

# PLANNING



*For More Information:* [yearbooks.inter-state.com/toolbox](http://yearbooks.inter-state.com/toolbox)



# Designing a YEARBOOK

has never been *easier!*

*Let This Be Your Guide to...*

- » Choosing a cover & theme
- » Planning your yearbook pages
- » Taking great photos
- » Design ideas
- » Quarterly checklists to keep you organized and on time



*For more information, visit:*

**YEARBOOKS.INTER-STATE.COM**





# WHEN DESIGNING A YEARBOOK,

stay consistent with a theme throughout the book. Referring back to your theme several times is a great way to enhance your yearbook. You will be surprised how easily your book can come together once you have a theme selected.



**Your yearbook** should have a new theme each year. People will enjoy your creativity and the story the yearbook tells each year.

# « Choosing a COVER & THEME »»

A cover is a lot of things: it's the first impression of the yearbook, it captures the spirit of your students and staff and it pulls the theme of your yearbook together.

*Here are three ways we recommend to choose your cover & theme:*

## 1. LET YOUR COVER SET THE THEME

A great place to start is our Yearbook Cover Selector located online at [yearbooks.inter-state.com/covers](http://yearbooks.inter-state.com/covers).

Inter-State offers 30+ COVER DESIGNS for free each year, which can be customized with your school name on each cover. Some covers allow you to further customize by adding school colors and/or your own images. Be sure to check them out!

Are you interested in designing your own cover? Find specifics on how to design your own cover at [yearbooks.inter-state.com/toolbox](http://yearbooks.inter-state.com/toolbox).

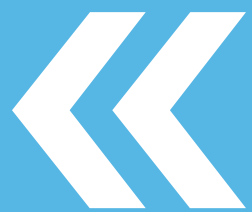


**To help** you apply the theme to your entire book, each our of standard cover designs comes with matching clip art, page headers, backgrounds and borders so you can easily make your theme flow from front to back.

## 2. SEARCH THE INTERNET FOR THEMES

One great thing about yearbook advisors everywhere is that they love to share! There are 1,000s of choices out there. Pick one that best suits your school and then choose a cover design that matches. Go to [yearbooks.inter-state.com/create](http://yearbooks.inter-state.com/create) to see theme ideas and other useful tools.

## 3. USE YOUR SCHOOL'S THEME OR MOTTO FOR THE YEAR



*Let's Talk*

# PAGE TYPES

Consider the following pages when planning your yearbook:

INDEX  
FAVORITE MEMORIES  
QUOTES FROM STUDENTS  
GRADUATION  
PROM  
HOMECOMING  
ORGANIZATIONS  
CLUBS  
STUDENT COUNCIL  
AUTOGRAPHY PAGES  
ADVERTISEMENT PAGES  
ALL ABOUT ME PAGES  
END OF THE YEAR EVENTS  
FIELD TRIPS  
PARTIES  
WEEK  
SPORTS  
MUSIC  
FANL  
RED RIBBON WEEK  
SCHOOL CARNIVAL  
DIVISION PAGE  
SCIENCE FAIR  
FALL PARTY  
HALLOWEEN  
SPECIAL CLASSES  
SCHOOL CANDIDS  
ENTIRE SCHOOL PICTURE  
CLASS PAGES  
FACULTY & STAFF  
ADMINISTRATION  
TABLE OF CONTENTS  
TITLE PAGE

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FALL PARTY  
SCIENCE FAIR  
DIVISION PAGES  
SCHOOL CARNIVAL  
RED RIBBON WEEK  
BAND  
MUSIC  
SPORTS  
SPIRIT WEEK  
HOLIDAY PARTIES  
FIELD TRIPS  
END OF THE YEAR EVENTS  
ALL ABOUT ME PAGES  
ADVERTISEMENT PAGES  
AUTOGRAPH PAGES  
STUDENT COUNCIL  
CLUBS  
ORGANIZATIONS  
HOMECOMING  
PROM  
GRADUATION  
QUOTES FROM STUDENTS  
FAVORITE MEMORIES  
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**TITLE PAGE**  
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**PROM**  
**GRADUATION**  
**QUOTES FROM STUDENTS**  
**FAVORITE MEMORIES**  
**INDEX**

# « Page Order of YOUR YEARBOOK »»

Getting started is always the hardest part. A great starting point is to reference your yearbook from the previous year to guide you in building a Yearbook Ladder.

We have included a blank ladder on the following page to guide you through the process.

*When filling out your ladder,* ask yourself the following questions:

1. How many **pages** do you need to accommodate faculty/staff and class pages?
2. What **special events** are happening this school year that should be included?
3. Will you be selling business ads or personal ads in the yearbook? How many **pages** will you need to include?
4. What sports, groups and clubs will need to be featured?
5. What other fun pages could be included?  
(Examples: Senior Recognition, Graduating Class, Accomplishments, Student Quotes, Superlatives and Baby Pictures)



*Find an editable version of the ladder,* along with other helpful tools, at **YEARBOOKS.INTER-STATE.COM/TOOLBOX**



# « PLANNING LADDER »»

## Left-Hand Page

(Always an even page number)

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## Right-Hand Page

(Always an odd page number)

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**FOR YOUR RECORDS**



# SPECIAL EVENT PAGES



Let your creativity shine when designing special event pages. These pages are a great place to slightly stray away from your overall theme. Consider a special background for these pages that relates to the event you are featuring. This will help tie the page back to the event you're showcasing.

