MY 2019 YEARBOOK GUIDE

A QUICK-REFERENCE GUIDE

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MY YEARBOOK GUIDE ONLINE

We have posted a digital version of this guide and many support materials online. You may access them at

www.yearbookdiscoveries.com/myyearbookguide
password — myyearbookguide2019

GETTING STARTED

To-Do

An important first step is to make a plan for the year. This includes deciding how to delegate tasks to those helping create and sell the book. Below are some steps to get started.

Go to My Yearbook Guide Online to access the resources referenced below.

ALL ADVISERS

1. Complete the Contact List and Information Sheet.

   Look for GETTING STARTED

2. Obtain a list of student names for recording sales and checking spelling. The list should include first name, last name, grade, teacher and (if possible) parent email address. Include school staff with a grade of STA.

3. Upload the master name list: myHJyearbook.com > Setup > Setup Sales > Name Lists.

4. After uploading the list, wait 15 minutes. Then, import into eDesign: myHJyearbook.com > Setup > Book Setup > Master List

5. Set up your eDesign staff: myHJyearbook.com > Setup > Setup eDesign Staff.

6. Set up your business staff: myHJyearbook.com > Setup > Setup eBusiness Staff.

7. Set up eShare: myHJyearbook.com > Transfer > Transfer Images from eShare. Click Preferences.

8. Advertise your eShare code. Images can be submitted at www.HJeShare.com.

ADVISERS WITHOUT A STAFF

1. Recruit parents or other school staff members to help you.

   Look for IMPORTANT PEOPLE TO KNOW

2. Request assistance from homeroom teachers or counselors to help proof portrait pages. Their input on the correct spelling of names and identifying missing students is essential.

ADVISERS WITH A STAFF

1. Review job descriptions and assign staff positions.

   Look for STAFF JOB DESCRIPTIONS

2. If needed, create staff badges or press passes to identify your students when they are out of class taking photos and conducting interviews.

MORE RESOURCES

MYHJYEARBOOK.COM > LEARN
- eDesign Help
- eBusiness Help
- Teaching Materials
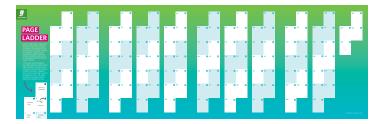- Design Inspiration

YEARBOOKDISCOVERIES.COM > RESOURCES
- eDesign
- Elementary Resources > General
- Middle/High School & College Resources > Staff General
- Yearbook Sales

YEARBOOKDISCOVERIES.COM > MYHJYEARBOOK
- Small Book Guide
- Yearbook Academy
- Middle/High School & College Resources > Staff General
- Yearbook Sales

CREATING A LADDER

The ladder is the page-by-page outline of your book. If you work with the printed ladder from your kit, use a pencil to start because you'll most likely make changes before you finalize it.

STEP 1 - IDENTIFY THE TOTAL NUMBER OF PAGES IN YOUR BOOK
_____ pages

STEP 2 - DETERMINE THE TOTAL NUMBER OF PORTRAIT PAGES YOU NEED
ELEMENTARY SCHOOL

    _____ # of homerooms

+ _____ # of portrait pages for other teachers, staff and administration

= _____ TOTAL # OF PAGES NEEDED FOR PORTRAITS

Example:

    ___20___ # of homerooms

+ ___2___ # of portrait pages for other teachers, staff and administration

= ___22___ TOTAL # OF PAGES NEEDED FOR PORTRAITS

MIDDLE SCHOOL, HIGH SCHOOL, AND COLLEGE

of ninth/sixth graders   _____ divided by # portraits per page = _____ pages

# of 10th/seventh graders   _____ divided by # portraits per page = _____ pages

# of 11th/eighth graders   _____ divided by # portraits per page = _____ pages

# of 12th graders   _____ divided by # portraits per page = _____ pages

# of faculty/staff   _____ divided by # portraits per page = _____ pages

TOTAL # OF PAGES NEEDED FOR PORTRAITS   = _____ pages

STEP 3 - CALCULATE HOW MANY YOU HAVE LEFT FOR OTHER TOPICS

_____ Total pages in your book

- _____ Total # of portrait pages

= _____ Pages remaining for additional content

Ex. 64 pages total - 22 portrait pages = 42 pages for additional content

STEP 4 - PLAN FOR IMPORTANT EVENTS
Make a list of all important events you'd like to include, the date they'll happen, and the number of space you want to devote to them.

