



YBK
essentials

HERFF JONES.

WHO TO CALL

THEY'VE GOT YOUR BACK,
SO ALWAYS HAVE THEIR
CONTACT ON HAND.

YEARBOOK REPRESENTATIVE (REP)

Name: _____

Email: _____

Phone: _____

CUSTOMER SERVICE ADVISER (CSA)

Name: _____

Email: _____

Phone: 800-255-6287

TECHNICAL SUPPORT ADVISER (TSA)

Phone: 877-362-7750

Live chat through eDesign

SCHOOL PHOTOGRAPHER

Name: _____

Email: _____

Phone: _____

DETAILS TO KNOW BEFORE YOU CALL YOUR TSA OR CSA:

Job number: _____

Your school has a unique number to identify your files within the plant so they can find you easily.

Operating system: _____

What type of computers does your staff use and what platform?

Web browser: _____

Which web browser do you use? They all operate differently, so knowing your preferred browser will help answer questions.

eShare code: _____

This code is for students to use while sharing photos for the book.

WHAT CAN THEY HELP YOU WITH?

REP

Design ideas, including cover and theme
Curriculum and training
Sample books
Staff organization
Pricing questions

CSA (CUSTOMER SERVICE)

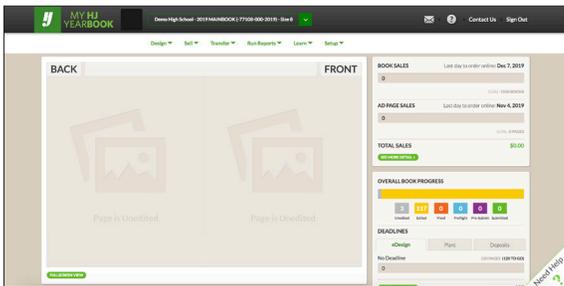
Deadline information
Shipping information
Turning on cover templates

TSA (TECH SUPPORT)

Assistance with book setup
eDesign and eBusiness setup
Submitting pages
Uploading portrait CDs



MYHJYEARBOOK.COM



MYHJYEARBOOK.COM



LEARNYBK.COM

MYHJYEARBOOK.COM LOGIN CREDENTIALS

My username: _____

My password: _____

BOOKMARK IT

KNOW WHERE TO FIND
EVERYTHING YOU NEED ONLINE
TO CREATE YOUR BOOK

MYHJYEARBOOK.COM

This is your portal to all things yearbook, including eDesign and eBusiness. This site gives you easy access to book sales and other critical information.

LEARNYBK.COM

Here's a shortcut to the online curriculum, which serves as a companion to our 12-booklet *How to Yearbook* printed curriculum. It is also accessible through the Learn menu on myHJYearbook.com.

HJESHARE.COM

Also available as an app, eShare is an easy way for parents and students to share photos with you.

YEARBOOKORDERCENTER.COM

Customized for your school, this is where students and parents order yearbooks and ads, access Online Ad Creator and upload photos. If you use the order center, remember to include the address on your sales posters.



WELCOME.

We strive to make yearbook easy and straightforward. While there's a lot to do, we've gathered the most critical get-it-done information into this handy guide. Follow this, and you'll be in great shape.

We know that yearbook programs come in all forms — clubs, classes large and small. Sometimes, it's just one brave soul, trying to put together the events of the year alongside all of those school pictures. We also know that as a yearbook adviser, you've got plenty of other important tasks to keep you busy. We get you, and we support your choice to do only as much as you choose. We're here to help you break your jobs into bite-sized pieces and focus on making a fun, creative yearbook your school can be proud of.

WE'RE GLAD YOU'RE HERE.

1—ESSENTIAL TO-DOS *p. 5*

Each school and situation is a little different. Here are four easy ways to make sure you are in the know and ready to plan your yearbook.

2—PRODUCTION BASICS *p. 7*

Look for the yellow headlines for a beginner's course to handling the basics of yearbooking, like uploading portraits and photos, designing pages and submitting them when you're ready. There's more support in our curriculum and online, but this is a great place to start.

3—NEXT-LEVEL GOALS *p. 14*

If you have a club or a class, here are our suggestions for building a yearbook program that works for you and your school.

ESSENTIAL TO-DOS

1. GET STUDENT AND FACULTY NAME LISTS

Ask for a new list each year from your administrative office, and make sure it reflects new students, address changes, etc. Your school photographer will need this list, and if you use eBusiness or want to send email campaigns, you'll need it, too. Request the following fields (not all are required, but could be helpful):

- REQUIRED: First and last names (in separate fields; middle name is optional)
- REQUIRED: Grade
- Full mailing address (separate fields for address line one, two, city, state or province and ZIP or postal code)
- Homeroom or identifying class period
- Student ID or some unique identifier
- Parent email address

Also, get a list of faculty and staff members. Request the following fields:

- First, middle and last names (in separate fields)
- STA for staff or FAC for faculty in the grade field

TROUBLESHOOTING:

If your front office questions your need for the student list, provide them with our FERPA policy, or PIPEDA/FIPPA policy if you're in Canada, included as a separate sheet in the kit. This explains how Herff Jones is in compliance with laws related to using student information.

UPLOAD YOUR NAME LIST

Log in at myHJyearbook.com.
Go to Setup > Setup Sales.
Then click the Name List tab on the left.

IMPORT LIST TO EDESIGN

Log in at myHJyearbook.com.
Go to Setup > Book Setup.
In the Master List tab, import your list to eDesign.
Note: It may take up to 15 minutes for your name list to be available in eDesign after uploading to eBusiness.

If you need help, access the video tutorials under the Learn menu. And, if you really run into trouble, call your TSA for assistance.

2. PLAN YOUR FINANCES

Refer to *How to Yearbook* and LearnYBK.com Section 11: Selling Your Book.

BUDGET

- Do you have a budget from the previous year?
- Set the yearbook price for parents and prices of add-ons, such as personalization.

BOOK SALES

- Do you sell books? If so, how many were sold last year? Account for books you give away, too.
- What price structure will you follow? Will you have one price all year or tiered pricing?
- How will you promote your book?

AD SALES

- Will you sell ads to families, students and/or businesses?
- What price structure will you follow?
- How will you accomplish ad sales?

Once you get through all of the decisions for book and ad sales, you can set up eBusiness, a powerful business tracking software available only from Herff Jones. Go to MyHJyearbook.com and click on Setup. Ask your rep or your TSA for help as needed.

