

MORE ONLINE

Check out *LearnYBK.com* for more inspiration, guidance and skill-building.

SECTION ONE
WELCOME TO HERFF JONES
A guide for new advisers.

SECTION TWO
TEAM AND LEADERS
Cultivate the community that works.

SECTION THREE
INTRO TO JOURNALISM
An overview of the basics.

SECTION FOUR
THEME AND VOICE
It unites the verbal and visual.

SECTION FIVE
COVERING YOUR SCHOOL
They all have stories to tell.

SECTION SIX
REPORTING AND WRITING
Use their words, not yours.

SECTION SEVEN
CAMERAS AND PHOTOS
Create a photo worthy of the spotlight.

SECTION EIGHT
LAYOUT AND DESIGN
Make it all fit together.

SECTION NINE
TOOLS OF THE TRADE
Getting started with eDesign and InDesign.

SECTION 10
PEOPLE AND INDEX
Complete the history book.

SECTION 11
SELLING YOUR BOOK
The book only matters if people buy it.

SECTION 12
WORDS TO KNOW
Glossary and curriculum alignment.

HERFF JONES  BY YOUR SIDE.

▶ SECTION ONE

WELCOME

HOW TO YEARBOOK

POWER AND
RESPONSIBILITY
RESIDE IN THE ART
OF STORYTELLING.

Welcome to yearbook.

- Chances are you got here because you were “volun-told” you’d be the yearbook adviser.

We get it.

It’s a recurring theme.

And, you’ll realize theme is an important piece of yearbook.

The first thing you should do is **breathe**.

The first thing you should know is **you are not alone**.

When you work with Herff Jones, you become part of our international network of advisers and students. We’re here for you.

We like to think of the greater Herff Jones community as your yearbook compass. Sometimes we see the path, sometimes the limit. But don’t worry. You will never yearbook alone.

Your representative also doesn’t work alone. Your rep is your first point of contact. Not only are they the best in the business, but our reps are the face of Herff Jones to you and your school. As superhuman as Herff Jones reps are, we know it takes a team to produce the world’s best yearbooks. So, you have a dedicated customer service adviser (we call them CSAs for short) in the plant. These folks are our friends, our partners and the heart and soul of the operation. From there, you also have a team of certified technical support advisers (called TSAs) who

are true experts in all the software you’ll use to produce your book. We usually keep them and their toll-free number (877-362-7750) active later into the evenings, in case you and your staff members are working late.

See! You already have a team behind you. We won’t let you down.

You should probably know something about Herff Jones. We’re an Indianapolis-based company full of people who love what they do. Up our corporate ladder, we are former yearbookers who know what it means to bear the responsibility of producing the most important book you and your students will ever hold. And, we’ve learned a few tricks here and there to make your life easier.

We’re glad you’re here.

So, let’s get started.



Adviser not advisor

Your first lesson: We spell adviser with an “e.” It goes back to the 1800s. The way the yearbook industry spells it gives respect to the advice, counsel and oversight you provide. It implies action. The spelling with an “o” implies an inactive role or simply a title. Yearbook advisers are the most important people in all our operation.

The Herff Jones way

We do yearbook differently. It’s a claim we make boldly and proudly. Famed author Pat Conroy put it best when he wrote for us, “A yearbook is a love letter a school writes to itself.” Yearbook has transformative powers. Some might call it... magic. It records where we lost ourselves more times than we can count. Where we suffered from bad complexions and fashion choices we wish we could forget. But it also reminds us where we found ourselves. Yearbooks offer a glimpse of who we are to become. And if we yearbook correctly — yes, yearbook can also be a verb — it’ll be among the most cherished possessions our students will ever own. Responsibility resides in the art of storytelling.

That responsibility means all students deserve to be remembered. We believe in “zero/zeros,” meaning there are no students left out. (There’s more on this in

the Covering Your School section.) When we overlook students, we leave them out of the story of the year. We are telling them their stories don’t matter. All students are precious to us, and we work by your side to find ways to include as many of them in the book as possible. It’s not just the Herff Jones way... it’s the Golden Rule.

If that sounds daunting, fear not. We have resources in place to get you there.

We also provide you and your staff members a place to belong. You’ll soon realize yearbookers are a unique breed. We stand out in the crowd because we are usually covering the crowd. We can be found on the sidelines sometimes with a camera in hand, but always taking note. We are the keepers of history and the tellers of story. So, when you work with us, there are abundant resources and advice freely shared. No question too out-of-the-ordinary and no concern too small. The perfect yearbook has yet to be created. That’s why we keep trying.

We are your partner.

The educators’ educators.

We’ll always be here. By your side.

