TABLE OF CONTENTS

PURPOSE OF THIS SAMPLE . . .

➢ Provide a sample of our output quality and the paper stocks used in the production of your yearbook.

➢ Demonstrates the perfect bound, soft cover version of finished yearbook: While other binding options are available and briefly discussed later in this sample, by far the most popular option for yearbooks remains perfect bound soft cover.

➢ Provide information of various software packages to assist in the creation of your yearbook Many options are available these days in creating your yearbook, including full fledged page layout programs such as InDesign and QuarkXpress to lesser ones such as Microsoft Publisher. This sample discusses these options as well as software designed exclusively to produce yearbooks.

➢ Provide Information on producing your yearbook including guides and tools.

➢ Idea Book Act as an idea book by displaying the variety of layouts that others have developed when creating their own yearbook.

VIRTUAL IMPACT MARKETING INC.

For 12 years, Virtual Impact has specialized in the short–run (on–demand, or as–needed, just–in–time) production of books, training manuals, catalogues and price lists in full colour.

We are now pleased to introduce our latest cost effective, high quality products for your review: Full Colour Yearbooks and School Agendas.

Our yearbooks are cost effective, fast and easy to produce with our software and can be ordered in as few as 35 units.

MISSION

To produce high quality, affordable yearbooks to facilitate every student's ability to obtain a increasingly valuable memento of their formative years.

SPECIFICALLY . . .

Virtual Impact focuses on meeting the needs of clients by providing the following benefits:

➢ **Low cost production of high quality, colour yearbooks** - our state of the art printing plant, combined with our high volumes allow us to offer exceptional savings to schools looking to produce affordable, quality, yearbooks.

➢ **No additional fees.** While many of our competitors offer extensive assistance in developing and producing the yearbook, these additional personnel increase the cost of the final product, sometimes beyond affordability for many students.

➢ **"Just the Print"** While we do supply guides and software to assist in the creation of your yearbook, Virtual Impact specializes only in the printing of the yearbook. Design and layout services are offered only on a limited basis and at additional cost.

➢ **"YES to Paste-Ups"** Unlike other yearbook suppliers, Virtual Impact Marketing accepts "paste-ups" (pictures/drawings glued onto a page). We will scan and print these pages exactly as is but would note that this production method will have lower output quality than "digital" books.

INTRODUCTION

VIRTUAL IMPACT
MARKETING INC.

YEARBOOK CONTRACT

Virtual Impact requires all yearbook files to arrive in our plant as "Press Quality" "All fonts embedded

Please refer to the guaranteed delivery timetable below. Space is limited, so return your contract as soon as possible to reserve your preferred delivery date.
Call us about dates not shown here.

Guaranteed Delivery Date	Deadline Date	Guaranteed Delivery Date	Deadline Date	Guaranteed Delivery Date	Deadline Date
March 24	January 21	April 24	February 21	May 27	March 24
March 27	January 24	April 28	February 25	May 30	March 27
March 31	January 28	May 1	February 28	June 3	March 31
April 3	January 31	May 5	March 3	June 6	April 3
April 7	February 4	May 8	March 6	June 10	April 7
April 10	February 7	May 12	March 10	June 13	April 10
April 14	February 11	May 15	March 13	June 17	April 14
April 17	February 14	May 19	March 17	June 20	April 17
April 21	February 18	May 22	March 20	June 24	April 21

Failure to have your complete order in our office at least 45 working days before your delivery date will nullify your guaranteed delivery date. This may also result in a delivery date that is several weeks later than you have requested.

Ordered By (your kit will be sent to this address):

School: _____ Person to Contact: _____

Address: _____ City: _____

State: _____ Zip: _____ Principal: _____

School Phone: (_____) _____ School Fax: (_____) _____

Home Phone: (_____) _____ E-mail: _____

Additional information to help us schedule your production and prepare your instruction manual.

❏ Full-Color Book   ❏ Black & White Book

Approx. anticipated # of pages: _____   Approx. anticipated # of books: _____

Requested Delivery Date of Completed Yearbooks: #1 _____ #2 _____ #3 _____

_____   _____
Signature   Date

_____   _____
Print Name   Title

We will not process this contract without a signature.

1

DEADLINES

MARCH 31ST

Return of the contract with 50% Deposit

Final version of the Cover

Any contracts submitted beyond the deadline cannot be guaranteed to be printed before June 20th.

If the final total number of books AND/OR pages are more than 15% higher than in contract, the excess pages cannot be guaranteed to be printed on or before June 20th.

APRIL 30TH

Final PDF or Exported File of the Yearbook

Any revisions as to quantity in the contract

Exact / Latest date the yearbooks are needed on site

If any of the deadlines above are missed, Virtual Impact Marketing Inc. cannot guarantee the delivery of your yearbooks before June 20th.

Please note: Given our printing process and the limited number of pages that can be printed in the peak yearbook season, it may not be possible to schedule the printing of your yearbook. Please reserve your booking by submitting a contract as early as possible. The deposit can still be made on March 31st.

DEADLINES

PRODUCTION EQUIPMENT

Virtual Impact uses a number of different on-demand technologies to meet its customer requirements for printed materials. Our toner based devices include Canon and Konica devices, our "ink' based digital device includes the HP Indigo 5500 and our offset device includes the Heidelberg QMDI-46.
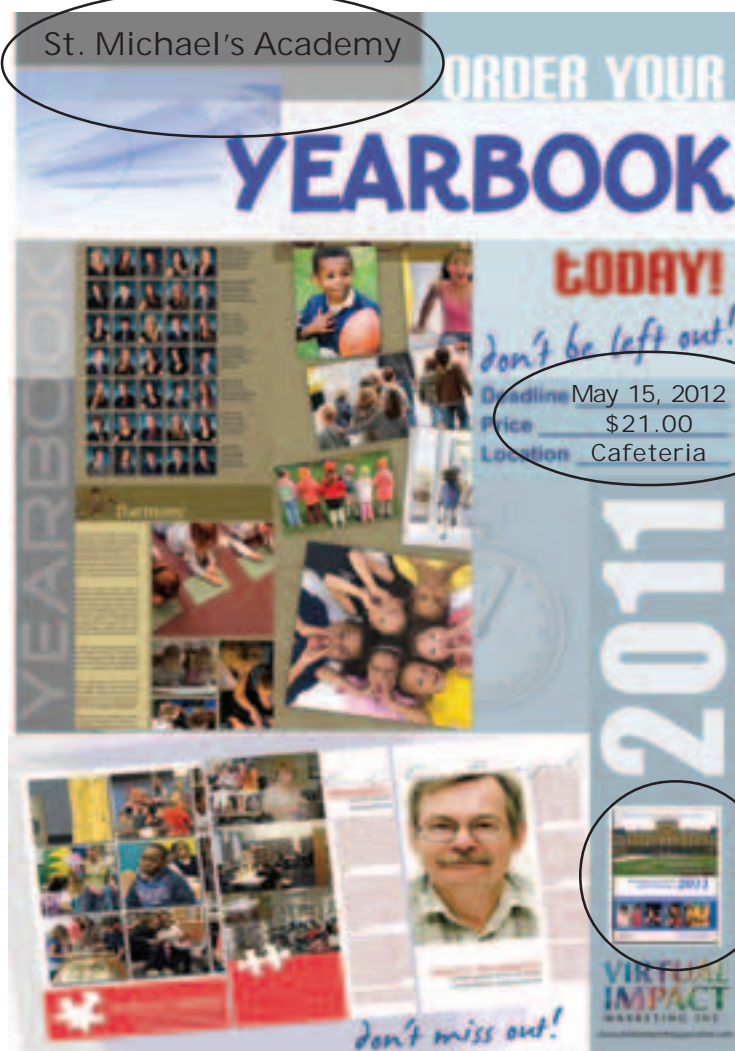
ON-LINE TOOLS AND TIPS

YEARBOOKPRINTINGSPECIALISTS.COM

Our specialty site, www.yearbookprintingspecialists.com is full of tips and tools to helop you produce, advertise and sell your yearbook. Please refer to it periodically to ensure you have access to all of the latest tools and services we offer.mongst other items, the site includes:

- ➢ On Line, Current, up-to-date pricing for your yearbook.
- ➢ On-Line tools to generate covers
- ➢ Free, customized, printed posters to help sell your yearbook
- ➢ Free printed flyers to help sell your yearbook.
- ➢ Downloads of trial versions of software
- ➢ Updated how-to documentation.
- ➢ Templates and other utilities.

Sample of one of the customizable templates available for your school to help sell yearbooks.

The circled areas represent the items you can customize on-line before sending the file to us for free printing.

St. Michael's Academy

ORDER YOUR **YEARBOOK** tODAY!

don't be left out!

Deadline May 15, 2012
Price $21.00
Location Cafeteria

2011

VIRTUAL IMPACT

don't miss out!

PAPER STOCK SELECTION

Our standard paper stock for yearbooks used throughout this sample is 70lb uncoated, acid-free text weight. Heavier 80lb uncoated text stock is sometimes automatically substituted if in our opinion the book in production would benefit from the heavier weight. Books that are lower in page count (less than 60) or very heavy coverage of ink (solid, dark backgrounds) would benefit from the heavier stock weight.

Uncoated text weight stock is used as it provides the best possible and longest term adhesion to the glue that forms the spine of the book, keeping the pages together.

Coated stocks, 80lb and 100lb samples of which are shown on the next two pages, sometimes offer slightly better reproduction capability and are preferred by some. They add 5% to the cost of the book and are available upon request.

Note that "coated" stocks contain a coating (usually of clay) that is ground into the paper under heavy pressure (calendared) to form the glossy, smooth surface. This hard, glossy smooth surface hold the ink on the surface, disallowing it to seep into the fibres. The ink "seeping" into the irregular fibres of the paper is what makes images on uncoated stock appear to be "less sharp".

The coating also disallows anything else from seeping into the fibres, principally the glue holding the binding together. Since the glue cannot travel into the paper as far, and stays on the surface, the binding of coated stocks is usually less strong and can give with less wear.

FACTORS TO CONSIDER WHEN CHOOSING PAPER STOCK

- **Acid Free.** Paper manufactured to a neutral pH reading (7). Acid free papers are less prone to "yellowing" and "bleaching" colour images.

- **Weight**. Most business paper is 20- to 24-pound (lb) bond (or 60lb offset). Metric equivalents are expressed in grams per square meter, abbreviated as g/m2 (or sometimes gsm).

- **Thickness** or caliper refers to the thickness of a sheet of paper in thousands of an inch (or "mil")

- **Brightness**. Light reflecting property of paper when measured under a specially calibrated blue light. A higher brightness value means that more light is reflected from the surface of the paper, providing crisper text with better contrast and a brighter background for colour and images. Since we specialize in full colour materials, VIMI only uses "hi-bright" stock.

- **Whiteness**. Whiter papers produce sharper, more vibrant colours for photos or presentations. VIMI papers uniformly have **92** or higher whiteness rating with the standard 70lb offset (as used in this yearbook) having a **96** rating.

- **Opacity**. Opacity describes how well the paper blocks the passage of light through it. Highly opaque media prevent print from showing through to the other side. Naturally, all stock used in yearbooks is rated "Opaque".

*P*rinted on 100lb Coated Gloss Stock *(25-Up)*

Jesse Cox

Natalie Davis
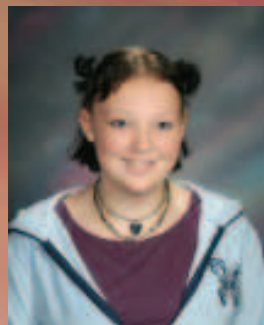
Grace Diaz

Mandy Edwards
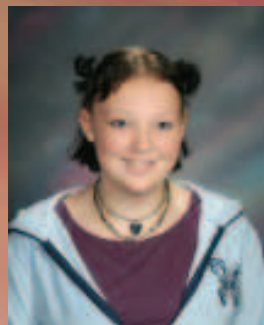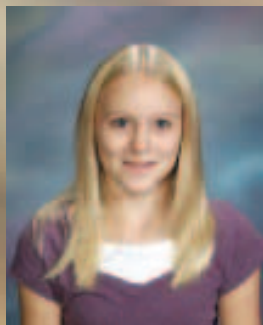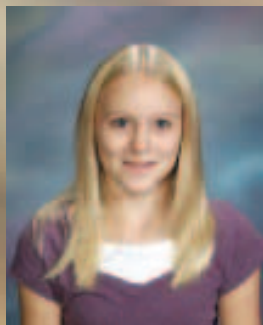
Mark Evans

Gregory Flores

Justin Foster

Casey Garcia

Gerry Gonzales

Trevor Gonzalez

Melissa Gray

Daniel Green

Janet Griffin

Stephanie Hall

Jordan Harris

Paige Hayes

Pat Henderson

George Hernandez

Jake Hill

Tyler Howard

Madison Hughes

Mellisa Jackson

Mia James

Isabelle Jenkins

Patrick Johnson

Big Mosaic

*P*rinted on 80lb Coated Gloss Stock *(25-Up)*

Jesse Cox

Natalie Davis

Grace Diaz

Mandy Edwards

Mark Evans

Gregory Flores

Justin Foster

Casey Garcia

Gerry Gonzales

Trevor Gonzalez

Melissa Gray

Daniel Green

Janet Griffin

Stephanie Hall

Jordan Harris

Paige Hayes

Pat Henderson

George Hernandez

Jake Hill

Tyler Howard

Madison Hughes

Mellisa Jackson

Mia James

Isabelle Jenkins

Patrick Johnson

Jumbled
Collage

PDF CREATION

Virtual Impact requires all yearbook files to arrive in our plant as "Press Quality" "All fonts embedded" PDF files, unless the yearbook is created in _Yearbooks!_ software. _Yearbooks!_ layouts have to be "packaged" using the procedure provided.

