

YBK

essentials

YOUR GUIDE TO ALL THINGS YEARBOOK



WHO TO CALL

THEY'VE GOT YOUR BACK,
SO ALWAYS HAVE THEIR
INFO 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

Submit a customer support form:
herff.ly/techsupport

SCHOOL PHOTOGRAPHER

Company Name: _____

Contact Name: _____

Email: _____

Phone: _____

DETAILS TO KNOW BEFORE YOU CALL YOUR TSA OR CSA:

Your 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

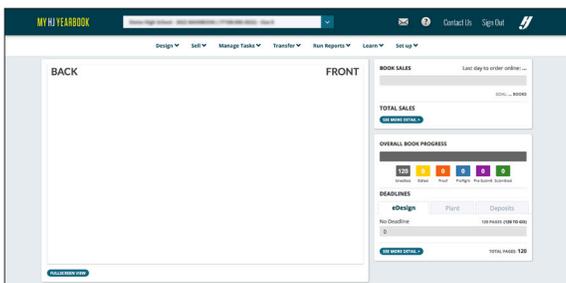
TSA (TECH SUPPORT)

- Assistance with book settings
- eDesign and eBusiness setup
- Submitting pages
- Uploading PSPA/PSPI file
- Uploading your Name List

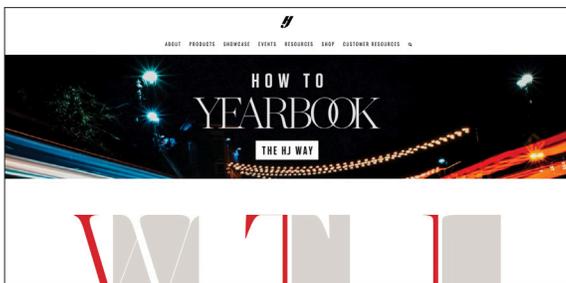


WAYNE CLEMONS, JR. | DESERT CHAPEL HS
PALM SPRINGS, CA
If you'd like to see your photo here, submit it for consideration at: herff.ly/submitphotos.

MYHJYEARBOOK.COM



MYHJYEARBOOK.COM



LEARNYBK.COM

MYHJYEARBOOK.COM LOGIN CREDENTIALS

My username: _____

My password: _____

BOOKMARK IT

KNOW WHERE TO FIND THE ONLINE RESOURCES TO CREATE YOUR BOOK

MYHJYEARBOOK.COM

This is your portal to all things yearbook, including eDesign and eBusiness. Also important to InDesign users, this site gives you easy access to deadlines, 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 and job number on your sales posters.



It's a great match

Herff Jones brought together two powerful online design tools to give you creative superpowers. With eDesign and Canva, you'll see how cutting-edge design meets online innovation to make creating a yearbook easier and more exciting.

This is yearbook done right.

ABOUT CANVA

- Easy access from eDesign
- Cutting-edge photo editing
- Filters and effects
- Easily cut out backgrounds to create silhouettes
- Create content to place on yearbook spreads
- Generate infographics to support the story
- Dynamic text features let you get creative with typography
- Design in any language
- Thousands of templates and millions of graphics available at no cost

ABOUT eDESIGN

- Start with a Catalog full of Book Styles, mods and art to make building your yearbook a snap.
- Drag and drop elements into place, from templates to cover designs to Canva-generated art, it's easy to organize and build.
- Coverage reports, Staff Activity Reports and eBusiness reports all make an adviser's job easier.
- Google integration lets users drag and drop from Google Drive or upload up to 100 photos at once.
- A single photo panel makes placing and cropping photos more streamlined.
- Custom color swatches let users create CMYK color blends and name them.
- Spellcheck, name check, and overset text, duplicate photo and DPI warnings — all work together to help you avoid errors.
- Benefit from built-in sales tools: Send and Sell for sending emails and eBusiness for tracking your book and ad sales.

eDESIGN



IF YOU CAN DREAM IT, YOU CAN BUILD IT.

WE'RE GLAD YOU'RE HERE.



GET READY FOR YOUR BEST YEARBOOK EVER.

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, small teams and large classes. Sometimes, it's just one brave soul trying to put together the events of the year alongside all of those school pictures. 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.

An adviser wears many hats...

1—ESSENTIAL TO-DOS *p.4*

- 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.6*

- 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.16*

- 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

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 another unique identifier
- Parent email address

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

- First 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. These explain how Herff Jones is in compliance with laws related to using student information. Find them at herff.ly/sales-assist-how-to.

UPLOAD YOUR NAME LIST

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

IMPORT LIST TO EDESIGN

Log in at myHJyearbook.com.
Click the Settings tab, under School & Order Information, choose Name List. Check the box and tell eDesign to import it. 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.

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.
- Will you have one price all year or tiered pricing?
- Can you sell books at registration or back-to-school events?
- 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, the powerful business tracking software available only from Herff Jones. Go to MyHJyearbook.com and click on Set up > Set up Sales. Ask your rep or your TSA for help as needed.

