

# SUMMER EXPECTATIONS FOR EDITORS

## **Create your ladder in eDesign**

1. With your adviser and rep, determine how many pages you have for content. Save everything after that for portraits and ads.
2. Get the number of seniors from the office and determine how many pages you need for senior pages and portraits. Err on the side of budgeting an extra spread just in case there are more seniors than you think. Once you submit pages, they are LOCKED to those page numbers — there's no shuffling!
3. Comb through the last book. What from this book MUST go in the next book? What will you leave out? What are your fresh ideas to include? Make a list of everything you need to include in the book and everything you want to include in the book, and start playing with the arrangement.

## **Look at deadlines**

1. Decide which pages are going each deadline.
2. Think about when content comes in.
3. When will portrait retakes happen? You won't have a portrait CD until about three weeks after this.
4. When will you have all senior portraits in hand?
5. When do your events occur? Make sure all events occur BEFORE your final deadline!

## **If you use eDesign, set up deadlines**

1. Within Book Setup mark your deadlines, then you can go to Book View and click on Deadlines on the left.
2. Go page by page and mark each page with its proper deadline.
3. When the year begins, assign staff members to those pages. You can even use the Advanced Search option in to filter just for pages due on your first deadline, second deadline, etc.

## **Theme and cover**

1. Let's talk, sketch out ideas, and then bring it to life!
2. Expect to have the theme developed and cover designed by the end of summer.

## **Design templates**

1. Design at least 10 spreads that show your vision and what these pages should look like.
2. Will you have a common graphic look on all of the pages?
3. Which typefaces are you using for all parts of the page? What is your color palette?
4. Your staff can then work from the templates you've provided or design their own based on your decisions — but they can't do either if they don't know what the pages are supposed to look like.
5. Design your theme pages: Title page, dividers, opening and closing to match the look of your book.

## **Get buyers in line**

1. Try to send the baby/senior ad mailer to parents before the school year starts. They may complete your first deadline for you.
2. Sneak the parent ad sheet and yearbook order sheet into the back-to-school packet.
3. Think about including a sheet for seniors with all their yearbook deadlines.