DATE	EVENT	AMOUNT OF SPACE IN BOOK
ex. 8/24	*First day of school*	*1/2 page*
ex. 9/15	*Football pep rally/game*	*2 pages*

Go to My Yearbook Guide Online (see p. 2) for a full version of the worksheet above. Look for Event Planning Guide.

STEP 5 - SET UP YOUR LADDER IN eDESIGN

1. **Login to eDesign** — Go to myHJyearbook.com. Click on the Design menu and choose View Ladder. You'll see the outline of your ladder with thumbnails and information about each two-page spread listed in order.

2. **Create topics** — You'll want to create topic tags for each page in your book. You can use these same topics to tag photos to save time. See the tutorial in eDesign Help on creating topic tags.

3. **Assign topics to pages** — See the tutorial in eDesign Help on setting up the ladder.

4. **Assign staff members** — If you are working with a staff, assign each staffer to their specific pages in the ladder. See the tutorial in eDesign Help on setting up the ladder.

BRAINSTORMING A THEME

Not all yearbooks have a theme, but a theme makes the process more fun. A theme is a visual and verbal message you create using words, graphics, colors and fonts.

☐ **STEP 1 — BRAINSTORM THEME LANGUAGE IDEAS**
Make a list of ideas and use the THEME WORKSHEET posted in the My Yearbook Guide Online (see p. 2) . We also provide a list of more than 7,000 theme ideas and a series of fun videos on creating a yearbook theme.

☐ **STEP 2 — SELECT GRAPHICS**
Look through the graphics and GO! Design booklets. What kind of backgrounds, graphics and colors can you use throughout the book to reinforce your theme and complement your cover?

☐ **STEP 3 — SELECT FONTS**
Look through the fonts book to identify fonts to use in your book.

☐ **STEP 4 — SELECT COLORS**
Look at the colors poster and select colors that go well with your theme.
IMPORTANT NOTE —You should always select colors by looking at the poster and activating those colors in eDesign. You should not select colors based on how they look on your computer screen or how they print on your desktop printer.

☐ **STEP 5 — BRAINSTORM OTHER LANGUAGE IDEAS**
Think of other statements that go with your theme you could use in other places in the book.

DESIGNING YOUR COVER

You've heard the saying, "Don't judge a book by its cover." That doesn't count when it comes to yearbooks. The cover of your yearbook makes an important impression, so you'll want it to be great.

☐ STEP 1 - DECIDE WHAT TYPE OF COVER YOU WANT
You can choose use a pre-designed cover or you can design your own in eDesign.

PROFESSIONALLY-DESIGNED COVER   OR   CUSTOM COVER

View our more than 100 pre-designed covers in the GO! Design booklet.

You can also view them at My Yearbook Guide Online (see p. 2).

Create your own custom cover at no additional cost using the Cover Designer in eDesign.

Go to myHJyearbook.com > Setup > Book Setup. In the Cover tab, choose Custom Cover. This will activate the cover designer at the top of the ladder in eDesign.

IDEA: HOST A COVER CONTEST
Give your students an opportunity to design the cover with a contest.

☐ STEP 2 - SELECT COVER OPTIONS AND ENHANCEMENTS
Discuss the options for cover enhancements with your rep or customer service adviser. Some of the enhancements have additional costs. Make sure what you want fits your budget.

COVER OPTIONS — Hard cover, soft cover or a mix of both

LAMINATION OPTIONS — Gloss or matte lamination

PERSONALIZATION OPTIONS
Help reduce lost or stolen books by offering personalizations. We have two options, shown at left:
1. Digital name imprint
2. Engraved name plate

WORKING WITH IMAGES

Photos create the biggest impact in your yearbook, so you'll want to collect the best.

VARIETY OF WAYS TO REQUEST PHOTOS

Promote eShare and make photo requests in the school newsletter, via homeroom teachers, email or a note sent home with students. Include the eShare code on all advertising.

Use Facebook badges to request images of particular events. *NOTE: You should NOT take images from Facebook for use in your yearbook, but do ask for the originals.*

ON YOUR MARK. GET SET.
Share your fun-filled photos for possible inclusion in the yearbook.
www.hjeshare.com | HJeSHARE app

CELEBRATE THEIR ACHIEVEMENTS.
Share your classroom photos for possible inclusion in the yearbook.
www.hjeshare.com | HJeSHARE app

For these and other customizable Facebook badges, go to My Yearbook Guide Online

PHOTOGRAPHY DOs and DON'Ts

DO set your camera's image size to the appropriate settings.
• If you set it too high, it will upload slowly, but you can make them really large in the book.
• If you set it too low, it will upload quickly, but you can't enlarge them much in the book.