When making special event pages, choose about ten pictures that will capture the essence of the event. Try displaying one large group picture and then choosing 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 event and highlight.

# DIVISION PAGES



Are you designing a larger book? Consider using division pages to separate your book into sections for easy navigating. Include your sections in a table of contents at the beginning of the yearbook for even easier navigation through the pages.



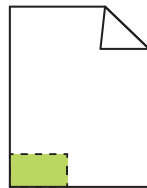
**Make your division pages unique,** but use your theme to make the book flow effortlessly.

# ADVERTISING Pages

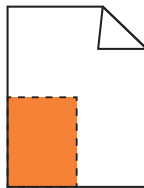
## BUSINESS AD PAGES

Do you sell advertising to local businesses? This is a great way to fundraise for your yearbook program and promote local businesses. There are several ways to structure these ads to fit your yearbook design.

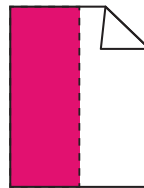
*We recommend offering the following ad sizes:*



Business Card Size



Quarter Page



Half Page



Full Page



**Ask your supporters** to 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. Photocopy the artwork and if it comes out gray or hard to read, ask them for different artwork.

## PARENT AD PAGES

Selling parent ads is a great money-maker with very little work for the advisor. These can be offered just like the business advertising pages.



**Help parents** 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 yourself; ask for prepaid, self-addressed envelopes 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 pictures.
- Provide parents with the number of pictures to send.





# « Continuing YOUR THEME »»

## Design Ideas

Our Yearbook Design Programs offer endless possibilities when creating your pages. With a wide variety of page templates available, you can easily customize each page. Be creative by adding borders around pictures, clip art and captions.

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



**Don't let yourself** get tied down to a certain template. Add interest to each page by switching up the layout throughout the book.

## Creating Headlines

Headlines are important for your book as they tie everything together with your theme and page content. Some key tips to keep in mind:

- Keep your headlines in the same location on every page or in each section.
- Use a mixture of fonts in your headline.
- Add some color to your text or text boxes.
- Use word-play in your headline to match the page theme.

Students visit *many* countries on **International Day!**

**HOMECOMING ROCKED THIS YEAR!**

(Theme of homecoming was rock 'n' roll)

## Writing 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 they are collected to make it easier for you to add them to your book.



**To write the perfect captions,** simply answer the questions, “who, what, when, where, why and how?”

# CLIP ART



Add a little something special to your yearbook with clip art! It is a fun way to:

- Fill blank space
- Accent a page
- Tie certain pages together
- Continue your theme throughout your yearbook

Our design programs offer a wide variety of clip art for you to use. You can find clip art to match each of our standard cover designs as well as generic clip art pieces. Combine both to create a special one-of-a-kind design.



**While clip art can enhance a page,** don't let it overpower your photos and memories!

# COPYRIGHT LAW REMINDER

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

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

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.

If you have questions if something will work in your book, contact your customer service representative to find out for sure.

Photos are the most important part of the yearbook! Below are some tips to help you with collecting and organizing pictures throughout the school year.

Create a plan for collecting and organizing photos early in the year. Don't feel like you have to do this alone. Classroom parents, PTA, faculty and staff can help you all year long with this project. You will also get a more comprehensive overview of the year if you are able to delegate.



**We recommend** showcasing each student at least three times in your yearbook.



# *Taking* **PHOTOGRAPHS**



When it comes to keeping images organized, we recommend using Google Drive to store and organize pictures by class and events. Share your pre-created folders with those who will be helping you take photos throughout the year. They can add additional folders and document the specifics of the event and who is in each picture.



**Set reminders** to notify your photo helpers throughout the year about capturing those special events and moments.

## *For Great Pictures* Remember:

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

## *Avoid These Common* Photo Mistakes:

- Taking photos of people facing the sun.
- Not using a flash in areas with low light (e.g. school gym).
- 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.

# Yearbook CHECKLIST

Stay organized and prepared!

## Quarter 1: August, September & October

- Plan your yearbook ladder.
- Determine your yearbook price.
- Launch your advertising and book sales campaigns.
- Decide on your yearbook cover & theme.
- Get organized & set deadlines for each portion of the yearbook.
- Determine who will be your photographer helpers.
- Set up a place for picture sharing.
- Learn the individual strengths of your yearbook team.
- Save an additional 10-20% off your yearbook when you Refer-A-School to Inter-State Studio. Find out more at [yearbooks.inter-state.com/refer](http://yearbooks.inter-state.com/refer).



**For resources** on selling your yearbook, see the "Selling Your Yearbook Guide" within your Yearbook Kit!

## Quarter 2: November & December

- Proof all individual pictures & names for accuracy.
- Be sure group pictures have been scheduled or taken.
- Send flyers home with students.
- Have the school send an email or text to parents reminding them yearbooks are on sale.
- Meet any design deadlines you have been assigned before Thanksgiving break.
- Finish your ad campaign & collect outstanding money.

## Quarter 3: January & February

- Continue taking pictures.
- Proof any completed pages.
- Review your budget.
- Hold a last-minute order promotion (if needed).

## Quarter 4: March, April & May

- Finish page design.
- Final proofing.
- Submit book for production.
- Complete Final Order Agreement & submit payment.
- Plan distribution of yearbooks & Signing Party!!

**If you have any questions**, always communicate with your customer service representative. They are your best resource for all your yearbook needs!