

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)

Submit a customer support form:

herff.ly/techsupport

Phone: 877.362.7750

YEARBOOK ORDER CENTER

Phone: 866.287.3096

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?

Web browser: _____

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

WHAT CAN THEY HELP YOU WITH?

REP

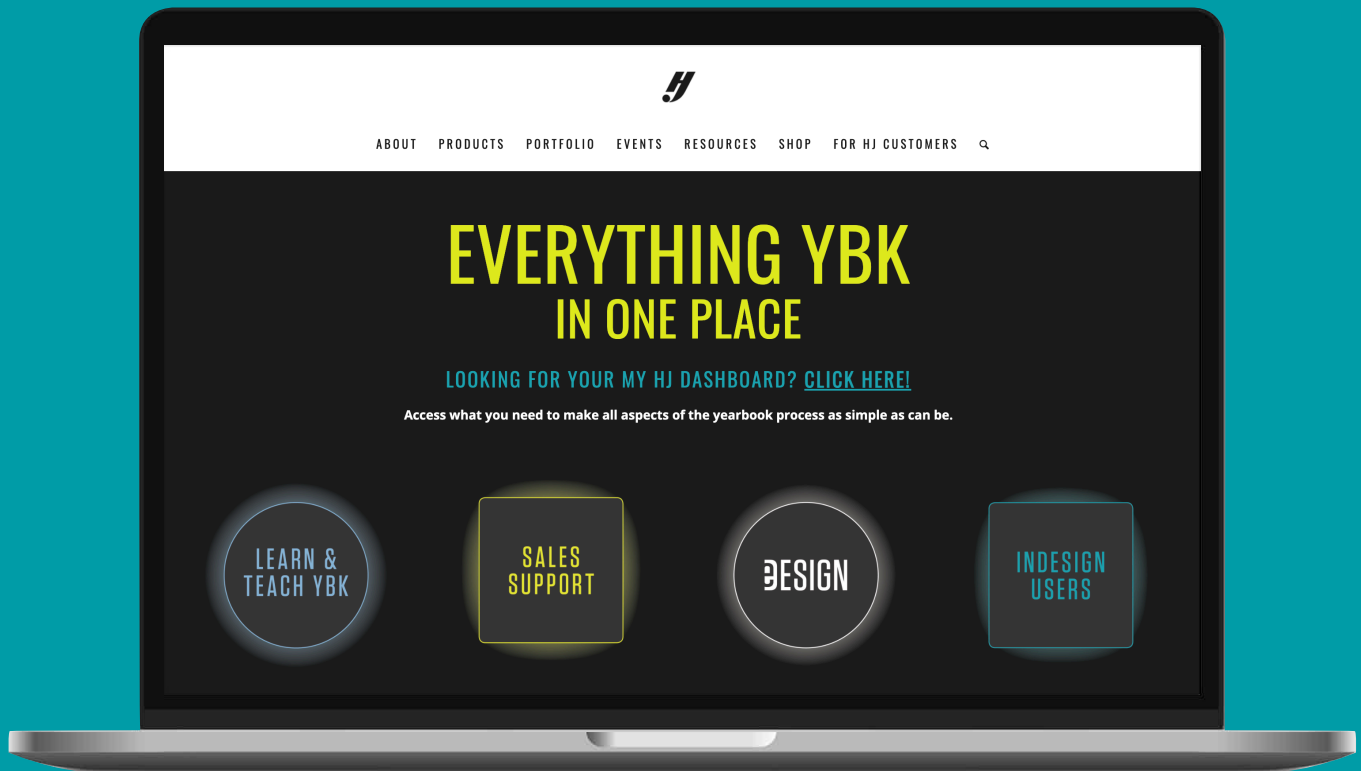
- Design ideas, including cover and theme
- Overall book and sales setup
- Curriculum and training
- Submitting pages
- Sample books
- Staff organization
- Pricing questions

CSA (CUSTOMER SERVICE)

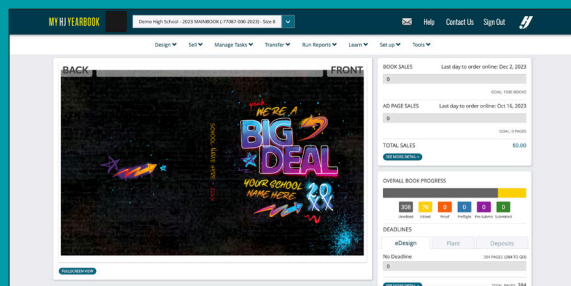
- Answer production questions
- Deadline information
- Shipping information
- Turning on cover templates
- Person to call when rep is unavailable

TSA (TECH SUPPORT)

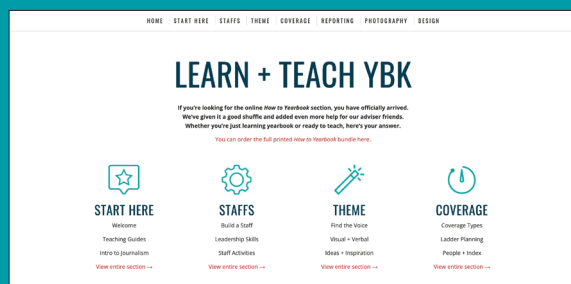
- Tech troubleshooting
- Errors uploading PSPA/PSPI file
- Support for InDesign plug-ins
- Answer questions about software



YEARBOOKDISCOVERIES.COM > FOR HJ CUSTOMERS



MYHJYEARBOOK.COM



LEARNYBK.COM

MYHJYEARBOOK.COM LOGIN CREDENTIALS

My username: _____

My password: _____

MEET YOUR YBK BFFS

THESE SITES ARE THE ONES TO KEEP CLOSE

YEARBOOKDISCOVERIES.COM

Start here and the world is your oyster. Well the yearbook world, at least. The top-level menu holds information about our programs, products and events. And your one-stop shop is **For HJ Customers**, where you'll find teaching resources, sales support, inspiration and more!