3. KEEP A MASTER CALENDAR

Make the rounds and find all of the dates that affect your school and your yearbook production schedule.

INCLUDE ON MASTER CALENDAR:

- Book sales events
- Picture day(s)
- Make-up picture day
- Club picture day(s)
- School activities (dances, rallies, assemblies)
- Theater/music/dance performances
- Club/organization events
- School holidays

IF YOU HAVE A STAFF, ALSO INCLUDE:

- Staff work days/deadlines
- Cover design due date

all advisers and helpers start here

4. DECIDE WHAT TO INCLUDE

A yearbook serves as the official record of the school year. Your goal should be to include every student, faculty and staff member in the book as many times as possible. Although every book is different, here are some items you may wish to include:

BASIC COVERAGE:

- Individual portraits for students and faculty
- Club and organization photos
- Sports photos (if applicable)
- Major events of the school year

CHOOSE A COVER

Included in the kit, the Book Looks book provides flexible approaches to creating yearbooks, offering predesigned covers with optional themes, color palettes and spread templates to match. You can also create your own cover. Call your CSA to “turn on” your cover template. Note that page 1 is your title page, not your cover.

CONSIDER INCLUDING:

COVER: Theme, book title and year.

SPINE: As space allows, school name, city and state. Then, year and volume. Then, book name and theme, if it fits. (Doesn't apply to soft-cover books.)

TITLE PAGE (PAGE 1): Book title, volume number, year, school name, complete address, city, state/province, postal code. Since you are creating a record of the year, it's important to include some basic information here.

ONLINE HELP

Access helpful videos through the Learn menu of MyHJyearbook.com

eDesign Help

- Master list and name check overview
- Import master list
- Managing production
- Setting up the ladder
- Creating topic pages

eBusiness Help

- Upload name list
- Sales

WHAT IF I DON'T HAVE A STAFF?

- Recruit parents or other school staff members to help you.
- Request assistance from teachers or counselors to help proof portrait pages. Their input on the correct spelling of names and identifying missing students is essential.
- Use Google forms to get great quotes from teachers or to conduct surveys with help from teachers.
- Consider holding a photo contest to encourage student submissions.
- Feature student artwork or poetry.
- Use eShare to ask for photos. (See poster in this kit.)
- Consider forming a yearbook committee of parent helpers.

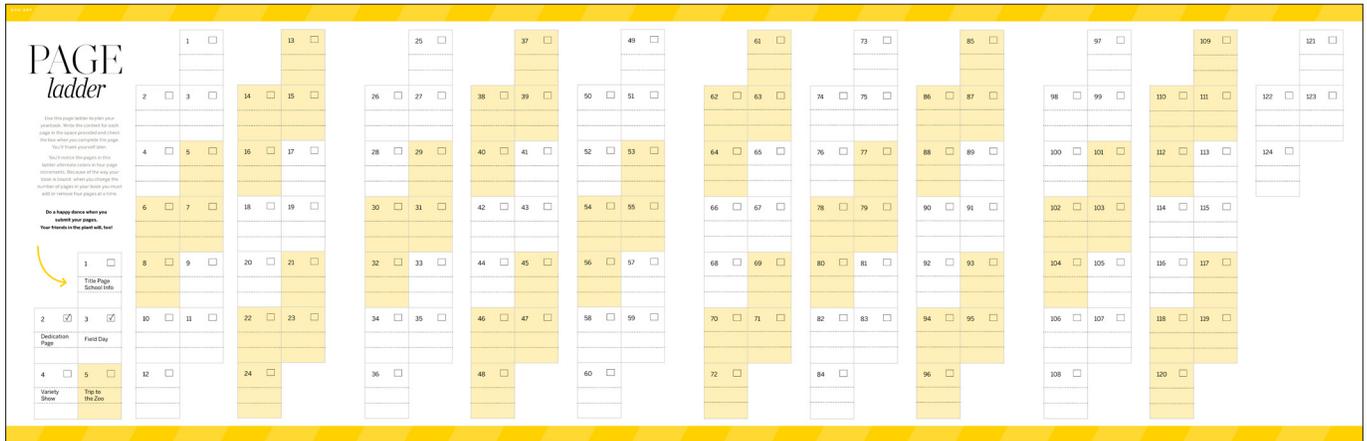
WHAT IF YEARBOOK IS A CLUB?

Yearbook clubs can be every bit as productive as yearbook classes. However, advisers have to motivate students with a force more powerful than grades. If you have a small staff, a club can supplement the staff's work or allow students with packed schedules to get involved.

SUGGESTIONS:

- Attend a workshop, summer camp or hold boot camp training sessions for staffers.
- Create an incentive system for staffers so they can earn a free book, a free ad or perhaps a discount on attending a workshop.
- Plan work nights when a deadline is looming. Have students bring part of a meal. Taco night, ice cream sundae bars, baked potato bars are all fun and simple.
- Consider offering membership in organizations such as Quill and Scroll for high school as a benefit to successful club participation.

LADDER PLANNING



PRINTED LADDER

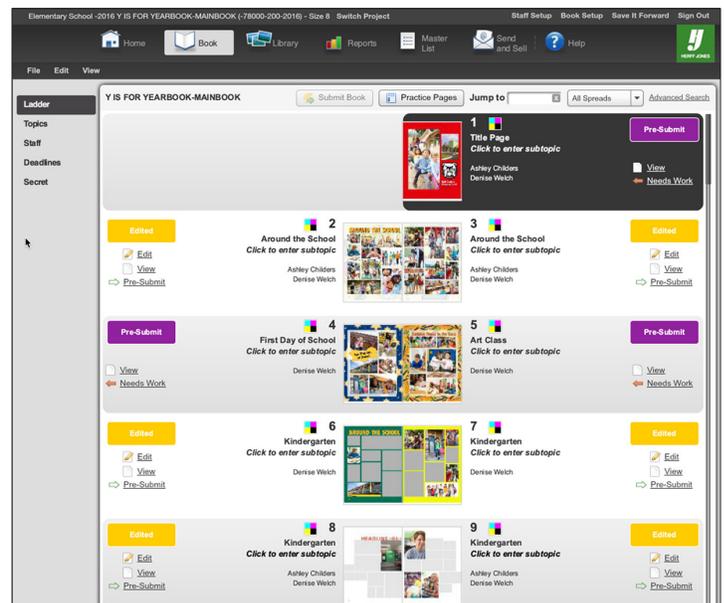
BUILD A LADDER

In yearbook, the ladder is simply a chart that helps you plan what will go on each page and track progress. The ladder in this kit shows the maximum number of pages for your program. The number of pages is set in four-page increments. Once you plan out your book, you may choose to move it all over to eDesign, if you wish, and include staffer assignments and deadlines.