PDF files streamline the printing process, while providing more consistent and reliable results. In particular, they allow for fewer delays from missing components such as fonts and images, or unstable files. PDF files are:

- Complete—They contain all the fonts, graphics, and page layout information necessary to display and print the file exactly as you laid it out.
- Compact—PDF supports a variety of compression methods, allowing for much smaller files that are easier to transmit and faster to print.
- Portable—One of the key benefits of a PDF file is its page, platform, application, and device independence. You can print high-resolution PDF files on any PostScript 3 output device with the same high-quality results from each. This gives you great flexibility in a previously inflexible workflow.

CREATE PDF'S DIRECTLY FROM MICROSOFT PUBLISHER

Microsoft Publisher is an excellent document layout and formatting application, and a large number of schools have it installed on their systems as a school-wide standard. However, it is difficult to electronically share the document in the Publisher (.pub) format since the document displays and prints differently across computers.

Reasons to Convert Publisher documents to PDF:

- Publisher files are not accurately displayed across computers. Even documents opened in different versions of Publisher can provide unexpected results.
- PDF's are easily opened by all systems and maintain the integrity of the document with the fonts, images, and page properties all displayed as originally intended in the Publisher file.
- The PDF standard is much more compact than the .pub Publisher file format making documents many times smaller while preserving the documents original fidelity.
- Microsoft Publisher documents are inherently insecure while PDF offers several levels of security protection.
- The PDF format is "immune" to macro viruses and these tactics and to date the PDF format has not been a virus "carrier" as has happened with Microsoft's products.
- The PDF file format is an open standard with freely available viewers on any platform.
- PDF format effectively removes harmful metadata from Publisher documents. Metadata can include author properties, statistics, and other sensitive data.

SOFTWARE TO CONVERT TO PDF

There are many software packages that can be effectively used to convert any document to PDF format. The following list is in no way exhaustive or complete but does represent software tested by Virtual Impact and determined to effectively work to create quality PDF files.

ADOBE ACROBAT

Adobe is the creator of the PDF format and its creation software is collectively sold as Acrobat, in various levels: Standard, Professional, etc. **Standard** is all that is required for Yearbook purposes and is available at various office supply stores, computer software retailers and on-line at **www.adobe.com**.

Acrobat is also typically included in software bundles sold by Adobe, especially in its design oriented CS series.

Individually, this software lists at $299 and my be beyond the budgets allowed for yearbook preparation.

NITRO PDF PROFESSIONAL

Nitro PDF Professional includes everything you need to create, convert and edit PDF files . All files are 100% industry standard and compatible with other PDF viewers. It is an excellent alternative to Adobe Acrobat and is well priced.

Nitro PDF Professional is available on-line at **www.nitropdf.com** and at some computer software retailers. This software lists at between $79 and $99 CDN.

deskPDF PROFESSIONAL

Is a full featured, low cost PDF software available on-line at **www.docudesk.com**. Retailing at $19.95, it has all the features available in the more expensive packages at a highly cost effective rate. A trial version of this software is also available on **www.vimi.com** under Yearbooks header.

PDF CREATION

VIMI LAYOUT

Our least expensive option, Virtual Impact Marketing Inc. will convert your student portraits directly from Professional School Photographer Association (PSPA) formatted photo CD into your yearbook.

This option is designed to both eliminate the most time consuming aspect of yearbook layout and, where yearbooks were not previously offered and no yearbook committees have been formed, provide for a quick and efficient way to generate a yearbook with minimal involvement from school personnel.

The students will be listed alphabetically (ascending), by grade (descending) with the teachers and other staff members on their own page.

The number of pictures per page can vary amongst the following options: 16, 25 or 36 per page. In this way, the total number of pages can be controlled.

The background can be varied amongst those following the layout samples. Simply choose one background for the whole book, or select one for each grade.

Each class year will have a distinctive background applied and the finished file will be converted to a low resolution PDF and returned for you to proof.

Although the production fee will have to be paid upon order, the entire cost of production will be credited on your yearbook print order.

COST TO PRODUCE PDF: $75

Mrs. Collins Class (Sample of 36-Up)

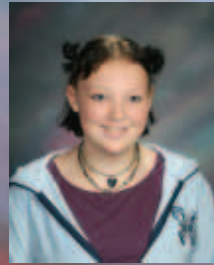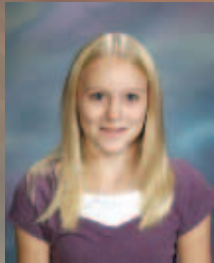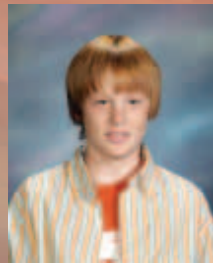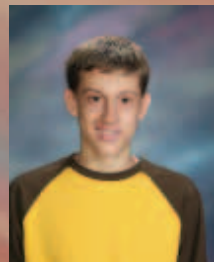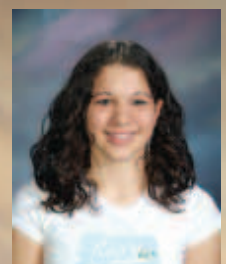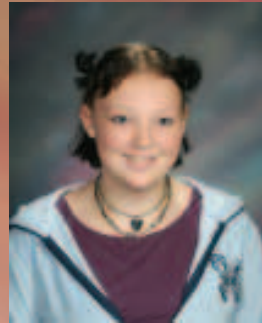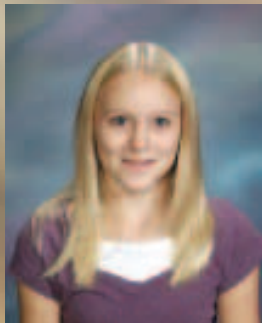|					
Mark Evans	Gregory Flores	Justin Foster	Casey Garcia	Gerry Gonzales	Trevor Gonzalez
Melissa Gray	Daniel Green	Janet Griffin	Stephanie Hall	Jordan Harris	Paige Hayes
Pat Henderson	George Hernandez	Jake Hill	Tyler Howard	Madison Hughes	Mellisa Jackson
Mia James	Isabelle Jenkins	Patrick Johnson	Jacob Jones	Scotty Kelly	Julia King
Sandra Lee	Wyatt Lewis	Madeline Long	Marcy Lopez	Jackie Martin	Athena Martinez
Steven Miller	Stephen Mitchell	Sherry Moore	Jim Morgan	Eric Morris	Melinda Murphy

Mrs. Collins Class (Sample of 25-Up)

Jesse Cox	Natalie Davis	Grace Diaz	Mandy Edwards	Mark Evans
Gregory Flores	Justin Foster	Casey Garcia	Gerry Gonzales	Trevor Gonzalez
Melissa Gray	Daniel Green	Janet Griffin	Stephanie Hall	Jordan Harris
Paige Hayes	Pat Henderson	George Hernandez	Jake Hill	Tyler Howard
Madison Hughes	Mellisa Jackson	Mia James	Isabelle Jenkins	Patrick Johnson

Mrs. Collins Class (Sample of 16-Up)

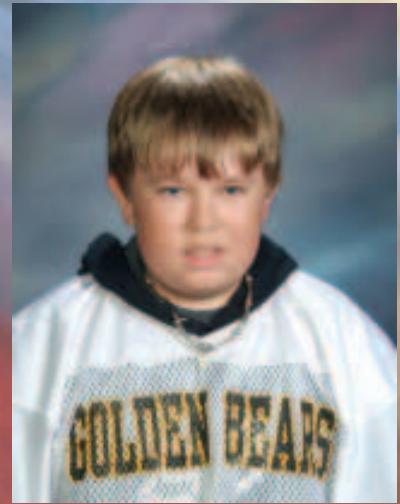|			
Emily Adams	Cynthia Alexander	Stanley Allen	Jacob Anderson
Billy Bailey	Trevor Baker	Ava Barnes	Jessica Bell
Johnathan Bennett	Cindy Brooks	Noah Brown	Jackie Bryant
David Butler	Austin Campbell	Bradley Carter	Kelly Clark

Mrs. Collins Class (Sample of 9-Up)

Emily Adams
1100002.JPG   12

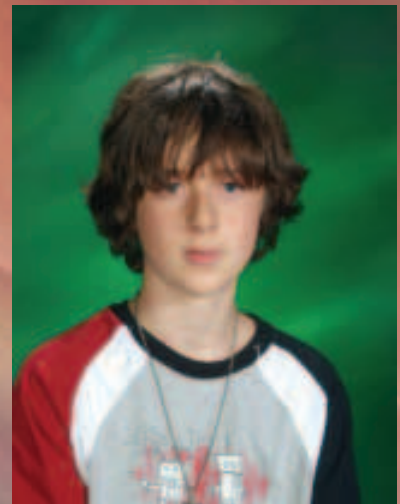Cynthia Alexander
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Stanley Allen
700006.JPG   9

Jacob Anderson
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Billy Bailey
700008.JPG   9

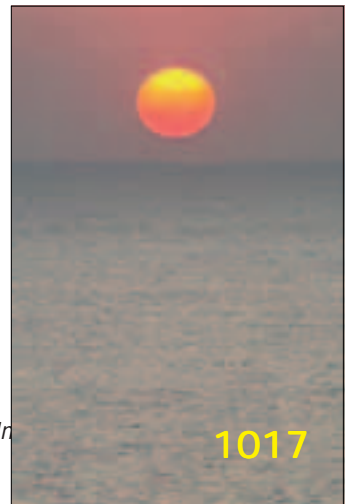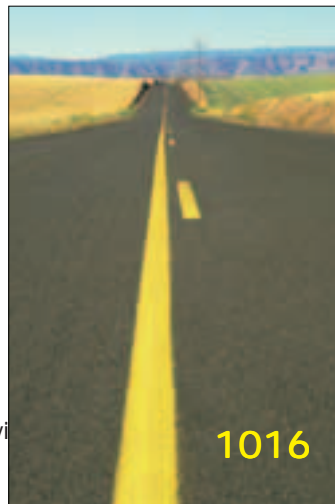Trevor Baker
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Ava Barnes
700011.JPG   9
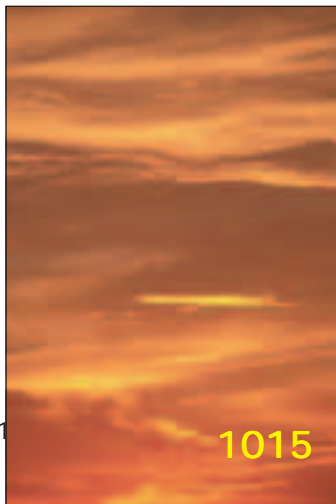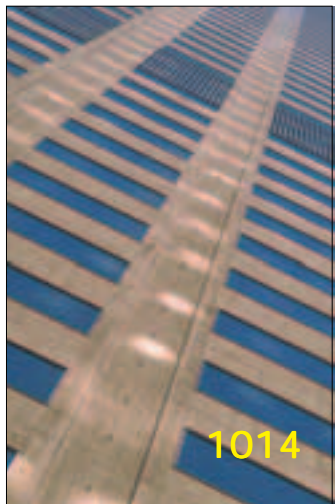
Jessica Bell
700012.JPG   9