MYHJYEARBOOK.COM

This is your portal to work on your book and gives easy access to deadlines, book sales and other critical information. Access eDesign, eBusiness and other tools from here.

LEARNYBK.COM

Here's a shortcut to online teaching resources. It serves as a companion to our 12-booklet *How to Yearbook* printed curriculum. From lesson plans to skill checks, you'll find them here. Also, answer keys to all of the lessons and quizzes are available at herff.ly/answerkeys. Cool, huh?

HJESHARE.COM

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

HJHELPCENTER.COM

The home for eDesign support, curriculum and lessons, video tutorials and PDF guides. You'll reference this page often for all things eDesign and Canva. Plus, the tips from the pros are gold.



PLANNING TOOLS

As you get organized and plan out your year, these are the items you'll rely upon every day.

YBK Essentials: This booklet! It's a great place to start

Ladders: Your Wall Ladder and Desk Ladder help you plan your book, page by page. Use them to sketch out assignments, group pages into deadlines, etc.

Font Poster and Book: Start by using these to choose your fonts for the year, then teach your students about typography

Color Posters: More than just a collection of pretty hues, these are the colors loaded into eDesign with both CMYK ink formulas and Hex codes (web colors) to match. There's one for each type of paper — gloss and matte — so you can see how the colors will reproduce in your book.

eShare Poster: Enlist help with your photo assignments with eShare. Anyone in your school can submit photos directly to you using this service.

EDUCATION AND INSPIRATION

The kit is full of great posters and booklets to help advisers teach their students the basics of yearbooking — photography, design, coverage, and more.

Photo resources: Teach the basics of composition with these student photography examples.

Mod Styles: Cover more students with modular layouts. These are great examples.

Square One: Teach the basics of graphic design with this poster and the other design resources found at LearnYBK.com.

SALES SUPPORT

We make book sales easy with online tools, like Sales Assist, Send and Sell, and in-person sales tools like our posters and flyers. Better still, we give you tools to guide students through the planning and execution of a full year of marketing and promotion for your yearbook.

All of these items are gathered into a mini sales kit. Check out the items in the plastic sleeve and then go to herff.ly/ybk-sales for more.

There's always more: Need additional posters? Need an extra ladder? You got it! Many of these items are available at no charge. Just go to YearbookDiscoveries.com/shop and click on the Kit Supplies link on the right side. You can order sales posters and flyers, as well as other helpful items from the kit.

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 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 tasks into bite-sized pieces and focus on making a fun, creative yearbook your school can be proud of.

The steps to make your job easier...

1. TAKE CARE OF BUSINESS *p.4*

- Produce a yearbook that kids love and parents want to buy
- Maintain a financially sound business
- Sell and/or promote books to as many people as possible
- Sell ads to celebrate student milestones
- Sell ads to local businesses so they can support your school community

2. SIMPLIFY THE PROCESS *p.8*

- Produce a book on budget and on time
- Work with your representative and other Herff Jones support staff
- Handle 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.
- Empower students to become leaders in the classroom and in the school
- Teach skills in communication, journalistic writing, graphic design, photography, business and more
- Allow students to grow in an area of interest and build their skill sets
- Support diversity and inclusion by making your staff one that students want to join
- Build relationships on your staff

TAKE CARE OF BUSINESS

1. PLAN YOUR SALES AND FINANCES: MAJOR TO-DOS!



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

BUDGET

- Determine your sales goal. Is it to sell yearbooks for a profit as a fundraiser or keep prices down for your school community?
- Do you have a budget from the previous year?

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?
- Do you need to be involved or does someone at school handle it?

AD SALES

- Will you sell ads to families, students and/or businesses?
- What price structure will you follow?
- How will you accomplish ad sales? Learn more about Online Ad Creation at herff.ly/online-ad-creation.
- Extra pages may be needed so discuss this with your yearbook rep.

HOW MANY BOOKS TO ORDER

- Be sure to include any pre-orders into your final copy count. Starting sales early in the year will help nail down how many you should order.
- If school enrollment has changed significantly, it may mean changing the number of books ordered which will affect your budget.

2. GET YOUR BOOKKEEPING UNDERWAY

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 TSA for help as needed.

- Set book and ad prices and sales schedules.
- Create packages and bundle personalization options.
- Establish both in-school and online sales through YearbookOrderCenter.com.

3. REQUEST YOUR STUDENT AND FACULTY NAME LIST

A basic name list allows you to spell check names and use our email program **Sales Assist** to promote your book and send reminders.

Ask for a new list each year from your front office. Only two fields are required, but all are helpful:

- REQUIRED: First and last names (in separate fields)
- REQUIRED: Grade
- REQUIRED for **Sales Assist**: Parent email address
- 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
- Student email address (for upper grades)

Also, you'll want a list of faculty and staff members. Request the following fields:

- First and last names (in separate fields)
- Substitute 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 and PIPEDA/FIPPA policies. 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