Refer to *How to Yearbook* and LearnYBK.com Section Five: Covering Your School for more help.

SET UP YOUR LADDER IN EDESIGN

- 1. Log in to eDesign:** Go to myHJyearbook.com. Click on the Design menu and choose View Pages. You'll see the outline of your ladder with thumbnail previews and information about each spread listed in order.
- 2. Create topics and assign to pages:** 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 deadlines and 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.



EDESIGN LADDER

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 pages for homerooms or classes
+ _____ # of portrait pages for other teachers, staff and administration
= _____ **TOTAL # OF PAGES NEEDED FOR PORTRAITS**

MIDDLE OR HIGH SCHOOL

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 number 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
<i>Ex. 8/24</i>	<i>First day of school</i>	<i>1/2 page</i>
<i>Ex. 9/15</i>	<i>Fall festival</i>	<i>2 pages</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

PORTRAITS

THE PORTRAIT PROCESS

Portraits are incredibly important, so set aside plenty of time to ensure all portraits are included in the right grade or class and that all names are spelled correctly.

For detailed guidance on the portrait process, click Working with Portraits in the sidebar in eDesign Help or call the tech support line for assistance at 877.362.7750.

STEP 1: OBTAIN THE PORTRAIT DISK

Obtain the portrait disk from your school photographer. Use the one made specifically for yearbook. Some photography companies send a CD, and others send a link to download the files.

STEP 2: UPLOAD THE PORTRAIT FILES

In the Portraits section of the eDesign Library, you'll see a button to upload a Portrait CD. If your photographer provided you a CD, you'll need to create a ZIP file of the portraits before uploading. See the info box on this page for instructions.

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 or by grade). **Do not put empty portrait frames onto pages first.** eDesign does it for you.

STEP 4: PROOF THE PORTRAIT PAGES

Either print the portrait pages or email low-res PDFs to teachers or others able to assist:

- Any misspelled names?
- Any missing portraits?
- Any portraits with the wrong names?
- Any student listed in the wrong grade/class?

There is also an option to print directory proofs of your portraits. See eDesign Help for more info.

STEP 5: CHANGES IN PORTRAIT LIBRARY

After proofing, make all changes to portraits in the portrait section of the Library, NOT on the pages. Switch to the Data View. Click into the cells to make changes to names and grades. Use a consistent format for grades and teacher names. Teacher names are only needed if you plan to group students by teacher in the book.

STEP 6: RE-FLOW THE PORTRAITS

Open Portrait Flow again. A yellow yield symbol will appear next to any group in Portrait Flow that needs to be re-flowed. Select the portrait group and choose Edit. Portrait Flow remembers all the settings from when the section was last flowed. Re-flowing the section will put the changes you made on the pages. **Changes made in the Library will not go onto the pages until you reflow.**

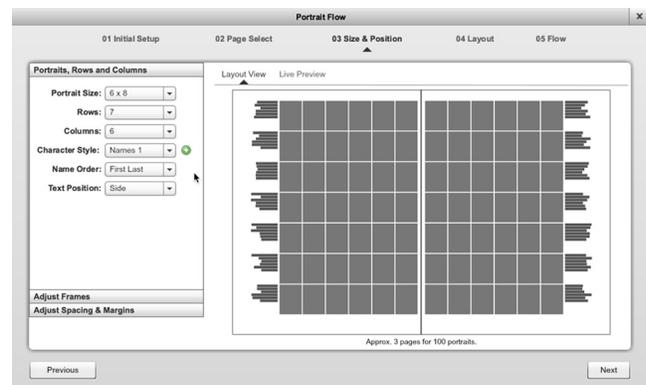
For step-by-step instructions, refer to Working with Portraits in eDesign Help.

PORTRAITS PRO TIP

FINAL CHECK BEFORE SUBMITTING

Before you submit any portrait pages, go to the Portrait section of the Library and do the following:

1. Use the menu at the top to filter by Unused.
2. Review the unused portraits to confirm they should not appear on pages.
3. If you discover any issues, make the needed changes and reflow the affected sections.



PORTRAIT FLOW WIZARD

The eDesign Portrait Flow wizard walks you through the process of placing portraits and names on pages. Select a page in the ladder, then go to Edit > Flow Portraits to launch.

NAME CHANGES IN PORTRAIT LIBRARY

Always make changes to names and grades in the Portrait Library. Then reflow the section. **If you make changes to names on pages, the changes will be lost if you reflow.**

CREATING A ZIP FILE

PREPARING YOUR PORTRAIT CD FOR UPLOADING

If you receive your portraits on a CD, you'll need to create a ZIP file for uploading to eDesign:

1. Open the CD on your computer.
2. Select the contents of the CD and copy ALL of the files to a folder on your local computer.
3. After the files copy over, right-click on the folder and choose Send To > Compressed (Zipped) folder. On Mac, control-click the folder and choose Compress.

BOOK ENHANCEMENTS

PUT SOME BLING ON IT.

Consider these enhancements to add value to your yearbook and to help generate income for your program. Contact your rep for ordering and pricing details.



NAME IMPRINT

A digital name imprint is a book personalization option, digitally printed on the cover. Printing student names on the cover leaves no question about whose book it is.



ENGRAVED NAME PLATES

Students can order metal plates engraved with their names to customize their yearbook covers. *Not recommended for soft cover books.*



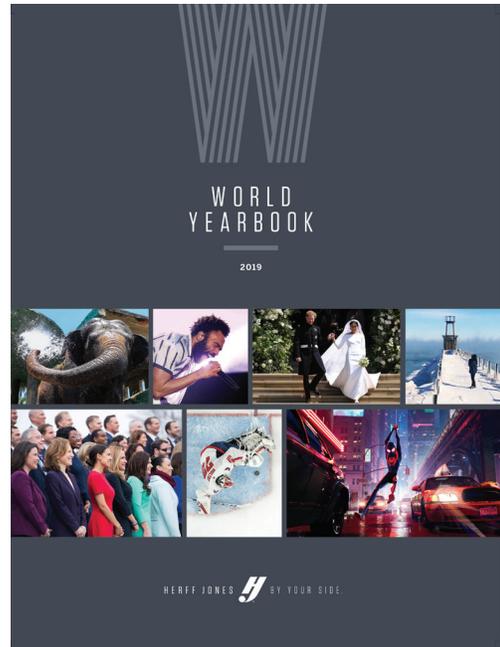
PLASTIC JACKET

Students can keep their hard-cover yearbooks protected and clean for years to come with these affordable plastic dust jackets.



