Professional Program Guide

Type Styles

There are many different type styles you can choose from to make your yearbook unique. If you do not indicate your selection on the Final Yearbook Production Form, your yearbook will be completed with **Arial.** The entire book will be typeset in the font you choose.

Arial Bold *(Headlines)*
Arial *(Body Copy)*

Bauhaus Bold *(Headlines)*
Bauhaus Light *(Body Copy)*

Candara Bold *(Headlines)*
Candara Regular *(Body Copy)*

Times New Roman Bold
Time New Roman *(Headlines)* *(Body Copy)*

Flat Brush *(Headlines)*
Comic Sans *(Body Copy)*

Cheers Bold *(Headlines)*
Cheers *(Body Copy)*

Comic Sans Bold *(Headlines)*
Comic Sans *(Body Copy)*

Freestyle Script *(Headlines)*
Arial Rounded *(Body Copy)*

Mystical *(Headlines)*
Comic Sans *(Body Copy)*

Prose Antique *(Headlines)*
Prose Antique *(Body Copy)*

Ravie *(Headlines)*
Comic Sans *(Body Copy)*

Rockwell Bold *(Headlines)*
Rockwell *(Body Copy)*

Preparing Text

Yearbook Text

If you have typed your class list, names, and/or captions for collage pages in a Word Document or a similar text software, please send the text file along with the hard copy of the text with your photos.

Leave room for text:

Leave room on the layout sheet for text:
- All pages: Leave 2 grid squares or 1/2" empty space for the heading on the page.
- Portrait pages: If you have names to the side of your portrait photos, allow 2 picture spaces for the names. If your names/captions are under your photos, leave at least 1/2" space empty for the text.
- Activity pages: Leave 1/3 picture height empty for 12 names or a two-line caption. Leave 1/2 picture height empty for a large number of names or a multiple-line caption.

Group Photos

Names under group photos will be typeset as follows unless requested otherwise:
Row 1: First Last, First Last, First Last Row 2: First Last, First Last, First Last

Class Pages

Class Lists

Prepare a typed class roster for each class page. If you are sending hard copies of your class pictures to scan, number the list to match the number for each photo. Double-check that these are in alphabetical order. Include on this sheet the heading and any captions that you want on each page. Mark the heading(s) and captions to identify them for placement.

Names will be typeset first name, then last name. We do not print middle names of students unless specifically instructed.

Missing Portraits

For students that you want to list in alphabetical order with the rest of the class, insert a not-pictured clipart in their place with the portraits and keep their name in alpha order on your class list. For students that you only want their names to appear, type their names together under the heading "Not Pictured". This Not Pictured list we be added at the bottom of your class page where space permits.

Class Photos on CD

If you have received your class portraits on CD from your photographer, we can help you flow these pictures onto your yearbook pages.

We require the photographer's CD or link containing photos to be sent to us with a class list at least one month prior to your yearbook deadline as well as the portrait form included in your kit.

We will set up a data proof using the index file from your class photo CD and mail it to you. Please make sure the data proof includes all current students that you want to appear in the finished yearbook. Check name spelling, proper grade affiliation and mark out any duplicate images not needed.

We will send you a proof of your finished class pages prior to your yearbook deadline. You will need to proof the class pages, mark any corrections necessary to the pages and send the corrected copy with the remainder of your yearbook.

Once your entire yearbook has been received and processed, you will receive a first proof of your whole yearbook.

Laying Out Your Pages

Getting Started

Gather and Organize Your Pictures

Digital pictures

Create a folder on your computer to hold all the digital photographs you receive for the yearbook. Once you have all your photos for the yearbook, put these on a CD or jump drive and take them to a photo processing center to be printed in order to get the best quality photos for your finished yearbook.

Home printouts of digital pictures, magazine pictures, pictures from past yearbook pages do not scan and reproduce well. The scan picks up the pattern in the photo (see example below). The color and contrast of the picture are too far off to make quality adjustment. This results in lower quality pictures in the finished yearbook.

Original digital pictures

Home printouts after scanning

Hard copy pictures

Separate your pictures by category into labeled envelopes or containers. This will make the actual paste-up of your yearbook go much faster. Identify the photograph by writing on the back. Do not press hard when writing on the back of any photograph because it creates an indentation that will show when the photo is scanned. Let the ink dry after marking the photographs and before stacking them to keep the ink from rubbing onto the front of the other photos.

Page Ladder

Create a yearbook ladder. This will help you determine the number of pages that will be needed in your finished yearbook. Record the number of students in each class. This will help you decide on a layout for your class pages. The pages across from each other (2-3, 4-5) will be facing pages in your yearbook.