KEEP A CALENDAR

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

INCLUDE ON 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 YEARBOOK STAFF, ALSO INCLUDE:

- Staff work days/deadlines
- Cover design due date

all advisers and helpers start here

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

You have the option of choosing a pre-designed cover, selecting a book style or designing your own.

BASIC BOOK ELEMENTS:

- **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 the basic information here. Some schools include number of enrolled students and faculty/staff members.

ONLINE HELP

Access through the Learn menu of MyHJyearbook.com

WHAT IF I DON'T HAVE A YEARBOOK 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.

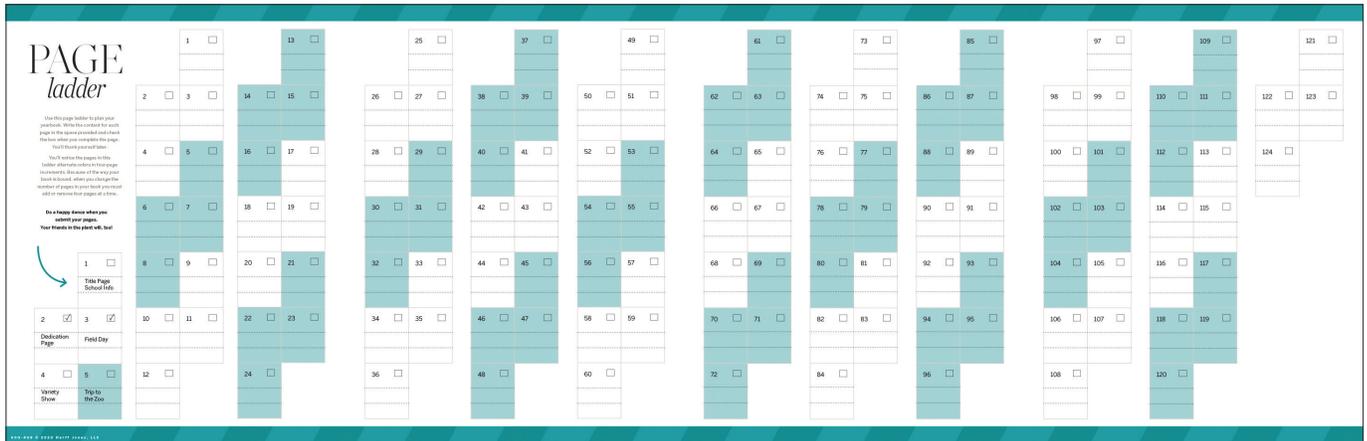
WHAT IF YEARBOOK IS A CLUB?

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 sundaes, 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.

PRODUCTION BASICS



PRINTED LADDER

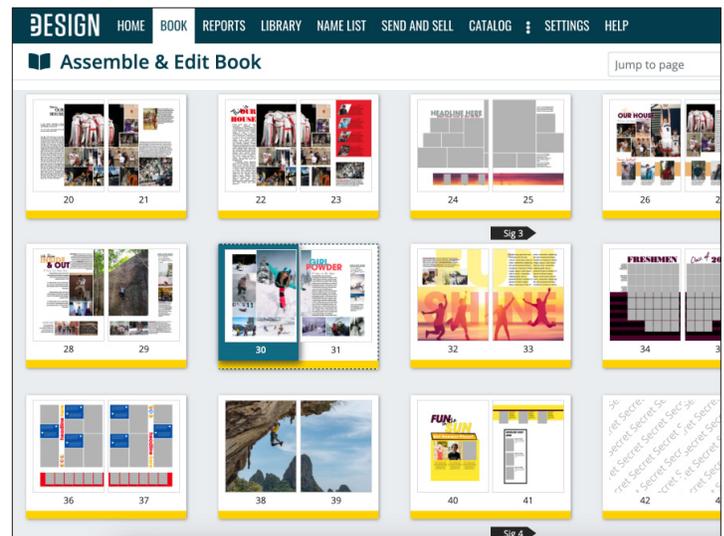
BUILD A LADDER

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 Pages. You'll see all the spreads in your book with thumbnail previews and information about each page.
- 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 specific pages in the ladder. See the tutorial in eDesign Help on setting up the ladder.



EDESIGN LADDER

everything you need to get started



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

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 help with the portrait section, begin with the People and Index section at LearnYBK.com, then check out the tutorials in eDesign help.