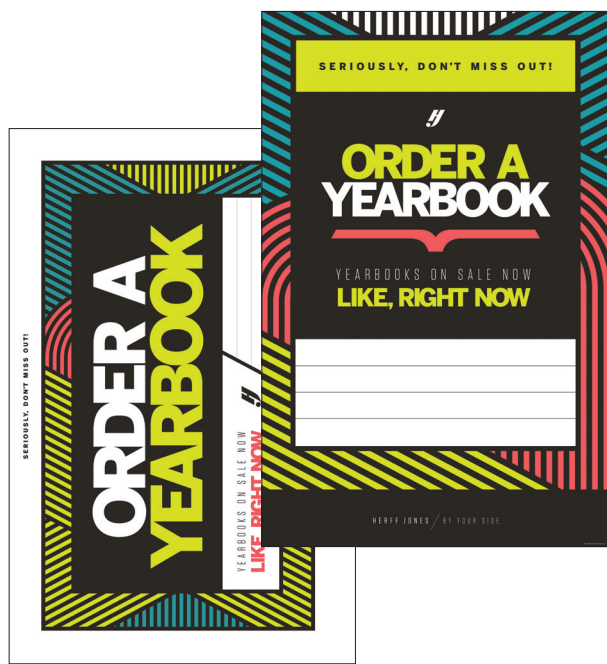
- Go to MyHJyearbook.com > Setup > Set up Sales.
- Then click the Name List tab on the left.
- Click Import to add your list of people or businesses.

IMPORT LIST TO eDESIGN

- In eDesign, 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.

start strong for financial success



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

4. MAKE A YEAR-LONG MARKETING PLAN

Selling your yearbook is just as important as creating it. Use these resources and tips for promotion.

- **Posters and Flyers:** We've provided samples of sales posters and flyers in this kit. Before you hang them, write your sale dates and other important information on them.
- **Social Media:** Use your school or organization's social media to promote book and ad sales. Graphics and templates are available for use at herff.ly/sellonsocials.
- **Email Marketing:** Email remains an effective way to engage with both parents and students. Learn more about our email-based yearbook sales campaign **Sales Assist** and eDesign's own customized email campaign **Send and Sell** on p. 6.

Need more? Order as needed from herff.ly/ybk-shop.

5. SELL THOSE BOOKS

- Participate in orientation or back-to-school events. Do whatever you can to include the yearbook as part of registration. Include it on forms, sell it at registration, have it included in fees.
- Create incentives for parents and students who purchase early. Tiered pricing — offering lower prices to early birds — makes parents feel like they are getting a good deal.
- Keep all the messaging positive. Make buyers feel great about their purchase.
- Use every communication channel available, including registration packets, emails, social media, morning announcements, automated phone calls and marketing materials in high-traffic areas.

Item Name	Price
Yearbook	\$0.00

Included Name	Price
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Tier Pricing Selections

Tier	Start Date	End Date	Price
Tier 1	06/05/2022	06/19/2023	\$ 0.00
Tier 2	06/20/2023	06/21/2023	\$ 0.00
Tier 3	06/22/2023	06/23/2023	\$ 0.00

Final Page Deadline: 06/19/2023 **Accessory & Personalization Deadline:** 04/17/2023 **YOC Sales End Date:** 07/15/2023

Items Total: \$0.00

SETTING UP TIERED PRICING

SALES MADE EASY

SALES ASSIST

Sales Assist is an email-based 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 you plan.

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. Un-enrolling when you're done takes just one call.
2. Once parents make a purchase, they are excluded from future emails. 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 herff.ly/ybk-sales 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.

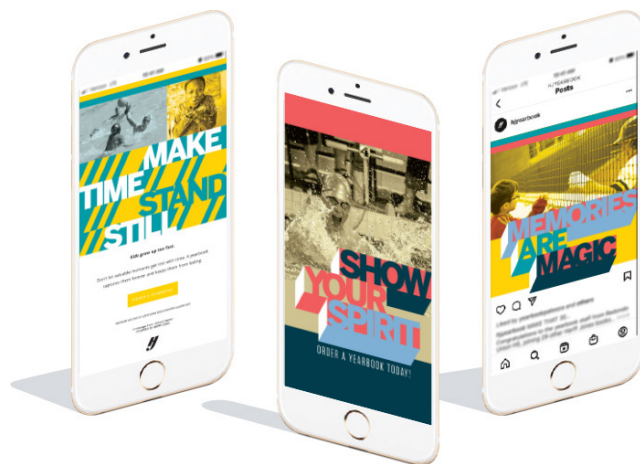
HOW TO ENROLL

1. **Get your name list with parents' email addresses. (See p. 4 for more detail.)**
2. **Contact your rep to enroll and help you upload your list to eBusiness and eDesign.**

Keep your eBusiness records updated for best results.

FOLLOW THIS FORMULA TO FORMAT THE URL:

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



YEARBOOK ORDER CENTER

Never handle cash again with **YearbookOrderCenter.com**. It's easy for parents to find your school and make a purchase. You can sell books and ads through the same site with **Online Ad Creation**, and **eBusiness** makes it easy to set up. Secure credit card sales and payment plans are available through PayPal.

SEND AND SELL

In addition to Sales Assist, **eDesign** users can generate their own customized email campaigns. Using your uploaded name/email list, you can send reminders to parents who have not purchased a book. Take advantage of our pre-loaded email messages or make your own.

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

ADDITIONS

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 in one- or two-line configurations. *These are not recommended for soft cover books.*



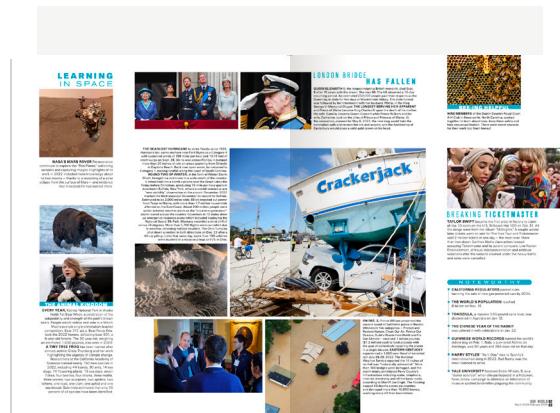
PLASTIC JACKET

Hard-cover yearbooks stay protected and clean with these affordable plastic dust jackets.