DO make high-res PDFs and zoom in to 300% to see image quality.

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

DON'T ignore DPI warnings in eDesign on low-resolution images. Either make the image smaller on the page or choose another image for that spot instead.

THREE WAYS TO UPLOAD IMAGES TO THE LIBRARY

1. **Import images** — Go to Library > Import/Export > Upload Candids to find images > select your images > Upload. You can upload up to 100 images at a time.

2. **Drag and drop** — You can drag and drop images from your computer into the Candids area.

3. **While editing a page** — Open the Image window on the right > choose Get More Candids at the bottom > Browse to find images > select your images > Upload.

TAGGING PHOTOS

To find photos quickly, tag them immediately after uploading them using any or all of three tags:

1. **Topics** — Tag images with the same page topics you used to build you ladder

2. **Names** — Tag images with names in the master list you import into eDesign.

3. **Keywords** — Tag images with extra information that might be helpful to you more specific information (soccer, zoo, etc.)

The most efficient way to organize your photos is to tag them with the topics you used to assign topics to pages. Visit My Yearbook Guide Online for a worksheet on tagging images. Look for Tagging Photos.

EXAMPLES OF TAGGED PHOTOS

Topics — Eighth Grade Boys' Soccer
Names — John Richardson
Keywords — against CMS, 7-2

Topics — Mrs. Rodriguez's Second Grade
Names — May Reddle, CeCe Rodriguez
Keywords — Oak Hill Farm field trip

SEARCHING FOR PHOTOS

Finding images is easy in eDesign. You can filter by topic, name or keyword in the Library.

To keep your images well-organized:
• Tag photos when you upload them.
• Avoid uploading duplicates of the same image.

MANAGING PORTRAITS

Portraits are incredibly important in a yearbook, so you should set aside plenty of time to ensure all portraits are included in the correct place and that names are spelled right.

STEP 1 - OBTAIN THE PORTRAIT DISK
Locate the portrait disk from your school photographer. Use the one made for yearbook. It is formatted according to PSPA guidelines. Keep in mind some photography companies send links via email to the portrait files rather than a disk.

STEP 2 - UPLOAD THE PORTRAIT FILE
View the video tutorials in eDesign's Help Menu about uploading portraits, or call the tech support line for assistance — 877.362.7750.

STEP 3 - FLOW THE PORTRAITS
Use eDesign's Portrait Flow to place portraits and names onto the pages. It flows them in alphabetical order in groups you designate (by teacher, by grade). ***Do not put empty portrait frames onto pages first. eDesign does that for you.*** To see this in action and to learn more about how to flow portraits, view the portrait video tutorials in eDesign's Help Menu.

STEP 4 - PROOF THE PORTRAIT PAGES
Either print the portrait pages or email low-res PDFs to teachers or others able to assist:

1. Any misspelled names?
2. Any missing portraits?
3. Any portraits with the wrong names?

STEP 5 - MAKE CHANGES IN PORTRAIT LIBRARY
Track any proofs you haven't gotten back from those editing. **Then make all the changes to the portraits in the portrait library, NOT ON THE PAGES.** In the portrait library, click to select a portrait. Under the image in the Preview panel is the student's information. Click the pencil icon to edit. Click the check to save the changes.
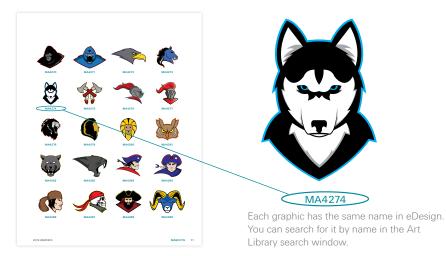
STEP 6 - RE-FLOW THE PORTRAITS
Portrait Flow remembers all your settings, so you don't have to change the format unless you want to. Using Portrait Flow again, re-flow your portraits for each group that had changes. **A yellow yield symbol will appear next to any group in Portrait Flow that needs to be re-flowed.** Re-flowing the sections will put the changes you made in the library on the pages. **Changes you made in the library will not go onto the pages until you re-flow them.**

FINDING GRAPHICS IN eDESIGN

☐ **STEP 1 - FIND GRAPHICS CODE**
Look in the Graphics booklet and note the code printed under the graphic you'd like to use.