Johnathan Bennett
700014.JPG   9

1001

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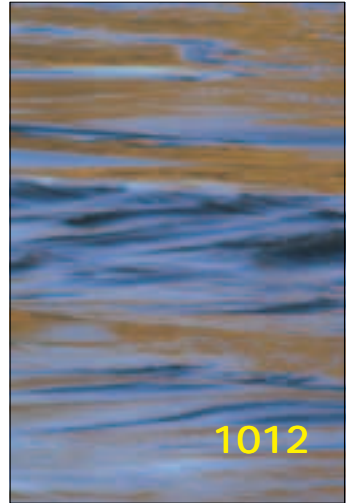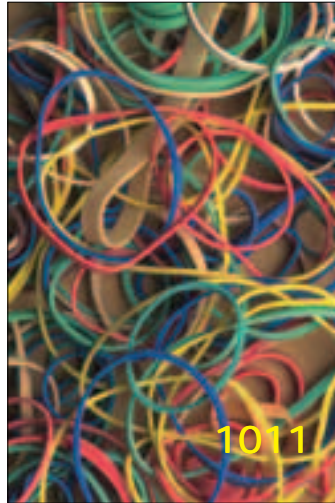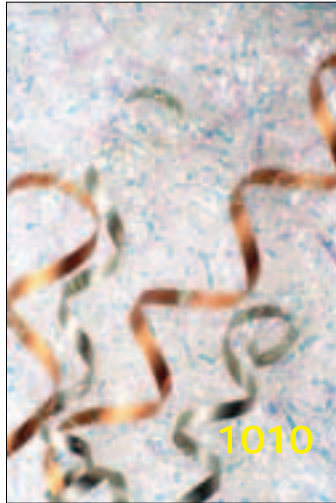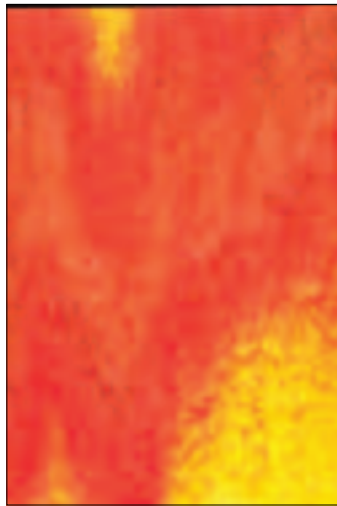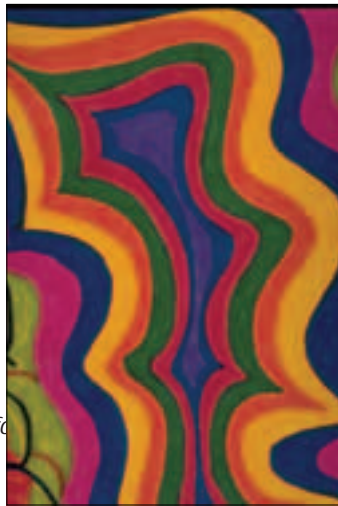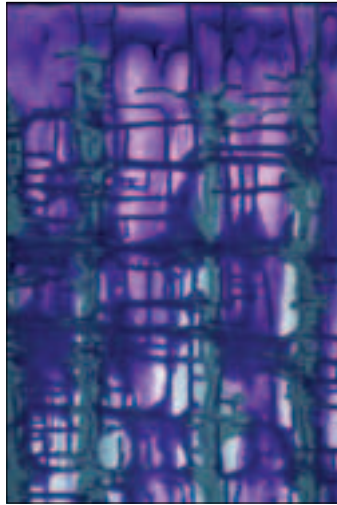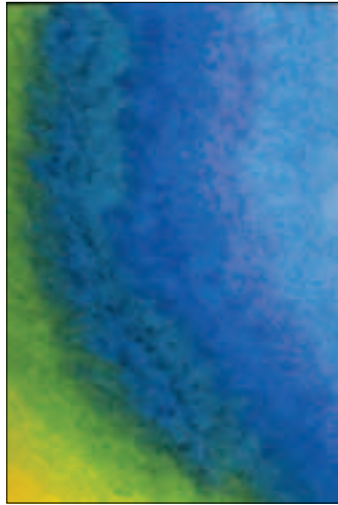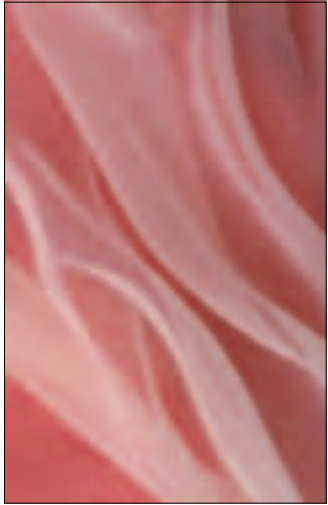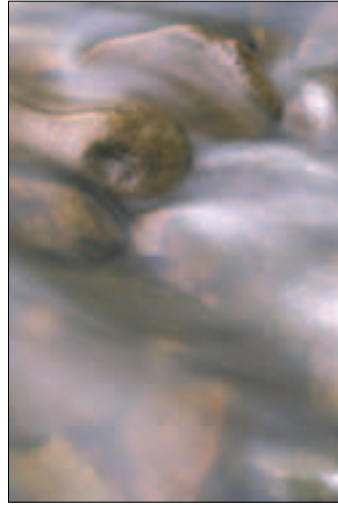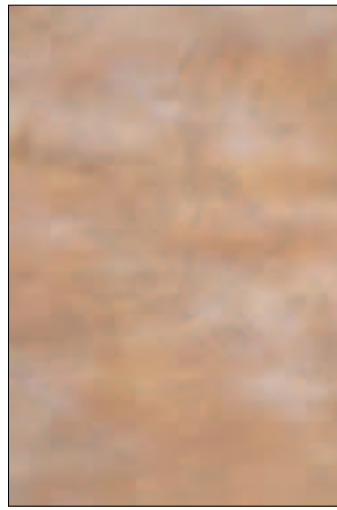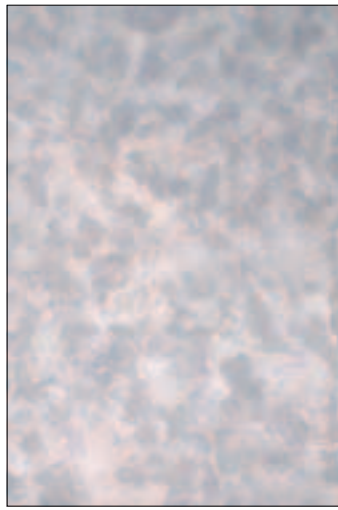
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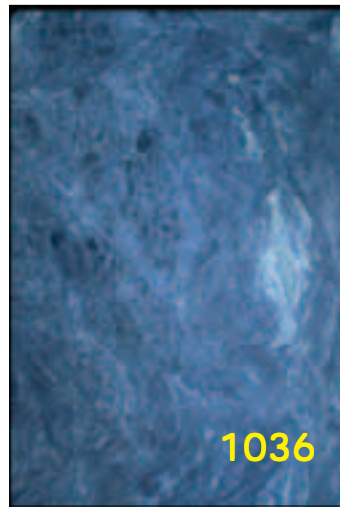
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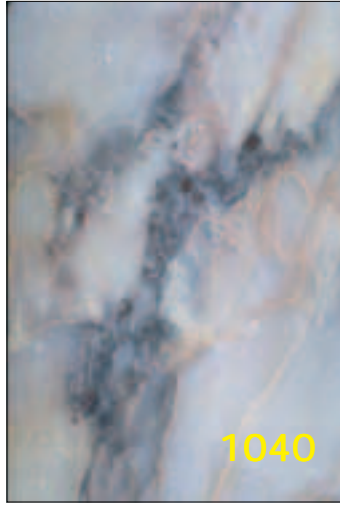
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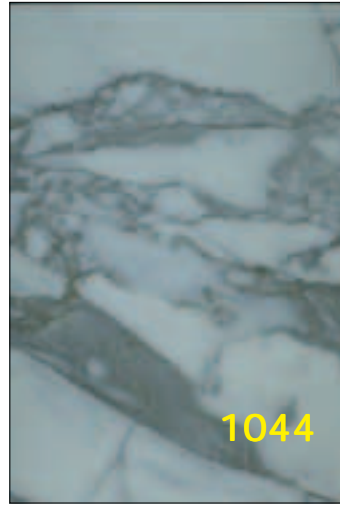
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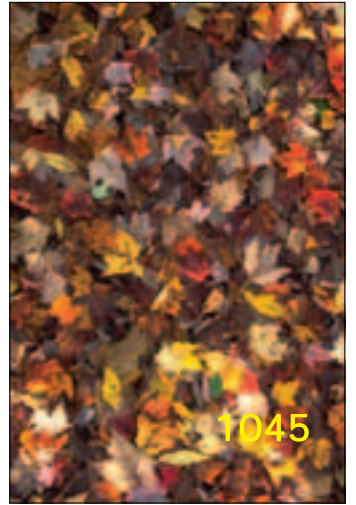
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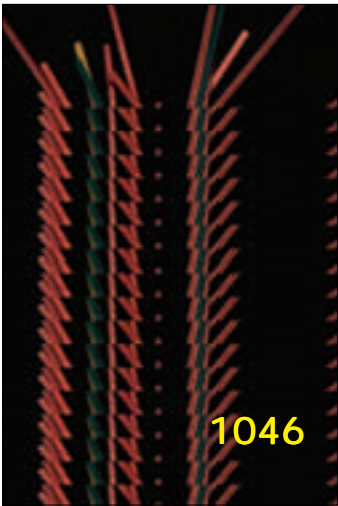
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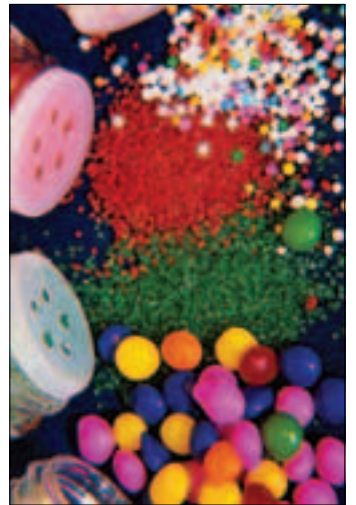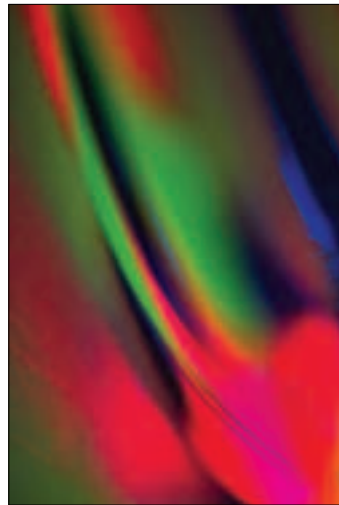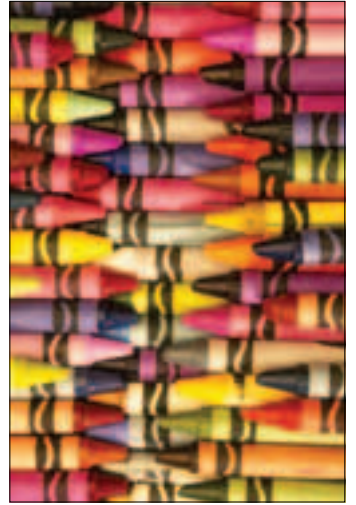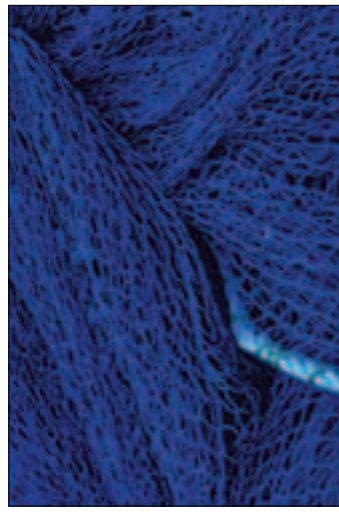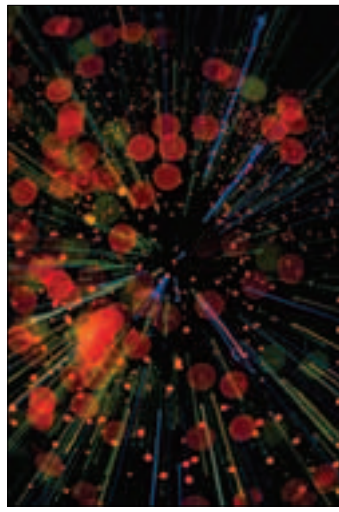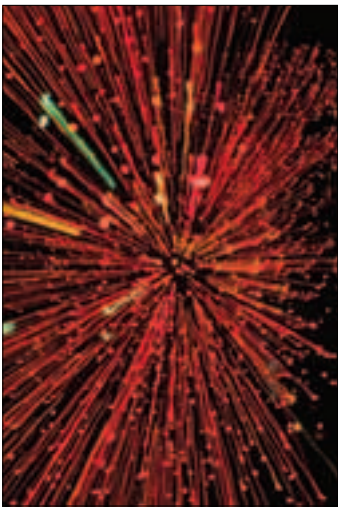
YEARBOOKS! SOFTWARE

Yearbooks! Software was designed exclusively to make the job of developing yearbooks simple and fast. It uses as its base the Professional School Photographer Association (PSPA) formatted photo CD, to create the pages of student photos - previously the most time consuming aspect of laying out your yearbook.

The following 5 pages contain output from the Yearbooks! software, including student "mug shots" and candid collages.
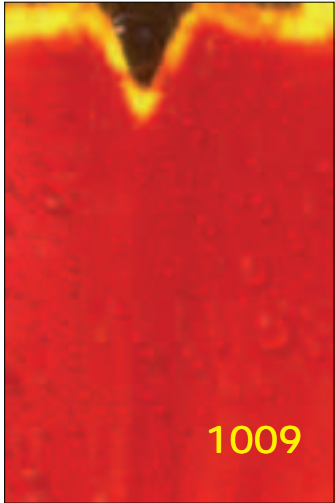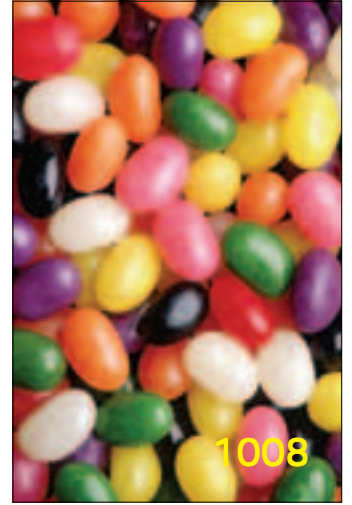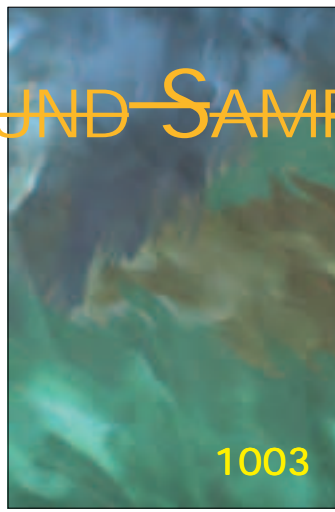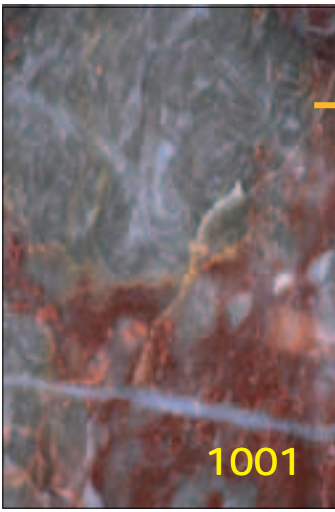
FAST AND EASY

Placing student portraits into yearbooks used to be time consuming and error prone, requiring many proofs and revisions.

Using the software provided, placing portraits directly from your school photographer's supplied Professional School Photographer Association (PSPA) formatted photo CD is simplicity itself.

Here are the steps:

> 1) Take the "import" option from the software.
> 2) Browse to the index.txt file (standard with PSPA CDs)
> 3) Select the sort sequence you want (usually last name)
> 4) Press 'OK'

The software will automatically place all student portraits on the pages, properly sorted and broken down by Grade or Class.

Naturally, options are also allowed for number of portraits per page, background images and borders. Feel free to change or use the default setting for these options - either way, the basic yearbook will be created in minutes.

