



Planning YOUR YEARBOOK



EVERYTHING
you wanted to know about
making a yearbook,
but were afraid to ask.

PLANNING LADDER	
HIGH SCHOOL	
Left-hand Page (ALWAYS AN EVEN PAGE NUMBER)	Right-hand Page (ALWAYS AN ODD PAGE NUMBER)
2. Table of Contents	1. School Introduction Page
4. Faculty & Teachers	3. Table of Contents
6. Seniors & Class of	5. Faculty & Teachers
8. Seniors Candids	7. Seniors & Class of
10. Juniors	9. Seniors Candids



HOW TO MAKE YOUR YEARBOOK

the BEST Yet!

.....

ARE YOU A NEW ADVISOR OR HAVE YOU BEEN DOING THIS A WHILE?

.....

LET THIS BE YOUR GUIDE TO...

- Choosing cover & theme
- Yearbook page planning
- Photo tips
- Design ideas
- Selling yearbooks
- Quarterly checklist

WANT MORE
design ideas?

Follow our blog
and get social with us!

yearbooks.inter-state.com/blog

RECEIVE NOTIFICATION WHEN A NEW IDEA IS SHARED !

Choosing a Theme & Cover

Three **WAYS** to choose a theme:

1 Choose a Theme by Choosing a Cover

A great place to start is the Yearbook Cover Design Selector Guide, which is included in this kit. Some covers can be personalized at no additional cost.

We offer clip art to go with each cover to help carry your theme throughout the yearbook. (Don't forget, you can also design your own cover.)

2 Use the Internet to Search Yearbook Themes

One great thing about yearbook advisors is that they love to share. There are 1000s of choices out there. You just have to pick one that best suits your school. Then choose a cover that goes with your theme.

Go to yearbooks.inter-state.com/create to see theme ideas and other useful tools.

3 Use Your School's Theme or Motto for the Year

It's an easy way to find a theme for the students to remember the year!

You will be surprised how easy following a theme will be. You want to stay consistent with design and layout throughout the book, and referring to your theme several times is a great way to do that.

Planning the **ORDER of YOUR YEARBOOK**

PLANNING LADDER

This Is **IMPORTANT !**

As the year goes on, things will change, and planning where you want everything to go will help when you need to make a change.

- 1** Figure out how many pages you need for individual pictures, special events, advertising, group photos, and anything else that your school includes.
- 2** Grab a copy of last year's book and then contact the person who is in charge of the calendar at the school. Go ahead and plan a page for each event. Knowing where you are going to put each page in the book is important for organizational purposes.
- 3** Don't forget to think about your theme while you are planning your ladder. How does it fit into the order that you are choosing? Brainstorm ways that you can incorporate your theme throughout the book. How can you use the theme on the portrait pages, club pages, special event pages, etc.?
- 4** **Fill out the ladder on the next page**, or download one of our editable page ladders. We filled them out for you, but they can be edited to fit your needs. Find them at yearbooks.inter-state.com/yearbooks/support/toolbox.

The yearbook should

LOOK DIFFERENT EVERY YEAR

People will enjoy it more if you put a different spin on it.

PLANNING LADDER

LEFT-HAND PAGE

(ALWAYS AN EVEN PAGE NUMBER)

2 _____

4 _____

6 _____

8 _____

10 _____

12 _____

14 _____

16 _____

18 _____

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52 _____

54 _____

56 _____

58 _____

60 _____

62 _____

64 _____

RIGHT-HAND PAGE

(ALWAYS AN ODD PAGE NUMBER)

1 _____

3 _____

5 _____

7 _____

9 _____

11 _____

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17 _____

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61 _____

63 _____

FOR YOUR RECORDS

PHOTO TIPS

ALWAYS REMEMBER:

- Use flash for indoor photos.
- Be as close to your subject as possible.
- Scan original photos instead of making photocopies.
- Use a digital camera with 6.0 megapixels or higher.
- A 250 dpi jpg digital photo is recommended.



