SO, YOU'RE IN CHARGE OF THE YEARBOOK.

Whether you're a newbie or a seasoned yearbook adviser, PYB is here for you every step of the way. **Keep this guide handy and your Customer Support Specialist (CSS) on speed dial!**

1 ASSEMBLE YOUR TEAM

Trust us, you don't want to do this alone. Here are some suggestions for building a winning team:

- Talk to your administrators about their expectations. This will help you decide the size and type of staff you need to recruit.

- Seek out students and volunteers with a variety of strengths: tech-savvy, photography or writing skills and good ol' elbow grease.

- Ask parents to contribute photos, proofread text and prepare goodies for any after-school staff work time.

2 SAY HELLO

Your **Customer Support Specialist** (CSS) will be checking on you throughout the year. Our CSS team has a combined experience of 100+ years (seriously, we counted!) and is available by phone to answer all of your questions, provide technical support and offer ideas and suggestions on a range of topics. From staff motivation to yearbook design, your CSS is here to help.

In a hurry? This guidebook outlines a comprehensive plan for a successful school year. If you're getting a late start or need the abridged version, visit **picabooyearbooks.com/downloads** for a condensed checklist to meet your needs.

3 REQUEST A MASTER LIST AND EVENT CALENDAR

Ask your school's office to provide you with a copy of the master list of students, faculty and staff, as well as an activity calendar.

The master list will help you spell names correctly. Send a copy of the list to each teacher with a note asking for any edits to be made (Does John go by Jack? Is Alexandria really Alexa?).

The calendar will alert you to activities that may need to be photographed. Having this list will allow you to make photo assignments ahead of time instead of rushing around the day of. (We know, we've been there!)

4 COMPLETE A ROUGH LADDER DIAGRAM

A ladder diagram is a page-by-page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

The ladder will help you determine how many pages you'll need and will come in handy once you use the **Section Manager** in our web app.
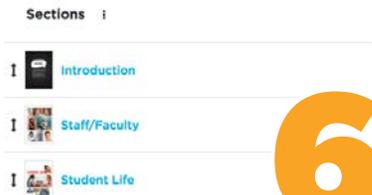
Remember, because we print yearbook pages in increments of two, your book must end on an even number. **A PDF of the ladder can be downloaded at picabooyearbooks.com/downloads.**

5 ON THE MONEY

Your decision to use Creator Studio will bring you many benefits, but the greatest may be to your budget. Our **No Minimum Order** policy allows you to have a low price per book without committing to more copies than you can sell.

Once you've completed your ladder diagram, you can safely estimate the number of pages you'll need. Use the pricing calculator to determine your cost per book. Before you decide your yearbook sale price, consider the following:

DOWNLOAD OUR MONEY MATTERS HANDOUT AT PICABOOYEARBOOKS.COM/DOWNLOADS

- You can round up the price per book and receive a profit check at the conclusion of the school year or donate the proceeds to students who can't afford a yearbook.
- If your school is not tax exempt, take that into consideration when pricing your books both online and in person. When applicable, sales tax will be charged on online orders.
- Bulk orders of 50 or more of the same book receive free shipping. If you are unsure if you will sell 50+ books, add an additional $1-$2 per book to cover possible shipping costs.

See "Marketing Tools" in this guidebook for ways to help you promote your yearbook sale.

6 CREATE SECTIONS

In your Project Dashboard, create sections for your book. Sections can consist of a single page or multiple pages. Typical sections in a yearbook are: Opening, Student Life, Sports, Portraits, Clubs and more. Keep in mind that you can upload and assign photos by section, so plan accordingly!

Create sections by clicking the New Section button in the Sections module of the Project Dashboard. You can also rearrange pages and sections at any time by selecting the Section/Page Manager. Use Portrait Sections for formal portraits of staff and students and Freeform Sections for everything else.

7 UPLOAD PHOTOS

There are several easy ways to upload photos to your project.

After you've created sections in the Project Dashboard, click the section name to enter into the design editor. Click on the blue Add Photos button at the bottom left of the page to select a photo source. Another way to access, move, rename and share photos with contributors is by clicking the Manage Photos button from the Recent Photos module in your Project Dashboard.

Apple and Android users can download the Skipple app to contribute photos from their smartphones. And, if your school is using our integrated media management platform, Vidigami, choose this as a photo source to flow all your photos straight into your book!

(See page 40 to learn more).

Once placed onto a page, you can edit, lighten, shrink, enlarge, rotate or add border artwork to photos. You can even add keywords to help you sort your photos.

8 DESIGN YOUR COVER AND PAGES

Create your layouts from scratch or use one of our many customizable templates—or both! From sophisticated to fun, we have a variety of designs to complement your yearbook.

Check out our gallery of pre-designed yearbook cover artwork options in the CreatorStudio[Pro] section.

Use backgrounds, stickers and photo corners to add flourish to your pages. Visit the Knowledge Base, view our online Tutorials or ask your CSS about your specific design questions.

9 PROOFREAD

You've probably looked at the yearbook hundreds (maybe thousands!) of times, but there are bound to be errors that you just won't catch. Here are a few tips to prevent "Uh oh!" moments on distribution day:

☐ **Give your eyes a rest.** Set the yearbook aside for a few hours after you've finished and then proofread it with fresh eyes.

☐ **Ask for help.** Invite someone else to proofread everything. A new set of eyes may immediately spot errors that you've overlooked. Let your Account Manager or CSS know when your cover is finished so he or she can double-check resolution and safety zones for you.

☐ **Look for one type of problem at a time.** Scan the page a first time for misspelled names, second for punctuation, third for grammatical errors, etc. Breaking up your editing into categories will help prevent your brain from slipping into autopilot.

☐ **Review a hard copy.** Print out a PDF proof of your book. Proofreading is much easier on paper than is it on a screen.

☐ **Use spellcheck.** The spellchecker can be a tremendous help, but remember that it's not 100% goof-proof.

☐ **Watch for the Low Resolution symbol.** Photos marked with this symbol will print poorly and should be made smaller (until the symbol disappears) or be replaced by a higher-quality photo.

☐ **Let it go.** We know you've put your blood, sweat and tears into this year's yearbook, but remember to allow three weeks for production and shipping and another week to organize for distribution.

10 PLACE YOUR ORDER

Once you have locked your final section, you will be required to view a PDF proof before continuing the ordering process. The next steps you take depend on if you've sold your yearbook in person, online or both. If you have sold yearbooks online, you will need to release the Pre-Order Queue into production. Visit tinyurl.com/storefront-creatorstudio for detailed instructions about how to place your order.

🛒 ADD TO CART