Take another few minutes to add titles such as "Grade Nine - Class of 2013" as on the sample page on the left, and the basic yearbook is completed in less than two hours. Naturally, many schools take longer to add in additional pages: School sports teams, Clubs and Organizations, Class pictures, Principal's Messages etc.
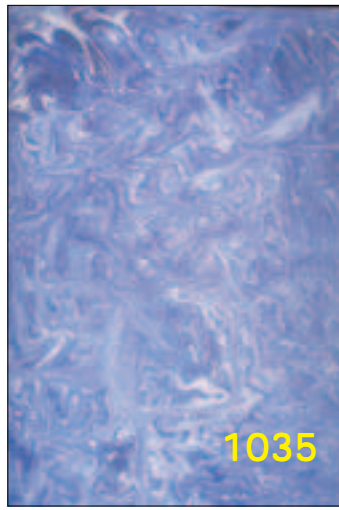
Virtual Impact Marketing Inc. has designed additional pages for you to import into your yearbook to facilitate the creation of all of the above items.

Our goal is to provide the tools necessary to generate the best school yearbook possible with the simplest, easiest to use interface possible. In this way, all schools can create and enhance their school yearbook with the shortest possible learning curve and the least involvement from the staff advisors.

Books are professionally finished using the binding method preferred; perfect bound (like magazines and paperbacks) or 21 hole (spiral) bound.

Covers used for all manuals and books are printed in full colour and are laminated on one side for perfect bound books, and on both sides for spiral books.

COST OF SOFTWARE: $200

Grade Twelve

Class of 2009

Theodore Simmons
Emily Adams
Barry Banner

Dustin Boudreax
Angela Finney
Angela Garrison
Alexis Henderson

Addision Jagger
Cheryl Lawson
Ted Lucas
Gordon Manchester
Garry Manson

Victoria Michaels
Sarah Morris
Riley Ramirez
Zachariah Reed
Luis Richardson
Julian Rivera

Dorothy Roberts
Kent Robinson
Andy Rodriguez
Evelyn Rogers
Victoria Ross
Sara Roy

4
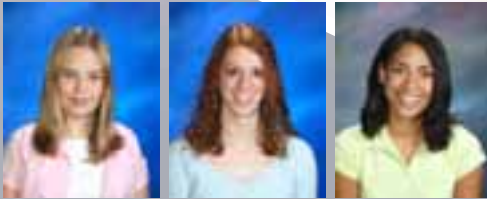
Kelly Russell
Faith Sanchez
Kelly Sanders

Adam Scott
Carol Simmons
Brenna Smith
Shawn Stewart

Haley Taylor
Chuck Thomas
Leonard Thompson
Morgan Torres
Tom Turner

Sue Victor
Kim Walker
Andrew Ward
Nick Washington
Celia Watson
Brian White

Willie Williams
Lacey Wilson
Anna Wood
Mellisa Wright
Michelle Yoli
Taylor Young

GRADE NINE

CLASS OF 2013

Constance Saunders

Cynthia Alexander

Stanley Allen

Jacob Anderson

Billy Bailey

Trevor Baker

Ava Barnes

Jessica Bell

Johnathan Bennett

Cindy Brooks

Noah Brown

Jackie Bryant

2

Grade Ten
Class of 2012

Rita Marrs
Paige Hayes
Pat Henderson
George Hernandez
Jake Hill

Tyler Howard
Madison Hughes
Mellisa Jackson
Mia James
Isabelle Jenkins

Patrick Johnson
Jacob Jones
Scotty Kelly
Julia King
Sandra Lee

Wyatt Lewis
Madeline Long
Marcy Lopez
Jackie Martin
Athena Martinez

Steven Miller
Stephen Mitchell
Sherry Moore
Jim Morgan
Eric Morris

Melinda Murphy
Clint Nelson
Bill Parker
Dennis Patterson
Kimberly Perez

Owen Perry
Clarice Peterson
Jamie Phillips
Chris Powell
Brianna Price

LUMAPIX YEARBOOK FUSION

OVERVIEW

YearbookFusion offers a fully-featured, all-in-one solution for laying out and submitting professional-caliber yearbooks:

- PC software, installed in the school, for designing and uploading yearbooks
- Layouts, custom-designed for your book's page and cover sizes, to eliminate layout errors
- Excellent, high quality templates to choose from.
- Powerful layout tools o Real-time direct manipulation. Amazingly fluid and intuitive
- Powerful architecture
    - o Non-destructive, resolution-independent composition environment. No layout decision is ever binding
- Multipage
    - o The entire yearbook exists as a single project (not 40 separate PSD files as in Photoshop)
- Easy to learn o Video tutorials, tooltips, extensive help. o No need to learn key bindings, most controls are direct
- PSPA CD import   o Users can import industry-standard Photographer CDs, which contain student portraits and a text file describing them
    - o Users can easily query to find students in a particular grade / home room /last name / etc.
    - o Records can be re-imported to integrate with or replace existing student .. records o Custom fields are supported
- Database manipulation
    - o Users can move students from one classroom to another, integrate reshoots, remove or exclude students, bulk tag images, etc.
    - o Fully integrated with the FotoFusion user interface, not a separate product
- Automated panel creation
    - o Integrated and automatic creation of classroom panel pages
    - o Filtering the database by criteria (teacher, grade, etc) drives the creation .. and population of a grid of student images that span as many pages as required
    - o Customizable label contents (First Name/Last name/etc), positioning (below/edge), and formatting (color/shadow/font/etc) supported
    - o Knock out groups of cells and replace with candids
    - o Apply changes per page, group, or universally
- Training For schools:
    - o Integrated video tutorials
    - o Comprehensive documentation in CHM and PDF formats
    - o In-depth yearbook-advisor-specific video tutorial
    - o A la carte on-site group training
    - o Out-of-box end-user experience includes standard yearbook templates.

YEARBOOK FUSION SOFTWARE

Licensing

- Designed for publisher resale
  - o   This is a special version of FotoFusion designed for use by schools
- Licensed by school, per year
  - o   The licenses are tied to a particular school and renew annually
  - o   YearbookFusion licenses can be activated on up to 40 machines in parallel:
  - o   Filling a classroom
  - o   At the yearbook advisor's home
  - o   In the yearbook staff office
  - o   At the yearbook staff's homes

FAST AND EASY

LumaPix YearbookFusion offeres all the features of Yearbooks! software with the additional benefit of featuring excellent on line videos showing how to perform just about any function in the package.

The following pages features the standard yearbook sets available withing Yearbook Fusion. "Sets" are themes pre-loaded in yearbook Fusion that maintain a consistent design theme throughout the yearbook, tying together disparate pages such as Student Picture Panels, Events Pages and Team Pictures.

We have also replicated a yearbook sample produced using Yearbook Fusion for your review.

COST OF SOFTWARE: $150

YEARBOOK FUSION SOFTWARE

YEARBOOK Set 1

CHESS CLUB

READING HEARTS

RECESS

HALLOWEEN

STAFF NOTES

FOOD FIGHT

FUN & GAMES

ONCE UPON A TIME

GRADE PAGES

MUSIC

HOME OF THE GATORS

PANEL PAGES WILL BE INSERTED HERE

Teams

Music

Credits

The School Play

Sponsors

Schools History

Fun & Games

Signatures

Principal Reaburn

Cafeteria

Staff Notes

Table of Contents

Halloween

Recess

Notre Dame Elementary School

Library

Chess Club
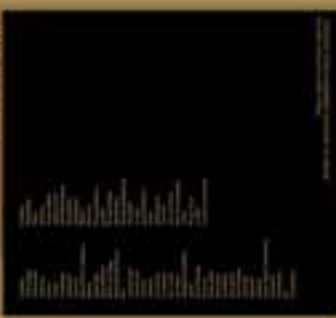
YEARBOOK Set 2

YEARBOOK Set 3

NOTRE DAME

NOTRE DAME

FOREWORD

KNOWLEDGE

HALLOWEEN STORY

CHESS CLUB

RECESS

STAFF NOTE

CAFETERIA

HERITAGE

AUTOGRAPHS

FUN & GAMES

SPONSORS

AT THE THEATRE

PANEL PAGES WILL BE INSERTED HERE

CREDITS

HARMONY

SPORTS

YEARBOOK Set 4

OUR TEAMS
THE BAND
SPORTS
PANEL PAGES WILL BE INSERTED HERE
THE PLAY
SPONSORS
A BIT OF HISTORY
FUN & GAMES
SIGNATURES
OUR PRINCIPAL
CAFE MEDIA
STAFF NOTE
TABLE OF CONTENTS
HALLOWEEN STORY
GIMME A BREAK
OUR SCHOOL
OUR LIBRARY
CHESS CLUB

YEARBOOK Set 5

CHESS Club

LIBRARY

NOTRE DAME ELEMENTARY

Recess

HALLOWEEN

TABLE of CONTENTS

STAFF notes

Diner

Principal REABURN

Signatures

fun? GAMES

Our STORY

SPONSORS

SCHOOL PLAY

PANEL PAGES WILL BE INSERTED HERE

CREDITS

Music

TEAMS

SPORTS

PANEL PAGES
WILL BE
INSERTED
HERE

NOTRE DAME

FUN & GAMES

CAFETERIA

NOTRE DAME

HALLOWEEN

LIBRARY

YEARBOOK
Set 6

LUMAPIX YEARBOOK FUSION

SAMPLE YEARBOOK

The following 36 pages contain a sample yearbook designed using the standard sets that come with LumaPix Yearbook Fusion Software. We have printed the first 8 sheets (16 pages) on 80lb Coated 2-sides stock
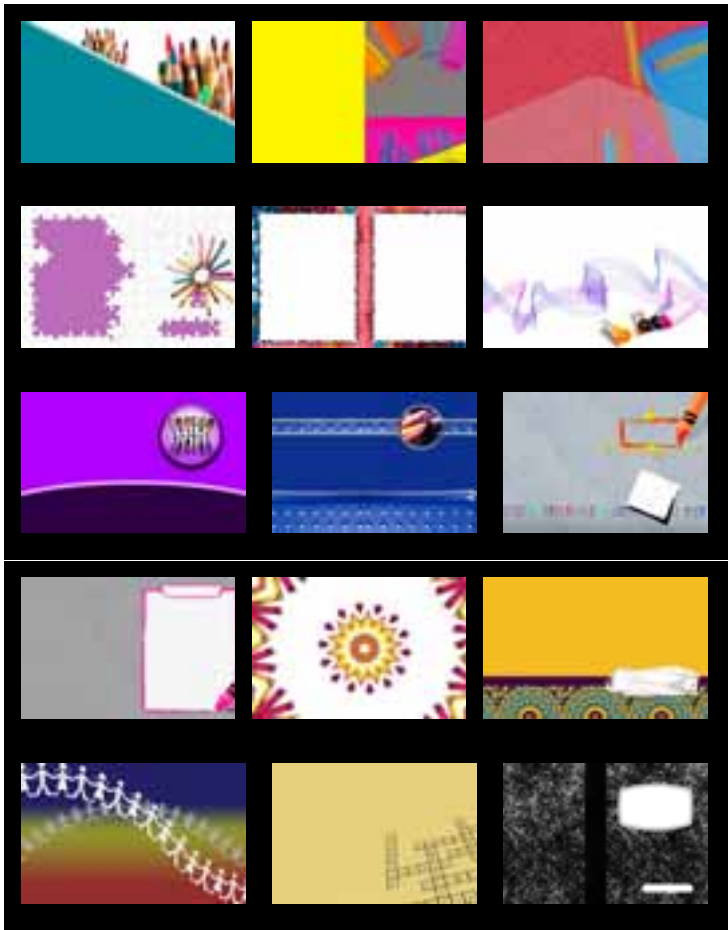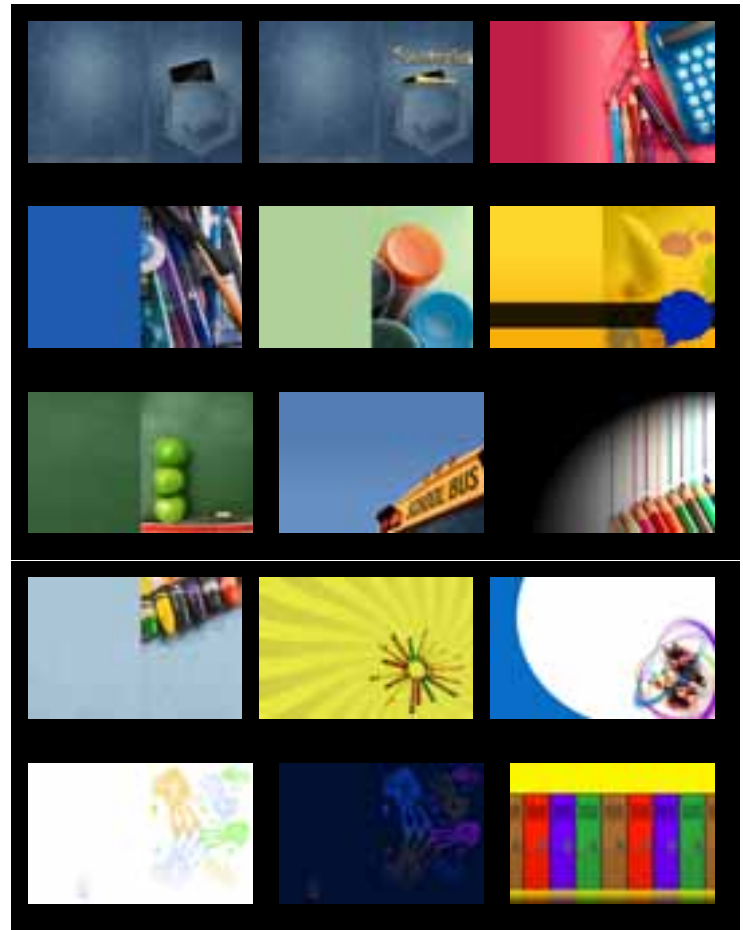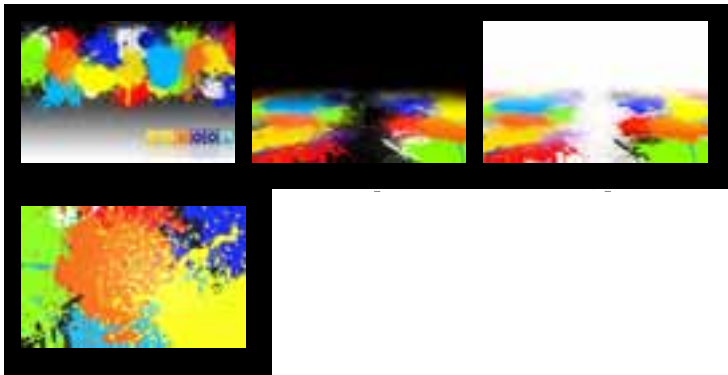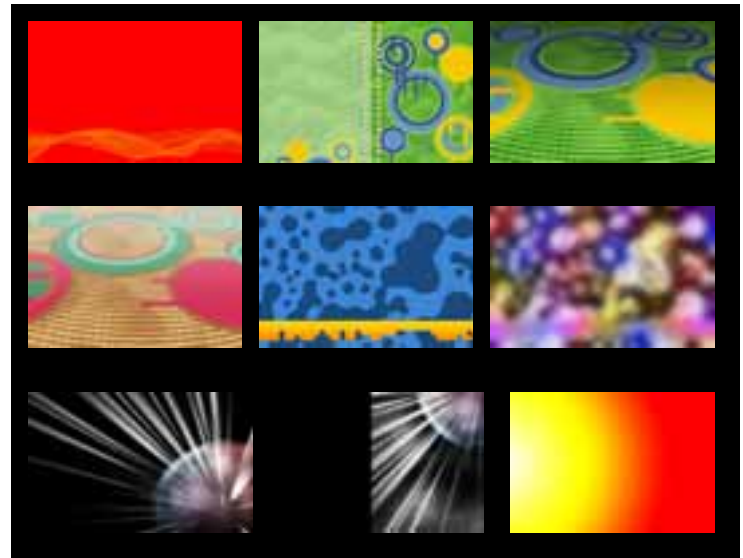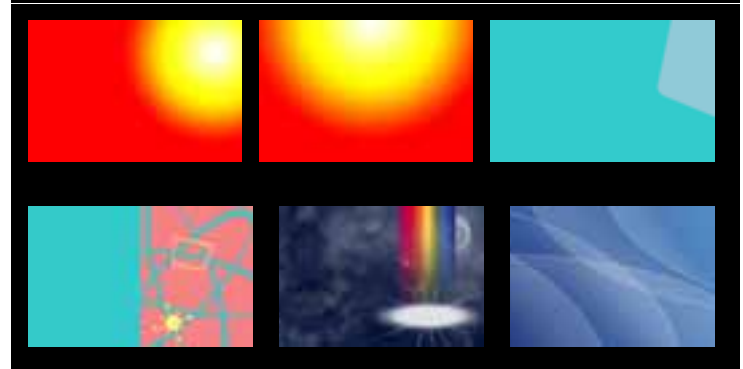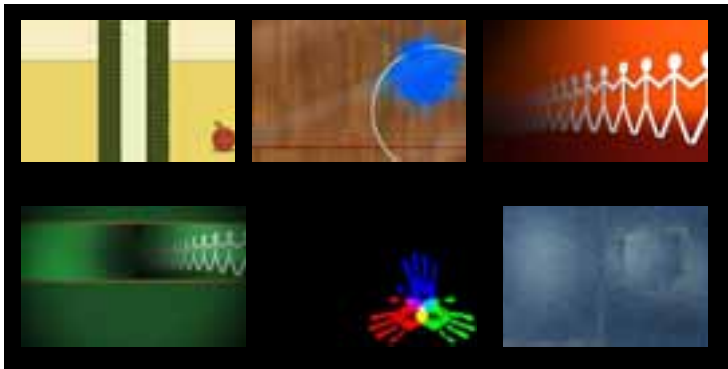
Colour Books and Manuals