AUTOGRAPH SUPPLEMENTS

Eight-page autograph supplements can be added with Kleenstick® self-adhesive tape.



WORLD YEARBOOK*

Designed for middle/high school readers, this 16-page supplement documents events that made history during the school year.



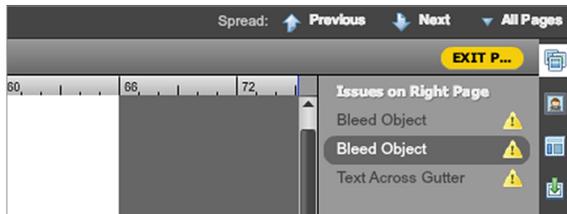
OUR WORLD*

A scaled down version of World Yearbook, intended for younger readers and written with them in mind, the four-page *Our World* supplement features photos and captions about this year's most important news stories.

* If you purchase either of these for your entire order, the supplement will be added following the last page of your book. Smaller quantities of *Our World* are also available for purchase and come with Kleenstick® self-adhesive tape for easy placement in the books when they arrive.

UNDERSTANDING PREFLIGHT

Preflight Check in eDesign helps you in the proofing process by alerting you to potential issues. To run Preflight, go to the File menu when a page is open and choose Check Page for Problems.



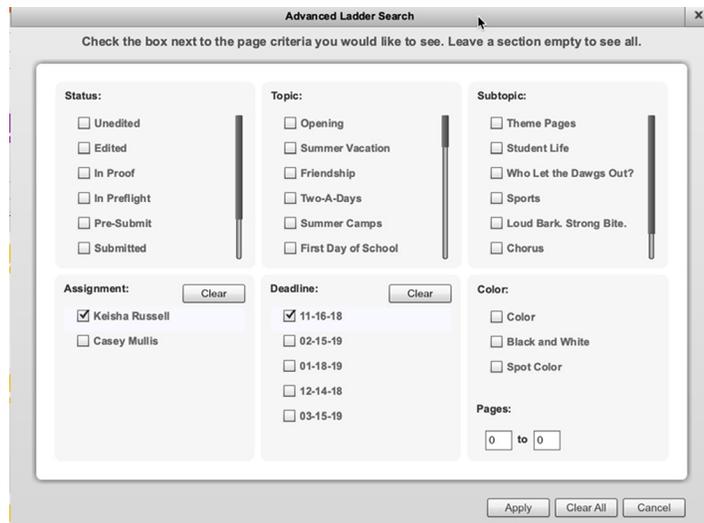
In Preflight Check, alerts appear in the vertical bars to the outside of each page. If you click on the alert, eDesign selects the item on the page that the alert references. If you hover over an alert, eDesign gives a brief description of the issue. The different alert types are described below.

Preflight issues definitions:

- **Invisible content:** If the page contains frames with no stroke, fill or content, you are given the option to delete the empty frames.
- **Text across the gutter:** Indicates a text frame that touches or crosses onto the adjoining page. Make sure no text will be lost in the gutter when the book is bound.
- **Bleed object:** Identifies an object that is very near the edge of the page but that does not fully bleed off the edge. Bleed elements must extend to the outside edge of the 1-pica red border around the spread.
- **Picture box:** Indicates an image that does not completely fill the photo frame.
- **Image resolution:** Appears when a photo's resolution is too low for the highest print quality. A DPI warning also appears on the image.
- **Transparency:** Indicates images that have transparency applied. These images will not be color enhanced at the plant. You do not need to fix this. Preflight is just bringing it to your attention.
- **Embedded image:** Identifies non-JPEG images. These are not color enhanced at the plant. You do not need to fix this. Preflight is just bringing it to your attention.
- **Placeholder text:** Identifies placeholder text that has not been replaced with actual text.

ADVANCED SEARCH

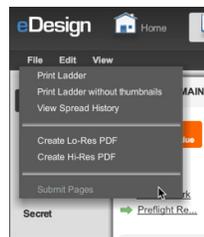
The Advanced Search option (see below) can be launched with the link at the top right of the ladder. Advanced Search allows you to filter your ladder in a variety of ways. Most helpful are the options to filter by a deadline and by the student assigned.



SAVE IT FORWARD

After you submit your book, you'll be given the option to transfer templates to the next year's book. Be aware that all images, portraits, fonts, colors and art are transferred along with the template. You also have the option to use Save it Forward to transfer other settings such as your list of topics, ladder designations, staff, etc. Refer to eDesign Help for more information.

THE IMPORTANCE OF PROOFING



ALWAYS REVIEW HIGH-RES PDF

You generate PDFs from the File menu. Use a low-resolution PDF for non-final quick proofs. A high-resolution PDF should be reviewed by the adviser before submission. Viewing a high-res PDF at 300 percent gives a good representation of the quality of images, etc. Be sure you're happy with the appearance of the high-resolution PDF. The PDF represents how the page will print.

WORKING WITH IMAGES

Photos create the biggest impact in your yearbook, so you'll want to collect the best. Refer to *How to Yearbook* and LearnYBK.com Section Seven: Cameras and Photos for more help.

PHOTOGRAPHY TIPS

DO set your camera's image size to the appropriate settings.

- If you set it higher, your image will upload slowly, but you can make photos really large in the book.
- If you set it lower, your image will upload quickly, but you can't enlarge photos much in the book.

DO make high-res PDFs and zoom in to 300 percent 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.

CROWDSOURCE 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.

To set up eShare, go to MyHJyearbook.com > Transfer > Get Images from eShare > Preferences.

Use social media to request images of particular events. **NOTE:** You should **NOT** take images from Facebook or other social media sites for use in your yearbook. If you see an image you like, you can ask for the original and for permission to use it in the book. Also, don't accept photos texted to you, request an email for better quality. Remember files should be .jpg or .png.



IMAGE QUALITY

The triangle means your photo will be fuzzy at the size it is on the page. Either choose a different photo or make the photo smaller.



PHOTOGRAPHY POSTER found in the kit.



eSHARE APP The eShare app is available in the App Store or the Google Play store.

ORGANIZING YOUR IMAGES

Advisers and editors create the topic tags for the book. These topic tags should correspond to all the content topics in your book. Topics can be used in multiple ways to save time and keep you organized.