STEP 1: OBTAIN THE PORTRAIT FILE

Obtain the PSPA/PSPI file 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, go to the Import/Export menu and choose Import PSPI File. You may 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. See the instructions on editing portraits in eDesign Help for guidance. 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 red alert will appear next to any group in Portrait Flow that needs to be re-flowed. Click Edit beside the portrait flow you need to re-flow. 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 re-flow.**

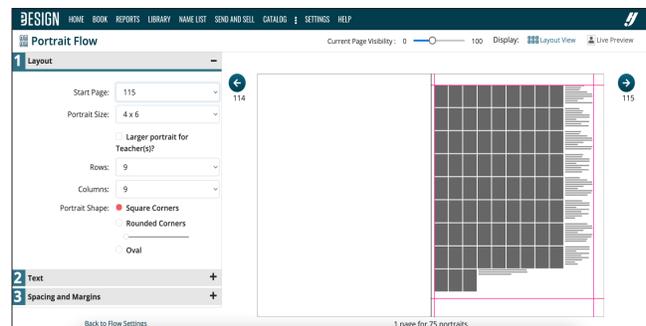
For step-by-step instructions, refer to the portraits information in eDesign Help.

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 Filter 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 re-flow 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 > Portrait Flow to launch.

You can now flow grades or a larger teacher photo.

NAME CHANGES IN PORTRAIT LIBRARY

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

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 and icons to customize their yearbook covers. *Not recommended for soft cover books.*



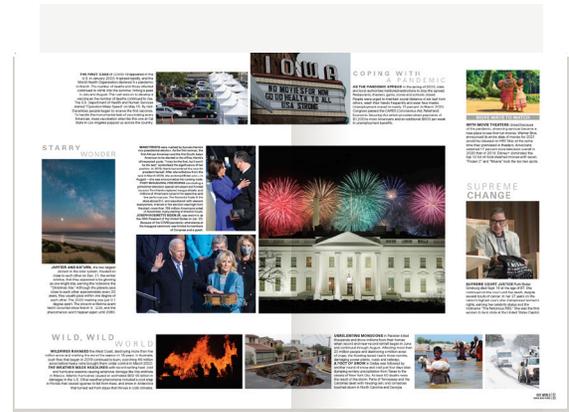
PLASTIC JACKET

Hard-cover yearbooks stay protected and clean 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, the four-page *Our World* supplement features photos and captions about this year's most interesting news stories.

- If you purchase either of these for your entire order, you may choose where you want it to appear in your book (between signatures). If you don't designate an insertion location, it will be added following the last page of your book. Smaller quantities are also available for purchase and come with Kleenstick® self-adhesive tape for easy placement in the books when they arrive.

For more information, visit herff.ly/ybk-add-ons.

PROOF. PREFLIGHT. SUBMIT.

THE eDESIGN WORKFLOW FOR PAGES

A page in eDesign passes through a few stages before it is submitted. These stages help you monitor progress and track what's been done to each page.

UNEDITED

No edits have been made. The page moves to the Edited stage after changes are made and saved on the page. Only the people assigned to the page or the adviser can edit a page.

EDITED

A page remains in this stage while the assigned staff members are working. When the page is complete, click the Pre-Submit link.

PRE-SUBMIT

In this stage, a page can only be unlocked by the adviser. Pre-Submit is the final step before submitting to the plant.

Always generate a high-res PDF of the final version of each page and carefully review it before submission.

The PDF represents what will print, so be sure it appears as expected. This is your proof before submission.

SUBMITTED

The adviser has submitted the book to Herff Jones, and the page has begun its process at the plant.

PREFLIGHT

« Proof

Pre-Submit »

WHEN IT NEEDS MORE WORK:

Use the buttons in the ladder to move a page back to Edited to allow the staff member to edit it again.

BEFORE YOU SUBMIT

Your cover, personalization and all extras must be submitted at the same time as you submit the rest of the book.

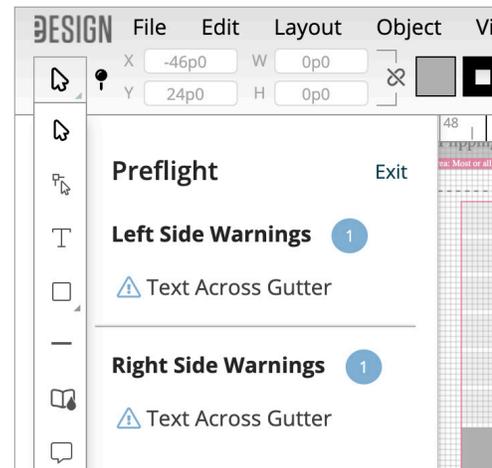
WHEN A PAGE IS LOCKED



PADLOCK ICON: Only one person can edit a page at a time. A padlock indicates the page is currently being edited by another person. An adviser can "force unlock" a page from the ladder if needed.

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 Show Preflight Check.



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, indicating the photo will be fuzzy. 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.

FILTER YOUR LADDER

The Filter menu in the Book module allows you to filter your pages by their production states. Also helpful is the Show My Pages filter that allows staff members to see only the pages assigned to them.

