN

**Full-Color Cover:** This is a standard option and the most popular type of cover since it is easy to create and can produce stunning visual results. For a HARD COVER book, the design is printed in the 4-color process on a thin sheet of paper which is coated and glued to thick cover cardboard. For a SOFT COVER book, the design is printed in the 4-color process on a thick, rigid sheet of paper before being attached to the book.

## HARD COVER TREATMENT OPTIONS

**Embossing/Debossing:** Embossing is a technique that uses a die to create a raised image on the cover through a combination of heat and pressure on the binder's board. Debossing uses the same technique as embossing, except the impression is heat-pressed so that the image is depressed (lowered) instead of raised. Both can be used with foil stamping to create special visual effects and textures. You can choose to design your own die to emboss/deboss, use a stock die (most affordable) or a combination of the two. Embossed and debossed covers will require a specific price quote from your yearbook representative because of their custom nature. Note: if your school creates a design (mascot or school emblem/crest) that is used year after year, some cost will be eliminated because the die can be reused.

**Foil Stamping:** This is the process of applying a metallic foil by heat and pressure to the cover. As with embossing and debossing, a custom or stock 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. These dies cost extra and will require specific pricing from your yearbook representative. The die is, however, reusable-year after year.

**Lenticular:** 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!

**Leatherette:** 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.

**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.

### Survival Tip:

*Remember, the more features the yearbook publisher applies to your cover, the more expensive your cover. When dies are needed, your expenses grow quickly. Remember to get a quote for your proposed design before deciding on the selling price of your yearbook.*

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# SPECIFICATIONS: PARTS OF A YEARBOOK

## Survival Tip:

*If you decide to design your endsheets, consider using both photos and text. Treat it like a yearbook page and consider including your table of contents on the front endsheet so your readers can easily find where sections begin in your yearbook.*

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## ENDSHEET SPECIFICATIONS

Endsheets are the thick paper glued to both the inside front and back covers of a hard cover yearbook, and are attached to a reinforced fabric strip which in turn is glued to the flyleaves (first and last sheets in a book before and after your yearbook content). The weight of the paper is usually greater than what is used in the rest of the yearbook. Sometimes this thicker paper is left blank for autographs.

For additional fees, printing can be done on the endsheet and fly leaves of your yearbook. Some schools design their endsheets to continue the theme or add a table of contents. Remember that you have two endsheets and two flyleaves that make up your yearbook. Some schools like to design the front endsheet and flyleaf, but may choose to leave the back sheets blank. Other schools choose to repeat the same design from the front onto the back or create a new design. Review this option with your representative and he or she can you walk through all the options.

## PAPER TYPE

The type of paper your yearbook is printed on can have an impact on the price of your book. Yearbooks are traditionally printed on a coated glossy paper. The paper is glossy because the coating (clay) has been calendarized—a process whereby the paper is pulled over several steel drums to polish the coating to a shiny finish. The clay coating helps give the paper opacity, which keeps the printing on either side from showing through to the other side. Standard paper weight for yearbooks is 80 lb., which provides excellent opacity and durability. 100 lb. paper is another weight option that is heftier and gives a yearbook a more distinctive, durable feel. You can request 100 lb. paper for an additional charge. Since 100 lb. is heavier paper stock, it will also cost slightly more to ship your books. Changing to heavier weight paper can go unappreciated and unnoticed by students, so make sure it is a necessary upgrade for your yearbook.

## BINDING TYPE

**Soft Saddle Stapled:** This binding method involves gathering folded signatures over a “saddle” where they are stapled together on the spine of the yearbook. This comes standard on most soft cover books, and is very durable for books under 96 pages. It is not recommended for books over 96-pages. A new method of squaring the spine on these books makes them look similar to Perfect Binding, but they are more durable because of the staples.

**Soft-Perfect Bound:** Soft perfect binding uses a process similar to hard cover book binding, but instead of sewing a book’s signatures together, they are glued on the spine and, at the same time, glued to the soft cover of the book. This is a very common binding technique you see often in catalogs and directories. You can generally tell a book is perfect-bound by the soft cover and square back. This type of binding also allows the books to lie flat when opened.

**Standard Hard Cover:** This binding method is typically the least expensive of the hard cover binding options and works well for books with smaller page counts (as low as 24 pages). The signatures of the yearbook are gathered together into a book block and then bound into a hard case, creating your hard cover book. This type of binding is also known as Library Binding because it is very durable.

**Smyth-Sewn Hard Cover:** With this binding method, each signature of 16 pages is folded and sewn through the back of the fold before the signatures are gathered together and glued into the hard cover. The advantage of this binding style is a lay-flat presentation. Typically you’ll see this binding style in reference books (i.e. medical books, law books, etc.).



# SPECIFICATIONS: PARTS OF A YEARBOOK

## SPECIAL INSERTS

**Stock Autograph Pages:** Pre-designed pages for autographs can be added to your yearbook to save time and give your book a more personalized feel. These pages are pre-printed on uncoated paper to allow nearly any writing instrument to easily write on them, then bound in your yearbook along with the rest of the pages. Positioning of these inserts may be dependent on the type of binding your yearbook will have. Soft saddle-stapled books have these inserts either in the very middle of the book or the outermost sheets of the book, making them the first and last few pages of the book. Other binding styles allow them to be added anywhere, but typically they are either in the front or back of the yearbook. When designing your yearbook to include pre-designed autograph pages, consider what other insert or divider pages you have to determine the best placement.

**Supplements:** Page supplements are easy to create and add to your book and serve as a great way to get more of your school year included. The page count must be divisible by four and they come with a ready-to-use tape strip that makes it easy for anyone to just peel and stick them into their book. Supplements ship very quickly (in as few as two weeks) so you can get major events (graduation, regional and state competitions, spring sports) included in your yearbook. More coverage also makes the yearbook more enticing to sell. Supplements are perfect for both soft cover and hard cover yearbooks.

## ADD-ON OPTIONS/FEATURES

**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. Standard cover weight is usually 90 pt. Heavier, 120 pt. and 160 pt. board weights are also available upon request.

**Headbands:** This feature is available only on hard cover yearbooks. The headband is a small, ornamental band generally made of mercerized cotton or silk. In most modern publisher's trade bindings, it is glued on the head as well as the tail of the text block spine of a book. Modern headbands imitate the sewn-on headbands that functioned to protect the head and tail of early bindings. They serve only one purpose: to hide the gluing application or stitching on the spine of a yearbook. This feature is included on all Smyth sewn books and can be requested on standard hard cover books.

**Personalization:** For an additional fee, you can have your yearbooks personalized for individual students. with their names and/or icons foil stamped on their book, or their photo and name printed on the cover. Foil stamped names are available for any binding style, and can be placed nearly anywhere on the cover. Photo personalization is available only on soft cover books. Engraved nameplates work best on hard covers only. Instructions for personalization are available in your Yearbook Kit. Ask your representative for a full description of all available features and costs.

## Survival Tip:

*Offer your students the option to personalize their yearbook by selling the option to have their name on the cover. This is a great opportunity to upsell and raise a little extra money as well.*

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# SPECIFICATION CHART

Below, you will find a basic specification sheet to complete with your yearbook representative or yearbook publisher. Complete every area as best you can and keep track of any changes (in writing) with your publisher.

## Survival Tip:

Take a look at other yearbooks done by schools similar in student population size to your school. This will give you a good "barometer" of typical number of pages and features they successfully used. Ask the yearbook adviser if they will share with you the complete specifications from their book last year so you know quantities ordered and other added features that you might be unaware of.

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Quantity: \_\_\_\_\_

Paper/Trim Size: \_\_\_\_\_

Pages: \_\_\_\_\_

Type of Cover: \_\_\_\_\_

Binding: \_\_\_\_\_

Paper Stock: \_\_\_\_\_

Endsheets: \_\_\_\_\_

Page Preparation: \_\_\_\_\_

Full-Color Pages: \_\_\_\_\_

Proofs: \_\_\_\_\_

Ship Date: \_\_\_\_\_

Cover Deadline: \_\_\_\_\_

Book Submission Deadline: \_\_\_\_\_

Options: \_\_\_\_\_

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Total Cost: \$ \_\_\_\_\_

Average Per Copy: \$ \_\_\_\_\_

**Sample specifications for a high school of 1800 students with about a 60% buy rate could read like this:**

**Quantity: 1000 yearbooks**

**Paper/Trim Size: 9"x12"**

**Pages: 240 pages**

**Cover: Full-Color Laminated Litho - School designed & submitted via Photoshop®**

**Binding: Smyth Sewn**

**Paper Stock: 100-lb. Gloss Paper**

**Endsheets: School designed in full-color on white paper with a different design on front and back**

**Page Preparation: Created in Pictavo**

**Full-Color Pages: Entire Book**

**Proofs: On Entire Yearbook**

**Ship Date: Would like book to arrive by May 10**

**Options: 8-page stock autograph pages in every book. We would also like to offer foil name stamping.**

**Total cost per yearbook x 1000 copies = \$ \$60,000 \_\_\_\_\_**

# SPECIFICATION CHANGES

It is important to remember that the price you receive from your yearbook representative is based on the SPECIFICATIONS you originally gave to him/her. If you change or alter in any way the original specifications, your yearbook representative's quote is subject to change.

**ALTERATIONS TO YOUR ORIGINAL SPECIFICATIONS:**

Your yearbook representative will have provided you a quote on a specific type of book when you signed up to do your yearbook. During the year, as you choose to "fine tune" your book, you may make changes (change the number of pages, number of books, add special inserts or features, etc.). These changes will alter the price of your yearbook. As you finalize your book prior to submitting it to the yearbook plant, you may want to discuss the final pricing with your yearbook representative.

Any changes in your yearbook plan should be put into writing and given to your yearbook representative. Your representative will be able to give you an accurate price reflecting the new book specifications. You will give the final yearbook specifications to the yearbook publisher when you complete the production form at the time you submit your yearbook for printing. The publisher does allow alterations in your yearbook specifications until the time you submit your book and, in many cases, changes will not change the production time. It is always wise to confirm with the yearbook publisher the production time for any additional book features.

**Survival Tip:**

*You are in total control of submitting your yearbook on time to the yearbook publisher. Consider building in early deadlines for your yearbook staff, so that the total book is ready for submission a few weeks earlier than actually needed. This gives you extra time to address a staff member's late performance, proofing, editing or revision issues, etc.*

**Notes:**

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# PAGE CREATION OPTIONS

### Survival Tip:

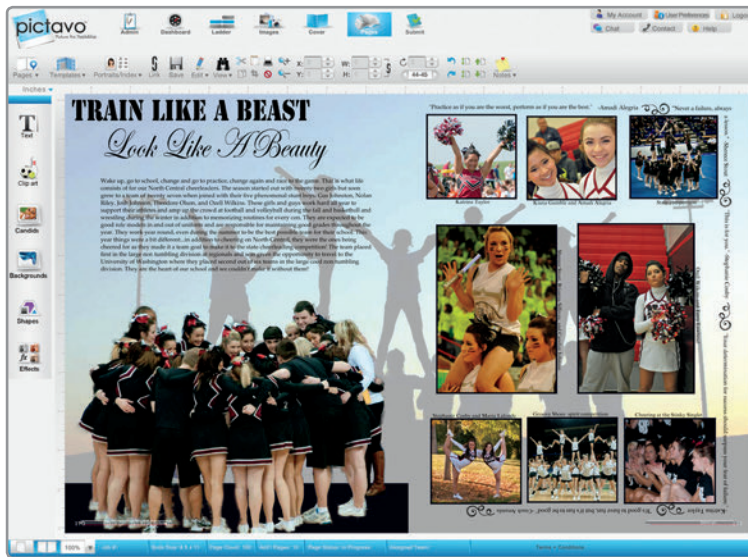
*When choosing a page creation option, make sure to review the entire process with your yearbook publisher before making a decision.*

*A good way of doing this is to ask for a demonstration that will walk you through the process from page creation to submission of a page. This can provide you a good idea of how much work will be required to complete your yearbook. Turnaround time may be different depending on how you submit your book.*

If you're like most high schools, you have several people on staff who all play a role in creating and designing yearbook pages on the computer. In most cases, they also want to simultaneously access and work on the book at the same time. Because of this need for convenience and coordination, browser-based yearbook software programs have become the norm in the yearbook industry.

### THE MOST POPULAR OPTION AVAILABLE TO YOU

**IS PICTAVO**—an intuitive software designed to help your yearbook staff communicate, collaborate and create. Here are just a few of the features that high school staffs find most helpful with Pictavo.



### SOPHISTICATED DESIGN TOOLS

Students will reach new heights of creativity with Pictavo. Easy-to-use design tools deliver powerful, professional results without the complicated steps found in other design programs.