Advisers and editors can create topics in the Topics panel in the Library, in the Topics panel in the Ladder and in the Topics area in Book Setup.

TOPICS HELP YOU BUILD YOUR LADDER

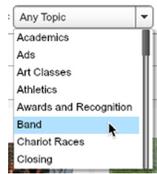
Topics are applied to pages in the ladder to designate the content of each page. Topic tags can be created by advisers and editors in the Topics panel of the ladder. Just create the topic tag (if it doesn't exist) and apply it to the correct pages in the ladder.

TOPICS KEEP YOUR IMAGES ORGANIZED

Topics are like folders — but they're better. Images can be tagged with more than one topic. That way a great image will appear for potential use on multiple pages (making the best use of your photos). The In Use indicator appears if an image is already used elsewhere so you can avoid duplicates.

SHOWING YOUR TAGGED IMAGES

You can easily show the images tagged with a topic much like you open a folder on your computer.



In the Library or in the Library panel in page design there's a pull-down menu of all the topics. Select the topic from the list, and just those images appear.

In the Library you can also filter by topic tags by clicking the funnel icon to the right of the tag in the topic panel.

THREE KINDS OF TAGS

Topic tags are essential for good organization, but you can add names and keywords for additional benefits:

- 1. TOPICS:** Tag images with the same page topics you used to build your 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, especially more specific information (the event, the date, the opponent, etc.)

THREE WAYS TO UPLOAD IMAGES TO THE LIBRARY

Before uploading, decide which photos you're most likely to use. It is best to limit uploads to the best photos.

- 1. IMPORT IMAGES:** In eDesign, go to the Library and select the Images section. Click the Images button under Import Items and follow the prompts. You can upload up to 50 images at a time.
- 2. DRAG AND DROP:** In the Images section of the Library, click the Quick Image Uploader at the bottom. When that window is activated, drag and drop images from your computer. They will then upload to eDesign. You can upload up to 100 in a single batch.
- 3. WHILE EDITING A PAGE:** Open the Images section of the Library panel along the right in the page design area. At the bottom, click the Get More Candid's link.

EXAMPLES OF TAGGED PHOTOS



TOPICS: Eighth Grade Boys' Soccer
NAMES: John Richardson
KEYWORDS: against CMS, 7-2



TOPICS: Ms. Smith's Second Grade
NAMES: May Reddle, CeCe Smith
KEYWORDS: Oak Hill Farm field trip

DESIGNING PAGES

We offer a variety of predesigned layouts in the Book Looks booklet. Activate them in the eDesign Library, and drag and drop them on pages. There are video tutorials in eDesign Help that show how to activate templates and how to put them onto pages. Then you can modify them any way you'd like. You may also create your own custom layouts.

STEP 1: DECIDE WHICH LAYOUTS WORK BEST FOR YOU

We provide several layout collections to choose from. You can even mix and match if you wish.

- **Book Looks and Go Design** — These are two collections of professionally designed templates for Herff Jones eDesign. Each style has a unique design concept carried out with graphic elements, mods, theme suggestions, font suggestions and a color palette. (The first five Book Looks are new and will be available in eDesign in fall 2019.)
- **Square One™ templates and mods** — Square One makes it easy to employ a contemporary modular design approach, empowering you to create a great-looking book that features lots of students. Search for Square One in eDesign Help for more information.
- **Other template options** — The template library also includes many starter templates including: Layouts with captions and copy, layouts without captions and copy, single-page layouts and more.

STEP 2: ACTIVATE THE COLORS YOU WANT TO USE

Don't pick colors based on how they look on screen nor based on how they look when printed from your desktop printer. These do not accurately show what colors will look like when printed on a printing press.

Instead, look at the colors on the color poster. Each color has a CMYK code that matches colors in eDesign (for example, C=0 M=63 Y=73 K=0).

- **C** is cyan
- **M** is magenta
- **Y** is yellow
- **K** is black

Make note of the CMYK numbers and activate those colors in Book Setup in eDesign. Watch **Activating and Creating Colors** in eDesign Help for more.

STEP 3: CREATE CHARACTER STYLES

You're not required to use character styles, but they can be an easy way to apply consistent text formatting in your book. There are video tutorials in eDesign's Help Menu that show how to create and use Character Styles.

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 _____

ONLINE HELP

eDESIGN HELP:
MYHJYEARBOOK.COM > LEARN

- Activating a book style
- Activating and managing fonts
- Creating character styles
- Square One™
- Activating and creating colors



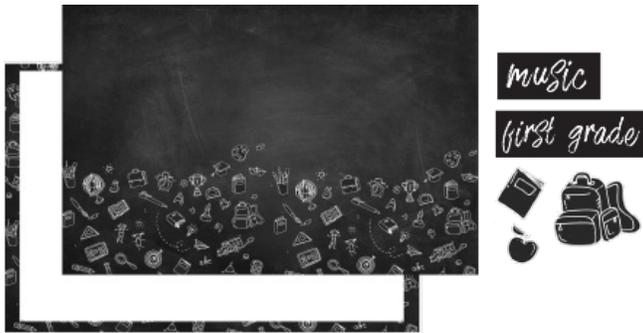
COLOR POSTER found in the kit.

STEP 4: IF DESIRED, PLACE ART ON PAGES

You can put a background on the background layer so it doesn't interfere with other elements on the page. To do this, drag and drop a background on an empty area of a page in eDesign. When prompted, confirm you want it to be a background. You can remove it by clicking the background tool in the tool panel and clicking the clear button at the bottom.

You can also make a image the full spread background. To do this, draw an image frame with the shape tool the size of the full spread. Drag and drop an image from the Library into the frame. You may need to select the frame and choose Object > Send to Back to move it behind any images and text already on the page.

There are videos eDesign Help that show how to activate art in the Library.



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 Help 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.



FONT BOOK

- More than 500 fonts
- Explanation of types of fonts and tips for designing with fonts



BOOK LOOKS

- Designs with a "whole-book look," including covers, layouts, graphics, fonts and colors (selected designs available in fall 2019)
- Design style packages of borders and graphics
- Layouts without color or graphic adornments



GRAPHICS BOOK

AVAILABLE ONLINE AT

HERFF.LY/GRAPHICS-BOOKLET

- Additional graphics
- Traditional graphics and clip art
- Mascots
- Borders and backgrounds
- "Just for Fun" graphics

NEXT-LEVEL GOALS

TAKE TIME TO TEACH

Use the first weeks of the school year to establish the skills and routines to empower students to do the heavy lifting in yearbook. Not sure where to start? Begin by reading the Welcome section of the printed curriculum. Then, access all of the online resources at LearnYBK.com. The curriculum bundle includes a scope and sequence document, which provides a sketch of how to teach yearbook skills. If you're looking for something a little less intense, check out the quick-start guides posted on LearnYBK.com. You can get to them by following this link: herff.ly/quickstart.