Checklist

FIRST STEPS

It will be OK if you do these things.

- ☐ Breathe again.
- ☐ Meet with your Herff Jones rep.
- ☐ Make a list of questions or things you want to change in your book.
- ☐ Be prepared to prioritize your list.
- ☐ Accept you may learn more “what not to do” than “what to do” your first book.
- ☐ Don’t try to change the world...yet.



THANK YOU TO HJ REP JAMIE SILVER FOR USE OF HIS PHOTOGRAPHY OF OUR KANSAS CITY PLANT.



CAMPOLINDO HIGH SCHOOL • MORAGA, CA

REAL-WORLD ADVICE

Stay sane

It’s OK to have a “just get through it” mentality the first year. If you feel overwhelmed, adopt the “do no harm” philosophy. Maintain your sanity and work/life balance by changing only what stands in the way of getting pages done on time. You won’t know what that is until you’re knee-deep in the process.

Your primary focus should be realistic goals of meeting deadlines, making your budget numbers, getting as many students’ voices as possible on the pages and delivering on time.

As with other seemingly monumental undertakings, yearbook will take as long and as much of your life as you let it. No matter what you read here, produce the book your community will support, and one which will allow you to maintain a healthy work/life balance. You will get no judgment from us! You are our priority!

Make a plan

Ladder planning is everything. What’s a ladder? Great question. It’s not the physical kind on which you stand. And it has nothing to do with your PLC. It’s the diagram showing all the pages in your book. (This is covered in detail in the Covering Your School section.) Find your Herff Jones kit box in your classroom which contains blank ladders. Can’t find it? No worries. Either ask your rep or your CSA to send you “wall and desk ladders.” We provide these for free.

Some advisers laminate the poster and use dry erase markers. Others write in pencil, anticipating several revisions. Some stick adhesive notes to it until they get the page allocation just right. And, we’ve heard some people write all the content they want in the book on index cards and keep shuffling them and combining them until it’s what they want before they transfer that to the ladder. Don’t worry if you make a mistake. We have more.

We indulge, support and enable all manner of neatniks and detail-obsessed color coders. You’re among friends.

Two “books” inside one cover.

Don’t take the preceding sentence literally. It’s a metaphor for how we suggest you and your staff structure your yearbook. Your book serves two distinct purposes: 1) Recording the year for students who lived it, and 2) preserving the history of your school community. Therefore, there are two kinds of content — editorial and reference — making up your book. Just making this distinction will put you far ahead of most new (and some veteran) advisers.

The editorial portion of your book should be home to action-packed photos and descriptive student quotes, telling reactions to the events and happenings of the year. This is the first part of the book but can be completed later on. On these pages, cover life inside and outside school, students engaged in the learning process, students involved at school and in the community and all competitive pursuits, whether they be in a uniform on a field or not. Some spreads (two facing pages) from this portion of the book should be submitted on your deadlines before winter break.

The back of your book houses the reference content, such as student and faculty portraits, photos of clubs and teams, business and personal ads, and your index. All of this is explained later in other parts of *How to Yearbook*. For now, understand the two types of coverage and how they fall on your ladder.

As you plan your ladder, keep track of what goes where. First, divy the coverage between editorial and reference. Then, on a second pass, you can organize those portions to your liking. Go ahead and start the ladder on your own. This doesn’t require staff buy-in. It will make the process easier and ultimately get pages on the way to the plant faster.

If you’re inheriting a staff from a long-term adviser, don’t be surprised if students think you’ve lost your mind! It happens.

They’re kids. Here’s your rationale: If you are selling fewer than half of your student body a book, or if your book is included in student fees but excitement and buy-in have waned, why not try modernizing the structure? “But everyone will…” will probably be the response you hear. Ignore it. If “everyone” would react negatively, then “everyone” would have bought and supported the book already.

Disclaimer: Don’t change what works! If 80 percent of your student body or more bought the previous book, or if your book is included with fees and was met with immense on-campus acceptance, don’t change a thing. No, seriously! Don’t break what’s working. Learn how you fit into that well-oiled machine.



The view from on high

Get a global view of the program from your administration. Host an overview meeting and invite your Herff Jones rep.

The agenda should be simple:

- ▶ What does success look like with ad sales, book sales, percentage of student body covered, topics to avoid, etc.?
- ▶ Have there been issues with content or lack of coverage in previous books? Do you have a reputation to mend or build?
- ▶ Are there staffer or parent issues to address? Get approval to have staff contracts. Yes, successful advisers have a signed agreement with every staffer (and often parents) no matter if they run an after-school club or a nationally competitive program.
- ▶ Go in armed with *How to Yearbook* and find sample syllabi online at: LearnYBK.com.