Common Photo **MISTAKES**

- Taking photos of people facing the sun
- Not using a flash in areas with low light (school gym)
 - Using a cell phone as a camera
- Increasing the resolution of a photo on your computer
- Creating dark shadows by using the flash too close to the background
- Choosing dark backgrounds, like red curtains or gym floors

..... **GOOD IDEA**

Get enough pictures for your yearbook by assigning room parents to each classroom. They will be there for special events and could capture some great images.

PORTRAITS FOR CLASS PAGES

Individual portraits for class pages should all be the same size. We recommend photos approximately 1 1/4" x 1 3/4". Depending on your layout methods, ask your school photographer for a PSPA CD for use in our online yearbook programs or die-cuts for traditional layout programs.

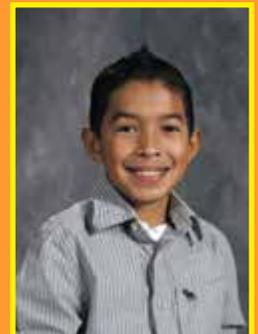
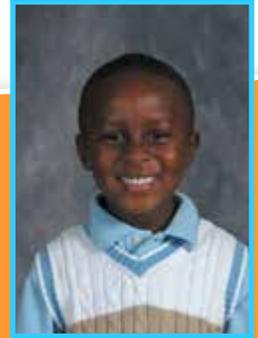
PHOTO CAPTIONS

A *Picture*
IS WORTH A
Thousand Words

Captioning photos in your yearbook will help students and parents remember the story behind the photo for years to come.

Label photos as you collect them throughout the year, to make it easier when you add them to the yearbook.

Simply answer the questions "who, what, when, where, why, and how?"



Mrs. Anderson's
Music Class

Making Some Noise

Amanda, Jeff, Mike, Dee, Luke,
Adam, Maria & Lexi

DESIGN IDEAS

There are many places to find design inspiration. Browse online, look in current magazines, view Pinterest boards, etc.

Our online programs give you several templates from which to choose. This is a great place to start, but don't get tied down to a certain template. Get creative with it: change it up, put a border around a picture, tilt a picture, add some color.

Special Event Pages

When making special event pages, choose ten pictures that really capture the essence of what the event was like for the students. Try to get one group picture, and then choose special pictures of students involved in the event.

It may be tempting to squeeze as many pictures on a page as possible, but it is not always pleasing to the eye. Find something special about each picture and highlight it.



Page Examples

In the example, the left-hand page is a standard template. The right-hand page is the same template with a little editing. We tilted a few pictures, added a black shape box for the background, added an orange border to each picture, and added captions.

Page Examples

This is an example of a holiday celebration page. Instead of filling the page with group pictures, tell the story with a few key pictures, add a caption, and include some design elements to make it more interesting.



Division PAGES

Division pages allow you to separate your book into sections. You could include your division sections in a table of contents at the beginning of the yearbook for easier navigation through the pages.

Make your division pages unique, but use your theme to make the book flow.



These are examples of divider pages that would be in the same book. Notice the similar designs and font for each group. What a great way to highlight a few students. (The shadows are great in the picture on the left—look for unique qualities in your pictures.)

Headline PAGES

HEADLINES ARE IMPORTANT FOR YOUR BOOK, BECAUSE THEY TIE EVERYTHING TOGETHER WITH YOUR THEME.

Here are some good headline tips:

- Try to keep your headlines in the same place on every page. This will help with the flow of your book.
- Don't forget to add some color to your text or text boxes.
- Mix up your fonts within a headline to make it more interesting.
- Use word-play in your headline to go with the page.

Students visit **MANY countries on **International Day****

Homecoming **ROCKED this year!**

(Theme of homecoming was rock 'n' roll)

CLIP ART

Clip art is a fun way to fill white space or accent a page. Use it to show your graphic theme throughout the book.



Copyright LAWS

Magazines, books and other publications are great sources of ideas, but they are protected by U.S. copyright laws.

Use your own creativity to adapt your favorite layouts and other design ideas to create something completely new and different.