WHAT'S IN A THEME

Think of a theme as a storyline of the year. Themes provide visual and verbal unity for yearbooks. While they might not be obvious to every reader, a book with a theme presents a much better impression than a book without a theme. For theme development resources, see Section Four: Theme and Voice.

A GOOD THEME IS:

RECOGNIZABLE: Does it make sense as a framework for the whole book?

REFRESHING: Is it refreshing, contemporary and different?

REPEATABLE: Can it easily appear on each theme spread without getting old?

REALISTIC: Is it appropriate to the students at your school this year? Does it relate to these students and this school year?

RELEVANT: Is it relevant to each section of the book? Can the theme introduce each section without being forced? In 20 years, will this theme seem relevant to the year in which it was produced?

If your theme is a storyline, think about what story you will tell. Here are some popular choices:

- We have a great reputation or legacy.
- We celebrate the individual as part of a larger group.
- We celebrate our group identity.
- Location. Location. Location.
- We're all connected.
- Live in the moment.

MAKE YEARBOOK A CULTURE

If being on the yearbook staff is fun and rewarding, if students are aware of the skills they are building and able to see their own growth, smart students will flock to your door. OK, so maybe not flock, but they'll want to see what it's all about.

ESTABLISH STAFF TRADITIONS

Celebrate birthdays and holidays, recognize good work with simple awards. Work nights = food fests.

BE INCLUSIVE

Make room for visual students and verbal students, for organized kids who can handle the business side and chatty Cathys who just want to interview people. Recruit vibrant personalities and the kids sitting quietly in the corner. Make yearbook that much more special because it's made for everyone.

EMPOWER YOUR EDITORS

Especially if your editors are returning to yearbook, give them teaching assignments. Put them in charge. When it comes to eDesign, there's even a special document for editors. It walks them through the major tasks of the year. herff.ly/edesigneditors

ATTEND A WORKSHOP

Yearbook workshops are a great way for students to begin planning their book during their summer downtime. Go to yearbookdiscoveries.com/events for more information.



YBKNA SUMMER WORKSHOP // Williamsburg, VA

if you have a staff, put them to work

USE YOUR RESOURCES

THE PRINTED CURRICULUM: Available through your rep or for order on yearbookdiscoveries.com. The curriculum bundle includes 12 booklets that break down the topics you need to teach.

LEARNYBK.COM: The online curriculum is divided into the same sections as the printed piece. You'll find the supporting documents you need to complete the activities. From sample staff contracts and book sales forms to vocabulary quizzes, LearnYBK.com is where you'll find resources and make them your own.

TOP FIVE TAKEAWAYS AND POWERPOINTS: On the inside front cover of most printed curriculum booklets, you'll find a guide to the five most important points of each section. The PowerPoint presentations on LearnYBK.com match these takeaways.

VIDEO TUTORIALS: Access our ever-growing library of video tutorials through the Learn menu of MyHJYearbook.com. Find guided notes in Section Nine: Tools of the Trade in the online curriculum.

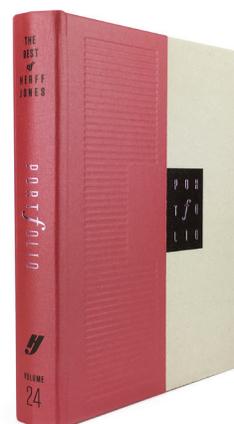
MORE ONLINE RESOURCES: All of the online resources are available for a direct download from Google Drive. Send a quick email to your rep or to YBK@herffjones.com, and we'll send you the link. Also, answer keys to all of the lessons and quizzes are available at herff.ly/answerkeys. Cool, huh?

ADDITIONAL RESOURCES



FOLIO MAGAZINE

Our magazine to inspire and instruct is mailed to your school twice each year.



PORTFOLIO: THE BEST OF HERFF JONES

The annual publication that brings all of our best examples together in one place.



PODCAST

We talk to advisers and reps about a variety of yearbook topics. Give it a listen. You'll laugh, you'll cry, you'll learn a lot.

yearbookdiscoveries.com/mind-the-gutter

SELL IT

SALES ASSIST

We run your sales campaign for you. We answer the calls and questions, so you don't have to. We take online and phone orders. We process payments. We follow up on delinquent checks as necessary.

Best of all, it's included in the base price of your book, because putting the yearbook together is enough work. Let us help you with the business side.

Our online accounting software, eBusiness, maintains a transaction register of online and in-school book and ad sales in one database.

That makes generating and printing reports to check and share your sales status as easy as a click.

HOW IT WORKS

1. Targeted email campaign. The campaign begins in August and follows best practices for email sales. But, you can enroll when you are ready, and your list will be included in the next scheduled send.
2. Once parents make a purchase, they are excluded from future communications about book and ad sales. If you sell books in school and enter sales in eBusiness, those buyers will also be excluded from future emails. Make sure your eBusiness sales are up to date.
3. Matching posters are included in the kit so you can coordinate your in-school marketing with the email campaign. If you run out of posters, order more from your CSA.
4. We provide campaign-branded web banners for your school's and staff's websites. Give these to your programmers and ask them to link the image to your Yearbook Order Center page.

FOLLOW THIS FORMULA TO FORMAT THE URL:

yearbookordercenter.com/index.cfm/job/XXXX.
Replace the XXXX with your job number.

HOW TO ENROLL

1. **Get a list of parents' email addresses. (Mailing addresses are optional; see p. 4 for more.)**
2. **Contact your rep to enroll and upload your list.**

Keep your eBusiness records updated for best results.

SEND AND SELL

eDesign users can generate their own customized email campaigns. It pulls from your uploaded name and email list to send reminders to parents who have not purchased a book. Use pre-designed email messages or make your own. Click, click and you're done. Check out the video tutorials under the eDesign Help menu. Don't forget to enter your in-school sales into eBusiness.