Get the 411

Successful yearbook advisers are made by the information and data they may access. Availability of information, such as name lists, guardian contact information, team rosters, master class schedules for all students, faculty phone and email lists, is critical to getting work done and running your business. Get administrative approval for you to access all these types of information, understanding confidentiality is essential.

We readily provide FERPA (the acronym for the Family Educational Rights and Privacy Act, which is also known as the Buckley Amendment) documents, so you'll see how loading your name list to eDesign, our online page creation program, and eBusiness, our financial management program, does not constitute a use of aggregate data. Rather, you control the "personally identifiable information" you or your business staff has entered. This information is, and will always be, for your use in communicating with parents. We will never use or access it.

Dollars and sense

Yearbook is a business, a cottage industry operated within the auspices of your school. Students are employees. And their job performance determines what they make on their report cards. You have to live within the budget you set for your program, and we are here to commit to that along with you.

Ask these kinds of questions of your administration and rep during your initial meeting:

- ▶ Have we implemented "tiered" pricing to offer the book at lower prices?
- ▶ How have you promoted and sold business and personal ads in the past?
- ▶ Do we only sell ads to senior parents? Why?
- ▶ Has the ad sales process worked smoothly in the past?
- ▶ Is the program's equipment what we need to be successful? Are there plans for upgrades?
- ▶ Are there supplemental sources of income such as portrait rebates? Most administrators invest the rebates from the portrait company into the yearbook program. Have this discussion and get the agreement in writing.
- ▶ What is the relationship between the yearbook program and the school's media-related classes (such as intro to journalism, newspaper, literary magazine, broadcast and photography)?

Save the dates

When it comes to book sales, we believe the sun rises and sets on the schedule set by yearbook advisers. And, while that's not exactly a law of nature (yet), we do believe you should have significant input in your school calendar.

Align your book price changes and deadlines, as well as business and personal ad deadlines, with school events to help parents remember. (Something like; "It's a scary thought to not have a yearbook. Order by October 31 for best pricing!")

Photography

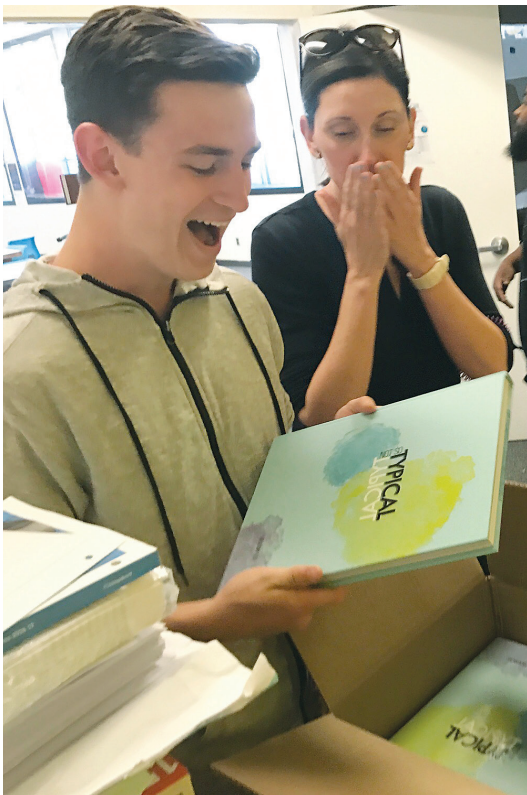
Set your portrait, club and team photo dates with your contracted photography company as soon as possible in the fall semester so you can use these spreads in the reference portion of the book to meet your early deadlines. Ask for both the first sittings and make-up dates to happen in plenty of time to get the images back by Thanksgiving, or earlier.

This is jargon, but if you've switched to a new portrait company or if it's a local outfit, ask your portrait representative: "All portraits are formatted according to the PSPA guidelines, right?" PSPA stands for Professional School Photographers Association, which is an independent association not affiliated with Herff Jones or any other printing company. The affirmative response means the data will import and work seamlessly for your staff.

No one understands the ordeal club and team photos present until they've lived through the process.

We have it all outlined for you in the People and Index section. Like all things yearbook, it takes time to organize passes and photo times, but you will be the hero of the school that day, and it will make the entire process so much easier for you and your staff.

Team and club photos may be the only time students will be covered in your book. Therefore, it's vital you include full names (left to right starting with the front row) for every group. Worried? Don't be. Getting names is easy if you follow our instructions.