MA4274

Each graphic has the same name in eDesign. You can search for it by name in the Art Library search window.

☐ **STEP 2 - ACTIVATE THE ART**
You will activate any art you want to be available for use on pages. In eDesign Help, see the tutorial "Activating Templates, Mods and Art."

☐ **STEP 3 - TAG GRAPHICS WITH KEYWORD**
Tag graphics with keywords for easy search later.

OTHER NOTES

ADD YOUR OWN ARTWORK
TIFF, PNG and JPEG graphics may be uploaded for use in your book. Follow the steps to upload images and tag them as graphics. They will appear in the image section of the Library.

ARTWORK LOOKS BEST WITHOUT FRAMES
Artwork looks best on pages without visible frames. However, when you drag and drop a piece of artwork on a page, it may appear with a frame around it. This is because eDesign remembers the last frame settings used.

To remove the frame, click on it with the black arrow tool. At the bottom of eDesign, change the weight of the stroke to zero.

DESIGNING PAGES

View our pre-designed layouts in the GO! Design booklet. Activate them in the Catalog section of eDesign, and drag-and-drop them on pages. There are video tutorials in eDesign's Help Menu that show how to activate the templates and how to put them onto pages. Then you can modify them any way you'd like. You may also design pages yourself.

GO! DESIGN 2019

GRAPHICS 2019

FONTS 2019

GO! DESIGN BOOKLET

- Designs with a "whole-book look," including covers, layouts, graphics, fonts and colors
- Design style packages of borders and graphics packages
- Layouts without color or graphic adornments

GRAPHICS BOOKLET

- Additional graphics
- Themes
- Traditional graphics
- Mascots
- Borders
- Backgrounds
- "Just for Fun" graphics designed specifically for elementary students

FONT BOOKLET

- More than 500 fonts
- Explanation of types of fonts and tips for designing with fonts
- San serif fonts
- Serif fonts
- Decorative fonts
- Hand-written fonts
- Script fonts

☐ STEP 1 — DECIDE WHICH LAYOUTS WORK BEST FOR YOU

- Templates from GO! Design
- Modified GO! Design templates
- Layouts you create from scratch
- A combination of all of the above
- Collage – photos and headline only
- Layout with captions and copy
- Single-page layouts
- Double-page layouts

☐ STEP 2 — CREATE CHARACTER STYLES

Decide the font, size and style for the text in your book. You can create Character Styles in eDesign to make it easy for you to format text. There are video tutorials in eDesign's Help Menu that show how to create and use Character Styles in eDesign.

EXAMPLE:	*AHJ Chantilly Bold*	*24 pt*	*CMYK = 43,12,17,87*
Headlines	font _____	pt size _____	color _____
Copy	font _____	pt size _____	color _____
Captions	font _____	pt size _____	color _____

STEP 3 - ACTIVATE THE COLORS YOU WANT TO USE

Do not pick colors based on how they look on screen. This will NOT accurately show what the colors will look like when printed on our presses.
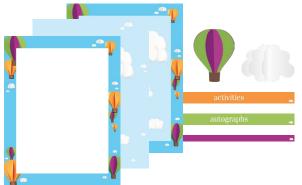
Instead look at the colors on the color poster. They each have a CMYK code that matches colors in eDesign. (For example, C=0 M=63 Y=73 K=0). Make note of the CMYK numbers and activate those colors in Book Setup in eDesign.

There are videos in eDesign's Help Menu that show how to activate the colors in Book Setup.

STEP 4 - IF DESIRED, PLACE ART ON PAGES

There are videos in eDesign's Help Menu that show how to activate the art in the library.

If you drag-and-drop backgrounds onto pages after you put other elements on the pages, click on the background and choose Object > Send to Back to move it behind images and text already on the page.

You can also put a background on the background layer so it doesn't interfere with other elements on the page. There are videos in eDesign's Help Menu that show how to put background graphics on the background layer.

STEP 5 - ADD HEADLINES, COPY AND CAPTIONS AS DESIRED

eDesign has a time-saving tool called Caption Builder that allows you to easily add names in captions. When you tag images with names from the master list, it will create text frames with correctly spelled names. Use that text frame to add a caption and format its font, color and style as you wish. There are video tutorials in eDesign's Help Menu that show how to tag images with names, how to spell check names in captions, and how to use Caption Builder to create captions under photos.