PAGE 114

SIG 8, FLAT B, CMYK

Special Instructions

Filter Pages
✕

▼ Page Status

- Unedited
- Edited
- Proof
- Preflight
- Pre-Submit
- Submitted
- Unfinished
- Secret

➤ Deadline

TOPIC

Assign Topic

SECTION

Assign Section

DEADLINE

Assign Deadline

STAFF: Assign ▼

SUBMITTING THE BOOK

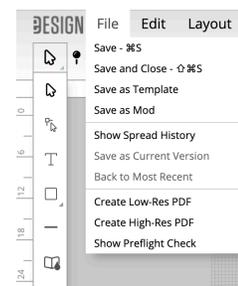
When all your pages have been proofed and are in the Pre-Submit stage, you'll see the Submit Book button active at the top of the ladder. Click the Submit Book button and walk through the submission wizard to transmit your pages and order information to the plant.

SUBMISSION DATE	EARNED SHIP DATE	NOTES
BY 1/2/23	1/28/23	
1/3/23 TO 1/9/23	2/4/23	
1/10/23 TO 1/16/23	2/11/23	
1/17/23 TO 1/23/23	2/18/23	
1/24/23 TO 1/30/23	2/25/23	
1/31/23 TO 2/6/23	3/4/23	
2/7/23 TO 2/13/23	3/11/23	
2/14/23 TO 2/20/23	3/18/23	
2/21/23 TO 2/27/23	4/1/23	
2/28/23 TO 3/6/23	4/8/23	
3/7/23 TO 3/13/23	4/15/23	
3/14/23 TO 3/20/23	4/22/23	
3/21/23 TO 3/27/23	4/29/23	
3/28/23 TO 4/3/23	5/6/23	
4/4/23 TO 4/10/23	5/13/23	
4/11/23 TO 4/17/23	5/20/23	
4/18/23 TO 4/24/23	5/27/23	
4/25/23 TO 5/8/23	6/3/23	
5/9/23 TO 5/15/23	6/10/23	
5/16/23 TO 5/22/23	6/17/23	
5/23/23 TO 5/29/23	6/24/23	
5/30/23 TO 6/5/23	7/1/23	
6/6/23 TO 6/12/23	7/8/23	
6/13/23 TO 6/19/23	7/15/23	
6/20/23 TO 6/26/23	7/22/23	
6/27/23 TO 7/3/23	7/29/23	
7/4/23 TO 7/10/23	8/5/23	
7/11/23 TO 7/17/23	8/12/23	
7/18/23 TO 7/24/23	8/19/23	
7/25/23 TO 7/31/23	8/26/23	
8/1/23 TO 8/7/23	9/2/23	
8/8/23 TO 8/14/23	9/9/23	
8/15/23 TO 8/21/23	9/16/23	
8/22/23 TO 8/28/23	9/23/23	
8/29/23 TO 9/4/23	9/30/23	
9/5/23 TO 9/11/23	10/7/23	
9/12/23 TO 9/18/23	10/14/23	
9/19/23 TO 9/25/23	10/21/23	
9/26/23 TO 10/2/23	10/28/23	
10/3/23 TO 10/9/23	11/4/23	
10/10/23 TO 10/16/23	11/11/23	
10/17/23 TO 10/23/23	11/18/23	
10/24/23 TO 10/30/23	11/25/23	
10/31/23 TO 11/6/23	12/2/23	
11/7/23 TO 11/13/23	12/9/23	
11/14/23 TO 11/20/23	12/16/23	
11/21/23 TO 11/27/23	12/23/23	
11/28/23 TO 12/4/23	12/30/23	
12/5/23 TO 12/11/23	1/6/24	
12/12/23 TO 12/18/23	1/13/24	
12/19/23 TO 12/25/23	1/20/24	

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 A HIGH-RES PDF
 You generate PDFs from the File menu in Page Design and from the Export menu in the ladder. 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.

Your ship date (when the book is complete and ships from the plant) is based on when you submit the book. To determine when to submit so you get the ship date you need, see the **Ship Date Calendar** at the end of this booklet. If you need guidance on when to submit, contact your Customer Service Adviser at the plant.

ORGANIZING YOUR IMAGES

Advisers and editors create the topic tags for the book. These 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.

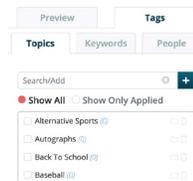
Advisers and editors can create topics in the Topics panel in the Library, in the Topics panel in the Ladder and in the Topics area in Book Setup.

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, go to the Topics tag panel and click the filter icon beside the topic to show only those images.

THREE KINDS OF TAGS

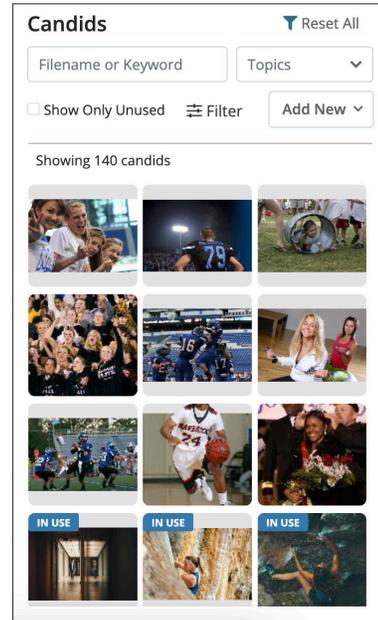
Topic tags are essential for good organization, and you can add names and keywords for additional benefits:

- 1. TOPICS:** Tag images with the same page topics you used to build your ladder.
- 2. NAMES:** Tag images with names in the Name 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.