ADDITIONAL TOOLS TO HELP YOU SELL

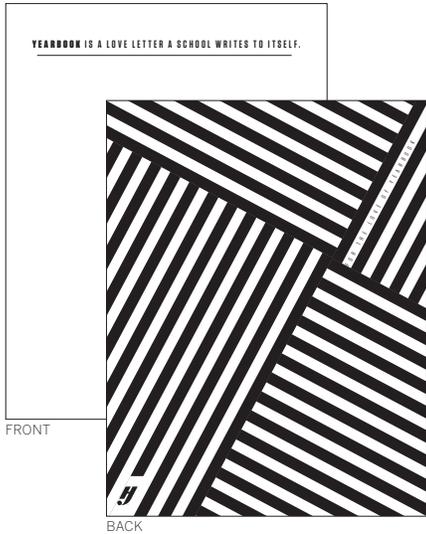
Customize your marketing and sales efforts to fit your school. While we have included samples in this kit, additional resources are available on yearbookdiscoveries.com under the Shop tab.

Posters, banners and yard signs

- Book sales, 010-980, 010-982
- Senior ad sales
- Prices are going up
- Distribution day
- General yearbook awareness
- Last chance for yearbooks, 010-986

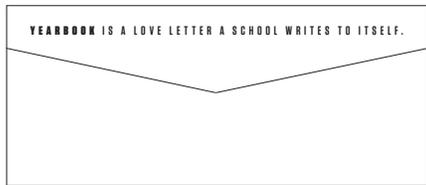
Letterhead, Create and Share

Order a stash of letterhead to send letters to businesses for ad renewals. Use our Create and Share function in eDesign to print fliers and pre-designed templates. Check out the video tutorials under the eDesign Help menu.



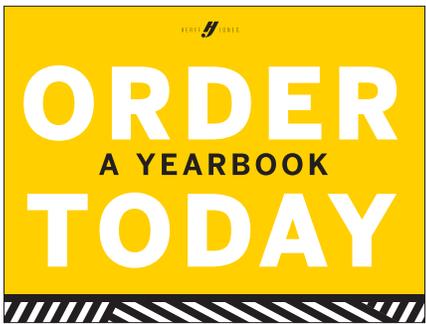
FRONT

BACK

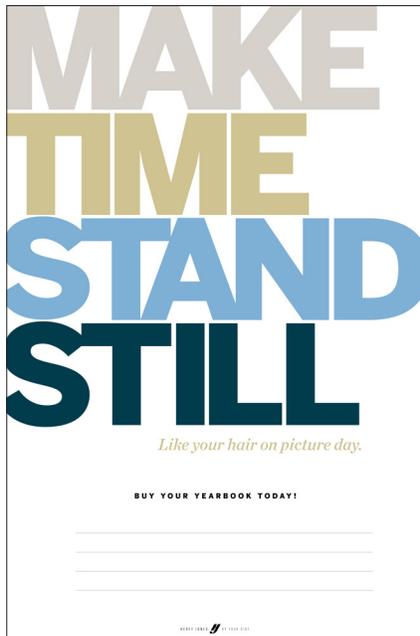


ENVELOPE

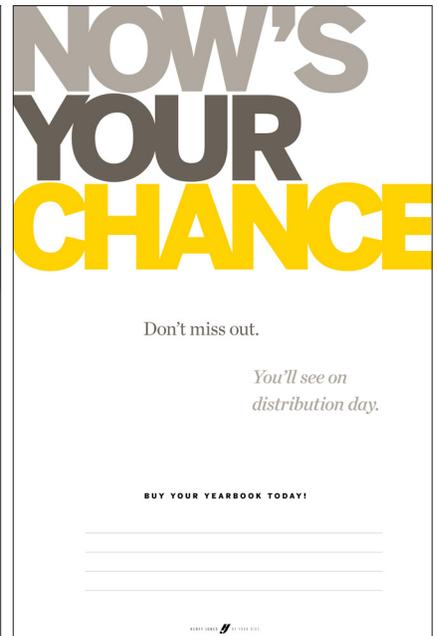
STATIONERY 000-088, 000-024
Order at yearbookdiscoveries.com



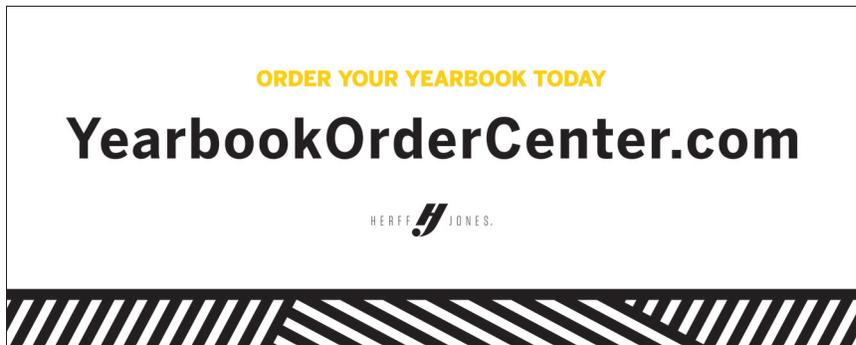
YARD SIGNS 010-521, 522
Order at yearbookdiscoveries.com



SALES POSTERS 000-322 through 324, three designs available, found in the kit and available for order on yearbookdiscoveries.com



SALES BANNERS 010-980 through 987, seven designs available
Order at yearbookdiscoveries.com



SALES BANNERS 010-980 through 987, seven designs available
Order at yearbookdiscoveries.com

YEARBOOK ORDER FORM

School/organization name: _____

Principal's name: _____ Adviser's name: _____ Adviser's email: _____

School address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Number of classrooms: _____ Copies: _____ Pages: _____

We would like Herff Jones to print our all color yearbook based on the following information:

Determine per book base price: **Number of books:** _____ **Number of pages:** _____ = **Per book price:** _____

To determine contract base price BEFORE book add-ons: **Per book price:** _____ x number of books: _____ = **Contract base price** _____

ADD-ON ITEMS:

- Gloss lamination on all of our soft covers (+) price per book _____ x number of books _____ = + _____
- Matte lamination on all of our soft covers (+) price per book _____ x number of books _____ = + _____
- Upgrade to gloss laminated hard covers (+) price per book _____ x number of books _____ = + _____
- Upgrade to matte laminated hard covers (+) price per book _____ x number of books _____ = + _____
- Split covers: one-time fee of \$101 to mix soft and hard cover books (+) one time fee = _____
 - Add _____ hard covers to our order (+) price per book _____ x number of books _____ = + _____
- Upgrade to 100# gloss paper (+) price per book _____ x number of books _____ = + _____
- Upgrade to 100# matte paper (+) price per book _____ x number of books _____ = + _____