Photographs, graphics, artwork, character images and character names, as well as slogans and phrases, are all protected by copyright laws and cannot be included in your yearbook.

You **MUST** have permission to use copyrighted material.
Include a copy of the permission letter with your layout.

YEARBOOK ADS

Advertising PAGES

HINT: PHOTOCOPY THE ARTWORK. IF YOUR PHOTOCOPY COMES OUT GRAY OR HARD TO READ, YOU NEED DIFFERENT ARTWORK.

If you sell advertising in your book, ask your supporters to please provide you with a good, crisp, clear piece of artwork for publishing. Business cards on any type of color stock (reds, blues, greens, etc.) or foil printing are difficult to reproduce. A nice finishing touch is to add separation lines between each ad.

Page Examples

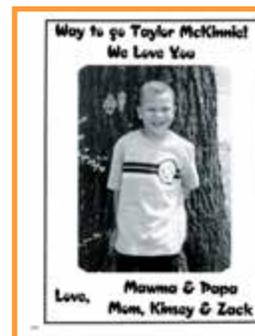
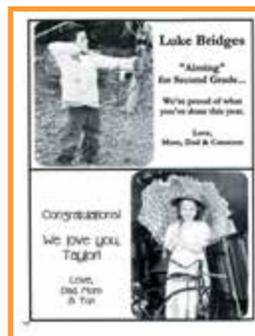


Personal ADS

PERSONAL ADS ARE GREAT MONEY-MAKERS WITH VERY LITTLE WORK FOR THE ADVISOR. THERE ARE MANY DIFFERENT WAYS TO SELL PERSONAL ADS.

- Sell only to the parents of outgoing classes (5th, 8th, 12th grade), or sell to everyone.
- Sell at events or mail an order form to parents. Sending a flyer home with a child is fine, but it does not always generate a lot of response.
- Sell different-sized ads: 1/4-page, 1/2-page or full-page.
- Email reminders to parents when the deadline is close.

Page Examples



HELP PARENTS TO PROVIDE YOU WITH QUALITY PHOTOS THAT YOU CAN USE BY SHARING THE FOLLOWING GUIDELINES:

- Poorly scanned photos will not show up well in the yearbook.
- Ask for the photos and scan them in yourself; ask for a prepaid, self-addressed envelope to return the pictures, or leave them in the school office so the parents can pick them up at their convenience.
- Email is the best way to get the pictures.
- Provide parents with the number of pictures to send.

SELLING TIPS AND ADVANTAGES

Now that you have the book planned,

IT'S TIME TO SELL IT!

This will be the best book yet, so don't worry!

WE'LL HELP YOU!

THE MOST IMPORTANT THING ABOUT SELLING THE BOOK IS MAKING SURE THAT THE PARENTS KNOW ABOUT IT. THEY NEED TO KNOW HOW MUCH IT COSTS AND WHEN IT WILL BE AVAILABLE.

There are lots of ways to get information to your parents.

- 1 Send a flyer home with each student at least once per quarter.
- 2 Almost every school collects email addresses from parents at the beginning of the year. Just contact the person who keeps those emails and have them send out quarterly reminders about purchasing the yearbook.
 - Make sure you include information about where to take the money if they want to pay the school. Some people will be more comfortable paying you or the school for the book.
 - The more opportunities you can give parents to buy the book, the more books you will sell.
 - Don't forget to include information about personalization.
- 3 Put up flyers at the school to remind students and parents about yearbooks.
- 4 Set up a table to sell yearbooks at back-to-school night, parent-teacher conferences, special events, games, homecoming, and concerts.
 - Don't do it all by yourself, ask for help. There are many parents out there who are more than willing to sit at a table and sell yearbooks.
- 5 Don't just sell yearbooks; sell personal ads, personalization, etc.
- 6 Set lots of deadlines.
 - Offer a back-to-school deal, \$5 off if you buy it that night, or a deal if they buy more than one book.