### Notes:

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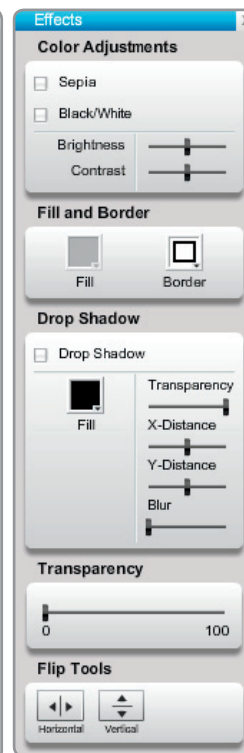
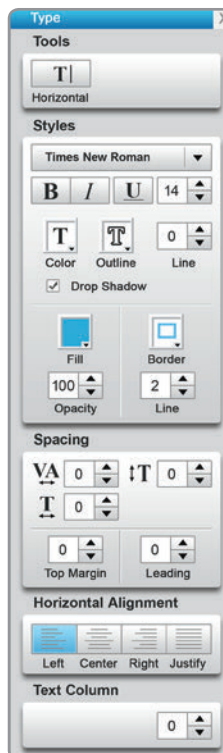
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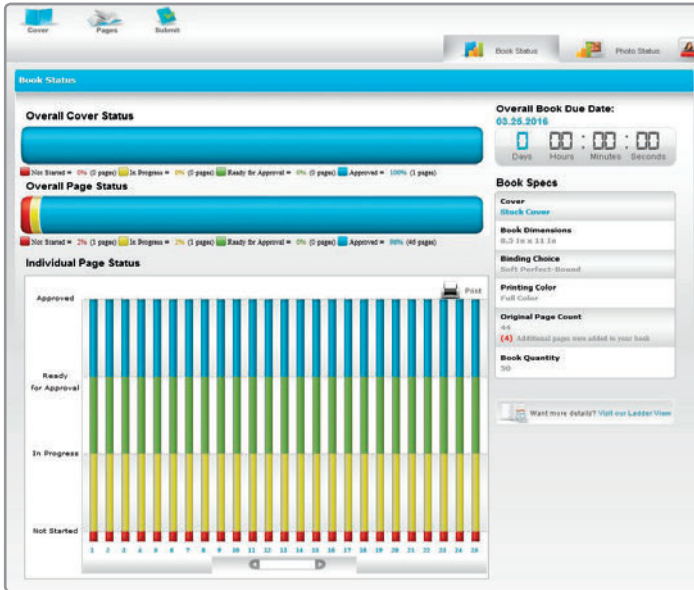
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### TIMESAIVING TEMPLATES, ADVANCED PAGE LAYOUT AND TEXT FEATURES

Choose from hundreds of templates that you can use as-is or as a starting point. Flip photos, clip art and other design elements horizontally or vertically; or rotate photos, clip art and design elements in 1-degree increments. Pictavo offers powerful tools to adjust the transparency of elements, brightness, contrast—even drop shadows are easy to apply. Pictavo also includes more than 150 of today's most popular fonts and the ability to easily adjust the space between letters, character widths, and the space between lines for just the right fit!



# PAGE CREATION OPTIONS



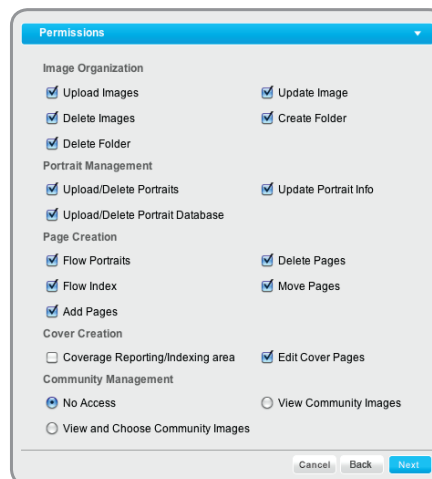
## COMPREHENSIVE PROJECT MANAGEMENT

Easy management of access rights, process flow and page tracking allows you to focus on what's really important—helping your students create a great yearbook! At a glance, the Dashboard shows overall book status, page status, countdown to book deadline and book specs. This gives you a visual of where attention is needed most.

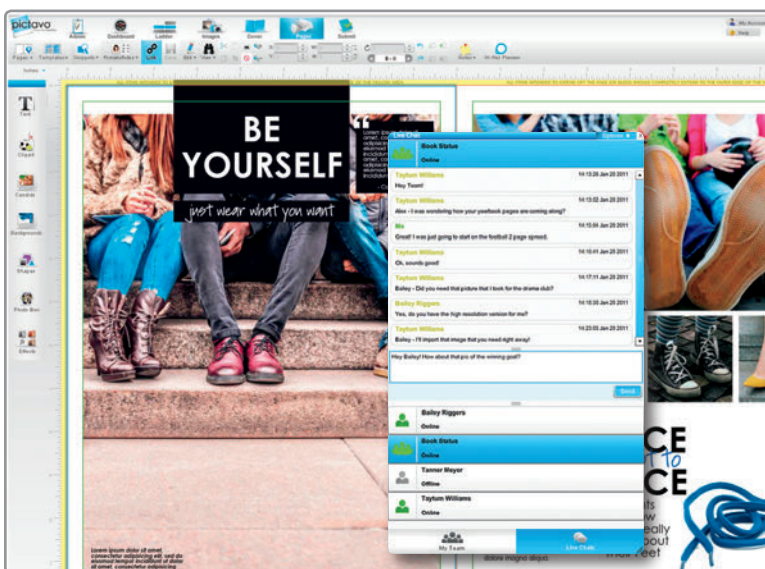
**Survival Tip:**  
*Fonts that reside on the hard drive of the computer used may not transfer well in print. Make sure to review all font procedures and requirements before beginning page creation. Many publishers prefer you use their fonts so there are no issues in production.*

## POWERFUL ORGANIZATION TOOLS

Pictavo offers advanced adviser control over permissions and access rights to the book. Create groups and assign users with specific access privileges. Remember: Pictavo has only one deadline...no more multiple deadlines so you can capture more of your school year in your book!



## Notes:



## POWERFUL COLLABORATION

Communication is key when creating your school's yearbook. Pictavo gives you and your staff the tools necessary to easily coordinate and work as a team. Features such as chat, group chat, sticky notes, and file sharing allow easy collaboration. Multiple users can work at one time and all users will see real-time changes as they work. Track image usage throughout the book and e-mail PDFs or post PDFs online.

You can find out more information about Pictavo from your yearbook provider or by visiting [www.pictavo.com](http://www.pictavo.com).

# ORGANIZING A YEARBOOK STAFF

## Survival Tip:

Visit our Pinterest board ([Pinterest.com/Pictavo](https://www.pinterest.com/Pictavo)) and blog ([Pictavo.com/Blog](https://www.pictavo.com/blog)) for tips on how to recruit members to join your yearbook staff along with other resources to help with determining roles and structuring your staff.

## Notes:

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Creating a yearbook can be a monumental process unless you have an organized team or staff of workers that can help you manage deadlines and milestones properly. There are about six basic positions in most yearbook teams, but how you organize the staff to best meet your style of management is up to you. Here are the most common positions as well as the most common sections of a yearbook.

## POSITIONS AVAILABLE IN A YEARBOOK STAFF:

Now that you are aware of the sections of most yearbooks, be aware that most staffs have about six distinct positions. Depending on how large or small a group is available for the yearbook staff, many times there may be one or two people with the same position, or one person responsible for many positions on a staff. Here are the most common positions:



Assign one or more team members for each and every position; some team members may have two or more assignments depending on the size of your staff. The only role not listed in this section is the role of the Yearbook Adviser. Remember that you are the coordinator of the entire program. You are the ultimate production manager and finance manager who coordinates all final decisions to the yearbook publisher. Everyone on your team reports to you. It is wise to include as many people, in the decision-making process and get input from key people, but remember the yearbook is not a democracy. You will ultimately make all decisions based upon whatever information or input you have received. Here are the roles of your team members:

**EDITOR(S)-IN-CHIEF:** There can be one or two production editors on a staff based upon amount of work available, as well as capabilities of student(s).

- Usually acts as the assistant to Yearbook Adviser and overall editor of yearbook
- Helps develop a proper theme for the yearbook and works with section editors to incorporate theme in each section
- Organizes coverage/page allocations of the yearbook with section editors
- Establishes a system to track deadline progress
- Helps supervise staff members' progress
- Helps create a positive environment for the staff
- Responsible for selling yearbooks and advertisements
- Works with photo editor in photo selection of key images
- Edits stories, captions, headlines and layouts before page submission
- Keeps records of book submission to yearbook publisher

# ORGANIZING A YEARBOOK STAFF

**SECTIONS EDITOR(S):** There can be one or two editors per section based upon amount of work available, as well as capabilities of student(s).

- Keeps a calendar of student events and activities pertaining to their section
- Creates a system to store/track info about each organization/team/group/function pertaining to their section
- Organizes section coverage with editor to make sure coverage is complete
- Helps develop coverage ideas to tell the story of the year/theme
- Plans the overall design for section, including headlines/fonts
- Assigns and assists reporters and photographers with tasks
- Helps complete unassigned tasks for section
- Coordinates photo coverage of key events/groups/teams
- Checks names for spelling accuracy
- Responsible for selling yearbooks and advertisements
- Communicates with faculty and student body pertaining to section info
- Edits writing and other page elements
- Tracks supplies/material usage and inventory of key material in section
- Oversees production and is responsible for deadlines of the section
- Meets all deadlines on time

## SECTIONS OF A YEARBOOK:

**Student Life Section:** This is the activity section of the yearbook. Here you will find many coverage elements that include the entire student body such as dances, homecoming, special school activities, and more. This section usually includes the title page, opening and closing pages of the yearbook and division pages as well.

**Sports Section:** This is the athletics section of the yearbook. Here you will find all coverage elements of both male and female sports in all levels of performance from varsity to junior varsity and freshman teams.

**Clubs & Organizations Section:** This is the group section of the yearbook. Here you will find all coverage elements of all curriculum-based classes/electives like choir and career classes, as well as extracurricular groups like student council, and service or activity-based groups like the chess club or key club.

**Academics Section:** This is the section of the yearbook that brags about your academic accomplishments and offerings. Here you will find all coverage elements of academic-related events like state-testing and performance-based awards, academic competitions, and more.

**Portrait Section:** This is the people section of the yearbook. Here you will find all portraits of all students and adults who are affiliated with your school. This includes administration, faculty, support staff, all grade levels, and more.

**Advertisement/Index Section:** This is the community section of the yearbook. Here you will find all business advertisements, as well as parent and student recognition advertisements. Some schools will also include an index that identifies the placements of every student on every page of the yearbook.

## Survival Tip:

*Most teenagers have not had experience running a business or marketing, selling and creating a product within a specified deadline. Returning students from the previous year's staff could be used in key leadership positions to assist in the management of the program.*

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# ORGANIZING A YEARBOOK STAFF

## Survival Tip:

*Of all the positions available on the yearbook staff, the most important one to fill is your business manager. You can always teach skills like desktop publishing, photography, and writing, but teaching sales and marketing as well as the tracking and reporting of both advertisement and book sales revenue is a little different. Look for a student who may have taken accounting or marketing. Ask your fellow colleagues that teach business and accounting if they could recommend a student who might do well in this role.*

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**BUSINESS/MARKETING MANAGER(S):** There can be one or two managers on a staff based upon the amount of work available, as well as the capabilities of student(s).

- Responsible for organizing and developing multiple yearbook sales events
- Responsible for organizing and developing multiple advertisement sales events
- Responsible for developing a budget with the yearbook adviser
- Responsible for tracking and reporting financial progress of both book and ad sales to the adviser and staff
- Establishes a method for providing advertisement receipts
- Works with adviser and editor to determine ad sizes, guidelines, and rates for both businesses and personal ads
- Responsible for selling yearbooks and advertisements
- Works with advertisement editor to confirm publication of all advertisements
- Develops book distribution event with editor (when/where/how)

**TECHNOLOGY MANAGER(S):** There can be one or two managers on a staff based upon amount of work available, as well as capabilities of student(s).

- Responsible for the upkeep of all technology used by the staff for yearbook production
- Responsible for communication of staff needs to adviser and technology coordinator of the school
- Responsible for training page and imaging technology to entire staff
- Works closely with all editors and managers in using technology for digital imaging, as well as page creation processes
- Responsible for backing up staff data and images biweekly as outlined by editor/adviser
- Responsible for selling yearbooks and advertisements
- Organizes use of computers/scanners/printers for maximized efficiency and use by the entire yearbook staff

**IMAGE/PHOTO EDITOR(S):** There can be one or two editors on a staff based upon amount of work available, as well as capabilities of student(s).