Perfect (Adhesive) Bound

Saddle and Side Stitched

Spiral Bound
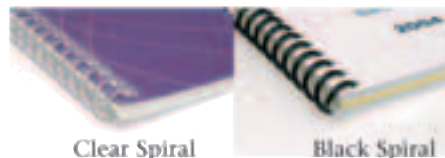
Clear Spiral

Black Spiral

BINDING BASICS

To bind a book means to attach sheets together. That part is simple. Advances in the binding industry mean customers can now choose from a multitude of options. Each binding method has its own advantages and disadvantages, and knowing which type is best suited for a given job requires some knowledge and answers to the following questions:

- ➢ How heavily will the book be handledØ
- ➢ What kind of shelf life does the customer requireØ
- ➢ Should it lie flat when openedØ
- ➢ How durable does it need to beØ
- ➢ Does it need to have a printed spineØ
- ➢ Must it fit in someone's pocketØ
- ➢ What type of budget is availableØ
- ➢ Does it need to employ the same binding method as other similar products or should it be unusual or different to stand out in the crowdØ

The most common binding methods can be classified into five basic categories:

1. Stitching, (saddle or side)
2. Spiral (mechanical) binding
3. Comb (mechanical) binding
4. Adhesive binding (perfect binding)
5. Ring binding (as in 3–ring binders)

BINDING SYSTEMS
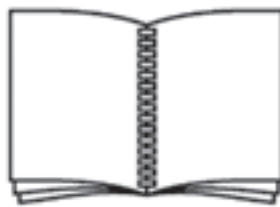
Perfect Bound   **Comb**   **Saddle Stitched**

Spiral (Coil)   **Side Stitches**
Two On Margin   Upper Left

Saddle and Side Stitching

♦ Saddle stitching is technically one of the simplest (and most frequently used) binding methods on the market.

♦ During the saddle stitching process, folded signatures (pages), either with or without a cover (that is usually on a different stock), are placed over a "saddle," and the book is stapled along the spine.

♦ Finally, it is trimmed on three sides.

♦ Typical applications for saddle stitching include booklets, brochures, newsletters, pamphlets, direct mailers, magazines, and catalogues.

♦ The number of pages saddle stitching can accommodate depends on the weight of the paper. Some heavy–duty equipment can stitch books as thick as ½", but a good rule of thumb is to keep books at ¼" or less.

Advantages:

➢ It is a relatively fast process so jobs have a quicker turnaround time…we all know how valuable that can be today!

➢ It provides some lay-flat qualities.

➢ It can accommodate special inserts such as business reply envelopes, membership forms, and order blanks.

➢ Options such as gatefolds, foldouts, and separate covers are possible.

➢ Other options are available such as loop stitch (in which the stitch, or wire, is formed into a circular loop making it an excellent choice for three–ring binders).

Disadvantages:

➢ It is not as durable as some other binding methods and may be inappropriate for pieces that are subject to heavy use.

➢ There are thickness limitations.

➢ Special design work may be necessary to accommodate for "creep."

➢ Small–format, thick books have a tendency to spring open.

➢ There can be difficulty in mixing various types of paper stocks.

➢ The spine cannot be printed.

SADDLE STITCHING

Spiral (Mechanical) Binding

♦ A continuous coil of wire or plastic passes through many little holes along one side of the papers.

Advantages:

➢ Allows your documents to lay flat when opened.

➢ Looks superior to Comb systems.

➢ Safe – no sharp edges.

➢ Pages cannot work loose.

➢ Pages conveniently wrap all the way around the spine.

➢ Resilient – springs back into shape and will survive mailing.

➢ Less expensive than comb systems since the paper punching required can be done with higher efficiency machines.

➢ Binding can be removed for addition or subtraction of pages (but is harder to do than comb systems and requires machinery).

➢ Visually appealing, with a large range of colours.

Disadvantages:

➢ More expensive than perfect binding systems for larger (thicker) books since the pages must be punched in small quantities of 10–16 pages at a time.

Comb (Mechanical) Binding

♦ **Plastic comb** binding is a piece of plastic with "teeth" that fit into rectangular holes in the paper.

♦ Sometimes referred to as "Cerlox".

Advantages:

➢ Allows your documents to lay flat when opened.

➢ It's an inexpensive but professional looking option.

➢ Binding can be removed AND re–inserted manually for addition or subtraction of pages.

Disadvantages:

➢ Pages tend to tear and work loose from the combs.

➢ Larger sizes are very cumbersome to work with.

➢ More expensive than perfect binding systems since the pages all have to be punched.

➢ Unlike spiral binding, pages DO NOT conveniently wrap all the way around the spine.

BINDING SYSTEMS
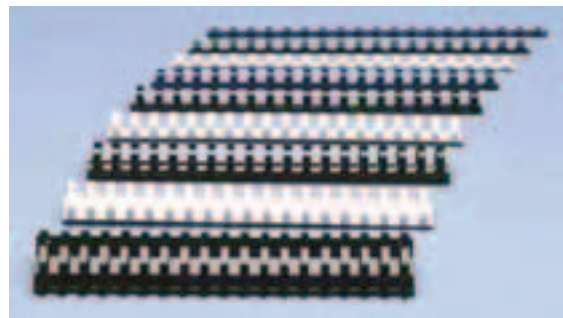
Adhesive Binding (Perfect Binding)

- Perfect binding is an especially versatile binding technique that is used for most types of projects (often for corporate and annual reports, brochures, books, and manuals).

- It is ideal for many thicknesses; our equipment can bind projects from 1/16" to 1 5/8" thick.

- During this process, signatures or single pages are assembled by stacking them one on top of another.

- The backbone is then roughened to expose the edges and to create a better surface for accepting adhesive.

- Hot–melt glue is applied to the edges, the cover is wrapped around the book "block," and finally, the book is run through a three–knife cutter to trim the head, foot, and face (top, bottom and side).

Advantages:

- It provides a polished look that is visually appealing and highly professional.

- It supports a large variety of uncoated stocks.

- It is the least expensive way to bind books with over 96–pages (in an automated plant such as ours).

- It has more longevity than saddle stitching.

- The spine is printable.

- It is easy to add inserts of various sorts.

- It is easy to mix paper stocks.

Disadvantages:

- The books do not lie perfectly flat when opened.

Ring Binding

- Three rings are common but other numbers of rings are also possible.

- This is a good binding option for manuals where page revisions may need to be inserted periodically. Three ring binders come in many sizes — both page size and thickness.

- Virtual Impact offers a full line of customizable binders with clear front and spine overlays, and custom manufactured binders with pre–printed inserts.

BINDING SYSTEMS

INFORMATION FROM OTHERS

The following pages contain information that can be useful in producing the best possible yearbook. We have gathered them using the internet and present them here for you to use (or discard) as appropriate. Much of this information comes directly from competitors in the yearbook printing field, and we have made no attempt to hide their identities.

Some of the attached pages include low resolution pages. Please use them to generate your own ideas but do not use them to judge our print quality. High resolution pictures supplied to us will print with exceptional sharpness. Low resolution images supplied will print better than our competition.

P

SNAPSHOT OR PHOTO?

A great PHOTO does the following:

A snapshot is a visual record of what was in front of the camera. It means a great deal to the person who took it, to the people who are in it, and to their families and friends. . .

A photograph is an image that has purpose, technical merit and artistic appeal.

Identify the following images as either a snapshot or a photo:

Thanks to the photographers from:
Burleson High School
McKinney High School
McKinney Boyd High School

When students receive their yearbooks, they want to see pictures of themselves and their friends, but the yearbook should be more than a scrapbook full of snapshots. (Students compile those themselves.)

Student photographers need to step up to their real job as photojournalists. Rather than "snapping" whatever passes before their lenses, they must thoughtfully record the history of the year, capture memorable moments during athletic competitions and school activities that are fair and accurate representations of the events, and offer information and insight into students' lives.

In short, the difference between a snapshot and a photograph is a little bit of thought. By making sure that everything in the shot is there for a reason and that the image makes sense and conveys a message, photographers will connect with their audience.

Great photography can add value to the yearbook, giving students a reason to buy it. Contained in the book are images that they don't have among their "snapshots."

Virtual Impact Marketing Inc.

– 46 –   1–800–850–7721   sales@vimi.com

Sell Ads – See *GGG's* "Advertising Booklet" worksheets and "Ad Grid System" worksheets to develop an advertising/marketing plan that fits your school.

Dominant, Story-Telling Subject
The main person (people) or elements in the photo are easily and instantly recognizable.

Shows Action/Emotion
Catch peak action or strong facial expressions.
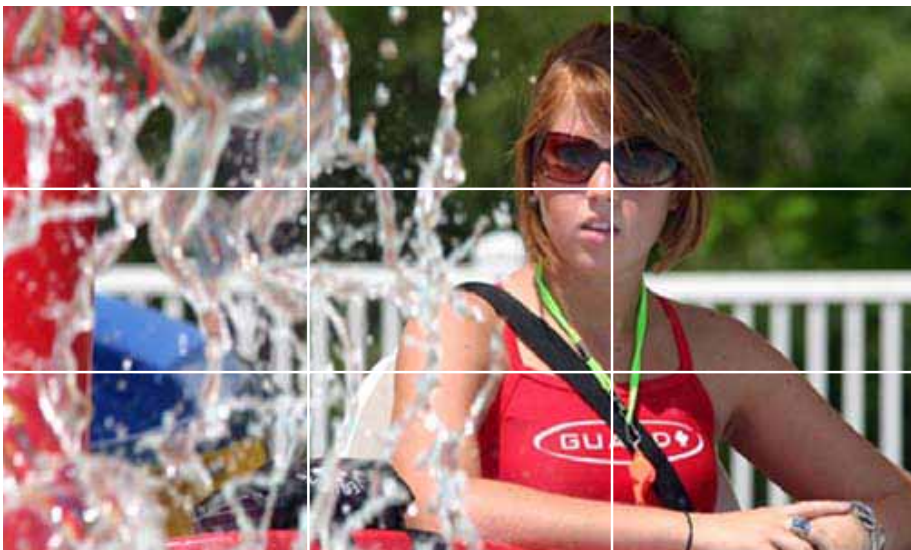
Follows Rule of Thirds
The main person or elements in the photo are on the focal points.