HIDDEN VALLEY HIGH SCHOOL • ROANOKE, VA | CALIFORNIA HIGH SCHOOL • SAN RAMON, CA
ALAMEDA HIGH SCHOOL • ALAMEDA, CA | MAULDIN HIGH SCHOOL • MAULDIN, SC

Your team

How to Yearbook has been created to serve a myriad of purposes. First, as we are fond of saying, “No one has a degree in yearbook.” We hope this curated collection of suggestions and solutions makes you the expert in your school. Second, all of the materials here should apply — to varying degrees — to club advisers, volunteer parent coordinators, veteran advisers looking to spice up their programs, on up to the advisers of the most competitive programs around. It’s impossible for one piece to solve all the world’s problems, but this is our best shot.

Regardless of your situation as volunteer, club or full-blown class, you need to identify your team or the possibility of having a team. If you have a class for credit hours, the work expectation should be that of an honors English class on your campus. Unlike other

classes where students share the same assignments, in yearbook, no two students should have the same task, deadline or expectation.

If you’re a club or a parent volunteer, your team needs to consist of parents you see at all the events with cameras, their students and other students who are willing to talk to anyone.

There’s a false belief yearbookers are chosen because they are good writers.

Since we suggest 90 percent of all “copy” or text in a book be colorful and descriptive quotes from students who are not on the actual yearbook staff, writing ability is second to work ethic and personality.



KALANI HIGH SCHOOL • HONOLULU, HI

WE EMPOWER
THE STORYTELLERS
OF THIS GENERATION.



UNDERSTANDING YOUR ROLE

Here are some overview job descriptions to help you see yearbook's myriad responsibilities, divided into four parts.

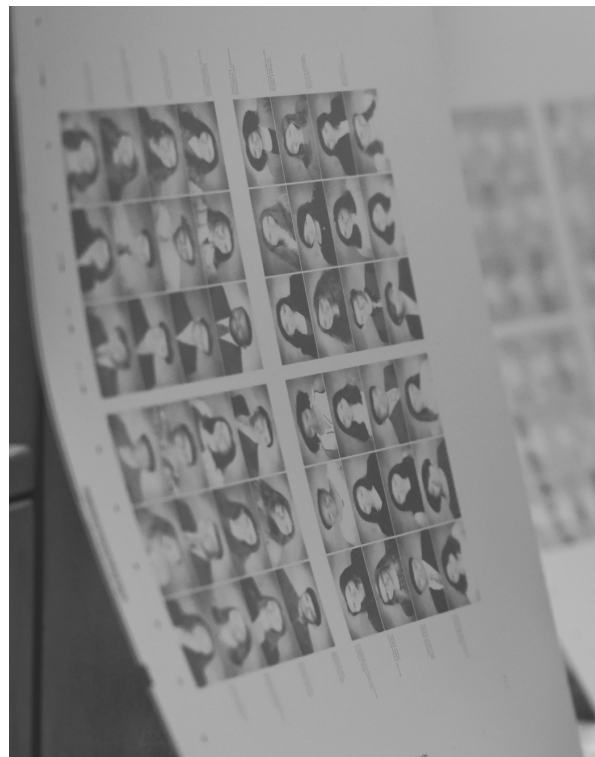
It's not the kids' book. It's your book. You are the publisher. You are responsible for content and the financial success of the program. It is a "student-led" activity, but students are not in control. Think of a football game without a coach and a marching band without a director. It would be chaos. Same here.

Adviser as CEO

As the CEO, you oversee all of your financial records. This means setting up your online accounting system, eBusiness, for book and ad sales. Part of this process will be choosing whether to sell either books or ads online and the dates for tiered pricing to change. As you get the hang of how things work, these are tasks you can delegate. If you take cash or checks in your classroom, don't delegate the receipting process until you have students you trust. You'll learn yearbook is about learning what you can delegate, when and to whom. See the Selling your Book section for more.

Adviser as educator

As the educator, yearbook is as much a microcosm of real-world business life as you choose to make it. The perfect incubator of executive-level reasoning and 21st century or "passion-based" learning, you can make your program one of the most challenging academic experiences your school provides.



How To Yearbook can be your roadmap. We show you how to teach your students not only to write for an audience from original research (a much different skill than English assignments), but also editing, leadership, layout and design, photography, desktop publishing software and business management, all while building a sense of accountability and maturity. This only happens with full support and understanding from your administrative and guidance departments as to the types of students you should have in your program and the requirements you expect them to meet. If there is any precedent for the adviser to pre-screen or interview students for acceptance to yearbook, preserve that privilege.

Some advisers in our network follow this fail-safe approach: Teach this curriculum diligently for the first six weeks or so, then get to work. Use the lessons and skill-builders during production to keep their skills sharp. Do a follow-up assessment when all your pages are sent to the plant.