SUBMITTING YOUR PAGES

After you've created your pages, it's time to submit the entire book. Your ship date is determined by the date you submit your pages, including your cover, so be sure to work with your rep or your customer service adviser to plan the date that works best for your distribution. Allow time for shipping and time to organize books before giving them out to students.

EDITING CHECKLIST

☐ Have I made any errors? *Review PDFs of your pages and have someone check for any errors.*

☐ Are there any photos with DPI (resolution) warnings on them?

View high-res PDFs for image quality and final page review. Contact your tech support adviser for questions about warnings on photos, creating PDFs or submitting your book.

☐ Does an administrator need to review all pages before submission?

☐ Are there any photos used on more than one page?

☐ Have you used the correct titles for faculty, staff and administrators?

☐ Did you fix misspelled words and names?

☐ Do all bleed photos extend to the outside edge of the pink border?

☐ Is any text crossing the gutter?

☐ Is any text outside the dashed margin line?

☐ Do any faces cross the gutter?

☐ Have you included in your book total extra books you want to sell?

WHICH KIND OF PDF SHOULD I USE FOR EDITING?
• A low-res PDF is good for proofreading text and checking the design.
• A high-res PDF is best for checking image quality.

SUBMISSION CHECKLIST

☐ Decide how many books you want to order. Check both Order Center and in-school sales.

☐ If you sold personalizations, submit the list to your CSA.

NEED ASSISTANCE?
Contact your CSA or your rep for questions about additions to the book, pricing or shipping information.

ASK YOUR REP
When you're submitting, you can add options for accessories like the *Our World* or the *World Yearbook* current events supplement. Talk to your rep if you have questions about the cost of these items.

SELLING YOUR BOOK

Consider partnering with someone else to handle the business aspect so you can focus on creating the yearbook.

☐ **STEP 1 - DETERMINE HOW MUCH YOU'LL CHARGE**

Total contract amount = $ _____ divided by total number of copies _____ = $ _____ per book price

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

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

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

☐ **STEP 2 - SET THE COST OF ADDITIONAL ITEMS YOU WANT TO SELL**

Options you can choose to include
    Personalization options
        ☐ Digital name imprint $ _____ per book
        ☐ Name plate (*best on hard cover only*) $ _____ per book
    Supplement options
        ☐ Our World — page-page elementary current event supplement $ _____ per book
        ☐ World Yearbook — 16-page current event supplement $ _____ per book

☐ **STEP 3 - DECIDE WHETHER TO SELL IN PACKAGES OR A LA CARTE**

EXAMPLE — PACKAGE SALES
Bronze package = yearbook only   *$15*
Silver package = yearbook + name plate   *$20*
Gold package = yearbook + name plate + Our World   *$25*

EXAMPLE - A LA CARTE SALES
Yearbook only   *$15*
Personalization, digital name imprint   *$5*
Our World, current events supplement   *$2*

ITEM/PACKAGE NAME	COST
_____	_____
_____	_____
_____	_____

SELLING YOUR BOOK

☐ **STEP 4 - SET UP YOUR SALES DATES**
You don't have to submit a final quantity of books until your final deadline, so get as many as possible sold before then.

	AN EXAMPLE	*YOUR SALES DATES*
First sale	*July 1 - Aug. 31*	_____
Second sale	*Sept. 1 - Oct. 31*	_____
Third sale	*Nov. 1 - Jan. 31*	_____
Fourth Sale	*Feb. 1 - Final Deadline*	_____
Distribution		_____

☐ **STEP 5 - DECIDE HOW YOU'LL SELL YOUR BOOKS**
Using the Yearbook Order Center to sell your books online gives you access to several book and ad sales programs. Parents have the opportunity to pay with a credit card, which may result in more sales. Talk to your rep for details about these programs and determine which one works best for your school.

SELLING OPTIONS
1. In school only
2. Online only
3. Both in school and online

☐ **STEP 6 - DECIDE IF YOU WANT A PRICE INCREASE**
This is a sales strategy that involves selling your book at its lowest price earlier in the year, a bit higher later on, and a little higher just prior to or at distribution.

Each price should last for a set period of time. This technique creates a sense of urgency and offers your buyers a discount if they buy a yearbook early.

If you sell packages and decide to use tiered pricing, scale prices accordingly.