Fran Skipper
Clay-Chalkville
High School
Pinson, Alabama

Students want to stand out. This year everything is going to be bright and bold. Students want to see themselves, so we have been brainstorming new ways to get in touch with everyone. We are going to find out what people did over the summer and more about their lives outside of school. Students want us there, so we plan on being there and being organized. If the students see our staff at events, they will look forward to seeing themselves in the yearbook. Making students and our staff stand out is what we want for '08.

Paul Fantaski
Kiski Area High School
Vandergrift,
Pennsylvania

Kiski's theme for next year is "Six Degrees Connex Us." We will display over 700 students in a connected string of pictures across the bottom of each spread throughout the entire book. Each spread will feature six random students and the unique and uncanny connections between each two. The sixth person shown on each spread will connect to the first person on the following spread. We will start and end the string with the same person to hint subtly that we at Kiski connect. I know that over 700 students will appreciate our efforts.

Appropriate Focus

The subject of the photo is in focus but distracting or nonessential elements are not.

Framing

Using a secondary element to highlight or emphasize the subject.

Unusual/Interesting Light

Use highlights, shadows or silhouettes to emphasize the subject or mood of photo.

Leading Lines

Real or implied lines that lead the viewer's eye through the photo. This is often accomplished through repetition.

Interesting Angle/Perspective

Do not just shoot at eye level. Get lower or higher to get at a different vantage point.

John Morris
Absegami High
School
Galloway, New Jersey

For the 2008 yearbook cover we are going clean and simple. Coverage is our focus this year. By having the team photos as a separate area, the freshmen sports teams can finally be showcased. Our yearbook is a club activity, but our members are going to have assignments. Two members will be assigned to cover each event, a reporter and a photographer. Our reporters have been trained to have a conversation with the students so the quote comes naturally. In the past we've asked for quotes, and that puts students on the spot.

Chantal Sakkal
Mar Vista High
Imperial Beach,
California

We plan to give our readers what they want for this 2008 year by capturing the memories and meaningful words. Past yearbooks that we have looked at will help us envision what kind of pictures we want. Our strategy is that everyone has a role and plays his/her part. We want different people in the pictures--not just the same ones! We can add more students in our index if we need to!

Do you speak yearbook? You know, that confusing mix of journalism, photography, technology, design, printing, marketing and Jostens lingo. Well, not to worry. You'll quickly discover it's much easier to make a yearbook when you speak yearbook. Here's your reference guide to yearbooks from

A b to **Z**

to

1–800–850–772   ...ales@vimi.com

▸ Academics section: A section of the yearbook covering in and out of school learning activities. To increase reader interest, emphasize student-focused feature stories and avoid academic department wrap-ups.

Administrators: Student leaders should ask the principal and vice principals to visit the staff in the yearbook room on a regular basis. The yearbook is a student publication, so it makes sense for the editors to serve as public relations, tour guides for administrators.

Advertising section: A section of the yearbook, often placed in the back, displaying advertisements. The types and sizes of advertisements sold are generally dictated by economic need, community traditions and school policy. Business ads, club/team ads and Public Display of Affection (PDA) ads are the types of ads sold by yearbook staffs.

Adviser: Although no two yearbook advisers handle the job in the exact same way, the adviser's job is that of a teacher, leader, manager and coach. Effective advisers teach the staff the skills necessary to publish the yearbook, and then empower the students to produce as much of the publication as possible.

The spelling of the word "adviser" often confuses yearbook staffs. Although most dictionaries call for the word to be spelled "advisor," for journalistic publications, the *Associated Press Stylebook* stipulates the word be spelled "adviser."

Adviser appreciation: Give your adviser a meaningful thank-you gift at yearbook distribution. The gift doesn't have to be expensive, it's the thought that will make it priceless.

Adviser & Staff: A magazine devoted to producing and marketing yearbooks. Jostens is pleased to provide this magazine to every high school yearbook staff in the country as part of its commitment to education.

▸ **Academics section** [*Regalis*, John P. Stevens High School, Edison, NJ]

Angle: The focus of a story. If planned effectively, the angle drives all the content including the copy and the photography while also focusing the reader.

▸ Ascender: The portion of a lower-case letter that extends above the x-height.
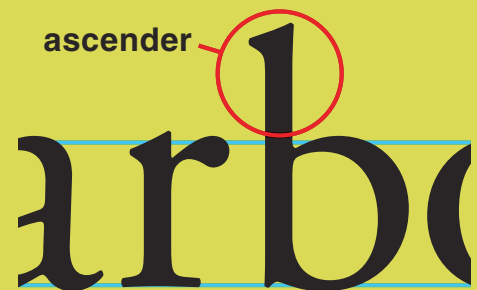
Attribution: Identifies the source of a quote or information and generally follows the quote.

ascender

▸ **Advertising section** [*Longhorn*, Cedar Hills High School, Cedar Hill, TX]

▸ **AYT:** Fonts poster

▸ AYT: The 200 fonts provided with YearTech® begin with "AYT" so they appear first alphabetically on the font menu. YT stands for YearTech. A poster featuring all the fonts is included in the YearTech Kit in the Jostens Yearbook Kit.

Brainstorming: A creative process used by two or more people to generate ideas or solve problems. From headline writing to selecting a theme, brainstorming can be used in nearly every area of yearbook publishing.

Budget: A financial plan for the yearbook including an estimate of income and expenses.

Budget BOOSTER$: A colorful, 20-page guide packed with tips and money-making ideas. Look for the *Budget BOOSTER$* guide in the Sell It! Kit in the Jostens Yearbook Kit.

Byline: A credit line at the beginning or end of copy giving the name of the writer.

Caption: Copy that answers reader questions about the people, the action and/or the reaction in the photograph. Effective captions answer the five Ws and H: who, what, when, where, why and how. Captions might also include additional information and insights relating to the photo as well as quotes.

▶ **Click-N-Go!™ Design Library:** YearTech offers a library of trendy headlines, quote boxes, photo collections, scoreboards and other content elements ready to use on your pages created in Adobe PageMaker® and Adobe InDesign®. To use the Click-N-Go! Library, simply click on the Click-N-Go! button on the YearTech toolbar for PageMaker. The *Page Surfer Preview Book* is included in the Create It! Kit in the Jostens Yearbook Kit and shows the Click-N-Go! collection.

Clip art: Artwork, shapes, backgrounds, logos and borders provided in both black and white and process color for use on yearbook pages created in PageMaker or InDesign. Clip art is provided on two CDs included in the YearTech Kit in the Jostens Yearbook Kit. For previews of available clip art, consult the *Clips* and *Color Clips* books included in the Create It! Kit in the Jostens Yearbook Kit.

▶ **Clip Art Placement:** A YearTech toolbar button available in PageMaker makes it easy to select and place more than 3,000 pieces of black and white or process color art. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▶ **COB photo:** Using programs such as Adobe Photoshop® or InDesign, the background of a photo is cut away around the subject. This special photo technique can not be accomplished using PageMaker. Cut-out-background photos are popular in modern designs.

▶ **COB photo** [*Napanee*, Napa High School, Napa, CA]

Collage: A special technique in which a photo illustration is created by using parts of several different photos. Software like Photoshop, gives a collage a more refined look. Collages are most appropriately used for PDA (Public Display of Affection) ads.

Colophon: A reader service that lists the staff, acknowledgements, printing specifications, awards and press association memberships.

Columns: Vertical guides for placing content elements. Wider column formats include six, eight and 10 columns on a spread; however, as many as 26 columns might fit across the spread. Narrow columns are also known as grids.

Copy: Words written in a variety of formats to tell a story or describe an event. Also called a story or article.

Copyright: Exclusive rights for the creator or owner of original literary, artistic or photographic material to make, distribute and control copies of that work for a specified number of years, as guaranteed by law. The use of copyrighted material without first obtaining permission from the copyright holder is copyright infringement.

Cover: The first thing a reader sees when receiving a yearbook, so it should make a positive first impression. Verbally, the theme is often introduced on the cover, either directly or subtly. Visually, shapes, graphics, art or even photography might be introduced on the cover and carried inside the book. While some staffs desire a cover exclusive to their school, others prefer to select a Jostens pre-designed cover.

A wide range of cover-production techniques are available including:
- Cover lithography
- Embossing
- Foil stamping
- Graining
- Lamination
- Metalay/Metaline
- Overtone rub
- Padding
- Quarterbinding
- Silk-screening
- Tip-on

Covers Book: This visual guide to covers showcases the Jostens cover line-up along with detailed information for staffs designing custom covers including cover-production techniques. Available in the Plan It! Kit included in the Jostens Yearbook Kit.

▶ **Create It! Kit:** One of five mini kits in the Jostens Yearbook Kit featuring the tools needed to create the yearbook including:
- *Page Surfer Preview Book*
- *Color Clips Book*
- *Clips Book*
- Cropping Crayons
- Cropping Instruction Card

Creative Resources: Designers are often available at workshops and take a staff's idea and develops it into a cover sketch. Production of final cover art is also available. If you are interested in using these services, contact your Jostens yearbook representative.

Cropping: Editing and marking a photo print to eliminate distracting or unwanted portions of content. Crop marks indicate the area to be reproduced in the yearbook. Cropping is done with a tool called the Info-Scropper®, provided in the Jostens Yearbook Kit. Digital images are cropped electronically using YearTech Picture Placer. After the image is placed on the layout, cropping can be fine tuned by moving the image around in the window using PageMaker or InDesign.

Deadlines: The dates that completed yearbook pages are due at the Jostens plant. Meeting all deadlines is essential to keep the delivery of the yearbook on schedule.

Delivery: There are two basic yearbook delivery options. Delivery is often dictated by school tradition.
- **Spring delivery** allows for distribution at the end of the school year, but requires a shorter production time for the staff to submit pages.
- **Summer/Fall delivery** provides a longer production cycle allowing the staff to include year-end coverage, but requires distribution in the late summer or fall.

▸ **Descender:** The portion of a lower-case letter that falls below the x-height.

descender

Digital images: An increasing number of staffs are shooting images digitally or scanning traditional negatives or prints for digital submission. Picture Placer, a YearTech toolbar button, makes it easy to place digital images. For more information on digital imaging and Picture Placer, consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Distribution event: A special activity for distributing and signing yearbooks. At many schools, a distribution party is a fundraiser with a $1 to $5 admission charge. For more information, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Yearbook Kit.

▸ **Division pages** [*Little Lion*, State College Area High School, State College, PA]

▸ **Division pages:** Indicate new sections and provide continuity throughout the yearbook. A key area for developing the theme and relating it to the yearbook's sections. Pre-designed division pages, some designed to complement Jostens covers, are available and previewed in the *Covers Book*. For electronic placement on YearTech pages, Jostens division pages are provided on the Division Pages CD in the YearTech Kit in the Jostens Yearbook Kit.

Dominance: When an element or elements attract immediate reader attention. Usually achieved on a design when a photo, or collection of photos, is displayed larger than other elements. Dominance is achieved in a photograph when the main subject commands reader interest and serves as a center of interest.

Duotone: A photographic effect that reproduces a photo in black and white and one additional spot color for a special graphic impact.

Editor: A student leader in charge of the entire yearbook or a portion of the book.

Editorializing: To be avoided in journalistic yearbooks, this happens when the opinion of the reporter/writer is included in a story. The reporter/writer should remain objective. Opinion is a major component of journalistic writing, but should reflect the viewpoints of those involved or familiar with the topic. In journalistic writing, direct quotes with attribution are used for reporting opinions.

Endsheets: The heavy paper between the cover and the first and last pages and is used to hold the signatures into the cover. Endsheets can be designed by the staff and often complement the cover. Pre-designed endsheets are also available and previewed in the *Covers Book*.

Eyeline: Used to unify a spread, an eyeline is created when elements are aligned so the one-pica spacing extends across the spread, above or below the center mark, to give movement to the reader's eye. The eyeline might be broken by a design element, such as a dominant photo.

Five Ws and H: The six key questions a journalist must answer for the reader: who, what, when, where, why and how.

▸ **Folio tab:** For reader reference, a small identification that appears with the page number reflecting the specific content of the spread.

Music, Choir, Guitar   123

▸ **Folio tab** [*Jungle Book*, Capital High School, Santa Fe, NM]

Font: A complete set of characters (letters, numbers and symbols) that share a common weight, width and style. Each font has a unique name such as Helvetica or Times. Jostens YearTech includes 200 fonts on the Installation CD. A preview of each font is included on the fonts poster included in the YearTech kit.

▸ **Font Scan:** A YearTech toolbar button available in PageMaker that provides a printout listing of fonts on your computer that may be used on your yearbook pages in addition to the AYT YearTech fonts. Using fonts that appear on your Type menu but not on the Font Scan list might incur additional charges. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Gather to Submit: A YearTech function that is built into the Prepare for Submission button. If the spread is ready to send to Jostens, run Gather to Submit. This process will find links and save pages and links to the Submit Folder inside the proper deadline folder. The process will not complete until all the links can be located. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▸ **Ghost Photo:** A YearTech toolbar button available in PageMaker that lightens a grayscale digital image to allow text or art to be layered over the top. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Gotcha Covered Look Book: A gallery of creative themes, covers, designs, coverage ideas, and photography carefully selected from yearbooks from across the nation. To order, call Marketing Services at 1.800.972.5628. Item 2030 sells for $10.