Yearbook should be treated just like any other part-time job. Staffers have to show up.

They have to do what the boss says by the deadline. Then they are rewarded. Make your grading easy to maintain. Keep it flexible since all yearbookers are different, and they learn and work at different levels and at different paces. Search LearnYBK.com for more grading information.

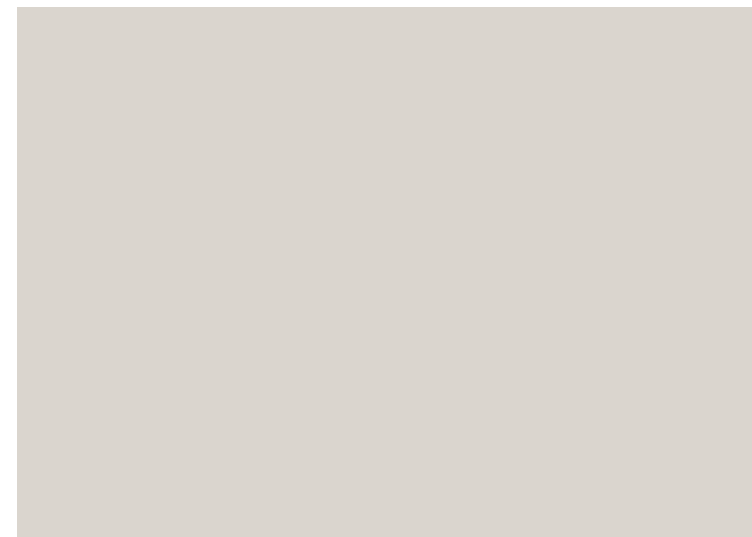
Adviser as production manager

Learn the art of finessing yearbook deadlines. Real deadlines are between you, your rep and the plant. Your students don't need to know the real in-hand dates. Their deadlines are when you tell them. Give yourself time to review content as well as gauge the quality of the work before you submit pages.

Take the pros' advice: Avoid large deadlines. Have as many mini deadlines as you can stand. It keeps staffers on track, keeps you sane and keeps things moving along. If you have deadlines, say, every Friday, you can tell who is working and who needs more help.

There are countless ways to be successful and countless ways to run your yearbook business. Search the website for deadline charts. Choose the one which works best for you and your circumstances. Don't be surprised if you, like everyone else, experiment with many different approaches. Sometimes within the same year. Sometimes within the same semester. Just remember to be transparent in your communication to students and parents.

Have different teams of students working on different areas of the book at the same time. This keeps everyone engaged, and it allows you to do your book in reverse. That's right! The ultimate tip from the pros! If you've already placed content on the ladder where it belongs between editorial and reference portions of the book, why not assign leaders for each of the portions? Why not do the easier content first? If you've been paying attention, we are leading you to have all your portraits, fall sports teams and all clubs photographed and named as soon as possible because these are the easiest to do.





Why not send those pages as soon as they are done? Why reinvent the wheel? Reference layouts can be recycled year after year since you'll find what works for the size of your book and the size of your school soon enough. Change the fonts and graphic treatments, maybe tweak them a bit and move on.

By the middle of your first semester, you'll already have content from your editorial team edited and ready to place. Why not merge the two? Use talking heads (check out the Layout and Design section for a description of this term) with quotes from students who were not covered enough in the previous book to liven up the club and team spreads. Then, use some of your stories and photos as sidebar modules on the portrait pages. This keeps those pages fresh. Don't fall into the trap of "only senior coverage goes on senior pages." Not anymore! Any smaller modules of content will fit alongside portraits. Space is space. Coverage is coverage.

Adviser as Coach

The movie *Field of Dreams* contained the famous line, "If you build it they will come." This is so applicable to advising. Schools are filled with kids who need some place to belong, a school home. Yearbook attracts a cross-section of students. They may fuss and fight at times, but will eventually bond.

They get it, eventually, if you speak to them like young adults.