AUTOGRAPH SUPPLEMENTS

Plain or printed 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. Also, either supplement can be purchased as a stand-alone item with Kleenstick® self-adhesive tape for easy, permanent placement the yearbooks.

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

SIMPLIFY THE PROCESS

1. FILL YOUR CALENDAR

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

SUBMISSION DEADLINE

Your deadline and ship date can be found in **eDesign Settings > Deadlines**.

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

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.

2. MAKE IT AN OFFICIAL RECORD

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 IDEAS:

- Individual portraits for students and faculty
- In-school activity photos
- Club and organization photos
- Sports photos (if applicable)

ALSO CONSIDER:

- Table of contents listing on page 1 helps readers find topics easily
- Class group photos
- After-school activities
- School volunteers
- Special coverage of the graduating class (e.g., 5th graders moving on to middle school)
- Quotes from students and faculty/staff
- Fill in the blank features, such as "My favorite memory," "The best part about school is..."
- Autograph page(s)
- Index: a list all student names and any page numbers they are pictured on

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.

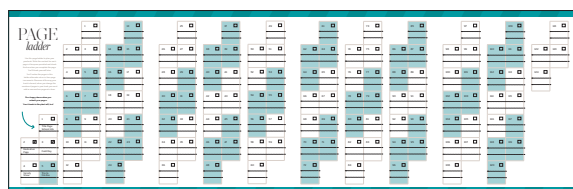
getting organized early helps smooth the journey

3. BUILD A LADDER

In yearbook, the **ladder** is simply a chart that helps you plan what will go on each page so you can track pages and spreads as they are completed and finalized.

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.



WALL LADDER is included in kit to help you plan.

4. CREATE YOUR COVER

Making your yearbook cover is exciting, as it is the first thing the reader will see when the book arrives.

1. Keep it nice and simple:

Use a predesigned cover. These covers are available for you to take your pick, share your book title or school name and let us do the work for you.

To make your selection, head to your **eDesign Settings menu**. Click **School & Order Information** and **Cover Setup**. From there, you can check off **Predesigned Cover**, use the dropdown menu and add your text.

2. Get creative with a Book Style template.

Find and add a cover (and corresponding page templates, mods and art!) in the eDesign Book Styles catalog, turn on the Custom Cover template, then you're ready to make the Book Style your own.

To turn on the Custom Cover template, head to your **eDesign Settings menu**. Click **School & Order Information** and **Cover Setup**. From there, you can click **Custom Cover**.

3. Go custom!

You can design from scratch your own cover in eDesign. Access graphics in the eDesign Catalog or upload your own student-submitted artwork to incorporate into your design. Make sure you have the Custom Cover template turned on following the instructions above.

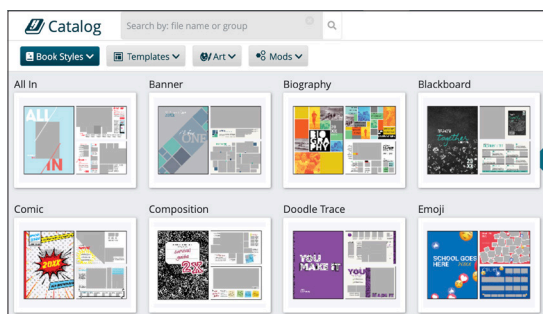
BASIC BOOK ELEMENTS:

- **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.

5. DESIGN MADE EASY

Follow the tips on p. 10–11 of this booklet.

GEAR UP FOR eDESIGN

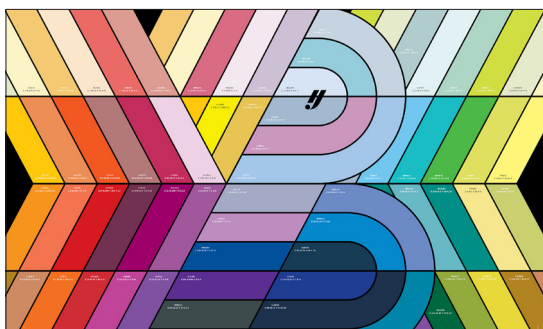


eDESIGN CATALOG is home to templates, art and mods.

STEP 1: DECIDE WHICH LAYOUTS WORK BEST FOR YOU

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. Then you can modify them any way you'd like. You may also create your own custom layouts for a new look.

- **Book Styles** — For advisers who don't want to start with a blank page, Book Styles include everything needed to build a beautiful yearbook, including covers, templates, carefully matched fonts, color palettes, art and mods. Activate the Book Style of your choice through the Catalog.
- **Square One™** — Our system for teaching graphic design basics, Square One™ gives you all the templates and mods you need. Begin on paper using our layout planning resources or on screen. Go to the Design section of LearnYBK.com or ask your rep for more information about Square One™.
- **More Templates** — The eDesign Catalog holds a wide assortment of additional templates for building a yearbook that suits your school. Load trendy topics 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

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

- Curriculum Videos and Worksheets
- Video Tutorials
- PDF Guides and Tip Sheets

STEP 3: SELECT FONTS AND CREATE STYLES

Start with the Font Poster found in this kit. Limit the number of fonts you activate for a better eDesign experience and a more cohesive look to your book. Activate only fonts you want accessible to your staff on every page.

Under the Settings tab, click Design Styles to find Fonts. If you activated a Book Style or added templates to your library, you can use the fonts as-is or you can modify them.

You're not required to use character styles, but they can be an easy way to apply consistent text formatting in your book.