▸ **Graphics:** Enhancements including spot color, process color, tints, lines and screens added to a design for a specific reason:
- To unify/separate content elements.
- To emphasize/de-emphasize deserving content.
- To direct reader to and through content.
- To create a style for the theme, section or spread.

Grid: Narrow columns used to organize the placement of content elements. Grids can be used both vertically and horizontally.

Gutter: The area in the center of a spread where the pages go into the binding. The gutter must be taken into consideration when designing a spread. Photos may cross the gutter with planning. Typography cannot be used in the gutter.

▸ **Graphics** [*Chestnut Burr*, Middletown High School, Middletown, MD]

▸ **Headline:** Words, often in a large point size, designed to attract immediate attention, highlight the content and lead readers to the story. Frequently enhanced with typographic and graphic techniques, a headline often includes a primary and secondary headline:
- A **primary headline** is larger and grabs the reader visually and verbally.
- The **secondary headline** is subordinate in size and provides specifics.

Hear the Year® CD: A multimedia music CD-ROM featuring 12 pop, rock, R&B, country and alternative hits from the year. This yearbook add-on is produced by Jostens. For more information refer to the *Marketing Guide* included in the Sell It! Kit in the Jostens Yearbook Kit.

HOME®: Home Ordering Made Easy is a web-based marketing program that enables staffs to create a school-specific sales flyer targeted to parents. Schools using the HOME program can elect to offer the yearbook through the shop.jostens.com website, allowing credit card purchases.

InDesign: High-end page design software by Adobe featuring creative options not included in Adobe PageMaker. Jostens YearTech is available for InDesign as well as full technical support. For information on Adobe products consult www.adobe.com.

Index: A reference listing of every person and topic included in the copy or photography along with the corresponding page numbers.

Infographic: An informational graphic that displays statistical information in a visual way for quick reading.

Interview: A one-on-one question and answer session with a person closely associated with an event, activity or topic. By asking carefully crafted, opened-ended questions, the responses will provide information and interesting comments for direct quotes.

ItPays®: Easy-to-use software that makes it easy for staffs to organize and track yearbook, add-ons, personalization and advertising sales. The ItPays software is located on the YearTech Installation CD or for download on YearTrack. For more information, consult the ItPays Software Guide included in the Sell It! Kit in the Jostens Yearbook Kit.

▸ **Primary and secondary headline** [*Flashlight*, Abilene High School, Abilene, TX]

Job descriptions: Written description of duties for editors, staff members and adviser, updated yearly and kept in the staff manual.

Job number: A number assigned to each school and used to identify all materials shipped to the Jostens plant.

Jostens Direct Solutions® [JDS]: A full-service direct marketing program offered by Jostens that manages yearbook sales. This service provides promotional materials, parent mailings, order and payment collection and processing, customer service, order tracking and reporting services. Two options are available:
- The **In-School Program** uses an order taking event at the school to capture orders and then sends parents a statement via mail to collect payment.
- With the **School List Program**, you provide Jostens your student list and we send the yearbook offer directly to the student's home.

Jostens Yearbook Representative: Your Jostens yearbook representative will visit your staff on a regular basis. Plan for these visits by keeping an on-going list of non-urgent questions. Your representative is knowledgeable on all aspects of yearbook production. The Jostens yearbook representative keeps the administration, adviser and staff updated on all business matters including the budget, production matters and deadlines.

Jump coverage: Related stories that continue from one spread to the next like a magazine.

▶ **Ladder:** A page-by-page planner and deadline tracker used to identify content, record deadlines, plan color placement and track pages submitted and proofed. The ladder is organized by spreads, multiples and signatures. The shaded pages indicate one multiple. The alternating white pages show another multiple. If you are using a single multiple of color, the eight pages will fall on every other spread in the yearbook, they will not be consecutive.

When allotting space on the ladder, there are several options:
- **Content module:** Occupies a portion of a page or spread, often displayed with other content modules presenting different perspectives on the same topic.
- **Page:** A single page of content with the opposite page featuring a different topic.
- **Spread:** The most common allocation of space, two facing pages presenting several content modules, each with a different angle on the topic.
- **Multi-spread jump coverage:** When an important topic receives two or more spreads, allowing for in-depth coverage. Content placement and packaging is critical since the reader doesn't see all the content since at once. The design must guide the reader across each spread and onto the next spread in an obvious, yet creative way.

The ladder should be completed before yearbook production begins. For more information on planning the ladder, consult the *Yearbook Guide* located in the Plan It! Kit in the Jostens Yearbook Kit. The Ladder poster, also located in the Plan It! Kit, includes helpful information.

Lead: The first paragraph of a story that sets the tone, hooks the reader and establishes the angle. The most effective leads are short and often a single sentence.

▶ **Ladder/spread:** [*Mustang*, J.J. Pearce High School, Richardson, TX]

Lead-in: A mini-headline for a caption that provides a catchy verbal link to the content of the photo. Generally one or two words or a short phrase that preview or tease the content of the photo.

Leading: The amount of white space between the lines of type. For visual impact, designers may increase or decrease the amount of leading.

Legal concerns: In regards to libel, copyright and privacy, student journalists must follow the law. For detailed information, consult *Taking Issue*, a student guide to publication law located in the Plan It! Kit in the Jostens Yearbook Kit.

Libel: A false printed statement of fact that attacks a person's reputation or good name.

Link: When placing a graphic or photo larger than 256K, PageMaker asks if you want to include a complete copy in the document. If you select "no," PageMaker creates a link to your original graphic, then imports a low-resolution version of the image for display purposes only. When your pages are printed, the original graphic file must be available and linked or only the low-resolution version of the graphic will print, often resulting in a bitmapped image. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▶ **Mail It! Envelope:** A collection of materials for sending deadlines to Jostens. Located in the Jostens Yearbook Kit, to the right of the center divider, this envelope contains:
- Pages Submitted Record
- Final Copy Sticker
- Mailing Label

These additional mailing materials are also provided with the Mail It! Envelope:
- Copy Mailer Boxes
- Copy Mailer Envelopes
- Disk Mailers

Making It Click: The Jostens desktop publishing curriculum used to train students to produce yearbook pages using Jostens YearTech and Adobe PageMaker or Adobe InDesign. To order, call Marketing Services at 1.800.972.5628. The following versions are available, each sells for $70: PageMaker/Windows: Item 2022, PageMaker/Mac: Item 2023, InDesign/Windows: Item 2036, InDesign/Mac: Item 2037.

Margins: Planned white space used to organize a design. There are two types of margins:
- **External margins** act as a frame around the outside edges of the spread and should be kept free of content elements with the exception of bleed photos and folios.
- **Internal margins**, or internal spacing, is the white space between content elements. Consistent spacing is the key. One pica is suggested.

Marketing plan: Outlines the details of a yearbook sales campaign and highlights reasons for consumers to buy the yearbook. The plan includes goals/objectives, target audience, theme, timelines, sales dates, events, strategies and materials needed.

Memory Builder™: Software used to create multimedia yearbook supplements. Memory Builder 4.0 is provided in your Plan It! Kit in your Jostens Yearbook Kit.

Mini-deadline: By breaking down larger deadlines into smaller, more manageable mini-deadlines, stress is reduced and pages get completed on a timely basis.

Modular grid design: A content-driven approach to design in which content modules featuring photos, captions, stories and headlines are arranged within a framework of vertical and horizontal grids.

▶ **Montage:** A collection of small, related photographs grouped together as a content module. The photos are often touching or separated by thin rule lines. Often, a single caption block explains and identifies all the photos in the montage.

▶ Montage [*Aerie*, South Forsyth High School, Cumming, GA]

Mortise: A special technique that places photos on a design so they overlap or touch. Or, smaller photos might be inset into a larger photo. This strategy works most effectively when the content of the photos justifies the treatment.

Multimedia yearbook supplement: A companion to the yearbook, staffs compile, design and edit the multimedia supplement by importing digital content including photos, video, and audio into user-friendly templates. Yearbook Interactive™ by Jostens provides full support, software and final reproduction of the CD. Contact your Jostens yearbook representative for more information.

Multiple: Yearbooks are printed on large sheets of paper called signatures. A multiple, also called a flat, contains the eight pages on one side of the sheet. Since there are two sides to the press sheet, there are two multiples per signature. Knowing about multiples is helpful if you will be placing color in your yearbook.

NetLine™: Staffs may use the Internet to submit pages, proof pages and view a cover proof using Jostens Netline. Contact your Jostens yearbook representative for more information.

▶ **Organizations section:** A section of the yearbook covering the day-to-day activities of clubs and placing emphasis on the value of membership and on action.

▶ Organizations section [*Wa Wa*, Wenatchee High School, Wnatchee, WA]

▶ Page Enhancer: A YearTech toolbar button available in PageMaker allows you to flip and mirror a single page or rotate and flip a spread. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▶ Page Envelope: Submit photos, artwork and a 75% print out of each page being shipped to the plant using a Page Envelope. Use a separate envelope for each page and complete the information on the front of each envelope to ensure correct processing. Page Envelopes are provided in the Jostens Yearbook Kit.

Page Surfer: Hundreds of pre-designed layouts are available for use in every section of the yearbook. A new collection of Trendy & Cool layouts is included. The *Page Surfer Preview Book* also previews the Click-N-Go! design library elements. Both Page Surfer and Click-N-Go! are available in electronic form as part of Jostens YearTech. The *Page Surfer Preview Book* is included in the Create It! Kit in the Jostens Yearbook Kit.

▶ Page Surfer Placement: A YearTech toolbar button used for selecting a pre-designed yearbook spread and placing it on the PageMaker page. Although Page Surfer designs are available for InDesign there isn't a Page Surfer button. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

PageMaker: Desktop publishing software produced by Adobe and popular with yearbook staffs. Jostens YearTech teams with Adobe PageMaker to make yearbook desktop publishing as easy as possible. For information on Adobe products consult www.adobe.com.

▶ Page Wizard: A YearTech toolbar button used each time a new spread is started. Your job number and school name are entered the first time Yearbook Page Wizard is used, and then the information is automatically added to every spread. Page Wizard will ask for color information on the spread you are creating. Options provided include:
- **Black and white:** All photos will be automatically tagged as "XSPOT."
- **Process color:** All photos will be tagged "process photo."
- **Second color:** Does not impact the tagging of photos.

For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▶ Pages Submitted Record: Send a completed Pages Submitted Record to the plant with each deadline shipment. Upon receipt, the plant will return a copy for confirmation showing all pages that have been received to date.

Panel Maker: A YearTech toolbar button used to efficiently build portrait pages. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▶ PanelXPress®/Panel Flow™: Programs that allow staffs to submit portraits on a CD to Jostens, eliminating the need to label photos and type names. The PanelXPress/Panel Flow Kit in the Jostens Yearbook Kit provides a Customer Guidebook, instructional poster and production materials.

Parent boosters: Recruit parents to serve as yearbook boosters to help on deadline work sessions, bring snacks, provide rides, etc.

PDA ads: Public Display of Affection (PDA) ads offer family and friends the opportunity to purchase advertising space in the yearbook containing personal messages and photos. PDA ads are a great source of revenue for many staffs.

PDA Ad Guide: This guide outlines the details about selling and producing PDA ads. The *PDA Ad Guide* is included in the Sell It! Kit in the Jostens Yearbook Kit.

▶ **People section** [*Sentinel*, Depew High School, Depew, NY]

▶ People section: A section of the yearbook including student, faculty and staff portraits combined with lively and interesting features.

▶ Personalization/Icons: A popular yearbook add-on putting a personal touch on yearbook covers with a foil stamp name, a favorite phrase and up to four affiliation icons. For more information refer to the *Marketing Guide* included in the Sell It! Kit in the Jostens Yearbook Kit.

Personalized Poster Fundraiser: A program allowing students and parents to order personalized posters and locker decals online or through the mail while the yearbook staff earns commission on each product sold. For more information refer to the *Marketing Guide* included in the Sell It! Kit in the Jostens Yearbook Kit.

Photo blocks: When designing spreads using YearTech, photo areas must be tagged in one of two ways:
- Black and white photos are tagged **XSPOT**.
- Color photos are tagged **process photos.**

Photo composition: The content of a photo. The best photojournalistic images capture and reaction and often incorporate the following techniques:
- **Dominance** of the main subject creating a center of interest.
- Real or imaginary **leading lines** directing attention to center of interest.

- **Repetition of patterns** in the foreground or background.
- **Framing** the center of interest by content.

Photo Contest: A yearly competition for middle school and high school student photographers sponsored by Jostens. To view the winning photos and for information on entering the contest, visit www.jostens.com. Contest deadline is May 7, 2004.

Photo credit: A credit line underneath a photo or as part of the caption giving the name of the photographer.

Photo identification: Text accompanying a photograph identifying individuals and perhaps providing a brief explanation of the content, generally not a complete sentence or as detailed as a caption.

Photo illustration: A special technique in which a photo is "created" to illustrate a story. This might require the posing of subjects or objects. Electronic tools might be used to alter or recreate the image. The content of the illustration should be planned. What does the reader learn from the illustration? Don't allow the point of the illustration to be lost in creativity. Responsible journalists label photo illustrations for the reader.

Photo labels: Prior to sending photo prints to the plant, they need to be identified with a photo label. There are two different labels preprinted with your job number and provided in the Jostens Yearbook Kit:
- Place **large labels** on the bottom center of candid photos to be printed in black and white or process color.
- Place the **small labels** on the back of portraits.

Photojournalism: At art of telling a visual story with a camera. Photojournalists capture life as it happens, with an emphasis on emotion in motion. Photojournalistic images are not staged or posed. Electronically altering photojournalistic images poses ethical issues since this violates the trust that readers place in journalists.

Photoshop: A professional imaging software by Adobe used by staffs with the desire to electronically alter or edit images and other high-end creative options beyond image preparation and placement. For information on Adobe products consult *www.adobe.com*.

