



School Annual
PUBLISHING COMPANY

PLANNING

GETTING STARTED

The Yearbook

The yearbook, also known as an Annual, is a record of a school's yearly activities. It is often the single source that a school has to document memories. So often in the news, whether by tragedy or triumph, a person's past is documented by a photograph from their school yearbook... or their annual. Often when reminiscing through family albums or scrapbooks, each of us stumbles across the school yearbook – and we hesitate for a moment and leaf through the book that evokes so many memories.

You are about to begin a project that will be looked at for years to come – from children, parents, grandparents and siblings... you are creating a wonderful legacy. Hopefully this guide will help you get organized, answer some basic questions, and help you through the process.

What kind of yearbook do I need?

Yearbooks come in either hard cover or soft cover. The size of the book depends upon your needs. Our recommendation is that you choose a size that fits your school. School Annual's small book (5.5" x 8.5") is a small size for preschools or small organizations. The soft cover 8.5" x 11" is the most popular style. Schools that have higher grade levels, graduating classes, or need durability for the years to come usually choose a hard cover.

How do I get started?

Form a committee of the following roles:

Picture Takers

- Use your school/event calendar and ask parent volunteers assigned to the event to take pictures. Most likely, they will be taking photos of their own children, so ask them to broaden the shots to include more children in each photo. Put photos in a collective place – ask your computer support person to create a link on the school's website where parents can submit photos.
- Create a shared file that can be accessed for holding digital photos.
- Label photos specifically – instead of default photo numbering from your digital camera, label each photo with student names so that you can make sure each student is covered in the yearbook.

Sales Team

- Ideally, every school would like each student to have a yearbook. The more copies of a yearbook that you purchase, the lower your overall cost will be. Unfortunately, the most difficult step is making sure that the student's parents even get the message that yearbooks are on sale. A multi-pronged approach helps get the message to your parents. Look at the Sales Tips section located in this book for some "tried and true" suggestions.



GETTING STARTED

Yearbook Creation Team

- Form a team that will actually create the yearbook pages. Because the creation takes longer than anyone anticipates, avoid procrastinators! You will need a team that creates the pages soon after each event occurs. If you have set up the picture-taking schedule, set up the page deadlines for those events within 2 weeks. Rarely will you receive pictures or content after 2 weeks – even when you beg!

Yearbook Co-Chairs

- Be sure to have a leader who can keep the committees on schedule. Ideally, co-chairs work well in the event some issue occurs, more than one person knows the roles, the plan and what is yet to come.
- Work with your school photographer to organize your school picture day and request either the hard copy photos or the digital CD (Professional school Photographer's format or PSPA) for your yearbook.

Proofers

- Have at least two people proofread each page upon completion. You can't be expected to know everyone and how to spell every student's name.
- Distribute black/white copies of the student class pages to the class teacher so that they can proofread the spelling, names and images.

Outline what is on each page

Create a yearbook "ladder". A ladder is a page-by-page diagram of what content will be on each page. This will not only organize your book, but it will help you avoid redoing pages because they don't fall on the correct side. A **sample ladder** can be found on pg.21 of this booklet.

Student candid

One of the most frequent criticisms of a yearbook is the frequency and variety of candid photos to include each student in the school. How many times have you heard, "I'm only in there one time..." or "it's the same kids every year..." Your goal as an advisor should be to get each student in the book at least three times. It's not an easy accomplishment, but will garner much kudos from the parents in the school. Remember, your end goal is to hear "That's me!" on yearbook distribution day.

How can I get each student in the book 3 times?

Ask your yearbook publisher if a report can be obtained with the frequency of a student's appearance in the book. In an effort to accomplish this, School Annual has a program in the School Annual Online software that allows the advisor to see a report of the students in the book. Each student, if named within the picture uploading, can be counted on the report.

SCHOOL PHOTOGRAPHER

Why should I contact my school photographer?

Your school photographer will be your best asset in providing the highest quality student photos. If you haven't found a school photographer, here are some questions you may want to ask.

Questions for a school photographer about pictures:

- Will you take photos of groups or sports?
- Will you do retakes?
- Will you take spring portraits?
- What is your turnaround for pictures, proofs and retakes? (Ask for specific dates.)
- Do you offer a variety of backgrounds?
- Will you have direct contact with your photographer? Is there a contact at the company in case he/she can't be reached?
- Will the photographer bring assistants, or must the school provide the help?
- When will parents be expected to pay? How many photographers/set-ups will be available on picture day?
- How much time do they need?
- Have all photographers/assistants had background checks?
- Do they offer retouching?
- Do they offer ID cards?
- How do you re-order pictures?

Yearbook questions for your photographer:

- Can you include a PSPA CD (Professional School Photographers Association CD)? This is a CD of all of your images in a digital format. Note: This is not an Administrator's CD – the images on that CD are a lower resolution used for student files and ID cards.)
- Is there a charge for this CD?
- If you provide the die cut student photos, how are they labeled?



CREATION

How do I create the yearbook?

- Paste-up – All photos are pasted down on grid boards. Hard copy photos are used, and laying them out is similar to scrapbooking.
 - With paste-up, all text should be printed and glued down, along with the photos, on the mounting boards. Paste-up allows complete freedom of creation within the mounting board.
 - Adhesive on paste-up creation can be problematic if a correct adhesive is not used. Rubber cement is ideal for paste-up because it acts as a repositionable adhesive that does not damage photos. Rubber cement has become difficult for us as a yearbook company to supply because of the air guidelines regarding flammable material. There are other repositionable adhesives in the form of glue sticks and tape – at School Annual we test adhesives every summer to provide the best available option. We recommend that you try a variety as well, but stay away from school glue and regular tape. Both have a tendency to hold the photo and you risk a torn photo should you have to move or reposition.
- Digital – Images submitted are digital, and layout created is digital.
 - Digital using desktop software – Software is installed on a standalone computer and pages are created through desktop software. Be sure to ask how many computers this can be put in in the event several of you are working on pages.
 - Digital using online solution – No software is used – layouts are created using the web. A variety of layout templates are available. Student portrait flow is less time consuming than placing each student individually as in standard desktop software. The biggest benefit to creating your book using the online creation method is that multiple users can log on from multiple locations. This year, we had an advisor take a vacation to Europe, and she was able to log on and check on the progress from the other advisors.

Common digital Q&A:

Do I have to go digital?

No, not necessarily. Just prepare ahead of time to collect images from both your photographer and parent volunteers that are hard copy. Be prepared to work with digital images in the event the “picture of the year” comes to you in digital format.

Is the computer easier?

It depends on your definition of easy. If having a beautiful design with images that are perfectly placed is important to you, then digital is the way to go. However, if you love to scrapbook, then your yearbook will have the unique, one-of-a-kind look that scrapbooking lends itself to.