	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33
34	35
36	37
38	39
40	
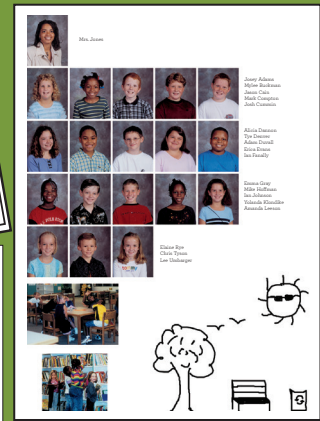
The number of students will vary with each class page. Be sure to include photos or art to fill the space on small classes.
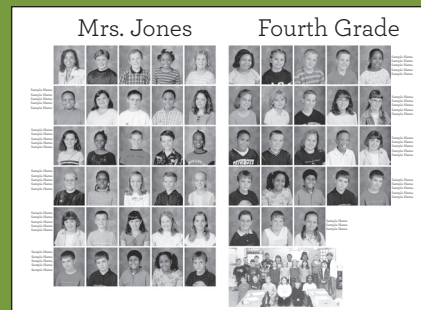

Spread large classes across two pages to keep the count of students as close as possible on all class pages.

TOTAL NUMBER OF PAGES MUST BE DIVISIBLE BY 4

Layout Sheets

The 100% layout sheet

- Use this layout when you want the elements produced the same size as the original and all your elements will fit on the 100% layout sheet.
- Paste your elements to the blue border around each layout. We will add the white margin around each page pasted on regular layout sheets.
- Caution: Keep your elements on or inside the blue line. Anything beyond the border will be trimmed off and will not print in the finished yearbook.
- Text will also reproduce at the size you have pasted, which makes it easier to visualize your finished page.
- Use the front when placing photos and text. The grid will help keep text straight and photos separated evenly.
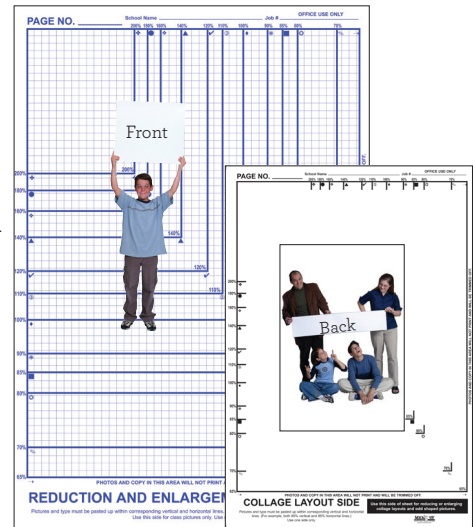- Use the back when placing shaped photos or making a collage. The back has no grid lines.
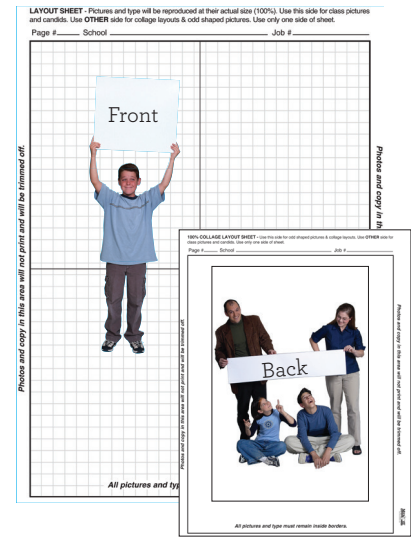
The Reduction/Enlargement sheet

Use this layout when all your elements are too large to fit on the 100% sheet or they are smaller than the 100% sheet and you want them larger in the finished yearbook.

Keep all pictures and text within the outside border. Anything beyond the border will be trimmed off and will not print in the finished yearbook.