- Works with section editors and yearbook editor to ensure coverage of activities
- Maintains a calendar of school events so photo opportunities are not missed
- Presents training that will assist staff members with photography
- Assigns photo requests to staff photographers (if applicable)
- Develops organization system for entire staff to ensure images are not repeated
- If using film, creates a system for local photo processing of color images
- If darkroom is available, creates an organizational and management process for use and maintains inventory of supplies
- Responsible for selling yearbooks and advertisements
- Keeps digital camera supplies stocked and batteries charged
- Maintains a process for cleaning/filing digital images from memory cards
- Responsible for teaching use of digital imaging software (if applicable) to the staff (Adobe® Photoshop®, Photo Editor, etc.)

# ORGANIZING A YEARBOOK STAFF

**PHOTOGRAPHER/REPORTER(S):** There can be multiple photographers/reporters on a staff based upon amount of work available, as well as capabilities of student(s).

- Assumes full responsibility of all assignments, including collection of data/reporting, writing, photography, planning, and designing
- Attends all necessary school events to collect data and images of events needing coverage
- Keeps a production calendar of tasks and responsibilities as well as accomplishments for review by section editor, overall editor, and adviser
- Maintains a staff member notebook to record events, quotes, survey results and assignments
- Responsible for selling yearbooks and advertisements
- Maintains an index of all pages within their section
- Accepts coaching and advice on page completion from editors
- Becomes familiar with all production processes and timelines/deadlines that relate to their section of the yearbook

There can be many more positions on a yearbook staff filled with students, but those listed here are very common in most schools. How you organize the staff is up to you, depending on the number of students on your team as well as your management style. On some occasions, some high schools may have a volunteer staff or extracurricular class rather than a classroom of students. Here are some ideas on how to develop a team based upon numbers and responsibilities:

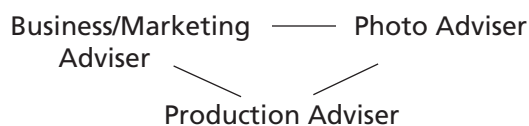
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If only two advisers exist for the creation of the yearbook, we recommend the two advisers focus on the two aspects of the yearbook: Business and Production.



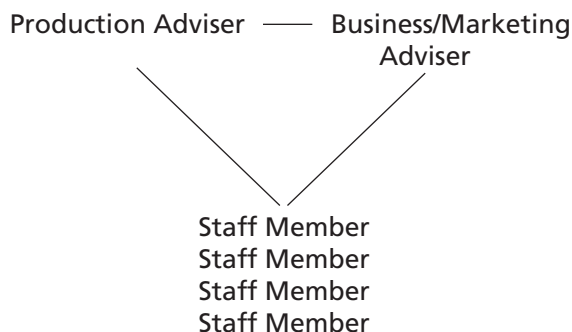
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If only three advisers exist for the creation of the yearbook, another option could be a team of three advisers with each focusing on three areas of the program: Business, Photography, and Production.



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If a small staff exists of four to six, consider having all staffers focus on all production and business responsibilities and reporting to two advisers responsible for both production and business. All staffers and sections are responsible for selling yearbooks and advertisement space.



## Survival Tip:

*Everyone loves to be the photographer on the staff, since it involves using a camera and attending school functions on "official" yearbook business. Make sure this position is not abused by any of your students. Create guidelines of how a student is supposed to act at school functions. Create a staff contract that must be signed by the student and their parent, recognizing that proper behavior at all school functions must be expected at all times and that a zero tolerance policy is in effect when it comes to misrepresenting your staff leaders.*

## Notes:

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# ORGANIZING A YEARBOOK STAFF

## Survival Tip:

*A staff manual merely lists all the responsibilities of every staffer as well as rules and expectations for production and sales performance of the team. It also outlines grading policies and addresses important subjects like how you will handle school portraits, sales processes of ads and yearbooks, or even the death of a student on campus (in the sense of the recognition of such a loss). Many sample staff manuals can be downloaded over the web at journalism association websites like [www.jea.org](http://www.jea.org).*

## Notes:

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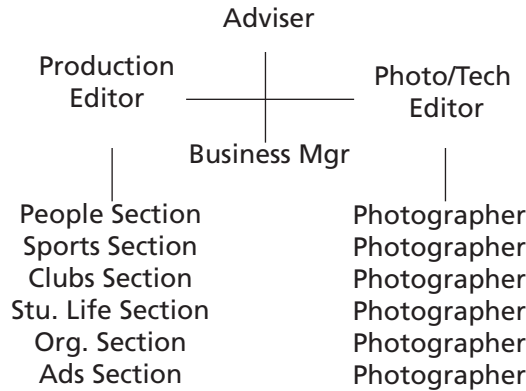
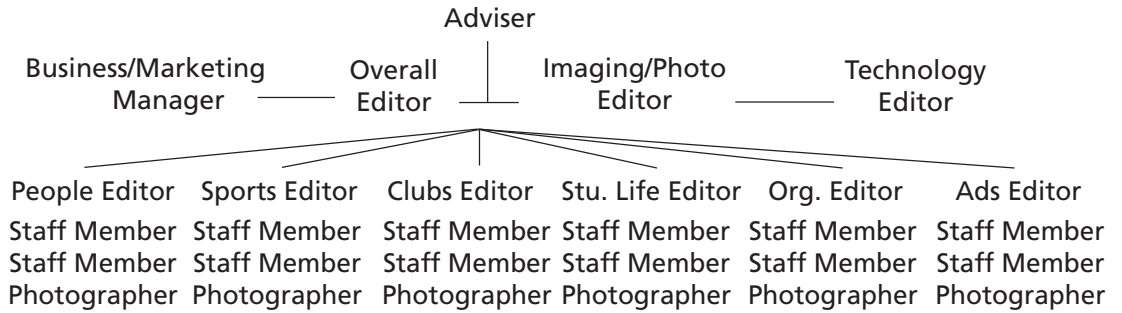
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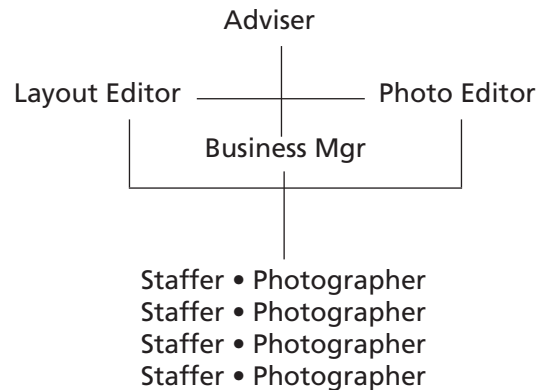
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This design allows you to work with a large staff of students. It also allows for focus of development per section of the yearbook and works under a team concept. Each section is basically a mini-yearbook with a production team. All staffers and sections are responsible for selling yearbooks and advertisement space.



This type of staff design is focused on separating the team into two areas: Photography and Layout. Your staff would consist of a team of staff members that work under one editor with no section editors. Your photographers would also work under an editor but would be shared by all sections for photo coverage. All staff members and sections are responsible for selling yearbooks and advertisement space. This type of staff is popular in midsize schools.

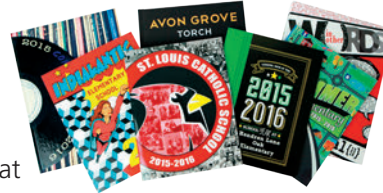


This type of staff design is focused on combining all photo and layout responsibilities to all students. Your staff would consist of one team of staff members that report to both a production and photo editor. All staff members and sections are responsible for selling yearbooks and advertisement space as well. This type of staff is popular in small to midsize schools.

# THEME DEVELOPMENT

Developing a theme for the yearbook should be fun. Consider the theme as the attitude of the year for your school. Many schools may be going through growth phases or celebrating anniversaries or initiating new changes or welcoming new administrations. The yearbook is the perfect medium to tell a story that will be remembered by all. Remember, a yearbook is not a newspaper and should not include controversial issues or include editorials for or against a certain event or policy. Instead, a yearbook should record the events of the year and celebrate the milestones of the year, under a story format that ties into one main theme.

Themes come in different shapes and sizes based upon the attitude of the year. Many themes contain a play on words and are introduced on the cover. For example, the popular “KEEP CALM AND...” phrase could be taken in many directions depending on what the attitude of the year for that school is. Perhaps their school mascot is the Warrior so they decide to play on that and create a “Keep Calm and Warrior On” theme. Or maybe the school is celebrating growth in their district and have re-defined themselves. Their theme might be “We Are” with words that describe how they now see themselves.



The theme can be carried further on an endsheet design with names of the sections of the yearbook that include a supporting word in the title. Also, the school can consider bringing the theme to the endsheet, by bringing over a graphic element to the endsheet pages. As we mentioned earlier, there are different sections in a yearbook. These sections could be named as follows to carry on the “Whole New Direction” theme:

- Student Life: New Traditions...
- Clubs/Organizations: New Impacts...
- Portraits: New Leaders Of Tomorrow...
- Sports: New Victories...
- Academics: New Accomplishments...
- Ads: New Business...

Stories and photos in these sections could include thematic elements as well through certain quotes or story developments that tie into the impact the growth has had on the school.

The key to developing a theme is making sure you address the theme in every section of the yearbook as well as the cover and endsheets (if applicable). Consider playing off words of the theme as titles for each section, or work on conceptual themes that play on an idea vs. words. For example, working with a theme like: “Inside & Out...”

- Student Life: Inside our Walls...
- Clubs/Organizations: Siding with Others
- Portraits: Side by Side...
- Sports: On the Sidelines...
- Academics: Sides of Success
- Ads: Outside our walls...



**Survival Tip:**  
*A theme is only designed to unify your entire yearbook around a certain attitude and tell a story about that attitude. Many schools choose mascot- or spirit-related themes that tie in with school colors or anniversaries. Whatever you decide, make sure your team can support the theme.*

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# THEME DEVELOPMENT

Listed below are just a few theme ideas to consider. Take a moment to review some of these ideas for your theme, or develop your own theme. Make sure to introduce it on your cover, endsheets, title pages, division pages, and sections of the yearbook. There is no *wrong* theme; but a theme might be underdeveloped and difficult to understand. To avoid this, as you select your theme, make sure to brainstorm ideas with everyone on the staff.

## Survival Tip:

*The best way to plan a theme is to develop one as a team with your staff. A great resource for catch phrases is NTC's AMERICAN IDIOMS DICTIONARY, available online or from a local bookstore. This publication has thousands of everyday expressions. If an idiom book is not available, consider using a thesaurus.*

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A Cut Above  
A Day in the Life  
A Flash from the Past  
A New Awakening  
A New Point of View  
A Season of Change  
A Step Above the Rest  
A Touch of Class  
Any Way You Slice It  
Attention to Detail  
Between the Lines  
Breaking Thru  
Built to Last  
Capture the Magic  
Catch the Moments  
Caught in the Act  
Check Us Out  
Check It Out  
Color me (school name)  
Come Learn With Us  
Days of Our Lives  
Deep in the Heart of...  
Destined to Be...  
Distinct Impressions  
Every Step of the Way  
Expect the Best  
Face The Facts  
Find Your Place  
First Class  
For All It's Worth  
Forever Young  
From This Moment On  
From Start to Finish  
Get the Picture  
Going For It  
Going Places  
Gotta Have It

Great Expectations  
Have You Heard?  
In a World of Our Own  
In the Making  
Inside And Out  
Into Something New  
It All Adds Up  
It All Begins With You  
It Goes Without Saying  
It's A Small World  
It's About Time  
It's All in Your Mind  
It's Anyone's Guess  
It's Our Time  
It's Your Choice  
Just Passing Through  
Just for the Fun Of It  
Just Had to Be There  
Laying It on the Line  
Let's Face It  
Lights, Camera, Action  
Listen Up  
Living the Dream  
Look at The Best  
Make Your Mark  
Making the Pieces Fit  
Moving On Up  
Never Had It So Good  
Never Say Never  
New Beginnings  
Nobody Does It Better  
On Our Own  
On the Edge  
One and Only  
One Size Fits All  
Once in a Lifetime  
One Last Look

Only The Finest  
Our Time to Shine  
Pardon Our Dust  
Picture This  
Piece By Piece  
Pieces of the Puzzle  
Reach for the Stars  
Remember This  
Right On Target  
Road to Success  
Say It With Style  
Seeing is Believing  
Seize the Day  
Signs of the Times  
Simply the Best  
Still the One  
Sum It Up  
Take Another Look  
Take a Closer Look  
Take It from the Top  
The Best of Times  
The Show Must Go On  
The Future Is Now  
The Times of Our Lives  
The Year to Remember  
This Is Our Time  
Too Good to be True  
Turning the Page  
Unbelievable  
Under Construction  
Unforgettable  
Unleashed  
We've Got It All  
What's Next?  
Year of the (mascot)  
You Had to Be There

# COVER & ENDSHEETS

In an earlier section, we covered different types of covers. There are two basic yearbook cover styles that can be produced by your yearbook publisher—soft cover and hard cover. These typically include a durable coating on them to make sure they stand the test of time.