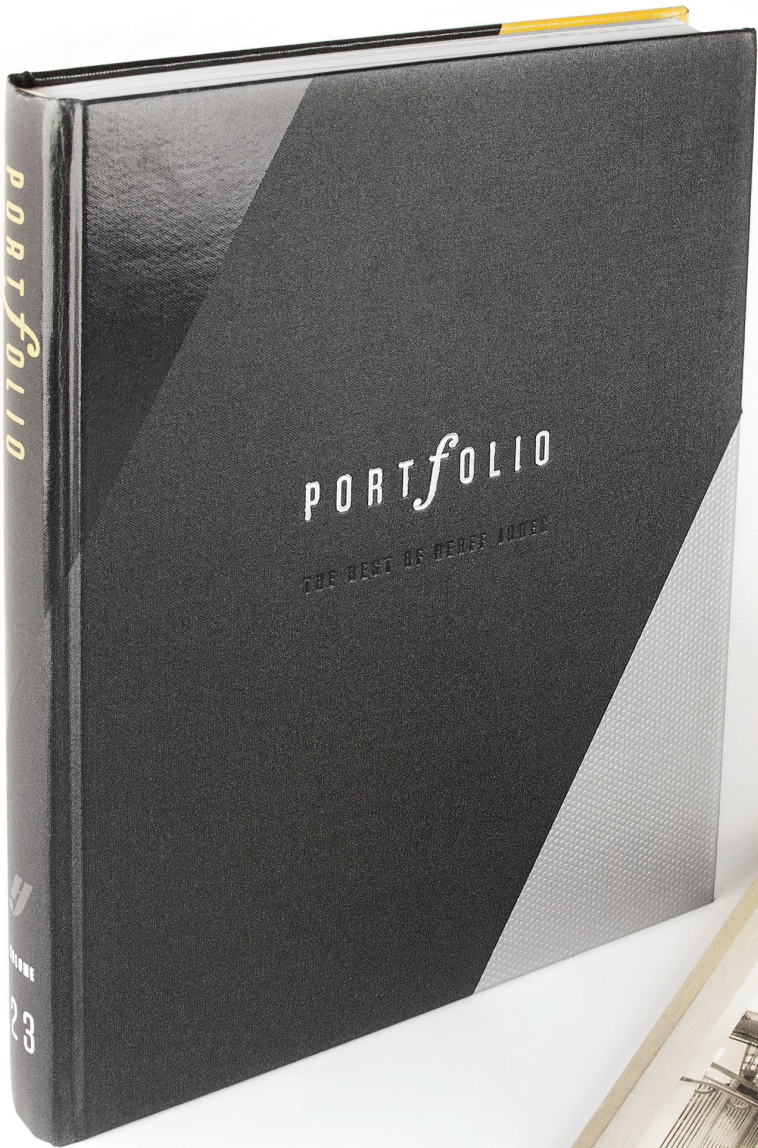
And, to repeat for clarity, they fuss and fight. Your relationship with yearbook staffers will be different. Maintain control, but build the environment for them you wish you'd had in high school. Give them opportunities to earn your trust, and empower them a little more. And, a little more. And, a little more. Soon enough you'll be attracting the top students, having fun amid the chaos of yearbook and having more impact on a group of kids — and your community — than you ever believed. Remember when you read earlier that yearbook was magic? Yeah. That.

(Check out the Teams and Leaders section for more.) You've gotten an overview of your support system, know how to correctly spell your title and read some tips from the pros. Here are some highlights in bullet form for you to process when you've realized this really is your job. You really are the keeper of your school's history. You can change kids' career paths and lives just by accepting them into the yearbook world. And, yes, some parent will call or email on distribution day demanding your resignation because you left a comma out of a senior ad. It has happened to all of us. But, don't worry. Remember. We are always by your side.

HELPFUL RESOURCES

- 1. Start-the-year docs
 - ▶ Contact information sheets
 - ▶ Sample syllabi
 - ▶ Staff contracts
 - ▶ Policy manual samples and, sadly, tragedy policies
- 2. Organizing your staff
 - ▶ Job descriptions galore
 - ▶ Staff routines
 - ▶ Work-days and -nights
- 3. Grading philosophies and practices
 - ▶ Points systems
 - ▶ Rubric systems
 - ▶ Suggestions for grading less and producing more
- 4. How to plan for the end of the year
 - ▶ Distribution planners
 - ▶ The book's done! Now what?
 - ▶ Year-end projects
 - ▶ Summer projects

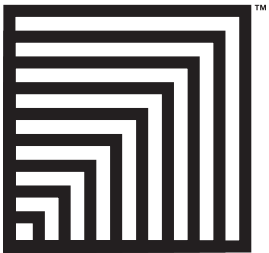
All of this lives online at LearnYBK.com



*Through
Portfolio,
our annual
publication
of our staffs’
best work,
to its sibling
publication,
Folio, a
regular print
magazine,
we love to see
our students
and advisers
shine.*

**THE BEST OF
HERFF JONES**
A thoughtfully
curated collection.
A yearbook for
yearbookers.
Our pride-and-joy
publication shows
off more than 400
staffs’ best work to
provide ideas and
inspiration.