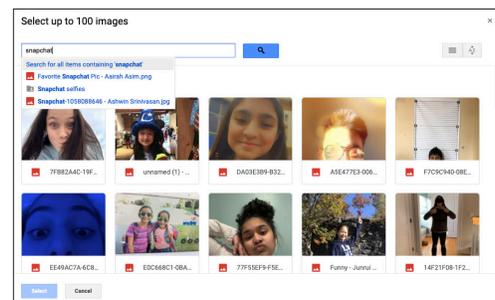
- 1. IMPORT IMAGES:** In the Candids section of the Library, go to the Import/Export menu and choose Import from My Device or Import from Google Drive. You can upload up to 100 images in a batch.
- 2. DRAG AND DROP:** In the Candids section of the Library, drag and drop images from your computer on the Library area. These images will begin uploading. You can upload up to 100 images in a batch.
- 3. WHILE EDITING A PAGE:** When using the Candids section of the Library panel in Page Design, click the Add New option to upload images. You can also drag and drop up to 100 images right to the Candids library panel while working on a spread. If the Library panel is filtered by Topic when uploading, that Topic will automatically be assigned to the newly imported images.



IMAGES LIBRARY



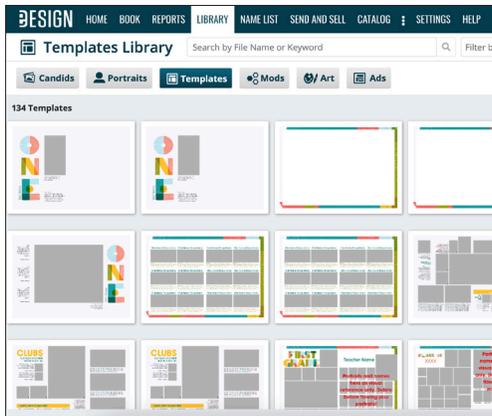
TOPICS: Ms. Smith's Second Grade
NAMES: May Reddle, CeCe Smith
KEYWORDS: Oak Hill Farm field trip



GOOGLE INTEGRATION

You can upload from your computer or from your Google Drive. Go to eDesign Library > Import/Export > Import from My Device or Import from Google Drive.

DESIGNING PAGES



We offer a variety of predesigned layouts for both covers and inside pages. Activate them in the eDesign Catalog, 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 Styles** — Our users who don't want to start with a blank page, Book Styles include everything you need to build a beautiful yearbook, including templates and carefully matched fonts, color palettes, art and mods. Activate the Book Style of your choice through the Catalog. Book Styles are compatible with Square One.
- **Square One** — Our system for teaching graphic design basics, Square One templates and mods give you everything you need. Begin on paper, using our layout planning resources, or on screen. Go to the Layout and Design section of LearnYBK.com or ask your rep for more information about Square One.
- **Trendy Topics and Bonus Books** — During the pandemic, as students struggled to design their yearbooks in different ways, the many creative minds in the yearbook world went to work. These eDesign Catalog categories hold a wide assortment of additional resources for building a yearbook that suits your school. Load book sets or interrupter spreads and tweak them to make them your own.



COLOR POSTER found in the kit.

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. Make sure to refer to the poster that matches the paper you plan to use (gloss or matte). 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 (key)

Make note of the CMYK numbers and activate those colors in Book Setup in eDesign. Watch **Activating Colors** in eDesign Help for more. When you add colors in eDesign, you can name them for easy reference.

ONLINE HELP

eDESIGN HELP:
MYHJYEARBOOK.COM > LEARN

- Activating a Book Style
- Activating and Managing Fonts
- Creating Character Styles
- Activating and Creating Colors

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.

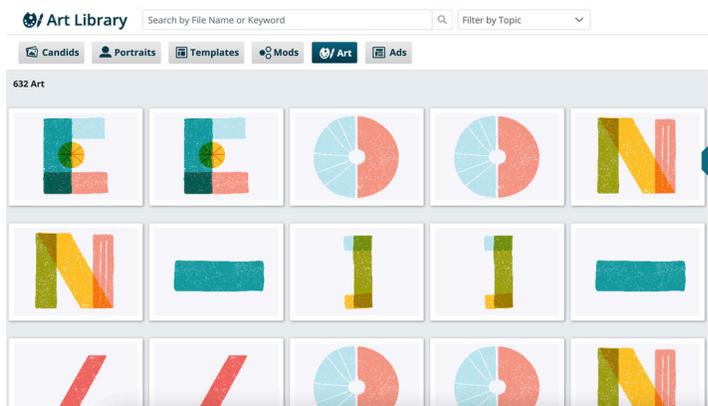
EXAMPLE: AHJ Chantilly Bold 24 pt. CMYK = 43, 12, 17, 87

Headlines font _____ pt size _____ color _____

Subheads font _____ pt size _____ color _____

Copy font _____ pt size _____ color _____

Captions font _____ pt size _____ color _____



STEP 4: IF DESIRED, PLACE ART ON PAGES



You can put a background on the background layer of your page or spread so it doesn't interfere with other elements on the page. To do this, select the background tool, drag and drop a background on an empty area of a page in eDesign.