## PARTS OF A HARD COVER

The hard cover is made up of three parts: the front board, spine, and back board.

The **front board** design usually includes the year and theme of the yearbook as well as any critical art/design/photo (sometimes a mascot is included).

The **spine design** usually includes the year of publication, the school name, the city, the state, and the volume number. It can, on occasion, include the publication name as well.

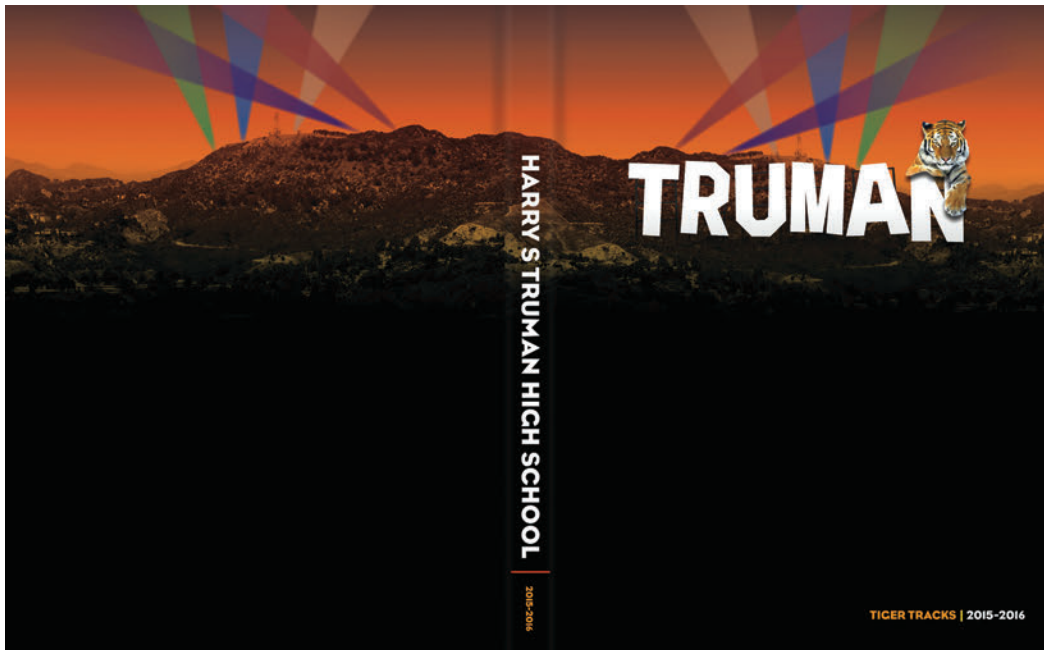
The **back board** rarely incorporates any type of embossed or foil design, but typically has art when the cover is a full-color printed cover. In this case the art design continues on from the front cover. It is also popular to simply include a small thematic element/art on the lower left corner.

Depending on the type of cover you choose, the material wrapped around the cover board will be either paper (which is full-color printed) or leatherette (leather-like) which can be foiled or embossed. You will need to select a color of the leatherette from a color chart or swatch. If you want a special material, you will need to select the color of the material from a color chart.

Hard cover books offer a wide variety of options from which to choose. See page 13 for information about some of the most popular specialty treatment options.

## Survival Tip:

*The cover is the most important “first impression” you will have of your entire yearbook. Take time to review as many ideas as possible. Remember—your style of taste and that of students may be completely different, so be sure to have students involved in the process. Consider a custom cover design created by students on campus. Have a cover contest with the art classes and provide them the required dimensions and content you need on the cover. Request submissions from everyone. Have a voting campaign and include the school on your selection. You can create quite a buzz and sell more yearbooks this way.*



BACK

SPINE

FRONT

## Notes:

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# COVER & ENDSHEETS

## Survival Tip:

*When you are planning your cover or endsheet design, nothing helps more than samples of other books. If you have any yearbooks left over from last year, consider developing an exchange program with other schools in your area. Many staffs from other schools may have extra copies from last year and may be open to trading books for educational reasons. The more samples you have, the more resources you can review when it comes to making decisions about this year's yearbook.*

A cover selection team is a good way to make a final design selection. A yearbook cover should typically include your theme title, school name and year, but it can also include a publication name, a volume number, and your city and state. Depending on the design, you may want to include the yearbook title and year on the spine. Your final design must be provided as artwork to scan or in an electronic format (PDF or JPG) at 300 dpi. Your Custom Cover Instruction Guide will have all the specific details you need to submit your cover.

Endsheets are the thick paper attached to both the inside of the cover and the printed pages of the yearbook. You will notice that this hard paper is either left blank in a choice of color or white for autographs from the student body, or it is designed in one or two inks or in full color.

If you do decide to design your endsheet, review all your offerings with your publisher. Most schools that design their endsheets usually continue their theme development, as well as a table of contents of their yearbook on the endsheet. Make sure to note that you have two endsheets that make up your yearbook—the front endsheet and the back endsheet.

Many schools like to design the front endsheet, but may choose to leave the back blank. Other schools have chosen to repeat the same design from the front onto the back. Some schools include a colophon on the endsheet or in the advertisement section that describes the specifications of the yearbook for future staffs. This colophon can include basic specs such as the name of the yearbook publisher that sold the yearbook and took photos, technology, cover specs, endsheet specs, pages, copies, sales price of book, amount of ad revenue, staff listing, and more.

Be sure to review costs for production of endsheets with your yearbook sales representative.

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# PLANNING YOUR YEARBOOK PAGES: COVERAGE

Determining what is on every page of your yearbook can be a challenge when you first begin the process. What you can include in your yearbook is determined by when you want your yearbook to arrive. If you want to receive your yearbook before graduation (Spring Delivery), you will need to submit your book early enough to allow time for it to be produced and shipped from the yearbook publisher. Check with your yearbook representative for details. If you want graduation included in the yearbook, then you will need to choose a Fall Delivery for your yearbook (books will arrive after school reopens in the fall). The book will then be submitted in the summer.

- Take the total number of pages in your yearbook and subtract the title, opening, closing, and division pages for all sections.
- Set a goal as to how many advertisement pages you will sell and subtract that from your total.
- With your remaining total, allocate a set number of pages for each section based upon the average %'s listed here.
- Next, review the chart on the next page to determine if you need to shuffle extra pages from your reserves to any section to meet the needs of a section. Start recording all the pages you think you will need. A great tool for accomplishing this is last year's book. Just make sure the book did not leave anything out if you use it as a guide.
- Now choose the order you wish to place the sections in for proper impact. Please be aware that you do not need to follow the order sampled in the example. You can choose to begin your yearbook with Student Life if you prefer, and then follow it with another section.

See the sample ladder listed here. In this example, we took the remaining 28 pages and spread them out to people (10), sports (10), and clubs (8) since this school has a very active student body.

Ending your yearbook on a proper page is important. All yearbooks are made up of either four- or sixteen-page sheets called signatures (16-page signatures are required for Smyth Sewn books).

## Sample Page Allocation Chart

Total Pages:	<u>288 pages</u>
Title/Division/Theme:	<u>18 pgs</u>
Total Adv Page Goal:	<u>50 pgs</u>
REMAINING PAGES:	<u>220 pgs</u>
25%-30% for People:	<u>66 pgs</u>
15%-20% for Academics:	<u>28 pgs</u>
15%-20% for Sports:	<u>28 pgs</u>
15%-20% for Clubs:	<u>28 pgs</u>
20%-25% for Student Life:	<u>42 pgs</u>
REMAINING RESERVE:	<u>28 pgs</u>

## Sample Ladder

<b>1</b>	<b>Title Page</b>
<b>2-3</b>	<b>Opening/Theme Story</b>
<b>4-5</b>	<b>People Division</b>
<b>6-81</b>	<b>Classes &amp; Faculty (76 pgs)</b>
<b>82-83</b>	<b>Academics Division</b>
<b>84-111</b>	<b>Academic Pages (28 pgs)</b>
<b>112-113</b>	<b>Sports Division</b>
<b>114-151</b>	<b>Sports Pages (38 pgs)</b>
<b>152-153</b>	<b>Clubs Division</b>
<b>154-189</b>	<b>Clubs Pages (36 pgs)</b>
<b>190-191</b>	<b>Student Life Division</b>
<b>192-233</b>	<b>Student Life Pages (42 pgs)</b>
<b>234-235</b>	<b>Advertisement Division</b>
<b>236-285</b>	<b>Personal/Bus. Ads (50 pgs)</b>
<b>286-288</b>	<b>Closing &amp; Editor Page</b>

S I G N A T U R E		1	
		2	3
		4	5
		6	7
		8	9
		10	11
		12	13
		14	15
		16	

## Survival Tip:

*One of the most important tasks you will have is developing the flow or order of sections in the yearbook. Yes, you will always end with ads, but everything before that is up to your staff. Consider staggering your sections with the most popular ones being between other sections. This may balance out the flow of the yearbook. The most popular sections in most schools are people and student life. Lead with these two and follow up with a different section.*

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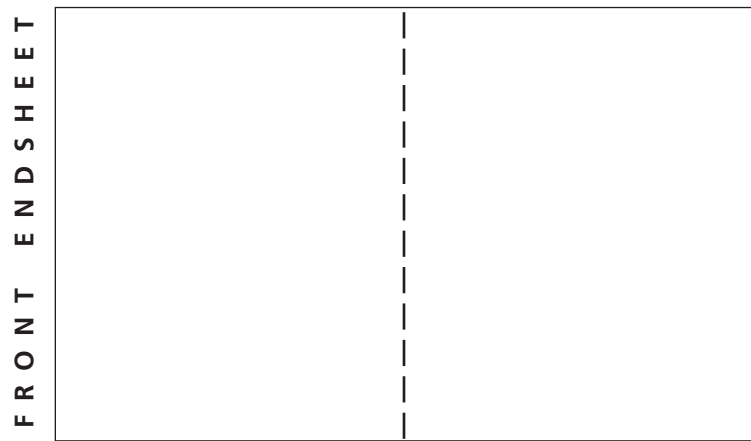
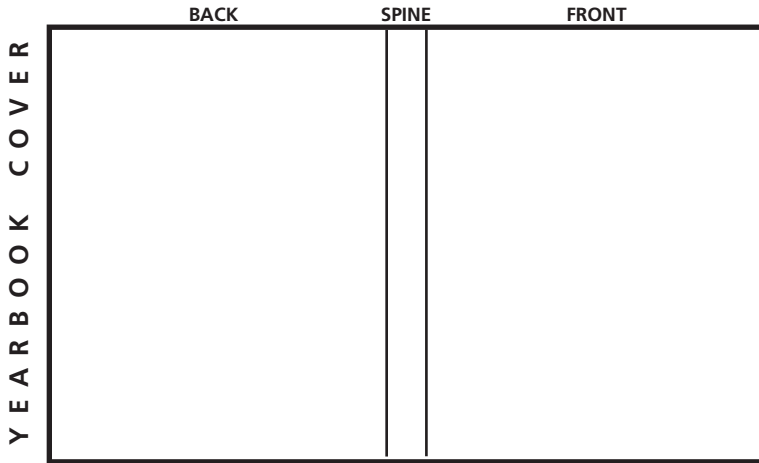
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# PLANNING YOUR YEARBOOK PAGES: PAGE LADDER



SIGNATURE 1	1	2	3
	4	5	6
	7	8	9
	10	11	12
	13	14	15
	16		
	17	18	19
	20	21	22
SIGNATURE 2	23	24	25
	26	27	28
	29	30	31
	32		

SIGNATURE 3	33	34	35
	36	37	38
	39	40	41
	42	43	44
	45	46	47
	48		
	49	50	51
	52	53	54
SIGNATURE 4	55	56	57
	58	59	60
	61	62	63
	64		