Text sizes will be dependent on the percent to which you layout each page (see the chart on page 6 of this manual).
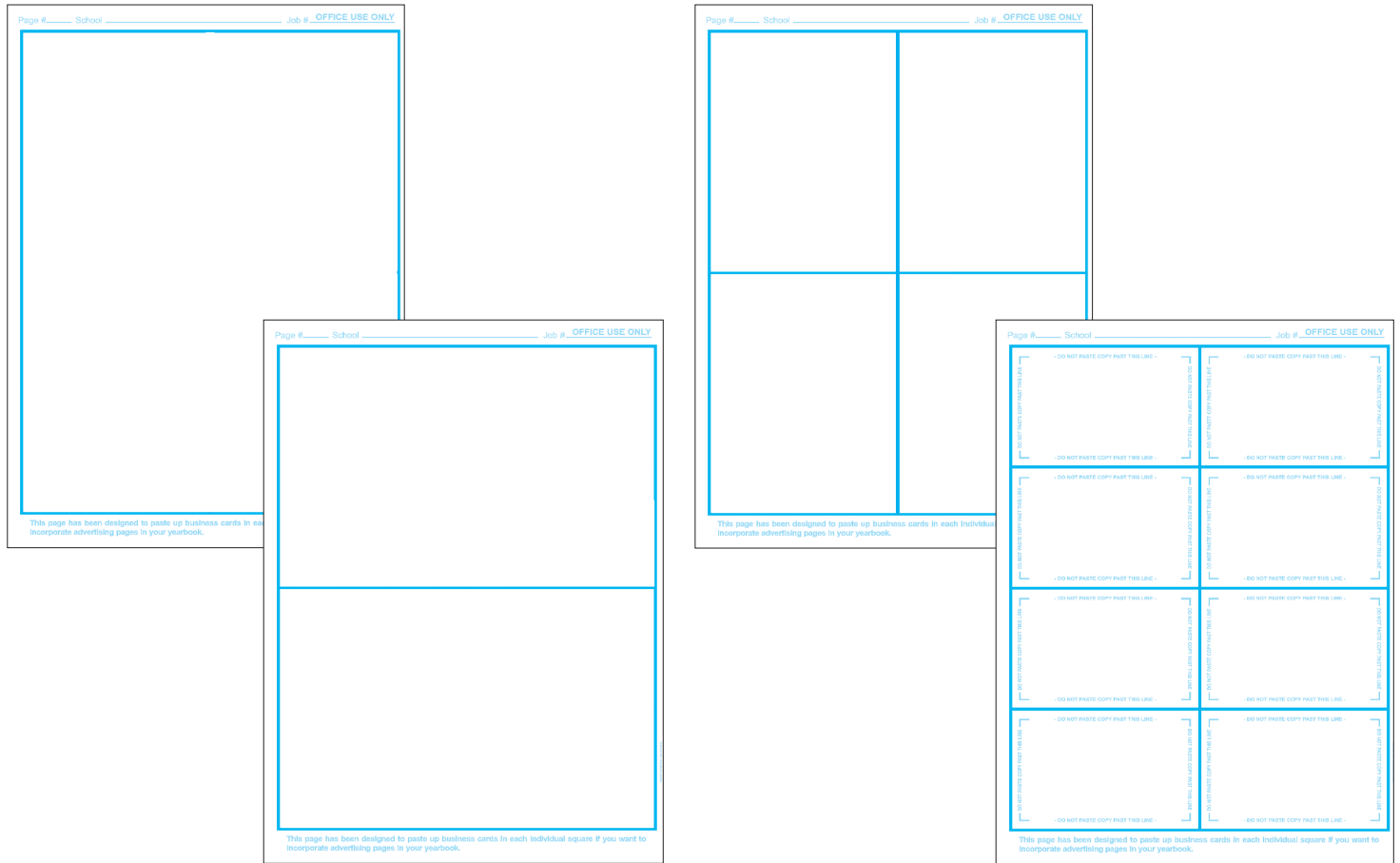
Always fill the reduction/enlargement to the same percentage in both height and width to get a balanced page.

Just like with the 100% sheet, use the back when placing shaped photos only or making a collage. The back has no grid lines.

USE ONLY ONE SIDE
OF EACH LAYOUT SHEET

Ad Page Layout Sheets

Ad Page Layout Sheets are for ads only and come in four styles: full page, half page, quarter page, and eighth page. Keep all elements within the borders. We will add the black borders between the ads to your finished yearbook.

Percentages

Lay your pictures on the layout sheet before taping them down so you can change your design to make the page proportional.

In the example below, the pictures cannot be trimmed enough to fit the width into 110% without losing too much of their content. The page was laid out to 85% in width but only 110% in height.

If you do not layout your pages to the same percentage in height and width, there will be blank space on the finished page. Your page will not be well-proportioned or balanced.

The finished yearbook has a large block of white space, and the page looks short and wide.

In order to fill the page more proportionally, the pictures can be rearranged or more pictures can be added along with clip art or text to fill the blank space.

Always make sure the percent in height and width for all your pages is the same.