Left Page Right Page **Spread**

From there, you'll see controls at the top to choose whether you want to work with a single page or the entire spread. Add a color fill, add an image, and even control the opacity of the entire background.

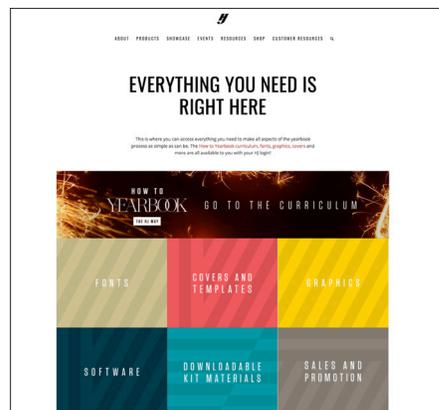
You can remove it by clicking the background tool in the tool panel and clicking the clear button at the bottom.

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 Name 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.

When you place a template, the fonts, art and colors come with it. Then, it's up to you to customize. Changing fonts and applying character styles is usually the first step. Square One mods include headline and copy packages set in a standard font. Once you choose and place these, you can change fonts and colors, and then add your own copy and photos.



SO MANY RESOURCES

AVAILABLE ONLINE AT herff.ly/ybk-resources

- On YearbookDiscoveries.com, there's a treasure trove of resources just for you. Click on the Customer Resources menu at the top, and choose Premium Content. This area contains a huge number of downloads, from guides to covers and templates to social media graphics in the Sales and Promotion section. Be sure to look around. You'll be amazed how much is here.



FONT BOOK

AVAILABLE ONLINE AT herff.ly/font-booklet

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

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 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 also 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 contemporary and different?

REPEATABLE: Can it easily appear on each theme spread without getting old? Can you come up with spin-off ideas?

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

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 categories:

- 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.

JUST WHAT A NEWBIE NEEDS

We have resources curated especially for advisers who have just stepped into the world of yearbook. There's so much to learn — and teach, if you have staffers — so these resources are meant for both uses. Visit herff.ly/newadviser. Check out the slideshows to learn the yearbook basics and then teach them to your students in the first weeks of the school year. You've got this!

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 herff.ly/ybk-events for more information.



YBK VIRTUAL SUMMER WORKSHOP

Herff Jones offers a virtual summer workshop. More information is available on YearbookDiscoveries.com.

if you have a staff, put them to work

USE YOUR RESOURCES

THE PRINTED CURRICULUM: Available through your rep or for order on herff.ly/ybk-shop. 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 and PowerPoints, LearnYBK.com is where you'll find resources to make your own.

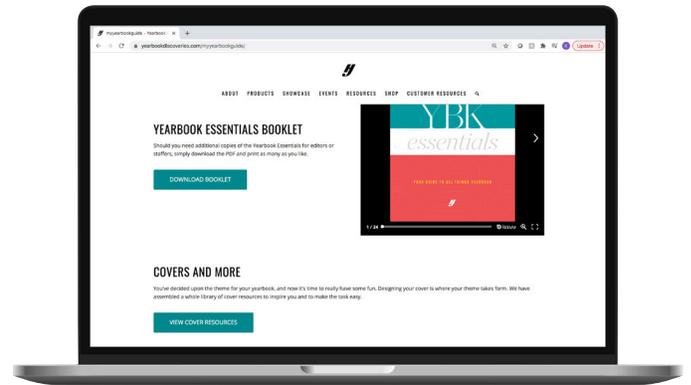
TOP FIVE TAKEAWAYS AND POWERPOINTS: On the inside front cover of most printed curriculum booklets, you'll find a guide to the five most important points of each section. The PowerPoint presentations on LearnYBK.com match these takeaways.

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

ADVISER ASSISTANCE EMAILS: Make sure you're getting these monthly emails from us. They're filled with timely tips and tricks. We're making sure you'll never yearbook alone.

MORE ONLINE RESOURCES: All of the online resources are available for a direct download from Google Drive. The link is included at the bottom of the Adviser Assistance emails. Also, answer keys to all of the lessons and quizzes are available at herff.ly/answerkeys. Cool, huh?