SIGNATURE 5	65	66	67
	68	69	70
	71	72	73
	74	75	76
	77	78	79
	80		

SIGNATURE 6	81	82	83
	84	85	86
	87	88	89
	90	91	92
	93	94	95
	96		

SIGNATURE 7	97	98	99
	100	101	102
	103	104	105
	106	107	108
	109	110	111
	112		

SIGNATURE 8	113	114	115
	116	117	118
	119	120	121
	122	123	124
	125	126	127
	128		



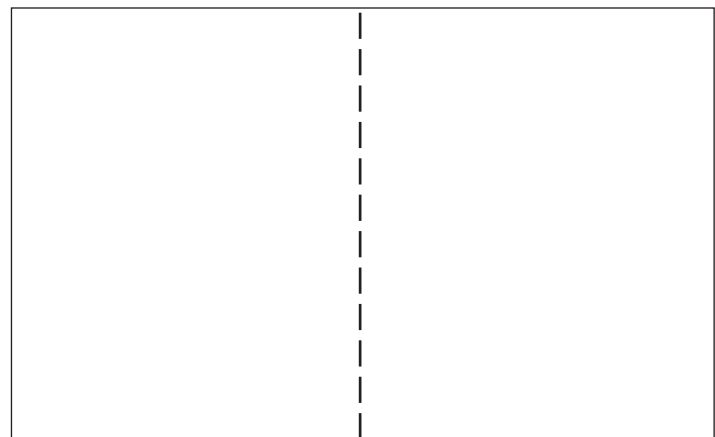
# PLANNING YOUR YEARBOOK PAGES: PAGE LADDER

SIGNATURE 9		129
130	131	
132	133	
134	135	
136	137	
138	139	
140	141	
142	143	
144		
SIGNATURE 10		145
146	147	
148	149	
150	151	
152	153	
154	155	
156	157	
158	159	
160		
SIGNATURE 11		161
162	163	
164	165	
166	167	
168	169	
170	171	
172	173	
174	175	
176		
SIGNATURE 12		177
178	179	
180	181	
182	183	
184	185	
186	187	
188	189	
190	191	
192		

SIGNATURE 13		193
194	195	
196	197	
198	199	
200	201	
202	203	
204	205	
206	207	
208		
SIGNATURE 14		209
210	211	
212	213	
214	215	
216	217	
218	219	
220	221	
222	223	
224		
SIGNATURE 15		225
226	227	
228	229	
230	231	
232	233	
234	235	
236	237	
238	239	
240		

SIGNATURE 16		241
242	243	
244	245	
246	247	
248	249	
250	251	
252	253	
254	255	
256		
SIGNATURE 17		257
258	259	
260	261	
262	263	
264	265	
266	267	
268	269	
270	271	
272		
SIGNATURE 18		273
274	275	
276	277	
278	279	
280	281	
282	283	
284	285	
286	287	
288		

BACK ENDSHEET





# SCHOOL PORTRAITS

## Survival Tip:

A correctly formatted portrait CD is critical for your yearbook success. If you have any doubts about your current provider's ability to provide you a properly formatted CD, ask them for a sample from a previous year or one from another school for review with your publisher. It is better to be safe than sorry down the road.

## Notes:

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Creating the student portrait section of your yearbook can be very easy IF you request a properly formatted CD using the PSPA (Professional School Photographer's Association) guidelines. (The guidelines are available over the Internet at <http://www.pmai.org/pspa>.) The portrait CD will save you time because it will eliminate your labeling hundreds of photos and typing hundreds of names.

*Communication is the key to receiving the correct portraits.*

To assure best results do the following:

Schedule your school's photo and retake days as early as possible. Work with your photographer to determine how you will provide the student data file. The student data file is usually available through the registrar's computer at the school office. The data you will need is: First Name, Last Name, Grade, and Homeroom. This data is usually exported by the registrar as an ASCII file or CSV file (comma-delimited or tab-delimited file). If no such format is available, you can export the data to Microsoft Excel and then prepare the four columns as listed above. Save them as SAVE AS, a comma-delimited file. Your photographer can help you with this.

For clarification, be sure to ask if there is a fee for the photo CD. Tell the photographer what kind of image will be needed for your yearbook (color or black and white) which is determined by whether your yearbook will be printed in full color or in black and white. It is RECOMMENDED that your portrait CD be furnished AFTER retake day. You want all portraits on one CD.

If your yearbook representative is from the same studio that is doing the photography work for your school, the studio will arrange for the portrait CD to be processed and sent to you. If your photographer is not the same as your yearbook provider, request that you receive the portrait CD as quickly as possible.



# PHOTOGRAPHY BASICS

**DIGITAL PHOTOGRAPHY:** Digital cameras are everywhere—including in cell phones and smart phones—but are all cameras alike? When choosing photos for your yearbook, you should consider following these guidelines.

Work with your representative to pick the appropriate equipment. It's a good idea to consult Consumer Reports or online resources like C-NET when choosing a camera. Look for these suggested camera and computer specs:

- A camera that is at least 8-10 megapixels, set at it's highest setting, will provide images suitable for print in your yearbook. The higher the megapixel number, the higher quality of image your camera will be capable of capturing.
- Zoom lens: Look for a higher optical zoom vs. digital on cameras with built in zoom functions.
- Rechargeable batteries help save money in the long run.
- Consider getting a tripod or monopod with your camera for stable shoots.
- Consider getting a camera that comes with digital imaging software that allows you to review the images as well as remove red-eye or adjust the brightness and contrast of photos. If you are a Microsoft Office user, see if your computer has Microsoft Office Picture Manager under Microsoft Office Tools. If you are a Mac user, see if your computer has iPhoto. Another program available to purchase is Adobe® Photoshop®.
- Exchangeable memory cards allow you to store lots of high-quality images.

Set your camera on the proper resolution at the highest setting. This will store large images on your camera and use lots of memory, so you should also purchase additional memory cards and an adapter for easy downloading of your images. Make it a point to read your instruction manuals for your digital cameras.

## HINTS FOR GENERAL PURPOSE USE OF DIGITAL CAMERAS:

- View all action and events through the viewfinder and anticipate your shot at least one second before it happens. Remember, your camera needs about a second to react to your command and take the photo once you press the button.
- Stabilize your hand and finger when photographing. Many times when you press your shutter button, your camera is moving and your image will be blurry.
- Have a backup battery, memory card, and carrying case for every camera.
- Download all images to a computer and burn to a CD after every shoot so you have a back up image you can archive. Never store all images on one computer or server without first backing them up on a CD, DVD or other remote storage device.
- Always have the flash function turned on and not on auto-flash. Your lighting will help get cleaner color both indoors and outdoors.
- Blurry images cannot be cleaned up with software. Delete all blurry images and keep only clear images.
- Make sure to get close to your subject as you shoot. Consider shooting at least three to four shots so you can make sure you have the best photo. Delete any extra images where you know the subject has closed his or her eyes.

## Survival Tip:

*No two digital cameras are alike. Make sure you review all digital camera guidelines and settings with your staff. Many cameras will have the option to "store" more images on a single card if standard mode is selected on the quality. BEWARE—if you choose this option, you are reducing the quality of the image and saving smaller images that may not be usable in production. Make sure all cameras are set for high-resolution images. If space is the issue, purchase extra memory cards.*

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# PHOTOGRAPHY BASICS

## Notes:

- Make sure students understand the importance of steady hands when taking photographs, or the images will be blurry. Encourage them to use a tripod or a monopod when possible to avoid camera movement. Gently pressing (not punching down) the shutter button is another common way to avoid blurry images.
- Ask students to think about the kind of lighting they will need to take the best photos. Direct sunlight often creates unflattering shadows. Photos taken in the shade may need a flash for proper exposure. Have them practice with different lighting situations to make sure they're ready when that important event arrives!
- If possible, stand within eight feet of any subject you wish to photograph. Try different angles to make photos more interesting. Look for expressions on people's faces or actions that would capture a reader's attention when placed in the yearbook. Encourage students to brainstorm different techniques with other staff members. The more creative photos you can include in your book the better!
- Before shooting photos at a sporting event or performance, make sure to get approval from the coaches/sponsors/referees so everyone knows why you are there.
- Have each photographer keep a journal for their shooting assignment that records subject and special camera adjustments. This can help when you discover a great photo so you will know how to adjust the camera properly.
- Label all cameras clearly on the front "YEARBOOK" so any person being photographed knows that the photograph may be for the yearbook. Get all necessary sign-off for permission to include the photos while at the event.



# PRINTING BASICS: SPREADS & SIGNATURES

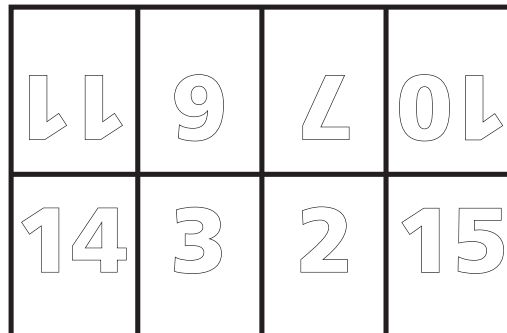
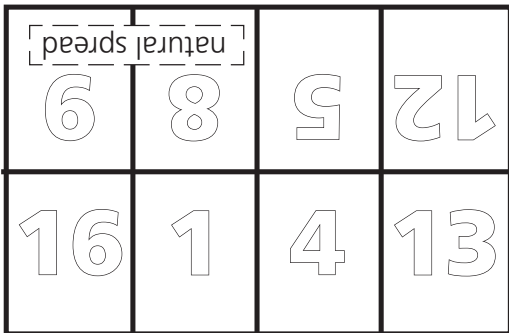
Yearbook pages fall in numerical sequence when you look at the finished book. However, they are NOT printed in that sequence. Thankfully, you don't need to worry about the mechanics of preparing and submitting pages according to how your publisher prints the pages (unless your book consists of pages printed in both black and white and color). It is always educational to learn about the printing process, however, so the following information is provided to assist your understanding.

Pages fall in numerical sequence once both sides of the large sheet of paper are printed, folded, and trimmed. Yearbooks are printed on large sheets that allow 8 pages to be printed at the same time on both sides of the paper. These large sheets are called signatures. Only two pages truly face each other on a signature. This is known as a "natural spread". This would be the best place to use photos that spread across the gutter (the center of the book), since you have a natural fold. Anywhere else, the photos are trimmed and then printed apart and rejoined after the fold. It may be difficult to make sure all images match nicely as they come together where the book is bound (at the gutter).

Each set of sixteen pages is called a signature, while each side of the printed sheet (signature) is called a multiple or flat. Two multiples/flats make up one signature. See the diagram for a better understanding. When you plan your yearbook, if it is Smyth sewn, you do so in 16-page signatures. If your book is bound as a Side-sewn yearbook or a Saddle-stapled or Perfect-bound book, you can purchase the book in 4-page spreads.

## Signature # 1

Multiple 1 = Pgs 1 • 4 • 5 • 8-9 • 12 • 13 • 16



Multiple 2 = Pgs 2 • 3 • 6 • 7 • 10 • 11 • 14 • 15

SIGNATURE	1	2	3
	4	5	6
	7	8	9
	10	11	12
	13	14	15
	16		

## Signature Chart For Yearbook Pages

	DPS															
<b>Sig 1</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
<b>Sig 2</b>	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
<b>Sig 3</b>	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
<b>Sig 4</b>	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
<b>Sig 5</b>	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
<b>Sig 6</b>	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96

### Survival Tip:

*The key to your book being submitted on time to the yearbook publisher is developing and meeting your own internal milestones so you can meet your publisher's deadline. Once milestones are given to your staff, review progress on a weekly basis. Coordinate milestones with events on your school calendar.*

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# DEADLINE MANAGEMENT

We never plan to fail, but many of us fail to plan. Make sure to tackle each internal milestone head-on, from addressing page submission, to school portraits, to school holidays. Here are a few questions to consider as you plan for your deadlines.

## Survival Tip:

*Meeting your final book submission deadline can be very stressful if you don't have internal milestones to help you meet it. Make it a point to have a stress-free day where you and your staff can relax after meeting an important milestone. Order food and drink for the staff and thank them for their dedication. Let them know they are valuable to the process. You can get more accomplished with fresh minds and a carrot than with exhausted students and a stick. Remember, they have other classes too, as well as a life outside the yearbook room.*

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## OVERALL QUESTIONS TO CONSIDER (MONTHLY/QUARTERLY)

- How many pages can you complete by the end of the month? (Look at the ladder.)
- Will school testing and holidays impact your schedule?
- Have you provided yourself time to edit and review your yearbook pages before submission to the plant?
- Have you provided time for your staff to revise any changes you are requesting on their yearbook pages?
- Have you and your staff reviewed the submission process?
- Have you allowed yourself computer time to prepare your pages for submission to the publisher?
- Do you have all necessary supplies/materials for submission?
- Have you communicated any special questions ahead of time to the publishing company, and are you awaiting an answer?
- Are you receiving proofs of your pages? If so, how long do you have to review them before your scheduled shipping date is affected?
- Have you completed your cover design? If you use foil and/or embossing you will need extra time for dies to be made, etc. Coordinate your yearbook cover submission schedule with your yearbook representative.
- Have you processed the film/photos needed for the deadlines?
- Have you completed your school picture day and retakes? If so, when are you going to receive your photo CD from your photographer?
- Do you have your club and team photo shoot scheduled? If so, will the photographer provide you images for the yearbook? When?