This will create a full page in the finished yearbook as pictured below.
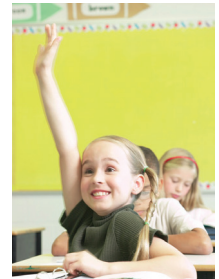
Special Designs
Backgrounds

If you are going to put backgrounds in your yearbook, attach them to a separate layout sheet. Mark the layout sheet with the background and the layout sheet with the pictures with the same page number so we know what goes together.

Construction paper does not reproduce well. Black construction paper often looks green after being scanned.

Do not place the pictures on the background. If the background is separate from the pictures we can color correct those separately which will yield a better looking finished page.

If you are producing an all color yearbook, you can select one of the free backgrounds offered. Mark your choice on the Final Yearbook Production Form.
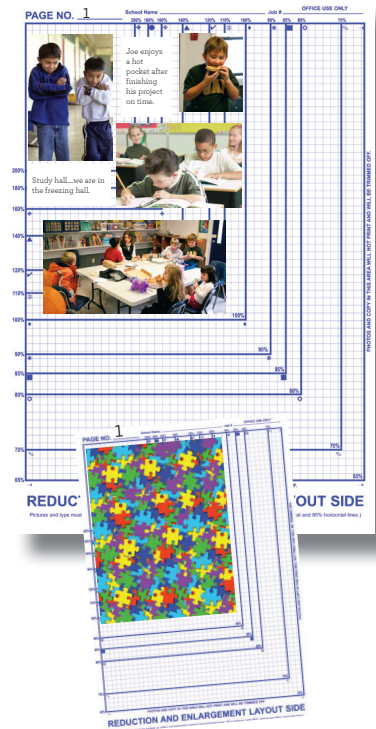
Centerspread Photograph

If you are using a group picture to spread across two facing pages in your yearbook, REMEMBER that there must be empty space down the middle of the photograph. Divide your students into two groups and put space in the middle of the two groups. Otherwise there will be staples on top of faces (if you choose a saddle-stitch binding), or the faces will be pinched and will disappear in the binding (if you choose perfect binding, case binding or hardback.)

Centerspread photos need "empty space" around the subject, so they can proportion correctly across two full pages without cutting into faces. Not like the sample (on right) which does not allow for any adjustment to the photo and the image close to the edge will be cut off.

Bleed Pages

A bleed page has no white margin in the finished yearbook.

Only *use bleed layout sheets for pages that you want to bleed in your yearbook.*

What makes a great bleed page?

- A full page of pictures with the photo edge touching the edge of the layout sheet.

- Or a background to fill the page behind your text and pictures. (Please send in the background on a separate layout sheet.)

- Any area left white to the outside of the layout sheet will create a white border. With this in mind, cover all of the layout sheet but keep your text and faces in photos away from the bleed edge at least 1/4" to ensure those important elements will not be cut off.

PICTURES MUST EXTEND TO THE EDGE OF THE LAYOUT SHEET BUT DO NOT PLACE FACES OR TEXT ON THE EDGE

The girl on the bottom left of the page will be partially or completely lost in the finished yearbook.

Layout Tips
Class Pages

1. Create a ladder and write the number of students in each class. This will help you identify the largest class and see if there is a large difference in the number of students between classes.
2. Start with the largest class.
3. Determine your layout.

Names to side
A. Before pasting your largest class, lay the pictures on the layout sheet from left to right. Place them butted together with no white space and leave 2 picture spaces on each row empty to allow room for names. Place all the portraits for this largest class on your layout.

B. Remember to keep the width and height percent the same even if it requires adding candids or clip art. This example requires the width to be at 80% to accommodate pictures and names. The height must then also be 80%. All the other class pages will need to be at 80% if you want the head sizes to remain the same for all classes in the finished yearbook.

C. When pasting a left-hand page, paste from left to right with the straight edge of photos against the percent line and names on the left.
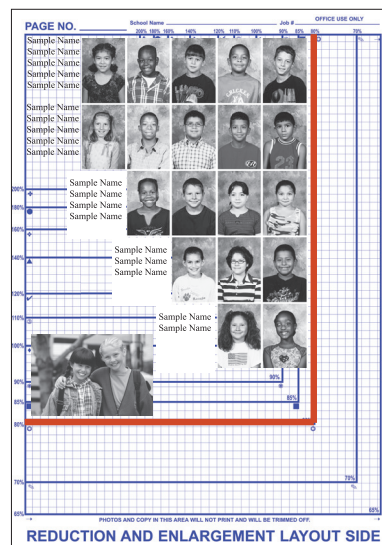
Names under
A. Before pasting your largest class, lay the pictures on the layout sheet from left to right. Leave at least 2 grid squares between each row to allow room for your text.
B. Use the grid lines on the layout sheet to evenly space your pictures on the page.