**YOUR NO. 1
RESOURCE**
Our magazine
showcases
all aspects
of managing
a yearbook
program. Filled
with tips, advice
and ideas to aid
in building your
best book yet.



**YEARBOOKS TAKE SHAPE
WITH SQUARE ONE**
Get more students on pages.
Speed up the process.
Create spreads just like the
pros. We provide the grid.
You provide the stories. Fit
modules together to create a
professional look.

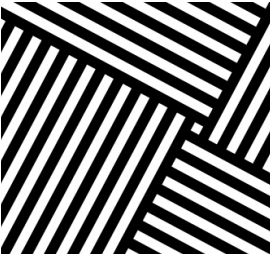


**MANAGE THE WORK
WITH TASK MANAGER**
Yearbook creation comes
with its own terms, tight
deadlines and a work
schedule ruled by student
calendars. Meet Task
Manager. Problem solved.

BY YOUR SIDE
*With our support
and training
materials, you
become the expert
your program
needs to thrive.*



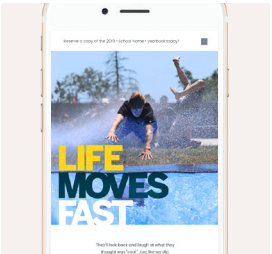
**WHERE INK
MEETS PAPER**
You do the interviews. You
take the photos. You design
the spreads. We turn those
into a keepsake students
will reach for again and
again. When we say bound
by Herff, we know the
quality-obsessed employees
in our plants make that
commitment come to life.



FOLLOW THE LEADER
Stay up-to-date on the
happenings in the yearbook
world. Follow our social
media accounts.
@HJYearbook



**DELIVERING ADOBE®
OPTIONS ONLINE**
Work when and
where inspiration
strikes while enjoying
the bells and whistles
of all our extensions.



SELL WITH SALES ASSIST
We'll design and send
emails to your parent list
for you. Ask your rep how
to sign up for this year-
long campaign.

Acknowledgments

*Our curriculum would be incomplete if not for the heart you infuse
in every word, every pica and every pixel. Your story is our story.*

Alameda High School • Alameda, CA	Hanover Area Junior/Senior High School • Hanover Township, PA
Altavista Combined School • Altavista, VA	Haverford High School • Havertown, PA
Antelope High School • Antelope, CA	Hayfield Secondary School • Alexandria, VA
Atlee High School • Mechanicsville, VA	Heritage High School • Vancouver, WA
Benicia Middle School • Benicia, CA	Herndon High School • Herndon, VA
Bishop Smith Catholic High School • Pembroke, Ontario	Hidden Valley High School • Roanoke, VA
Boise High School • Boise, ID	Hinsdale South High School • Darien, IL
Brookville High School • Lynchburg, VA	Indiana University • Bloomington, IN
California High School • San Ramon, CA	Irvington High School • Irvington, NY
Campolindo High School • Moraga, CA	James Enochs High School • Modesto, CA
Cape Fear Academy • Wilmington, NC	Jefferson City High School • Jefferson City, MO
Carondelet High School • Concord, CA	Kalani High School • Honolulu, HI
Central Valley High School • Spokane Valley, WA	Katherine L. Albiani Middle School • Elk Grove, CA
Chantilly High School • Chantilly, VA	Lafayette High School • Wildwood, MO
Cheyenne Mountain High School • Colorado Springs, CO	Laguna Hills High School • Laguna Hills, CA
Chino Hills High School • Chino Hills, CA	Lake Central High School • St. John, IN
Christ Presbyterian Academy • Nashville, TN	Langley High School • McLean, VA
Christian Brothers College High School • St. Louis, MO	Lewis-Palmer High School • Monument, CO
Clover High School • Clover, SC	Lindbergh High School • St. Louis, MO
Columbus North High School • Columbus, IN	Longmont High School • Longmont, CO
Corning-Painted Post High School • Corning, NY	Los Alamos Middle School • Los Alamos, NM
Corning-Painted Post West High School • Painted Post, NY	Maggie L. Walker Governor's School • Richmond, VA
Cottage Grove High School • Cottage Grove, OR	Mauldin High School • Mauldin, SC
Crescent Valley High School • Corvallis, OR	Mesquite High School • Gilbert, AZ
Cupertino High School • Cupertino, CA	Miami Lakes Educational Center Miami Lakes, FL
Darlington School • Rome, GA	Miami Senior High School • Miami, FL
Dunnellon High School • Dunnellon, FL	Millburn High School • Millburn, NJ
duPont Manual High School • Louisville, KY	Mirman School • Los Angeles, CA
East Paulding High School • Dallas, GA	Mount Tabor Middle School • Portland, OR
Euclid Middle School • Littleton, CO	Mountain View High School • Mesa, AZ
Florida Christian School • Miami, FL	New Trier High School • Winnetka, IL
Foothill High School • Henderson, NV	Newsome High School • Lithia, FL
Gabrielino High School • San Gabriel, CA	North Broward Preparatory Coconut Creek, FL
George Walton Academy • Monroe, GA	North Cross School • Roanoke, VA
Greenfield Junior High School • Gilbert, AZ	Olathe Northwest High School • Olathe, KS
Hanford High School • Richland, WA	Overland High School • Aurora, CO