We know these questions can be overwhelming and stressful, but just a little planning can help you successfully address each internal milestone you have. Here are a few tips to consider:

- Review your ladder and secure/lock down your coverage for the school year.
- List a month next to every page of the ladder to indicate what month the event listed will be covered and completed.
- Set up mini-deadlines to allow you time to review pages and rough drafts.
- Develop a checklist for each month that shows what pages are due, and track the overall progress of the pages.
- Enlist the aid of parents to assist you on a work schedule where they can bring snacks/pizza refreshments every day after school the week of a deadline.
- Have a celebration every month you make your milestones. Let the staff see the importance of submitting pages on time.

# FINANCES: DEVELOPING A BUDGET

The first step to getting started with your program is setting a budget to cover your expenses. Look at the chart on this page and fill in the blanks to the best of your ability. Make sure to review this chart with all parties involved, especially your yearbook publishing company and principal.

Start with Expenses on the chart. These total figures will add up to your estimated expenses for the year. Next, begin to figure out what your income will be for your yearbook program. Please take into account that you might not use/do everything listed on the page, just make sure you complete everything on the chart.

Finally, subtract your total expenses from your projected income—you should hopefully have a positive number—this means you have balanced your budget! Make sure to pull this out every month and review to stay on track.

## EXPENSES

Quote for producing your yearbook from your publisher: \$ \_\_\_\_\_  
 Estimated charges for options bought by consumers: \$ \_\_\_\_\_  
 Shipping Costs (if not included in your quote): \$ \_\_\_\_\_  
 List estimated expenses for postage: \$ \_\_\_\_\_  
 List estimated expenses for computer supplies: \$ \_\_\_\_\_  
 List estimated expenses for workshops/training: \$ \_\_\_\_\_  
 Other: \_\_\_\_\_ \$ \_\_\_\_\_

**EXPENSE SUBTOTAL:** \$ \_\_\_\_\_

## YEARBOOK INCOME (book sales/ads/fundraisers/etc.)

\_\_\_\_\_ yearbooks sold at \$ \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_: \$ \_\_\_\_\_  
 \_\_\_\_\_ yearbooks sold at \$ \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_: \$ \_\_\_\_\_  
 \_\_\_\_\_ name stampings sold at \$ \_\_\_\_\_ each: \$ \_\_\_\_\_  
 Business Ads: \$ \_\_\_\_\_  
 Personal Ads: \$ \_\_\_\_\_  
 Patrons/Sponsors: \$ \_\_\_\_\_  
 Portrait Commissions: \$ \_\_\_\_\_  
 School Budget: \$ \_\_\_\_\_  
 Other: \_\_\_\_\_ \$ \_\_\_\_\_  
 Other: \_\_\_\_\_ \$ \_\_\_\_\_

**PROJECTED INCOME SUBTOTAL:** \$ \_\_\_\_\_

Are you over or under budget? Does your income exceed your expenses? Do you need to make course corrections?

### Survival Tip:

*Developing a budget is easy if you have all the information you need. Make sure to forecast with real numbers based upon last year's publication, not a hypothetical situation that says you will sell to 100% of the school.*

### Survival Tip:

*Check to see if your school will provide you supplies for your computer such as toner and paper. Many school budgets across the country have been cut and now require teachers to purchase their own supplies after a certain allocation of funds is exhausted. This is where bartering becomes an option.*

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# FINANCES: MANAGING A BUDGET

### Survival Tip:

*Remember, you control your yearbook budget. Review progress for sales to be sure you are “on track” and that your book can be printed at the cost you expect.*

### Survival Tip:

*Set performance milestones that say you will sell a certain number of yearbooks and ads by a set date every month. This will allow you to better manage your budget. Also, make sure to keep your principal in the loop!*

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Developing and managing a budget will help you stay on the right track. The key to managing any budget is to always track and measure your progress compared to your goals. If you are on track, then stay the course. If you are off track, then make any course corrections to save money to get back on track. We recommend you develop three yearbook budget plans: Most Likely Case Scenario, Best Case Scenario, and Worst Case Scenario. Each scenario is designed to help you address a “what if...” situation. Here is a breakdown of each scenario:

**MOST LIKELY CASE SCENARIO:** As discussed earlier, you probably have a set of specifications that provided you a firm quote based upon your requests as well as 100% on-time performance by your staff. Keep this as your “most likely case” scenario since you may have budgeted for this program already. Expectations are in place for a set number of copies as well as set number of pages and a specific cover design. If all works well on book sales, ad sales, and staff performance, you should be fine with this scenario.

**BEST CASE SCENARIO:** Some people might call this the “dream” book. Take a look at your current program and ask yourself, “If I had an extra 10% in my budget or if money was not an issue—what would I do to the yearbook program in the sense of pages, cover, endsheets, options, workshops, etc.?” This type of thinking can lead you to develop alternative goals that rely on improved performance on yearbook sales, finances, ad sales, and more. Expectations rely on exceeding your budget expectations. The key to having this scenario in place is to have milestones or deadlines in place that can track to implementing such a program.

**WORST CASE SCENARIO:** Some people might call this the “dread” book. Take a look at your current program and ask yourself, “If I had to cut 10% from your yearbook program in the sense of pages, cover, endsheets, options, workshops, etc., where would I cut it?” This type of thinking can lead you to develop backup plans that rely on poor or low performance on yearbook sales, finances, ad sales, and more. Expectations rely on not meeting your budget expectations. The key to having this scenario in place is to have milestones or deadlines in place that can track to implementing such a program.

We hope you can plan for the best case scenario, but should course corrections have to occur, consider the following actions to positively impact your yearbook budget and develop a positive cash flow process.

- Consider developing a barter system with local companies you spend money at in exchange for advertisement space.
- Consider combining some pages to reduce the size of your yearbook—this will lower the cost of your book. If you have originally planned for a foiled, embossed cover (if you haven’t already submitted the cover), consider a full-color cover to further reduce book cost.
- Have a special combo sale of an ad space and a yearbook to both parents and businesses for a set fee that shows some sort of savings.

# MARKETING: YEARBOOK SALES

The marketing and selling of yearbooks is overlooked by many staffs, yet it is as important as the creation of the book itself, if not more important. If you hit your sales goal, you can pay for your yearbook. If you miss your sales goal, you will owe money or have to cut part of your program. If you surpass your sales goal, you can use the additional revenue to add more pages to your yearbook or offer a summer supplement. Whatever the case, marketing and selling the yearbook is critical. Here are a few tips to consider as you begin to market the sale of your yearbook.

- Review last year's sales processes and determine what worked and what did not work. If you are new to your school, ask the school secretary and the teachers how well the marketing and sales process worked. Great questions to ask could be: What did you like the most about the process? What one thing would you improve about the process?
- Review all materials available from your publisher pertaining to marketing and selling your yearbook. Do you have everything you need? Receipt pads, posters, flyers, sales letters, sales coupons, etc? What do you need in order to be prepared for your campaign?
- If your school has a tradition of keeping the yearbook a secret, consider changing that tradition. Sales of yearbooks across the country are dropping while enrollments are increasing. Your biggest competitor is the snack bar, cell phone, gas station, clothing store, and any other place that students spend disposable income. The yearbook is one of the only items where you ask someone to pay in advance and you promise to deliver a product later. You are dealing with a society that expects immediate gratification—taking peeks into the yearbook and sharing cover ideas may be the one thing that can drive your student body to buy a book.
- Use social media to get the word out, generate interest, involve more people and ultimately sell more yearbooks. Once you've decided what social networking tools you're going to use, assign key people the responsibility to monitor your accounts.
- Enlist the aid of key influential people on campus to help promote the yearbook. Have teachers bring their yearbook the week of sales so they can share their stories. Have coaches and sponsors promote the yearbook to their teams as ultimate sign of school spirit. Have local businesses display yearbooks to promote community awareness.
- Have yearbook photos from previous years scanned and posted on flyers asking the student body to "guess" whose elementary or faculty image is pictured. All correct answers will earn a \$5.00 coupon toward the yearbook.
- At freshman orientation, have student body leaders discuss the yearbook and describe its importance to incoming students.
- Post announcements and images on the school website announcing yearbook sales to the general public.
- If your school subscribes to a calling or texting service for announcements to parents or a web page service for student grades, consider using it to announce yearbook sales.

The goal is to get everyone excited about the yearbook to a point that they are willing to purchase immediately. Brainstorm with your staff to see what other ideas you can generate.

## Survival Tip:

*Your yearbook has already developed a reputation before your arrival on the scene. What that reputation is may be hard to discover unless you survey your audience. Consider developing polls and buyer surveys through English classes at all grade levels. Have these surveys ask questions pertaining to value vs. cost. Also consider asking for ways the yearbook can be improved. You will be surprised how many people may appreciate your effort.*

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# MARKETING: YEARBOOK SALES

## Survival Tip:

Consider developing a sales brochure and order form you can leave in the front office for campus visitors to review. Many times parents come on campus to visit the nurse's office, the attendance office, or the front office. These three places are great locations for brochures so parents can learn about your yearbook sales campaign. You may want to contact the feeder middle schools and elementary schools to see if you can leave brochures on their campuses as well. Many times classmates may have a younger sibling attending one of these schools. The more exposure to parents, the better.

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When developing a sales campaign, we recommend a goal of launching up to three sales campaigns for the year. Each campaign should have a pre-planning stage, a sales timeframe stage and a closing stage. Plan out your sales accordingly so you can make sure you have all the materials necessary. Here is a game plan most schools use:

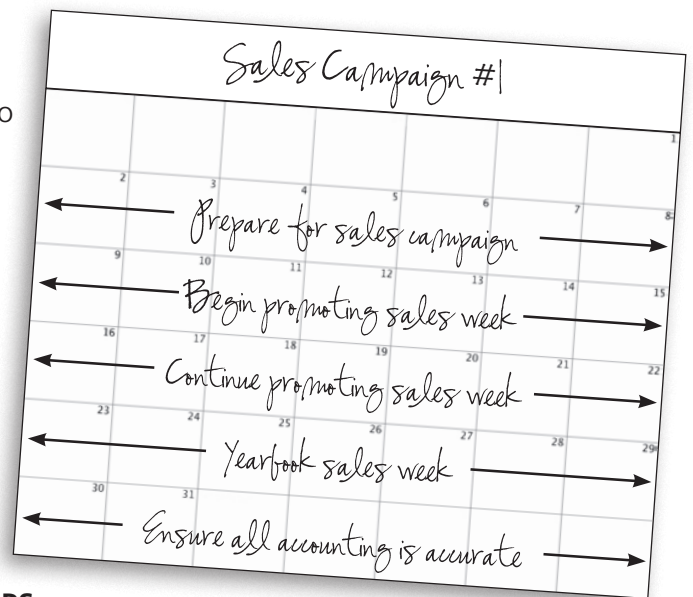
**3 WEEKS BEFORE** yearbook sale date(s)—create and organize the announcements, posters and other materials needed to promote yearbook sales. Make sure you take advantage of any promotional materials provided by your yearbook publisher.

**2 WEEKS BEFORE** yearbook sale date(s)—hang up posters and begin “creating excitement and awareness” about the yearbook.

**1 WEEK BEFORE** yearbook sale date(s)—continue promoting yearbook sales happening the next week. Send letters home and post info on your school marquee, website and social media accounts. Have announcements begin!

**SALES WEEK**—Have fun executing the sales activities you had planned and taking orders!

**1 WEEK AFTER SALES**—Ensure all funds have been collected and accounted for. Enter buyers' names and payment amounts into a tracking system or spreadsheet software so you know who has purchased the book, and can use that list later on when distributing books when they arrive. Also, make a deposit with a bookkeeper or bank if you have not done so already, to ensure that the yearbook funds are secured.



## CONSIDER THE FOLLOWING TIPS:

- Gradually increase the cost of the yearbook for each sale campaign.
- Create special packages for buyers that can include options such as name stamping or an ad space along with the price of a yearbook.
- Consider adding options to all your offering—this can increase sales!
- Develop a system to track and report sales, as well as balances due by buyers.
- Consider offering a payment plan for students who cannot afford to pay for a yearbook at one time. Make sure you stress a nonrefundable deposit.
- Consider offering families with multiple children at your school a discount for a second or third yearbook.
- Tie in gift certificates/gift cards during the holidays.
- Consider using sales promotions in English, Spanish or other applicable languages.
- Make sure to offer Parent or Senior Ads during some of the sale campaigns.
- Use your school website and social media accounts as sales tools by posting prices and deadlines for sales.

# MARKETING: DEVELOPING AN AD PROGRAM

If you wish to raise additional revenue for your yearbook, you may wish to consider offering advertisement space to businesses and recognition space to clubs and families. It is amazing the amount of revenue you can raise from one page in your yearbook. Many schools offer space to families, club sponsors, businesses, homeroom teachers, students, etc.