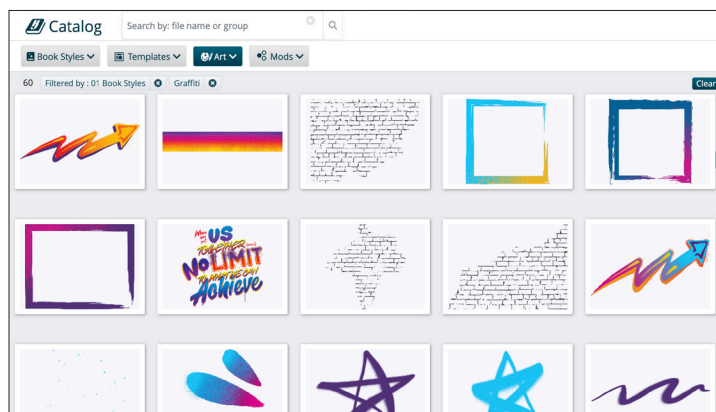
EXAMPLE: AHJ Chantilly Bold 24 pt. CMYK = 43, 12, 17, 87

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

The Art Library is packed full of graphics available to be used with your book. Some are matched with the Book Styles covers and templates, and other pieces are grouped by topic or go with a cover-only design. Browse the tabs to find what interests you.

You can also access an expansive variety of searchable and customizable art and backgrounds in Canva. After customizing it, you can save it from Canva directly into your Art Library. There are videos in eDesign Help that show how to activate art in the Library.

STEP 5: GET TO WORK!

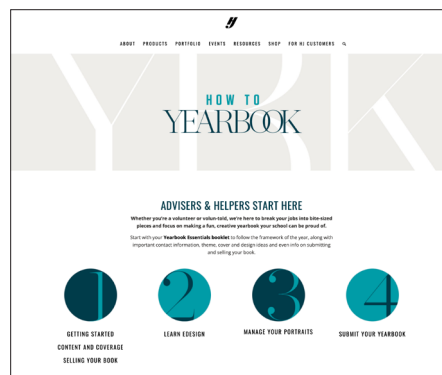
You can find eDesign tutorials and guides to support each step of learning and using eDesign. Access the eDesign Help Center in a variety of ways.

- Bookmark HJHelpCenter.com
- MyHJYearbook.com > Learn > eDesign Help
- In eDesign, click the Help menu to search or click out to the Help Center

eDESIGN CURRICULUM is a set of eight lessons designed to give students a strong understanding of eDesign and familiarize them with many of eDesign's great features

VIDEO TUTORIALS LIBRARY provides access to all the video tutorials that cover eDesign's powerful features. Most of the "all staff" tutorials are contained in the eDesign Curriculum.

PDF GUIDES are available to cover design tips, Canva and strategies for how-to submit your yearbook.



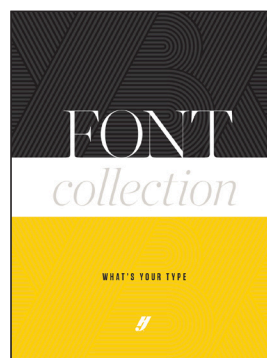
SO MANY RESOURCES

herff.ly/ybk-resources

- Head to YearbookDiscoveries.com > For HJ Customers, where you'll find teaching resources, sales support, inspiration and more!

herff.ly/my-ybk-guide

- This dedicated space is designed for **elementary or smaller yearbook programs** and provides directions and support tools specifically geared for those books.



FONT BOOK

AVAILABLE ONLINE AT herff.ly/font-booklet

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

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.

EDITED

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.

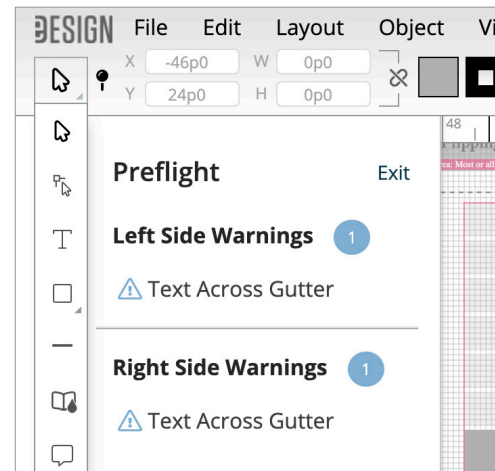
BEFORE YOU SUBMIT

- ☐ Does a school administrator need to review all of the pages before the book can be submitted?
- ☐ No photos have DPI (resolution) warnings on them.
- ☐ Photos marked as "in use" are not duplicated.
- ☐ You've used the appropriate title for all faculty, staff and administrators.
- ☐ The entire book has been spell checked.
- ☐ Pictures that bleed off the page extend outside the thick pink border.
- ☐ No text crosses the gutter.
- ☐ Images that cross the gutter aren't losing vital elements (i.e. missing noses because picture of head is centered exactly on the gutter).

Find more checklists at herff.ly/ybk-checklists.

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.



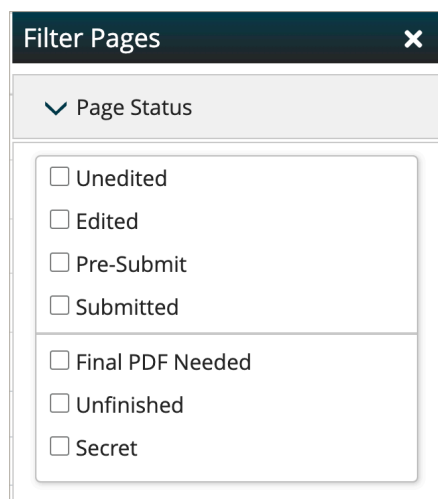
In Preflight Check, alerts appear in the vertical bars to the outside of each page. If you click on the alert, eDesign selects the item on the page that the alert references. If you hover over an alert, eDesign gives a brief description of the issue. The different alert types are described below.