Parkway South High School • Manchester, MO
Parkway West High School • Ballwin, MO
Patrick Henry High School • Ashland, VA
Pleasant Grove High School • Texarkana, TX
Ponte Vedra High School • Ponte Vedra, FL
Potomac Falls High School • Potomac Falls, VA
R.J. Reynolds High School • Winston-Salem, NC
Rancho Milpitas Middle School • Milpitas, CA
Redondo Union High School • Redondo Beach, CA
Roger Williams University • Bristol, RI
Salem High School • Salem, VA
Segerstrom High School • Santa Ana, CA
Sierra Middle School • Parker, CO
Smoky Hill High School • Aurora, CO
South Lakes High School • Reston, VA
South Paulding High School • Douglasville, GA
Strawberry Crest High School • Dover, FL
Suffern High School • Suffern, NY
Sunny Hills High School • Fullerton, CA
Temple City High School • Temple City, CA
The Harker School • San Jose, CA
The Hun School of Princeton • Princeton, NJ
Toby Johnson Middle School • Elk Grove, CA
Turner Ashby High School • Bridgewater, VA
Tuscarora High School • Frederick, MD
Tuttle High School • Tuttle, OK
Walnut High School • Walnut, CA
Ward Melville High School • East Setauket, NY
Warren Hills Regional High School • Washington, NJ
West Forsyth High School • Clemmons, NC
West Forsyth High School • Forsyth County, GA
Westfield Middle School • Westfield, IN
William Byrd High School • Vinton, VA

INDIVIDUALS

Ann Akers, Kristin Czerminski,
Justin Daigle, Madison Dillard, Carrie Faust,
Tom Gayda, Brenda Gorsuch, Susan Happel,
Erinn Harris, Mary Harris, Jean Henry, Pat Hinman,
Katy Hoffstatter, Jaclyn Holman, Megan Kearney-Sebold,
Caroline Mattox, Mimi Orth, Kara Petersen, Patty Posey,
Charlie Robertson, Jamie Silver, Mike Simons,
Matt Sloan, Devon Swale, Ginger Thompson, Mary Titus,
Beth Ward, Evan Williams and Mitch Ziegler

HOW TO YEARBOOK

THE HJ WAY

Betsy Brittingham served as editor-in-chief of *How To Yearbook The HJ Way*, an overhaul of Herff Jones' curriculum experience. She brought to the project a degree in journalism as well as newspaper and ad agency copy and planning experience. In addition, she taught advanced placement English, served as department chair and advised a Gold Crown and Pacemaker winning yearbook, appearing on both national award lists five consecutive times. Her staff also won Virginia High School League state championships, earning Colonel Charles E. Savedge Award recognition for sustained excellence in her final year of advising. She now leads all instructional material projects as a member of the company's in-house creative agency based in Indianapolis, also known as YBKhq.

*Writers, designers, content creators
and conclusion drawers:*

Hayley Behal, Mark Childers, Nelson Helm,
Bethany Hopper, Kyle Lewis, Samantha Long,
Evan Modesto and Becky Sharkey

Steve Kent
creative director

*Remember, examples are for
inspiration, not duplication.*

The work featured remains
the property of its creators.

COLOPHON

PREPRESS: Images passed through the company's hallmark ColorPlus™ process, during which each was hand adjusted for its best reproduction based on specific Fuji® and Heidelberg® settings proprietary to Herff Jones. A Fujifilm Luxel Vx9600 Violet CTP Device wide imagesetter output all pages direct-to-plate (CTP) at 2400 dpi and 175-line screen. SOFTWARE: Adobe® CC 2018. PRINTING: In Herff Jones' Kansas City printing complex, vegetable-based inks were applied to 100-pound Refresh uncoated, recycled stock through Heidelberg® Speedmaster XL 106 presses before passing through the bindery for saddle-stitching.

Herff Jones and the HJ logomark are registered trademarks of Herff Jones, a Varsity Achievement brand. Adobe is a registered trademark of Adobe Systems, Inc. as Heidelberg is of Heidelberger Druckmaschinen AG.

HERFF JONES