ADDITIONAL RESOURCES



MORE ONLINE

We make it easy for you, so you can focus on capturing the best memories for your school.

Check out herff.ly/showcase and herff.ly/folio for inspiration and ideas.



SALES ASSIST

MAKE BOOK SALES EASY

Sales Assist is an email-based yearbook sales campaign designed to take the work out of reminding parents to purchase a yearbook. Following the best practices of online sales, reminders go to your list of parents a few times a month.

Once parents purchase a yearbook, they are automatically removed from the list. You may begin the campaign when you wish and stop it when you are ready.

Parents buy online through YearbookOrderCenter.com, so you don't have to handle money unless you choose to do in-school sales. And even then, the sales you enter in eBusiness are matched with the Sales Assist list, so parents no longer receive messages. Parents can also purchase by phone with the help of our customer service team.

Your MyHJYearbook.com portal gives you a real-time overview of how your sales are going and eBusiness allows you to print reports to help keep you in-the-know.

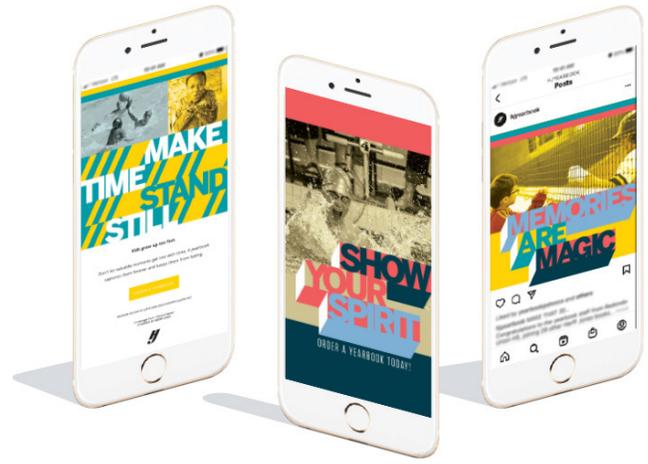
HOW IT WORKS

1. The campaign follows best practices for email sales. You can enroll when you are ready, and your list will be included in the next scheduled send. Unenrolling when you're done takes just one call.
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 updated regularly.
3. 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 herff.ly/ybk-shop.
4. Go to the Premium Content Section of Yearbook Discoveries and check out all of the social media and web site graphics. Add them to your school's web site, newsletters and other communications to parents.

For more information, go to herff.ly/sales-assist.

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 help you upload your list.**

Keep your eBusiness records updated for best results.

SEND AND SELL

In addition to Sales Assist, 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, before sending.

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 herff.ly/ybk-shop.

Posters, banners and yard signs help with:

- Book sales
- Senior ad sales
- Price increases
- Distribution day
- General yearbook awareness
- Last chance sales

Letterhead

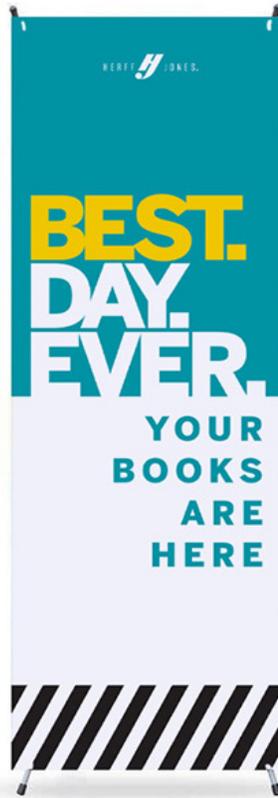
Order a stash of letterhead to send letters to businesses for ad renewals.



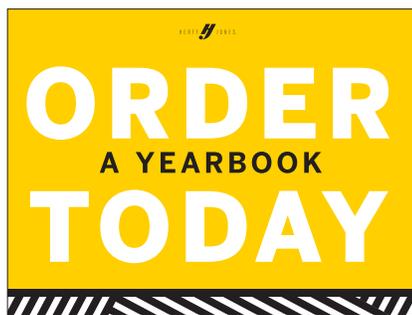
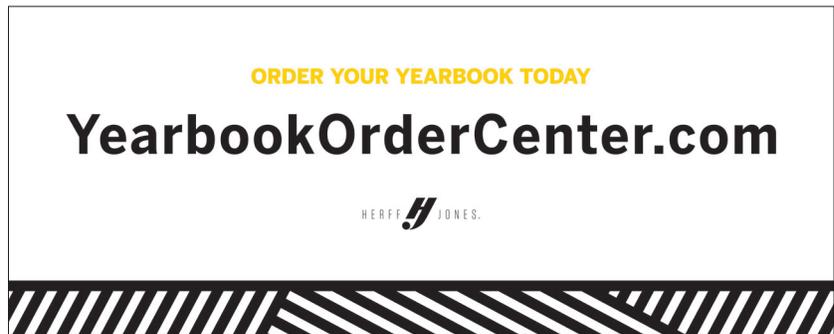
SALES FLYER (found in the kit)