Developing an advertising program for your yearbook can be easy if you have a plan. The one key to remember about developing an advertisement program is that you must sell your yearbook page for at least two or three times your cost for the page. I know this may sound basic, but many fail to follow this advice.

The first step in developing an advertising program is to identify your audience. You have seven distinct buyers: Local businesses, school vendors, families, students, club sponsors, teachers, and coaches. How you pursue each audience may be different. Here are some ideas to consider:

**Local Businesses:** These businesses are local businesses near the school or in the district. These businesses usually include insurance companies, banks or financial institutions, restaurants, real estate agents, mechanic shops, car dealers, and fast food establishments.

**School Vendors:** These businesses are on the school vendor list and do some sort of business with the school/district. Your purchasing office should have a list of contacts and their addresses.

**Families:** These buyers want to recognize their children for their accomplishments throughout their school years. Many photos will probably accompany their ad, as well as words of praise.

**Students:** These buyers want to recognize their friendships on campus. Many photos will probably accompany their ad, as well as words of celebration.

**Club Sponsors:** These buyers want to recognize their club officers or overall organization. Some photos will probably accompany the ad, as well as words of appreciation.

**Teachers:** These buyers want to recognize a fellow colleague's retirement or accomplishments. Some photos will probably accompany the ad, as well as words of congratulations.

**Coaches:** These buyers want to recognize their teams or team captains for their accomplishments. Some photos will probably accompany the ad, as well as words of encouragement.

As you can see, you have quite a few audiences of buyers. As you develop a plan of communication, make sure to clearly state your offer to each buyer, and include a rate card for the cost of an advertisement and a yearbook. Consider developing a rate card/brochure for all prices, as well as three to five basic layout designs for all ads. This will help your buyers make a better decision. Also consider offering discount coupons with expiration dates to all buyers during your sales campaign. This may be the driving force to help some people purchase ad space. Remember, everyone loves a sale.

## Survival Tip:

*When you develop an ad program, you should create a sales kit for all your staff members. This sales kit should include the following:*

- Cover Letter
- Rate Card
- Deadline Chart
- Business Cards
- Yearbook Specs
- Last Year's Book
- Sample Ads of All Types
- Sketch Pad
- Ad Guidelines
- Digital Guidelines
- Sales Brochure
- Agreement Forms
- Ad Receipt Pads

*Keep all these materials in a folder or soft-sided briefcase for use by staffers and have it refilled daily after use.*

## Notes:

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# MARKETING: DETERMINING AD SIZES, GUIDELINES & RATES

## Survival Tip:

Consider publishing your ad rates at a high price and then offer all buyers a special discount or coupon of savings with an expiration date.

## Survival Tip:

Your goal to the public should be to sell as many small ads as possible along with a yearbook. The goal should be increased coverage. Buyers who want a full page ad will tell you, but many students and parents may not have the funds for a full page. If you take a business card size ad and a yearbook and package it together, you may create an attractive package for a parent for under \$100.

## Notes:

The first element to understand before making any decisions related to ad sizes, guidelines and rates is that you must sell your yearbook page for at least two to three times your cost for the page. While this may sound basic, many fail to follow this advice. You can figure out your average cost per page by taking your total overall quote provided by your publisher (per copy rate x # of copies) and dividing that by the number of pages you have in your yearbook. Although this is not a true representation of your cost, since your figure will not take into account your cover, endsheets, proofs, etc., it will provide you a starting point of what your cost is for an average page in your yearbook. Take that figure and multiply it by three to get your overall selling price for a full-page ad in your yearbook. Then consider some of the methods listed below for generating additional revenue for your yearbook.

## 1/8 • 1/4 • 1/2 • Full Page Layout

1/8 page	1/4 pg
1/8 page	
1/2 pg	

If each 1/8 page box is \$25= \$200/pg  
 If each 1/8 page box is \$30= \$240/pg  
 If each 1/8 page box is \$35= \$280/pg  
 If each 1/8 page box is \$40= \$320/pg  
 If each 1/8 page box is \$45= \$360/pg  
 If each 1/8 page box is \$50= \$400/pg

This method of advertising sales is ideal for selling business ads. Most schools like this method since there is a definite breakdown in advertisement sizes to an eighth of a page, a quarter of a page, a half page and a full page. All you need to do is collect a clean business card, and 90% of the time you have their artwork ready for submission. Consider setting up two different price scales: one for businesses and one for recognition ads for families. Make the business rate higher than that for families; consider lowering prices 20%–30% for parents and students.

## Patron & Booster Layout

GOLD BOOSTERS	
names names names names	
SILVER BOOSTERS	BRONZE BOOSTERS
names names	names names

Offer Three Levels of Sponsorship

Gold - 15 sponsors x \$200 = \$3000  
 • free yearbook • special recognition

Silver - 15 sponsors x \$150 = \$2250  
 • 1/2 price yearbook • special recognition

Bronze - 15 sponsors x \$100 = \$1500  
 • special recognition

Consider the Patron & Booster Layout method of advertising if you want to raise money without using too many pages in the yearbook. In this method, you sell levels of Sponsorship that include progressively more benefits as a sponsor moves from a Bronze to a Silver to a Gold level of sponsorship. Incentive ideas include such things as a free listing of their level of sponsorship in the yearbook, or a school banner in the gym as well as free admission to basketball home games; special discounts to school functions; reduced priced copies of the yearbook, etc. Make sure there is a difference in benefits between the three levels of sponsorship, and that you only have a limited number of sponsorships available for each level, so they are attractive to the purchaser. By using the figures at left, you can raise over \$6,000 and use 1–2 pages in your yearbook!

## Advertisement Strips

Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information

16–20 strips on a page.

Strip consists of business name, contact information and possibly a business logo.

If each strip is \$15 = \$240–\$300/pg  
 If each strip is \$20 = \$320–\$400/pg  
 If each strip is \$25 = \$400–\$500/pg  
 if each strip is \$30 = \$480–\$600/pg  
 if each strip is \$35 = \$560–\$700/pg

This method offers another alternative for raising more revenue without using too many pages in the yearbook. Strip advertising is very similar to traditional advertising with one exception: there is no definite size breakdown of spaces like half page or quarter page. Instead, all strips run the same size for one set investment. Since the ad strip is very wide but not too tall, the best info to include is a business name, address, phone number, and a graphic if necessary. This uniform approach works well in most books—some schools even combine these strips with traditional ads.

# YEARBOOK CLASS: GRADING PROCESS

If you have a yearbook class, it will be important to assign grades to your students based upon their performance and participation in class, as well as how well they interact with others and complete tasks on time. It is also important to review your state’s requirements for what content needs to be taught within your yearbook class. Also check with your textbook publisher to see if additional material is available in teaching certain aspects of journalism within your yearbook class. A couple of great resources to consider are other yearbook advisers in the area, as well as professional associations like those below:

## **Columbia Scholastic Press Association (CSPA)**

Columbia University  
Mail Code 5711  
2960 Broadway  
New York, NY 10027-6902  
212-854-9400  
Fax: 212-854-9401  
cspa@columbia.edu  
www.cspa.columbia.edu

## **Journalism Education Association (JEA)**

Kansas State University  
103 Kedzie Hall  
Manhattan, KS 66506-1505  
866-532-5532  
Fax: 785-532-5563  
jea@spub.ksu.edu  
www.jea.org

## **National Scholastic Press Association (NSPA)**

2221 University Ave. SE, Suite 121  
Minneapolis, MN 55414  
612-625-8335  
Fax: 612-605-0072  
info@studentpress.org  
www.studentpress.org/nspa

## **Quill and Scroll Society (Q & S)**

The University of Iowa  
100 Adler Journalism Bldg.  
Iowa City, IA 52242-1528  
319-335-3457  
Fax: 319-335-3989  
quill-scroll@uiowa.edu  
www.quillandscroll.org

### **Survival Tip:**

*When you are working with a yearbook class that requires grades and assignments, check with your district curriculum coordinator or dean of instruction to determine if guidelines and materials exist for your class. Also, make sure what class you are scheduled to teach. Is it Journalism or is it Yearbook? Journalism classes require the coverage of all forms of journalism, including newspaper, broadcasting, radio, and more.*

### **Notes:**

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# YEARBOOK CLASS: GRADING PROCESS

When you have a class that is based upon performance, you need to develop grading processes that tie into performance and planning. An ideal tool to use is a daily goals and objectives log, pictured below. The plan should be to have each student complete this form daily and submit it at the end of the week.

**Survival Tip:**

*Giving grades based on performance can be tricky if no guidelines are in place. Make sure to review your grading procedures with your administration and counselors before implementing them so everyone is in agreement with processes and procedures. Once your procedures are approved, communicate these guidelines to parents and staffers so everyone will know how success will be measured.*

**Notes:**

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## Daily Goals & Objectives Log

Name \_\_\_\_\_ Week Of: \_\_\_\_\_

**Directions:** Complete this form and track your progress toward your assignments and responsibilities every day you are here. Turn this in to the adviser at the end of every week for a daily grade.

**Major Goals for the Week:** \_\_\_\_\_

\_\_\_\_\_

Monday: \_\_\_/\_\_\_/\_\_\_\_\_

Activities: \_\_\_\_\_

**Adviser Notes:**

Tuesday: \_\_\_/\_\_\_/\_\_\_\_\_

Activities: \_\_\_\_\_

**Adviser Notes:**

Wednesday: \_\_\_/\_\_\_/\_\_\_\_\_

Activities: \_\_\_\_\_

**Adviser Notes:**

Thursday: \_\_\_/\_\_\_/\_\_\_\_\_

Activities: \_\_\_\_\_

**Adviser Notes:**

Friday: \_\_\_/\_\_\_/\_\_\_\_\_

Activities: \_\_\_\_\_

**Adviser Notes:**

Major accomplishment of the week: \_\_\_\_\_

Major challenge of the week: \_\_\_\_\_

Note to Adviser: \_\_\_\_\_

Rate your performance on scale of 1 (terrible)–10 (great): \_\_\_\_\_

Why? \_\_\_\_\_

# YEARBOOK CLASS: GRADING PROCESS

An ideal tool to use for grading students on the production of the yearbook is the Progress Checklist pictured below. The checklist should be kept up weekly by each student and submitted at the end of the week to review progress. This can be counted as a test grade.

## Production Progress Checklist

Name \_\_\_\_\_ Grade: \_\_\_\_\_ Week of: \_\_\_\_\_ Deadline \_\_\_\_\_

Compared to last week, my progress listed below is: \_\_\_\_\_

List all pages assigned to you for the entire semester.

Pages	Description	Pages	Description

Complete the following chart for the \_\_\_\_\_ deadline.

Pages	Description	Images	Captions	Story	On Computer	Editor	Adviser

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Survival Tip:**  
 Recognize students who successfully complete your class, and/or who receive an excellent grade. A certificate is easy to create on your school printer, and will be appreciated by both student and parents. Recognition Awards can give your yearbook a high profile in student life.

**Notes:**  
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# YEARBOOK CLASS: GRADING PROCESS

**Survival Tip:**

Recognize completion of milestones for your yearbook plan. A small staff celebration, with cookies or pizza, just for fun, will motivate everyone.

**Notes:**

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Having an overall production progress checklist is important and can help you record grades as a team. Depending on how you develop your staff, you may implement a tracking sheet per section and require the section editors to keep track of the team and then report to you the team progress weekly. This can be counted as a test grade.

Page #	Subject	Staffer	Story	Pictures	Captions	Headline	Computer	Editor	Section					
									Adviser	Revising	Finished	Mailed		

# YEARBOOK CLASS: GRADING PROCESS

The concept behind this form is to make sure that everyone is keeping track of what is being photographed and when. As staffers begin to decide what is on every page of the yearbook, photos will ultimately need to be taken. This form will allow the staffer to request or record what is needed to complete the page. The goal should be that every layout should generate photo request forms. This could be counted as a quiz grade for staffers.

### Survival Tip:

*Review and Edit photos soon after they are taken. Delete any photos certain not to be considered for the yearbook. This makes best use of memory on your server or hard drive. Be critical of photographic quality, and eliminate photos you know will not print well.*

## Photography Assignment Form

Name \_\_\_\_\_ Section: \_\_\_\_\_

Date of Request: \_\_\_\_\_ Date Needed: \_\_\_\_\_ Page #: \_\_\_\_\_

Assigned to: \_\_\_\_\_

Page Description: \_\_\_\_\_

Type of Pictures Needed:

Orientation

- |  |  |
|--|--|
| <input type="checkbox"/> Photo# 1 for Quote: : _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Photo# 2 for Quote: : _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Photo# 3 for Quote: : _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Photo# 4 for Quote: : _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Action Shot #1: _____       | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Action Shot #2: _____       | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Action Shot #3: _____       | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Action Shot #4: _____       | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Action Shot #5: _____       | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Group/Team Photo # 1: _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Group/Team Photo # 2: _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |
| <input type="checkbox"/> Group/Team Photo # 3: _____ | <input type="checkbox"/> Vert <input type="checkbox"/> Horiz |

Questions To Ask/Names of People: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Comment/Quote # \_\_\_\_\_

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Comment/Quote # \_\_\_\_\_

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Comment/Quote # \_\_\_\_\_

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Notes: \_\_\_\_\_

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# YEARBOOK CLASS: GRADING PROCESS

An ideal tool to use for tracking sales progress is the Yearbook Sales Progress Form pictured below. The checklist should be kept up monthly by each student and submitted at the end of the month so you can review progress. This can be counted as a test grade.

