

SCHOOL ANNUAL: All You Need to Remember

CONTENT





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What should I put in the yearbook?

- Typically, most yearbooks begin with an intro page, page for principal, page(s) for staff, supporting staff, student pictures, and then “special events”.
One of our schools took a photo of the principal and asked him to write a personal letter to the students. He loved the idea, and became a huge advocate of the yearbook.
- Many, many candid! Remember, parents have already seen and purchased the professional photos of their children – they like seeing their child “a day in the life!”
One mom said to us this year, “I’ve already seen the professional picture. I’d love to see other photos of my daughter.”

How do I organize it?

- Create a yearbook ladder, or outline. A sample ladder can be found on page 20 of this booklet.
- If you don’t want to use a ladder, just create an outline that tells you what is on each page. Use the school calendar as a reference so that you remember all the special activities.

How many pages do I need for class photos?

- Typically, one page for the professional portraits and one page for candid specific to the class are typical. Some schools with small classes do put two classes to a page.

Is there an easy way to get the student photos organized?

- Paste-Up – If you are pasting up those pages, sorting the photos by class, then in alphabetical order is the way to go.

How do I get my end of the year events in the yearbook?

- The end of the year events is often the most critical to the school year. There are a variety of ways to get it in the book, but don’t compromise quality when other solutions are possible.
 1. Have a complete yearbook. Ask the yearbook company to help you individually mail the yearbooks home. Or, organize a summer event for yearbook distribution – perhaps during the preregistration time.
 2. Ask your yearbook publisher to produce a supplement. A year-end supplement is usually an 8 or 16 page tip-in that has an adhesive strip that can be “taped-in” to the yearbook. The yearbook company can easily mail this home during the summer.
 3. Take all of your photos and video footage and produce a DVD. School Annual has a DVD program that can produce a DVD in 5 weeks – it can also be mailed home.

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How do I get a cover that represents our school?

- Usually, the best covers are drawn or created by the students. Other covers highlight an image of the school, and an accomplishment that should be highlighted, example: A School of Excellence Award.
- A cover template can be used to format the correct size. Hand drawn art or digitally created art are the most common cover submissions. However, just placing a photo of the school building on the cover is an excellent way to represent your school.
- When creating your special design cover, decide whether you would like the art to “bleed” or not. Bleeding the art means that you want the color and design to extend to the furthest edges of the cover without a white border. A caution: if you pull the art to the edge, some will be cut off in the trim process. Therefore, pull the background color to the edge, but keep the photos away from the trim line.

How are the pages in a yearbook numbered?

- Each page is a separate number. Just as in novels, yearbook pages are numbered individually, not by sheets of paper. Therefore, one sheet of paper represents two pages in a book. Pages are numbered with the odd pages on the right, and the even pages on the left. If you are confused, look at how the page numbers sequence in this book. You will notice that the cover is not numbered, the inside cover is not numbered, but the first page that you see on the right hand side is numbered 1 and the opposite side of that piece of paper is labeled 2.

Completion of the Yearbook

Now that I think I have finished, what do I do?

- Proofread Proofread Proofread!
- Have your principal just glance over the pages. There may be sensitive information that you may not be aware of that should not be included in the book.

How do I dedicate a page of the book to a student or faculty member that passed away?

- Work with your yearbook company to insert a page near the front of the book. If the book is already in production, often a page can be either inserted or tipped in.



SAMPLE LADDER DIAGRAM

School: _____ Deadline Date: _____

		1	Photo of School
Principal Page	2	3	Faculty
Faculty	4	5	Faculty
Portraits	6	7	Portraits
Portraits	8	9	Portraits
Portraits	10	11	Portraits
Portraits	12	13	Portraits
Portraits	14	15	Portraits
Portraits	16	17	Portraits
Portraits	18	19	Portraits
Portraits	20	21	Portraits
Portraits	22	23	Portraits
Portraits	24	25	Portraits
Portraits	26	27	Portraits
Back to School	28	29	100th day of school
Student Council	30	31	Clubs
Band	32	33	Choir

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SAMPLE LADDER DIAGRAM

School: _____ Deadline Date: _____

Football	34	35	Basketball
Soccer	36	37	Wrestling
Volleyball	38	39	Cheer/ Dance
Science Fair	40	41	Presidential Fitness
Reading Week	42	43	Awards
Field Day	44	45	Grandparents Day
Fall Party	46	47	Holiday Party
Valentines Party	48	49	School Play
Baby pages	50	51	Baby pages
Spirit Week	52	53	Spirit Week
Collage	54	55	Collage
Teacher of the Year	56	57	Dedication page
Parent ads	58	59	Parent ads
Parent ads	60	61	Parent ads
Autographs	62	63	Autographs
Autographs	64		



LADDER DIAGRAM

School: _____ Deadline Date: _____

	Example: Title Page 1	34	35
Example: Principal Page	Example: Staff Page 2	36	37
Example: Kindergarten	Example: Grade 1 3	38	39
	4	40	41
	5	42	43
	6	44	45
	7	46	47
	8	48	49
	9	50	51
	10	52	53
	11	54	55
	12	56	57
	13	58	59
	14	60	61
	15	62	63
	16	64	
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