Preflight issues definitions:

- **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.
- **Image not filling frame:** Indicates an image that does not completely fill the photo frame if the frame has a stroke applied.
- **Low-resolution image:** Appears when a photo's resolution is too low for the highest print quality, indicating the photo will be fuzzy. A resolution warning also appears on the image.
- **Lorem Ipsum text:** Identifies placeholder text — starting with Lorem Ipsum — 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.



SAVE IT FORWARD

After you submit your final pages, you'll be given the option to transfer templates and settings to the next year's book. 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.

SUBMITTING YOUR BOOK

SUBMIT YOUR ORDER

1. 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.
2. Click the **Submit Book*** button.
3. Walk through the **submission wizard** to transmit your pages and order information to the plant. You will be able to review the current order and make changes to these specifications.
4. Add any **personalization or accessory orders**. See p. 7 for all additional options. If you have made changes that will affect the pricing of your book, a pop up will appear to warn you of these changes.
5. Review your **order details for a summary of your changes** — along with changing your paper stock (if necessary) and confirming your school and contact information.
6. Select **Proceed to Book Submission**.
7. Click **Submit Book** to officially submit to the plant for production.

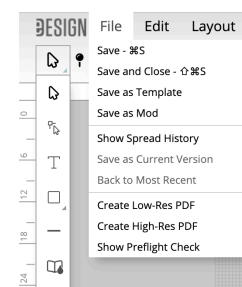
PLEASE NOTE: Any changes made previously or at time of submission may impact pricing if they differ from your initial order. Be sure to contact your rep with any questions about pricing.

**If the Submit Book button is grayed out and doesn't work, this means that there are unanswered questions regarding the cover. Go to Settings, then click on School & Order Information tab on the left side of the page. Then select Cover Setup. See p. 9 for creating your cover.*

SHIP DATE

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, contact your rep or Customer Service Adviser.

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.

THE PORTRAITS 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.



Refer to *How to Yearbook: People and Index* and LearnYBK.com for more help, then check out the tutorials in eDesign help.

STEP 1: OBTAIN THE PORTRAIT FILE

Obtain the 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 to upload school photographer and eShare submitted portraits.

If a student or parent submits an additional portrait, it can be individually uploaded as needed. Please note these do not upload with name and grade information.

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, edit the portrait data in the Portraits Library, NOT on the pages.

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

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.

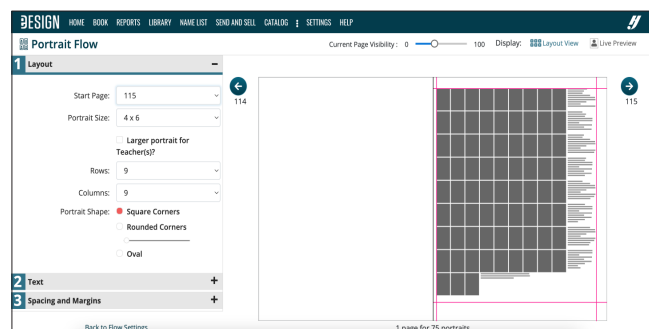
Portrait Flow remembers all the settings from when the section was last flowed. Re-flowing the section will put the changes you made on the pages. **Changes made in the Library will not go onto the pages until you re-flow.**

UNDERSTANDING THE PSPI FILE

Professional School Photographers International (PSPI) is an organization of photographers who set the standards for how school portraits should be shot and processed for yearbook publishing.

It should always be setup with the following:

1. **Index file** should be saved as a text (tab delimited) file and **MUST** be named "Index.txt" to work properly.
It should contain these six columns:
 - A: Disc/Volume Name
 - B: Folder Name
 - C: Image Name (including extension)
 - D: Grade
 - E: Last Name
 - F: First Name
 - G: Teacher Name
2. **The folders** containing images, along with the index file, need to be in a folder together and zipped.
3. **The portrait image files** should be in RGB color space, JPG file format. 640x800 and 300dpi.



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, senior quotes 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.**



Refer to *How to Yearbook: Covering Your School* and LearnYBK.com.

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>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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. There's no right or wrong way to teach. Plus, there's just so much out there!

Teaching resources can be found online at LearnYBK.com, with downloadable answer keys, found at: herff.ly/answerkeys. Order the printed *How to Yearbook* printed curriculum at herff.ly/ybk-shop.

TACKLE A THEME AND CONCEPT

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 *How to Yearbook: 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

Yearbook is an opportunity to find students who have an array of interests and dreams, and teach them the skills to pursue any career they want. If you make the experience fun and rewarding, students will not only want to join, but return for more of this crazy thing we call yearbook.

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 those 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 LEADERS

Put your editors in charge. Start each week or class/club session with a quick meeting. Editors lead, asking each department or member of the staff to provide their status on assignments. Adjustments are made while everyone is on-board, and then work begins.

Assign returning staffers a topic they know well. Allow one to two days to prepare a full class lesson. Then, have them teach the class. Everyone should take notes and ask questions. This can develop teaching/mentoring relationships for new staffers.

CREATE FUTURE LEADERS

You'll find everything you need to help promote your yearbook program to potential staffers, and even to administrators, at herff.ly/ybk-recruiting. Every student helping with your yearbook should be educated on professional behavior when in yearbook mode. They need to understand that they represent your program.