This example fills the page width to 85% and height to 85%.

On pages with fewer portraits, use candids and clip art to fill the space on the page.
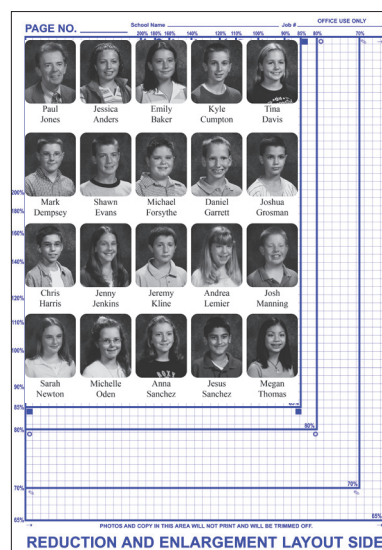
Copyright

What is copyright?

Copyright law was created to protect the artist, the creator or the holder of the copyright from unlawful use of their material.

Without written consent, you should assume that all published and even some unpublished works are protected by copyright law. This includes works posted on the internet.

Use of copyright and trademark materials

Olympics

The Olympic Rings are protected by a special trademark law. Do not use them in your yearbook. They can only appear in the yearbook if they are in a photograph taken at an Olympic venue.

A school in Colorado had always used the Olympic Rings as a school symbol. When the staff decided to use the rings in the yearbook, they contacted the Olympic Committee to request permission. Not only did the Olympic Committee refuse to let them use the Olympic symbol in the yearbook, the school had to remove the large scale model of the rings they had outside the school building.

Student Artwork

It is a good idea to get written permission from students before you include their work in your yearbook. Use of their work in any other medium than the yearbook would require a different permission.

Cartoon Characters

Any cartoon character in a TV show, movie or cartoon strip, may be copyrighted and is potentially protected by trademark law as well. You may be liable for copyright infringement even on a student drawing of the cartoon character unless there are enough differences between the original and the student's drawing.

Movie and Television Characters

The names and characteristics of movie and television characters may be copyrighted material that you cannot use without permission. Celebrity photographs are subject to copyright protection.

Games and/or Game Boards

Games such as Monopoly, Trivial Pursuit, etc., are subject to copyright and trademark protection and cannot be reproduced without permission.

One school decided to use a Monopoly theme in their yearbook. Unfortunately, they failed to get permission from Parker Brothers before they sent the yearbook to the printers. As soon as Parker Brothers became aware of the situation, they flew in a lawyer to supervise the destruction of every copy of the yearbook.

Showing a picture of a product, like Nike, in the student fads section is not a trademark violation because you are identifying the product. If you use that product's symbol as a theme throughout the yearbook, it would be a trademark violation.

Currency

You can reproduce currency as long as it lacks reproductive detail. You can safely include images of currency in your yearbook as long as its size and color are not the same as the original.

When in Doubt

If you are not sure if something has a copyright or trademark, get permission to use it or don't use it. One school asked permission to use a character from Family Circus. Not only did they obtain permission but Bill Keane drew a special cartoon for the school to use on their cover!

To obtain permission:
- Find out who holds the copyright or trademark.
- Contact the copyright or trademark holder.
- Allow ample time to receive permission.
- Always get permission in writing.

Once you receive permission:
- Follow any restrictions given from the holder of the copyright or trademark.
- Send a copy of the permission to your publisher with your yearbook to avoid production delays.

Proofing

Keep copies of all your typed lists. When we are finished typesetting your yearbook, we will send you a copy of the yearbook to proofread. We recommend you have two people proofread our copy of your yearbook to ensure all text is correct. This is your opportunity to make corrections at no cost. Once corrections are made, you will receive a second proof. This proof may be emailed if there were not a large number of corrections. No changes can be made after the second proof without charge, unless the change is a result of a mistake made by Memory Book Company.

MEMORY BOOK™ · *Jostens*
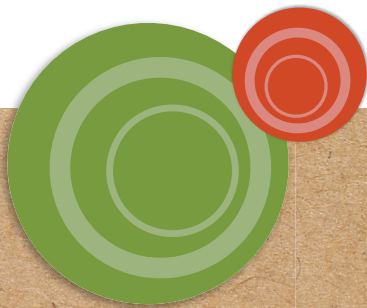
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