**BUILD IN A ONE-WEEK EXTENDED DEADLINE TO
CAPTURE LAST-MINUTE ORDERS.**

ORGANIZATION

BE PATIENT,
but don't get **BEHIND!**

What you should be doing each quarter of the school year.

AUGUST, SEPTEMBER, OCTOBER - THE FALL IS THE BUSIEST TIME, ESPECIALLY FOR NEWCOMERS, BECAUSE THERE IS SO MUCH TO LEARN.

QUARTER 1:

Plan Your Ladder (Order of pages)

Look at last year's book to get an idea or use one of our editable page ladders to start fresh.

Learn the Individual Strengths of Your Yearbook Team

If you are working with a team, find out who can help with photography, page design, copy writing, proofing, etc.

Launch Your Advertising and Book Sales Campaign/Determine Yearbook Price

Figure out how to cover your print cost and remember to figure in sales promotions.

Schedule Individual Pictures

We recommend featuring each student at least 3 times within the yearbook. Individual portrait pictures count as the first placement.

Decide on Your Yearbook Theme

Plan for a common theme throughout your book to tie everything together. This can be anything from your school motto to a fun saying.

Pick a Cover for Your Book

Choose one of our free standard options (some can even be customized for free) or design your own.

Get Organized & Set Deadlines for Each Portion of the Yearbook Design

Make folders on your computer for each section of the book. As you start getting pictures, this will make them easier to find when you start to design pages.

• Portrait Pictures:

- Grade 1
- Grade 2
- Grade 3, etc.

• Special Events:

- Homecoming
- International Day
- Field Day, etc.

• Group Pictures:

- Teams
- Clubs, etc.

Set Up a Place for Picture Sharing

Send out a link to parents, yearbook staff, and/or whoever is working on your team for them to upload pictures. Make sure to request a description of the event and names of the people included in the photos.

Quarter 2: NOVEMBER, DECEMBER

- **Proof All Individual Pictures & Names for Accuracy**
This step is very important! Make sure names match faces and ensure nobody is left out.
- **Set Up Group Pictures**
Send out announcements prior to the group photos, so all students will be in attendance with proper attire for each group with which they are involved.
- **Send Flyers Home with Students**
Let parents know that yearbooks are for sale. Include any available additions they can make to their purchase, such as personalization.
- **Meet Design Deadlines Before Thanksgiving Break**
- **Finish Your Campaign & Collect Bills**
You may have included ad pages in your book. They are a great way to help fund your yearbook.

Quarter 3: JANUARY, FEBRUARY

- **Continue Taking Pictures**
Organize images that were taken just before break or over the break and include them in your pages.
- **Proof Any Completed Pages**
- **Review Your Budget**
Hold a last-minute order promotion or set up a fundraiser if your sales didn't quite cover the cost.

Quarter 4: MARCH, APRIL, MAY

- **Finish Page Design**
- **Final Proofing**
Have someone outside of the yearbook committee proof the book.
- **Submit Book for Production**
- **Complete Final Order Agreement & Submit Payment**
- **Plan Distribution of Yearbooks (Signing Party!!!)**

**ALWAYS COMMUNICATE WITH YOUR
CUSTOMER SERVICE REPRESENTATIVE.**

They are your source for

ALL YOUR YEARBOOK NEEDS.

ASK QUESTIONS

Here is a list of Inter-State contact info you will want to keep handy:

My Representative is: _____

Phone Number: _____

Email: _____

Technical Support: [1-888-823-6957](tel:1-888-823-6957)

Technical Support Email: techsupport@inter-state.com

Great Ideas to Share: ycustserv@inter-state.com



GOT A ?



Need Help?



STUMPED?

Contact your Representative!

Misplaced your Representative's contact information?

Contact us at [1-800-451-0507](tel:1-800-451-0507) for the name and contact information of your Representative.

OUR COVER IS DUE:



OUR LAYOUT IS DUE:



BOOKS WILL BE PASSED OUT:



OUR LAST DAY IS:



CAN'T FIND YOUR REPRESENTATIVE'S CONTACT INFORMATION?
CALL 1-800-451-0507