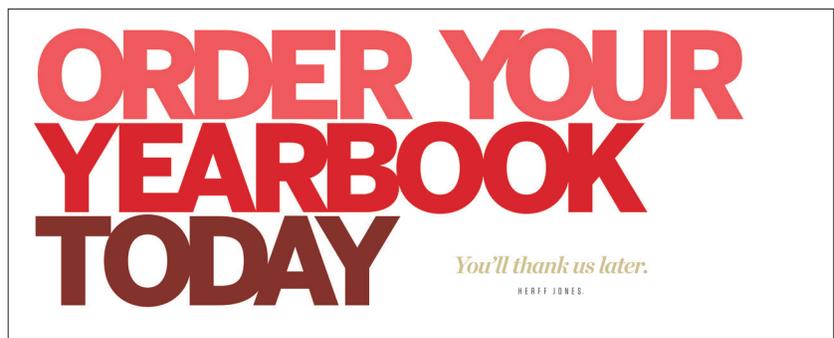
SALES POSTERS (two designs available, found in the kit)



DISTRIBUTION DAY SIGNAGE (three designs available)



YARD SIGNS



SALES BANNERS (seven designs available)

Find all these helpful items and more at herff.ly/ybk-shop.

YEARBOOK ORDER FORM

Complete this form and give to your rep, or fax to 913.441.6729. Call 800.255.6287 for assistance.

School/organization name: _____

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

School address: _____ City: _____ State/Province: _____ Zip/Postal: _____

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:

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

ADDITIONAL ITEMS:

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

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: 20____ 20____ 20____ 20____ 20____

All specifications and prices are subject to the approval of both the school and Herff Jones, LLC, on an annual basis. We understand the submission of this order form is an obligation to print our yearbook as indicated above. We may change the number of copies and pages prior to, or upon 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, borders 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: _____



SUBMISSION DATE	EARNED SHIP DATE	NOTES
BY 1/2/23	1/28/23	
1/3/23 TO 1/9/23	2/4/23	
1/10/23 TO 1/16/23	2/11/23	
1/17/23 TO 1/23/23	2/18/23	
1/24/23 TO 1/30/23	2/25/23	
1/31/23 TO 2/6/23	3/4/23	
2/7/23 TO 2/13/23	3/11/23	
2/14/23 TO 2/20/23	3/18/23	
2/21/23 TO 2/27/23	4/1/23	PEAK SEASON
2/28/23 TO 3/6/23	4/8/23	
3/7/23 TO 3/13/23	4/15/23	
3/14/23 TO 3/20/23	4/22/23	
3/21/23 TO 3/27/23	4/29/23	
3/28/23 TO 4/3/23	5/6/23	
4/4/23 TO 4/10/23	5/13/23	
4/11/23 TO 4/17/23	5/20/23	
4/18/23 TO 4/24/23	5/27/23	
4/25/23 TO 5/8/23	6/3/23	
5/9/23 TO 5/15/23	6/10/23	
5/16/23 TO 5/22/23	6/17/23	
5/23/23 TO 5/29/23	6/24/23	
5/30/23 TO 6/5/23	7/1/23	
6/6/23 TO 6/12/23	7/8/23	
6/13/23 TO 6/19/23	7/15/23	
6/20/23 TO 6/26/23	7/22/23	
6/27/23 TO 7/3/23	7/29/23	
7/4/23 TO 7/10/23	8/5/23	
7/11/23 TO 7/17/23	8/12/23	
7/18/23 TO 7/24/23	8/19/23	
7/25/23 TO 7/31/23	8/26/23	
8/1/23 TO 8/7/23	9/2/23	
8/8/23 TO 8/14/23	9/9/23	
8/15/23 TO 8/21/23	9/16/23	
8/22/23 TO 8/28/23	9/23/23	
8/29/23 TO 9/4/23	9/30/23	
9/5/23 TO 9/11/23	10/7/23	
9/12/23 TO 9/18/23	10/14/23	
9/19/23 TO 9/25/23	10/21/23	
9/26/23 TO 10/2/23	10/28/23	
10/3/23 TO 10/9/23	11/4/23	
10/10/23 TO 10/16/23	11/11/23	
10/17/23 TO 10/23/23	11/18/23	
10/24/23 TO 10/30/23	11/25/23	
10/31/23 TO 11/6/23	12/2/23	
11/7/23 TO 11/13/23	12/9/23	
11/14/23 TO 11/20/23	12/16/23	
11/21/23 TO 11/27/23	12/23/23	
11/28/23 TO 12/4/23	12/30/23	
12/5/23 TO 12/11/23	1/6/24	
12/12/23 TO 12/18/23	1/13/24	
12/19/23 TO 12/25/23	1/20/24	



There are a lot of steps to getting a yearbook done. We're here to help.

WITH HERFF JONES, YOU'LL NEVER YEARBOOK ALONE.