ADDITIONAL ITEMS:

- Add digital name imprints (minimum 25) (+) price per imprint _____ x number of imprints _____ = + _____
- Add name plates (minimum 10) (+) price per plate _____ x number of plates _____ = + _____
 - Choose name plate color: Silver Gold
- Add plastic jackets (+) price per jacket _____ x number of jackets _____ = _____
- Add Our World _____ copies = _____
 - Sold individually @ _____ each OR (+) price per copy _____ x number of copies _____ = + _____
 - Sewn into every book ordered @ _____ each (+) price per copy _____ x number of books _____ = + _____
- Add World Yearbook (+) price per copy _____ x number of books _____ = + _____
 - Sewn into every book ordered @ _____ each

Total price after additions + _____

Total per book price + _____

BOOK SUBMISSION AND DELIVERY:

We would like our kit to arrive on _____

Our book needs to ship on Saturday, _____

Our material must be submitted by Monday, _____

Allow 4 weeks prior to ship date if your book ships before May. If your book will ship in May, allow 5 weeks from submission to delivery. Shorter schedules may be purchased. Kit materials will be shipped to the school address indicated above.

Please allow 2-7 days for shipping. Plan your distribution event accordingly. Standard ground shipping is included. Expedited shipping is available at an additional cost.

TERMS AND CONDITIONS:

Years of printing: 2019 2020 2021 2022 2023

All specifications and prices are subject to the approval of both the school and Herff Jones, LLC, on a non-refundable basis. The submission of this order form is an obligation to print our yearbook as indicated above. We may change the number of copies and price prior to your submission of materials for printing; however, changes will result in a change in price. Upon receipt of our materials, we will receive an invoice for the full amount of this order form plus any increases or decreases due to changes in specifications. The full amount of the invoice is due upon receipt and must be received at Herff Jones prior to the shipment of our completed yearbooks. Standard ground shipping of the books is included in the cost. Tax is additional. We understand that copyrighted materials may not be used in the creation of our yearbook without the express written consent of the copyright owner. Herff Jones has created proprietary artwork, headlines and backgrounds that may be used in the creation of our yearbook. We agree to hold Herff Jones, subsidiaries and affiliates harmless for all editorial content associated with the printing of our yearbook. I, the undersigned authorized agent of the school or organization indicated above, agree in full to the "Terms and Conditions" of this order. This agreement shall be effective when signed below or in counterpart, and photocopy, facsimile, electronic or other copies shall have the same effect for all purposes as an ink-signed original.

Authorized signature: _____ Title or position: _____

Print name: _____ Date: _____

Email: _____ Herff Jones representative: _____

JANUARY 2020						
S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY 2020						
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23	24	25	26	27	28	29

MARCH 2020						
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22	23	24	25	26	27	28
29	30	31				

APRIL 2020						
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MAY 2020						
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31						

JUNE 2020						
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28	29	30				

JULY 2020						
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AUGUST 2020						
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30	31					

SEPTEMBER 2020						
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27	28	29	30			

OCTOBER 2020						
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2020						
S	M	T	W	T	F	S
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22	23	24	25	26	27	28
29	30					

DECEMBER 2020						
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6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30	31		

SUBMISSION CALENDAR

All submission dates are Mondays (with the exception of the color-coded dates below).

Books submitted Tuesday through Sunday will have the ship date calculated based on the following Monday.

The color-coded dates below indicate deviations from the normal pattern for peak submission and ship dates.

SUBMIT DATE SHIP DATE

Jan. 6, 2020.....	Feb. 1, 2020
Jan. 13, 2020.....	Feb. 8, 2020
Jan. 20, 2020.....	Feb. 15, 2020
Jan. 27, 2020.....	Feb. 22, 2020
Feb. 3, 2020.....	Feb. 29, 2020
Feb. 10, 2020.....	March 7, 2020
Feb. 17, 2020.....	March 14, 2020
Feb. 24, 2020.....	March 21, 2020
March 2, 2020.....	March 28, 2020
March 9, 2020.....	April 4, 2020
March 16, 2020.....	April 11, 2020
March 23, 2020.....	April 18, 2020
March 30, 2020.....	April 25, 2020
March 31 - April 1, 2020.....
.....	May 2, 2020
April 2-6, 2020.....	May 9, 2020
April 13, 2020.....	May 16, 2020
April 20, 2020.....	May 23, 2020
April 27, 2020.....	May 30, 2020
April 28-May 11, 2020.....
.....	June 6, 2020
May 18, 2020.....	June 13, 2020
May 25, 2020.....	June 20, 2020
June 1, 2020.....	June 27, 2020
June 8, 2020.....	July 4, 2020
June 15, 2020.....	July 11, 2020
June 22, 2020.....	July 18, 2020
June 29, 2020.....	July 25, 2020
July 6, 2020.....	Aug. 1, 2020
July 13, 2020.....	Aug. 8, 2020
July 20, 2020.....	Aug. 15, 2020
July 27, 2020.....	Aug. 22, 2020
Aug. 3, 2020.....	Aug. 29, 2020
Aug. 10, 2020.....	Sept. 5, 2020
Aug. 17, 2020.....	Sept. 12, 2020
Aug. 24, 2020.....	Sept. 19, 2020
Aug. 31, 2020.....	Sept. 26, 2020
Sept. 7, 2020.....	Oct. 3, 2020
Sept. 14, 2020.....	Oct. 10, 2020
Sept. 21, 2020.....	Oct. 17, 2020
Sept. 28, 2020.....	Oct. 24, 2020
Oct. 5, 2020.....	Oct. 31, 2020
Oct. 12, 2020.....	Nov. 7, 2020
Oct. 19, 2020.....	Nov. 14, 2020
Oct. 26, 2020.....	Nov. 21, 2020
Nov. 2, 2020.....	Nov. 28, 2020
Nov. 9, 2020.....	Dec. 5, 2020
Nov. 16, 2020.....	Dec. 12, 2020
Nov. 23, 2020.....	Dec. 19, 2020
Nov. 30, 2020.....	Dec. 26, 2020
Dec. 7, 2020.....	Jan. 2, 2021

**Breathe in. Breathe out. Then, read this book. It's OK, we know it's overwhelming.
This is where we try to break it down and make it easier.**

DON'T WORRY, YOU'LL NEVER YEARBOOK ALONE.