**Survival Tip:**

The YEARBOOK SALES PROGRESS FORM is an excellent tool to assist in teaching sales management. A measurable progress form helps you motivate your sales staff. Run a competition for the sales staff to help build sales.

## Yearbook Sales Progress Form

Name \_\_\_\_\_ Section: \_\_\_\_\_

Every month, you are required to sell at least \_\_\_ yearbooks to the general public. This means that you must serve at some time or another at sales events and work the sales table with a receipt book. You must record receipt numbers on this form. All forms are due the last Monday of the Month. If you have a difficult month, you can make up sales during another month in the same semester.

Aug/Sept	October	November	December
Books required to be sold: _____	Books required to be sold: _____	Books required to be sold: _____	Books required to be sold: _____
Books sold: _____	Books sold: _____	Books sold: _____	Books sold: _____
Receipt #: _____	Receipt #: _____	Receipt #: _____	Receipt #: _____
_____	_____	_____	_____
Over/Under: _____	Over/Under: _____	Over/Under: _____	Over/Under: _____
Grade: _____	Grade: _____	Grade: _____	Grade: _____

January	February	March	April/May
Books required to be sold: _____	Books required to be sold: _____	Books required to be sold: _____	Books required to be sold: _____
Books sold: _____	Books sold: _____	Books sold: _____	Books sold: _____
Receipt #: _____	Receipt #: _____	Receipt #: _____	Receipt #: _____
_____	_____	_____	_____
Over/Under: _____	Over/Under: _____	Over/Under: _____	Over/Under: _____
Grade: _____	Grade: _____	Grade: _____	Grade: _____

1st Semester Grade: Add Aug-Dec	2nd Semester Grade: Add Jan-May
Yearbooks required to be sold: _____	Yearbooks required to be sold: _____
Total yearbooks sold: _____	Total yearbooks sold: _____
Over/Under: _____ Grade: _____	Over/Under: _____ Grade: _____
Comments: _____	Comments: _____
_____	_____

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
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**Notes:**

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# YEARBOOK CLASS: GRADING PROCESS

## Survival Tip:

Consider coordinating your sales efforts with the staff teaching Business Courses at your school. School classes/organizations such as DECA, FBLA and BPA may include yearbook sales for their year's projects.

## Notes:

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A perfect tool to use for measuring ad sales performance is the Ad Sales Progress Form pictured below. The checklist should be kept up monthly by each student and submitted at the end of the month so you can review progress. This can be counted as a test grade.

## Ad Sales Progress Form

Name \_\_\_\_\_ Section: \_\_\_\_\_

Every month for the first semester, you are required to sell at least \$\_\_\_\_ of ads to the general public or businesses. This means that you must make time to contact prospects and try to sell them an ad. Team selling is allowed, but you will only receive a percent of the dollar amount of the sale & you must record the name of your team on the form. All forms are due the last Monday of the Month. If you have a difficult month, you can make up sales during another month in the semester.

September	October
Amount of ad revenue required \$ _____	Amount of ad revenue required \$ _____
Total amount sold solo: \$ _____	Total amount sold solo: \$ _____
Buyers: _____	Buyers: _____
Total amount sold in team: \$ _____	Total amount sold in team: \$ _____
Team Member: _____	Team Member: _____
Buyer: _____	Buyer: _____
Over/Under: \$ _____ Grade: _____	Over/Under: \$ _____ Grade: _____
November	December
Amount of ad revenue required \$ _____	Amount of ad revenue required \$ _____
Total amount sold solo: \$ _____	Total amount sold solo: \$ _____
Buyers: _____	Buyers: _____
Total amount sold in team: \$ _____	Total amount sold in team: \$ _____
Team Member: _____	Team Member: _____
Buyer: _____	Buyer: _____
Over/Under:\$ _____ Grade: _____	Over/Under: \$ _____ Grade: _____

**Important note to remember:** A sale is considered final once the transaction is complete and funds are collected. You can record the contract as a sale as long as you follow up and make sure the sale is complete. Should your client fail to pay for an ad, the amount will be removed from the final month of the term and your overall grade can change. Make sure to follow up with client.

### Semester Grade: Add Aug-Dec

Amount of ad revenue required \$ \_\_\_\_\_  
Total amount sold : \$ \_\_\_\_\_  
Over/Under: \$ \_\_\_\_\_ Grade: \_\_\_\_\_  
Comments: \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# YEARBOOK CLASS: GRADING PROCESS

Pictured below is a grading rubric that will allow you to review an overall grade with a staff member. This is a great one-on-one tool to review with any parent who may question any grade. The goal of this form is to provide everyone a clear picture of how a grade is issued. Share this form with staff members and parents, as well as counselors and administrators, at the start of the year.

## Grading Period Rubric

Name \_\_\_\_\_ Position: \_\_\_\_\_ Grading Period: \_\_\_\_\_

Be aware that all grades issued in this class focus on performance in two key areas:

PRODUCTION OF YEARBOOK

SALE OF YEARBOOKS & ADS

Your grade will be divided as follows:

PRODUCTION WILL EQUAL \_\_\_\_% of your GRADE **Score:** \_\_\_\_\_

This includes the following:

- Submission of Daily Goals & Objectives Form every week
- Meeting all deadlines as outlined by adviser
- Submitting all requested forms on time
- Spot check on page productions
- Overall Section Performance
- Quizzes and Tests
- Classroom Presentations
- \_\_\_\_\_

Teacher Comments: \_\_\_\_\_

\_\_\_\_\_

SALES OF BOOKS/ADS WILL EQUAL \_\_\_\_% of your GRADE **Score:** \_\_\_\_\_

This includes the following:

- Submission of Daily Goals & Objectives Form every week
- Meeting all deadlines as outlined by adviser
- Submitting all requested forms on time
- Meeting all personal yearbook sales goals
- Meeting all personal yearbook ad sales goals
- Quizzes and Tests
- Classroom Presentations
- \_\_\_\_\_

Teacher Comments: \_\_\_\_\_

\_\_\_\_\_

**Overall Score For Grading Period:** \_\_\_\_\_

Student Signature: \_\_\_\_\_ Adviser Signature: \_\_\_\_\_

Student Comments: \_\_\_\_\_ Date of Review: \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Survival Tip:

*Review your grading procedures with parents—enlist their support. This can only enhance performance and support for yearbook sales. Send a fall congratulatory letter to parents of staff members, welcoming their students to the yearbook team. Invite the parents to meet with you and familiarize themselves with your plans for the year. Send a “progress” letter to parents throughout the year to let them know how well your team is meeting their progress milestones.*

### Notes:

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# MONTHLY PLANNING CALENDAR

The best way to plan for the year is by reviewing what needs to be done globally as an adviser and yearbook staff. On the next few pages, you will find a generalized list of activities involving both production and business aspects of the yearbook. Be aware that there are two delivery periods for a yearbook—either Spring or Fall. This schedule focuses on a SPRING delivery yearbook.

## SPRING DELIVERY

### AUGUST

- Launch advertising campaign, complete predesign of ads and develop ad section.
- Finalize specifications, cost for the book, agree on how payment for the yearbook will be made, and make sure you have completed the Yearbook Sign-up Form with your yearbook representative.
- Open Yearbook Kit upon arrival and read instruction book included. Mark the DEADLINE DATE FOR SUBMITTING YOUR YEARBOOK to the yearbook plant on your calendar.
- Meet with portrait photographer to understand photo shoot and retake dates.
- Polish and refine theme and section plans for your yearbook.
- Plan a ladder and coverage ideas.
- Initiate back-to-school reporting and photography.
- Take inventory on all software & hardware for the year.
- Design layouts for each section to help photographers and allow for total coverage.

### SEPTEMBER

- Finalize staff organization & responsibilities.
- Set up & maintain complete sports files, & survey clubs to find out their activities.
- Assign coverage for all deadlines.
- Finalize the ladder.
- Report & photograph activities & events as they happen.
- Finalize theme use throughout the book.
- Close advertising campaign sales & begin production work on the section.
- Follow through on portraits.
- Plan book sales campaign.
- Complete any billing and layout designs for any advertisers.
- Review interviewing techniques.

### OCTOBER

- Report & photograph activities and events as they happen.
- Meet deadlines according to the production schedule.
- Finalize the academics and student life spreads.
- Finalize portrait photography with retakes completed this month.
- Complete theme including cover, endsheets, opening, closing, & dividers.
- Make sure each staffer knows the indexing process.
- Plan a book sales campaign.

### NOVEMBER

- Report and photograph activities and events as they happen.
- Meet deadlines and check materials according to the production schedule.
- Complete fall sports coverage and the people section.
- Keep up with winter sports.
- Plan a book sales campaign.
- Finalize plans for the club section and continue work on the student life section.
- Have a deadline & Thanksgiving celebration!

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# MONTHLY PLANNING CALENDAR

## SPRING DELIVERY

### DECEMBER

- Report and photograph activities and events as they happen.
- Meet deadlines and check materials according to the production schedule.
- Focus on the club section, remaining sports spreads and final student life coverage.
- Plan a book sales campaign and tie it in with the holidays; collect any outstanding balances due on the yearbook.
- Plan a book sales campaign and tie it in with the holidays; yearbooks make great holiday gifts. Contact parents with opportunity to purchase a yearbook as a gift for their student.
- Keep up with winter sports.
- Have a deadline and Holiday party!

### JANUARY

- Report and photograph activities and events as they happen.
- Meet deadlines and check materials according to the production schedule.
- Double-check the progress of the index and make sure that material is accurate; polish and refine the index concept.

### FEBRUARY

- Report and photograph activities and events as they happen.
- Meet deadlines according to your yearbook planning schedule.
- Have a deadline party.

### MARCH

- Make sure you are on schedule to meet your submission deadline for the yearbook plant—on time yearbook submission assures your book arriving on the date you requested.
- Begin compiling yearbook sales lists, and planning a distribution/signing event.
- Photograph Spring activities—include all you can in this year's book; archive the rest for next year's book, or consider producing a supplement that you can produce this summer, and distribute to students when they return in the fall. (Another great fund-raising idea—sell the supplement to raise extra money).
- Start recruiting new prospects for next year's staff—It will be great help when you return next year.

### APRIL

- Update advertising billing for current volume.
- Finalize yearbook sales lists and distribution/signing plans.
- Design student-oriented advertising for prospects.
- Prepare a reader survey to get immediate student reaction to the book, and use as a tool for preplanning next year's book.

### MAY

- Distribute books at celebration/signing event; keep notes on any logistical problems.
- Conduct and compile results of reader survey.
- Complete a staff self-analysis of the yearbook.
- Complete final billing of advertisers.
- Finalize portrait photography plans for next year.
- Conduct an end-of-the-year award banquet for the staff.

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# MONTHLY PLANNING CALENDAR

**Survival Tip:**

*Stay in touch with your yearbook provider. He/she will help you in any way possible.*

**Notes:**

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## SPRING DELIVERY

### JUNE

- Brainstorm coverage ideas with your staff for the new year.
- Make specification decisions pertaining to copies, pages, etc.
- Attend a summer workshop (or two!) to develop theme and section plans, learn new techniques and polish existing skills.
- Report and photograph summer activities unique to your students for next year’s book.

### JULY

- Launch advertising campaign and develop advertising section.
- Follow up on portrait photography plans to make sure you get what you need.
- Keep taking summer pictures
- Develop a set of working specifications to use for guided preplanning.

## FALL DELIVERY

Follow the same calendar for Spring Delivery, plus the following:

### JUNE

- Finalize yearbook sales lists and distribution plans.
- Complete final deadline, including last-minute coverage for spring sports, graduation, index.

### SEPTEMBER

- Distribute your yearbooks!

TAKE A BREATH BEFORE STARTING OVER AGAIN...next time, it will be easier!

## A FINAL WORD...

It is important to stay in contact with your yearbook provider whenever you have a question about your yearbook. It is ALWAYS best to question first, rather than attempt something that will need to be corrected at a later date. Feel free to call them at any time...your calls are always welcome.