TIER ONE PRICE _____   SALES DATES _____

TIER TWO PRICE _____   SALES DATES _____

TIER THREE PRICE _____ SALES DATES _____

DISTRIBUTION DAY PRICE _____

☐ STEP 7 - SET UP YOUR SALES DATABASE

Our sales tool allows you to manage everything about your book and ad sales in one place. You can access your sales data and make changes anytime and anywhere.

- Establish pricing and options for items and packages.
- Record in-school yearbook sales
- Run reports to identify non-buyers so you can target future sales campaigns.
- Print receipts for in-school recorded sales.
- Customize personalization.
- Print distribution lists.

View tutorials for all sales functions at **myHJyearbook.com > Learn > eBusiness Help.**
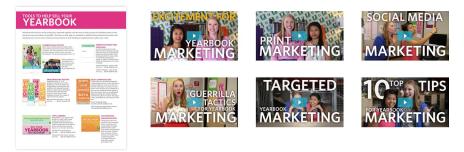
NEED HELP SETTING UP eBUSINESS?
Contact our technical support line by calling **1.877.362.7750**.

☐ STEP 8 - PROMOTE BOOK SALES

Successful sales campaigns spread the word early and often. Make sure everyone is aware books are on sale. The most common advertising methods include:

- Posters from your kit — *additional packs are available for purchase*
- Postcards — *available for purchase*
- Letterhead — *available for purchase*
- Receipt books — *or print receipts from eBusiness*
- Banners — *available for purchase*
- Yard sale campaign signs — *available for purchase*

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

You may also view several fun **YEARBOOK ACADEMY** videos that share great ideas for marketing your books. The videos can be accessed from **My Yearbook Guide Online** (see p. 2).

SELLING YOUR BOOK

USING PROMOTIONAL ITEMS TO SELL

Getting creative in your sales promotions will help motivate students to tell their parents they want a yearbook, so brainstorm some of your own ideas or use some of the suggestions below.
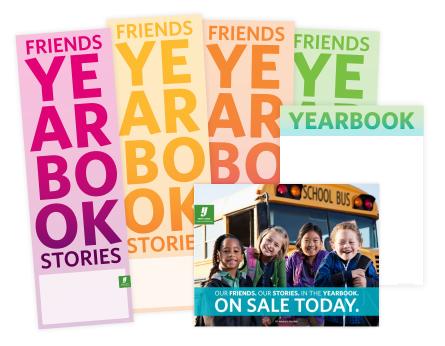
POSTERS
Change the type of poster, size of poster and placement of posters you hang so they don't become unnoticeable on walls.

LETTERHEAD and CREATE AND SHARE
Use eDesign's Create and Share tool to customize sales fliers with your sales dates and pricing information and print on your own paper or on our colorful letterhead. There are video tutorials in eDesign's Help Menu that show you how to use Create and Share.

SEND AND SELL
eDesign's Send and Sell tool allows you to send reminders to select groups of parents. You can filter the list by non-buyers so your reminders go only to those who haven't yet bought a book. There are video tutorials in eDesign's Help Menu that show you how to use Send and Sell.

LOCATING RESOURCES

Know where to look and who to ask.

MY CSA

NAME_____

PHONE 1.800.453.2813

EMAIL _____ @herffjones.com

MY YEARBOOK REP

NAME _____

PHONE _____

EMAIL _____ @herffjones.com

MY SCHOOL PHOTOGRAPHER

NAME _____

PHONE _____

EMAIL _____

TECHNICAL SUPPORT
1.877.362.7750

WE LOVE TO HELP!

MY JOB # IS

_____

MY OPERATING SYSTEM IS

_____

MY WEB BROWSER IS

_____

WHO TO CONTACT

CUSTOMER SERVICE ADVISER (CSA)

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

TECHNICAL SUPPORT ADVISER (TSA)

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

REP

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

MY eSHARE CODE TO GIVE MY COMMUNITY IS

_____

eDESIGN'S HELP MENU

eDesign Help has video tutorials on a variety of topics, including an eight-lesson eDesign curriculum that walks users through the program.

YOUR YEARBOOK PORTAL
myHJyearbook.com

USERNAME _____

PASSWORD _____

OTHER HELPFUL LINKS

My Yearbook Guide Online (see p. 2) — extra resource materials and the online version of this guide.

yearbookdiscoveries.com — get ideas, inspiration and answers to frequently asked questions.

yearbookordercenter.com — share this link with your parents so they can purchase books online.

yearbookdiscoveries.com