Those students, plus every teacher in the building, the counselors and the administrators should all be able to list the skills yearbook offers:

- Interpersonal and sales communication
- Interviewing
- Journalistic writing
- Graphic design
- Photography
- Specialized knowledge of the printing industry
- Leadership and team building
- Technology
- Time management and meeting deadlines

if you have a staff, put them to work

USE YOUR RESOURCES

START HERE: The printed curriculum and LearnYBK.com include 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 at herff.ly/quickstart.

PRINTED CURRICULUM: *How to Yearbook* is a comprehensive guide to advising. From developing a theme to selling books, it's packed with yearbook goodness. Written for both advisers and staffers, this 12-section set is ready for you to customize for your classroom. Available through your rep or for order on herff.ly/ybk-shop.

ONLINE RESOURCES: Start at herff.ly/ybk-resources for the complete yearbook toolbox. Find classroom tools, marketing and sales graphics and more. Plus, answer keys are available at herff.ly/answerkeys. All ready for you!

VIDEO TUTORIALS: Access our ever-growing library of video tutorials through the Learn menu of MyHJYearbook.com or the eDesign help button.

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.

WORKSHOPS: These are a great way for students to begin planning their book during their downtime. Go to herff.ly/ybk-events for details on local, regional and national workshops. And check out our virtual summer workshops

SURVIVE THE FIRST MONTH

PAY ATTENTION TO THESE EARLY ON:

- ☐ **REFLECTIVE OF THE SCHOOL:** Don't forget to get activities calendars and sports schedules to help map out complete coverage for the year. School and district calendars can also help plan around school holidays and any special events.
- ☐ **BUDGET REVIEW:** Money matters are an integral part of the yearbook experience for students. Everyone on staff should have a clear understanding of how much it costs to run the yearbook program and how funds are generated.
- ☐ **BOOK AND AD SALES PROMOTION:** Be sure students and parents know when they may buy the yearbook and ads/dedications, along with where and how much.
- ☐ **GATHER SCHOOL LISTS:** Student enrollment names and schedules will be useful for name checking and also with locating students for interviews or other communication. Start strong with this info in hand.

Find more checklists at herff.ly/ybk-checklists.

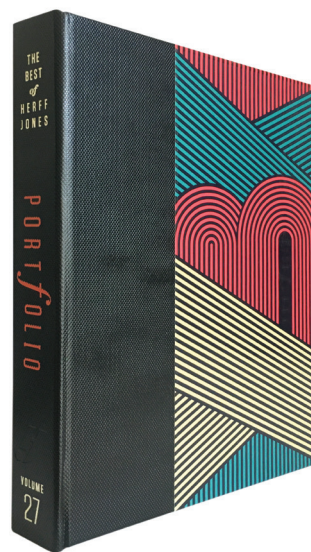
STILL NOT SURE WHERE TO START?

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!

Follow us on social media @HJYearbook, and make sure you are receiving our Adviser Assistance emails the first Wednesday of each month.

Make Herff Jones Yearbooks yearbook@yb.herffjones.com an approved sender in your email settings. Reach out to your rep if you ever need additional support.




MEET PORTFOLIO: THE BEST OF HERFF JONES

This annual publication compiles all of our best examples — from covers and individual spreads to overviews of some of the top books being produced.

Our family of staffs, spanning our international network, is known for innovation and for leading the way to produce new kinds of thriving publications suitable to any school and any budget. Check out the online version at herff.ly/portfolio.

MAKE SNAP DECISIONS

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

 Refer to *How to Yearbook: Cameras and Photos* and LearnYBK.com 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 of your spreads in eDesign 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 WITH eSHARE

Promote eShare at HJeShare.com or the HJ eShare app through Apple and Android, and make requests in the school newsletter, via homeroom teachers, email or a note sent home with students.

You are in complete control of what's included in the yearbook, and you can customize submission deadlines and accompanying guidelines. Fully integrated into eDesign, you can transfer submitted candid photos or even portraits right into your eDesign photo library, adding tags and information as you go.

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



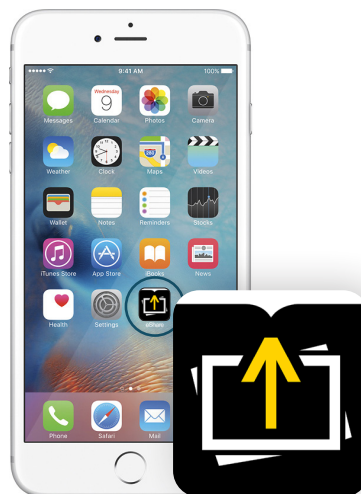
IMAGE QUALITY

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.

CHOOSING THE BEST PHOTOGRAPHY

- ☐ Photos show action, reaction, motion, or emotion.
- ☐ All photos are clear and sharp, not fuzzy or blurred.
- ☐ All photos have a clear focal point of interest.
- ☐ Photos follow rule of thirds and cropped to the focal point.
- ☐ No photos show only tops of heads and/or backs.
- ☐ Action in photographs faces center of the spread.
- ☐ No individual is featured too many times.
- ☐ Avoid posed shots (excluding portraits and group photographs) of students "mugging" or "hamming it up" for the camera.
- ☐ Any photos with DPI warnings have either been replaced, resized or checked on a high-res PDF.
- ☐ No heads in the gutter. (Photos that cross the gutter do not split faces.)

Find more checklists at herff.ly/ybk-checklists.



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

ORGANIZING YOUR IMAGES

Topic tags in eDesign are “buckets” for all photo categories and can be used in multiple ways to save time and keep you organized.

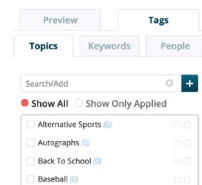
Advisers and editors can create topics in the Topics panel in the Library, in the Topics panel in the Ladder and in the Topics area in Book Setup.

TOPICS HELP YOU BUILD YOUR LADDER

Topics are applied to pages in the ladder to designate the content of each page. 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

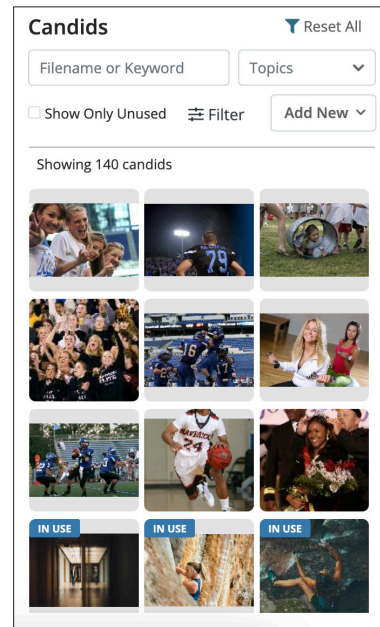
Topics are like folders — but they're better. Images can be tagged with more than one topic. That way a great image will appear for potential use on multiple pages (making the best use of your photos). The In Use indicator appears if an image is already used elsewhere so you can avoid duplicates.



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.



IMAGES LIBRARY

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.)

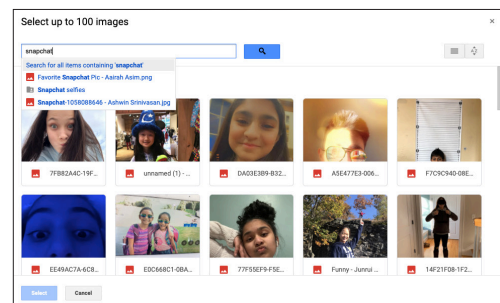
THREE WAYS TO UPLOAD IMAGES TO THE LIBRARY

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.



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



GOOGLE INTEGRATION

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.

HOW TO YEARBOOK

EXPLORE OUR
COMPREHENSIVE
CURRICULUM

It's more than just a list of topics to teach.

How to Yearbook is a comprehensive guide to advising. From developing a theme to selling books, it's packed with yearbook goodness. Written for both advisers and staffers, this 12-section set is ready for you to customize for your classroom.

Extended resources can be found online at **LearnYBK.com**, with downloadable answer keys, found at: herff.ly/answerkeys.

Available through your rep or for order on herff.ly/ybk-shop.

SECTION ONE

WELCOME TO HERFF JONES

Start the year with a strong foundation.

SECTION TWO

TEAMS AND LEADERS

Cultivate the community that works.

SECTION THREE

INTRO TO JOURNALISM

An overview of the basics.

SECTION FOUR

THEME AND VOICE

Unite 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

Online-only guides to 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.

COMMAND	PC	MAC
Copy	Ctrl C	⌘ C
Cut	Ctrl X	⌘ X
Paste	Ctrl V	⌘ V
Paste in Place	Ctrl ⇧ V	⌘ ⇧ V
Redo*	Ctrl Y	⌘ Y
Save*	Ctrl S	⌘ S
Save and Close	Ctrl ⇧ S	⌘ ⇧ S
Select All	Ctrl A	⌘ A
Select None*	Ctrl D	⌘ D
Swap Images (with multiple frames selected)	⇧ S	⇧ S
Undo	Ctrl Z	⌘ Z
Zoom In*	Ctrl +	⌘ +
Zoom Out*	Ctrl -	⌘ -
Zoom to Fit Spread*	Ctrl 0 (zero)	⌘ 0 (zero)
Nudge	Arrow Keys	Arrow Keys
Nudge to Grid	⇧ Arrow Keys	⇧ Arrow Keys
Proportional Resize	⇧ Drag Handle	⇧ Drag Handle
Select Multiple Objects	⇧ Click	⇧ Click
Edit Background Tool	B	B
Ellipse/Circle Tool	E	E
Hand Tool	H	H
Line Tool	L	L
Edit Path Tool	P	P
Polygon Tool	Y	Y
Rectangle Tool	R	R
Selection Tool	Escape	Escape
Star Tool	S	S
Sticky Note	N	N
Text Tool	T	T
Zoom Tool	Z	Z

KEYBOARD SHORTCUTS

They're not required, but they sure make the work go faster. Keyboard shortcuts keep your hands on the keyboard so you can fly through a design.

NOTE OF CAUTION

DIGITAL DISPLAY

If you are using Canva to create graphics for your yearbook, we want you to be aware that the colors of those graphics are unlikely to be a perfect match to colors you are creating in eDesign or InDesign. This is not a shortcoming of any of the programs, rather it is the reality of crossing three different methods of presenting color.



CMYK

How printers blend colors for printing with ink on paper



RGB

How screens display color



HEXIDECIMAL

(also called HTML or Hex codes) How web pages deal with and label colors

On the color poster, found in the kit, we provided both the CMYK and Hex values to help you work with Canva.

The CMYK values can be used in eDesign, but Canva only allows colors to be specified with Hex codes. You can achieve a very close match using the CMYK colors and Hex codes listed there. **However, you are likely to be able to see a slight difference in color in your printed book when using CMYK and Hex colors together.**

Blues and teals are especially hard to match.

Our suggestion is to proceed with caution, perhaps avoiding placing colored objects from two different sources directly next to each other. Better yet, stick with one source consistently for certain colors. For example, make that teal headline in eDesign every time and use Canva for other colors in your palette.

For most people, the color variations may go unnoticed, but we wanted to provide this note so you would be informed. Please go to herff.ly/techsupport or talk to your rep for additional support in this area.



Welcome to the YBK fun. Have no fear. You've got this!

WITH HERFF JONES, YOU'LL NEVER YEARBOOK ALONE.