▸ **Picture Placer:** A YearTech button that streamlines digital image handling and placing. Picture Placer eliminates in need to leave the PageMaker or InDesign programs for resolution calculating, cropping, sizing and converting.

▸ **Pica/point:** Units of measure used in graphic arts.
- A **pica** is equal to 1/6 of an inch; used for measuring photo boxes and spacing.
- A **point** is equal to 1/72 of an inch or 1/12 of a pica; used for measuring typography and rule lines.

```
0   1  2  3  4  5     6    0      12 24 36 48 60      72
    6 picas = 1 inch          72 points = 1 inch
```

▸ **Plan It! Kit:** One of five mini kits in the Jostens Yearbook Kit featuring the tools needed to get started publishing the yearbook including:
- Yearbook Planner
- Ladder
- *Yearbook Guide*
- *Covers Book*
- *Taking Issue* legal guide
- Memory Builder multimedia software

Prepare for Submission [PFS]: A YearTech toolbar button used to check a spread that is ready to be sent to the plant. Prepare for Submission reviews your spread and identifies items that may need your attention focusing on items near the trim line, fonts and graphics. It also tags, numbers and measures photo windows. When completed, a dialog box will appear to begin the Gather to Submit function. If the spread is ready to submit click "yes." At this point, no additional changes may not be made to the spread. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Printout (75%): The final version of the page that is sent to the plant, placed in the proper Page Envelope. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Production materials: Supplies needed for yearbook production and provided in the Jostens Yearbook Kit to the right of the center divider:
- Info-Scropper
- Photo Labels
- Page Envelopes
- Mail It! Envelope

▸ **Proof:** A final opportunity to review pages and make last-minute corrections before printing. Proofs need to be checked, corrected and returned to the plant within three business days to avoid delays in your yearbook. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Proof Action Form: A communication tool found on the back of page proofs. If Jostens discovers elements that need to be corrected, notes will be made on this form guiding your staff to fix the problem to avoid delays and extra charges. Common problems include:
- Fonts not available with YearTech.®
- Elements extended outside the trim line.
- Linked image and art files not provided.
- Incorrect color format, use CMYK
- Materials missing from Page Envelope

- **Repetition of patterns** in the foreground or background.
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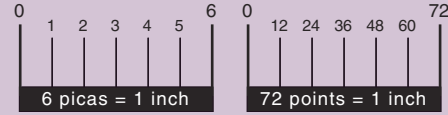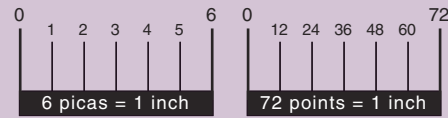
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0 1 2 3 4 5 6	0 12 24 36 48 60 72
6 picas = 1 inch	72 points = 1 inch

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- Elements extended outside the trim line.
- Linked image and art files not provided.
- Incorrect color format, use CMYK
- Materials missing from Page Envelope

Press associations: State, regional and national organizations devoted to serving scholastic journalism teachers and their students by offering conventions, workshops, publications, mentor programs, critiques and contests. National organizations include:
- **Columbia Scholastic Press Association**, New York, NY, http://www.columbia.edu/cu/cspa/
- **National Scholastic Press Association**, Minneapolis, MN, http://www.studentpress.org/
- **Journalism Education Association**, Manhattan, KS, http://www.jea.org/

▸ **Process color:** A process that uses four colors of printing inks — cyan, magenta, yellow and black — to reproduce photographs in full-color. CMYK is an acronym used to refer to process color.

C M Y K

▸ **Process color** [*Panther Tale*, Duncanvilee High School, Duncanville, TX]

▸ **Process color libraries:** On process color pages, backgrounds, graphics and typography many be printed in color. Hundreds of color combinations are created by combining the four process colors. YearTech includes ten new color palettes. The *Jostens Color Guide*, included in the YearTech Kit in the Jostens Yearbook Kit, allows staffs to see the color samples as printed swatches, offering more accurate representation than a computer monitor.

Process photos: In YearTech , photos blocks must be tagged as process photos if the image is to appear in color in the yearbook.

Publication Consultant: A customer service representative in the Jostens plant who works closely with staffs and Jostens yearbook representatives to answer any questions regarding page creation, submission guidelines, proof questions, book status and specification changes. Each school is assigned a consultant and provided a toll-free number for calling.

Quick-reads: Shorter stories using a variety of different formats to offer the reporter/writer and designer flexibility not readily available with the traditional quote/transition approach.

▸ **Quote:** Words printed in quote marks and reported exactly as they were spoken. Quotes may be included in copy, captions or quote boxes.

Quote/transition format: A traditional feature story format that weaves together a series of direct quotes and fact-packed transitions and opens with an exciting lead.
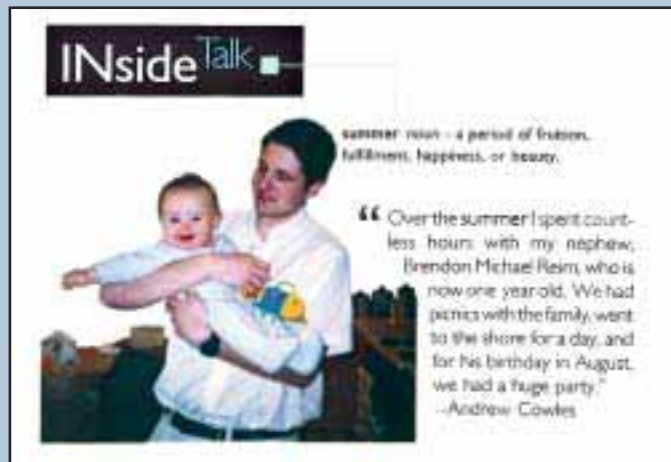
▸ **Quote:** [*Unaliyi*, Souderton Area High School, Souderton, PA]

Rail: A narrow column of planned white space, generally three to six picas wide, used to frame or separate content. Using modular grid design, rails can be vertical or horizontal.

Reader entry points: Visual techniques used by designers to guide the reader into the content.

Reader survey: An effective tool for receiving customer feedback on your yearbook, allowing for improvements to be incorporated in the following yearbook. Yearbook distribution is a good time for distributing and collecting a survey. For a sample survey, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Yearbook Kit.

▸ **Red Eye Removal:** A YearTech toolbar button available in PageMaker that quickly and easily removes red eye from digital color images placed on the page using Picture Placer. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Reference photos: Portraits, group shots and team photos that record school enrollment and class, club or team membership.

▸ **Rule lines:** A graphic device used to unify or separate content elements. Rule lines are measured in points.

Rule of thirds: A method of dividing the photograph into thirds vertically and horizontally so that center of interest falls into one of the intersecting points rather than in the center of the image.

1 point

2 point

3 point

6 point

12 point

Sans serif: The characters of a type style that have no short finishing strokes at the end of the main strokes. Helvetica is a common sans serif type.

Scrapbook photos: Posed, looking-at-the-camera images used for a story-telling purpose.

Screens: Tints of black or color used to emphasis design elements. Tints are indicated in percentages with 100% being solid.

▸ **Sell It! Kit:** One of five mini kits in the Jostens Yearbook Kit featuring the tools needed to sell and personalize:
- *Marketing Guide*
- *Budget BOOSTER$*
- *PDA Ad Guide*
- *ItPays Software Guide*
- Sales posters and banners
- Sample sales tools
- Ad contract pads

Serif: The characters of a type style that have short finishing strokes, or serifs, at the end of the main strokes. Times is a common serif type.

Ship date: The date that your yearbook is scheduled to be completed and shipped to your school. The ship date is set based on the submission of all deadlines on time and with the proper number of pages as well as the prompt return of all proofs.

Sign Here!™: This special autograph book contains 48 blank pages. Compose messages, add your own personal, creative expressions and journal entries, collect autographs and celebrate the year. There is lots of room for your favorite photos and other special mementos in this yearbook add-on. For more information, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Marketing Kit.

▸ **Showcase Series™:** Easy-to-use and creative yearbook packages that provide coordinated theme development ideas, memorable content and distinctive design. For 2004, cool cover designs with colorful stickers for personalization and fun photo pockets are featured. Check out the Excalibur Package, Coverstar Package and Finishing Touches™ Package in the *Covers Book* found in the Create It! Kit in the Jostens Yearbook Kit.

▸ **Sports section:** Offers before, during and after game coverage that has school-wide appeal with emphasis on both team and individual sports.

Spot color: A color used in addition to black. Also called second color or Jostens Tempo Color.

Staff manual: A timesaving reference guide that gives every staff member the independence of answering many of their own questions before asking, freeing the editors and advisers to deal with other inquiries. A staff manual often includes goals and objectives, policies, organizational chart, job descriptions, ladder diagram, explanation of theme/spin-offs, design specifications, style guide and staff directory.

Story: Words written in a variety of formats to tell a story or describe an event. Also called an article or copy.

▸ **Student Life section:** Covers activities in and out of school that affect readers' lives in addition to lifestyle coverage.

▸ **Student Life section** [*Shoreline*, Standley Lake High School, Westminster, CO]

Style guide: A reference sheet that promotes consistent handling of text throughout the publication, frequently based on the *Associated Press Stylebook*. Areas often addressed in the style guide are attribution, word choice, spelling, number usage, abbreviations, capitalization, and punctuation.

Signature: Yearbooks are printed on large sheets of paper called signatures. Each side of the sheet is called a multiple. When folded, a signature becomes a 16-page mini-booklet and is bound together with other signatures to make a complete book.

Supplies: Additional supplies might be necessary in addition to the materials in the Jostens Yearbook Kit. Jostens Marketing Services is ready to process your order. The *Yearbook Kit Guide* and *Product Catalog* outlines all of the supplies available and provides item numbers and costs. There are three easy ways to place an order:

- **Online:** Log on to www.yeartrack.com and enter your personal login and password. Click on Order Supplies in the left navigation bar.
- **Phone:** Call 1.800.972.5628, 7:30 a.m. to 4:30 p.m. CST.
- **Email:** Send your email to merch@jostens.com. Include item number and quantity needed for each item as well as your school name, job number and a telephone number.

▸ **Sports section** [*Heritage*, Horizon High School, Scottsdale, AZ]

Team building: A very important part of the yearbook process. The yearbook staff is a team that must work together. Here are some proven team building techniques:

- Birthday parties
- Staff t-shirts
- Staff cheer
- Wall of fame
- Sporting contests
- Homecoming float building
- Secret pals
- Scavenger hunts
- Notes from editors
- Staff deadline parties
- End-of-the-year banquet
- Cookout
- Summer workshops
- State/national conventions
- Staff retreats
- Press passes
- Holiday party
- Decorating the yearbook room

Technical Support: Jostens provides help with software and technology problem solving. Call 1.800.328.2435 from 7:30 a.m. to 6 p.m. CST. After hours you can leave voice mail or email ytsupport@jostens.com. Assistance is available for the following publishing software for both Windows and Macintosh:

- Jostens YearTech
- Adobe PageMaker
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

Template: A master page that maintains consistency within a design or section. Master documents opened this way in PageMaker will open as untitled documents.

Tempo Color: A color used in addition to black. Also called spot color or second color.

▸ **Text Linker:** A YearTech toolbar button used to link text through a series of pages, such as the People section. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

▸ **Theme:** Unifies the yearbook, giving the story of the year a unique personality and approach. For a list of theme ideas to assist with your brainstorming, go to www.jostens.com/yearbook

- The theme might utilize a catch phrase to make a strong statement.
- Word spin-offs use key words from the catch phrase as part of the titles used for each section.
- A concept offers a subtle alternative to a catch phrase.

▸ **Theme: Change Becomes You** [*The Shield*, Robert E. Lee High School, Springfield, VA]

▸ **Theme: Tradition** [*Logue*, Northwood High School, Nappanee, IN]

Theme development: The best themes wed verbal and visual elements into a seamless whole.

- **Verbal** development "cool tools" include a catch phrase, section spin-offs, headlines and stories.
- **Visual** development "cool tools" include photography, typography and graphics.

Theme package: Areas of the yearbook where the theme is traditionally visually and verbally developed:

- The theme package starts with the **cover**, which makes a striking first impression.
- The **endsheets** act as a bridge between the cover and the inside pages.
- The **title page** officially introduces the book.
- The **opening** and **closing** provide the stage for the theme drama.
- The **parting page**, the last page of the closing as well as the last page of the yearbook, makes a last memorable statement on the theme.
- The **dividers** carry the theme throughout the book and mark each new section.
- **Reference items** such as folio tabs, index, contents listing and colophon are often part of the package.

Three-peat strategy: Strategically weaving visual and verbal techniques into the spread or the section design by repeating it three or more times. To be effective, the visual and verbal techniques must contribute to the content.

▸ **ThumbPrints:** Click the new ThumbPrint button on the YearTech toolbar to generate a contact sheet of the photos in a particular folder. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Tip-in: A four or eight page set of pages that are not numbered as part of the total pages in your book. A tip-in can only be placed between signatures. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit. Consult your Jostens yearbook representative before submitting a tip-in.

Trapped white space: An outdated yearbook design term still in use. Trapped space refers to a distracting, unplanned pocket of space, often created by uneven spacing between content elements. In modern design, white space is often "trapped," but is effective if it is strategically planned space such as a rail.

Trendy & Cool Designs: A collection of new designs have been added to the popular Page Surfer collection of ready-to-use templates. *The Page Surfer Preview Book* is included in the Create It! Kit in the Jostens Yearbook Kit and includes these new designs.

Trim size: Yearbooks come in three standard trim sizes:
- 7 $3/4$" x 10$1/2$" often called **Size 7**.
- 8 $1/2$" x 11" often called **Size 8**.
- 9" x 12" often called **Size 9**.

When installing YearTech, it is especially important to select the correct trim size for your yearbook. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit. Consult your Jostens yearbook representative or your plant Publication Consultant if you are unsure of your trim size.

▶ **Type Effects:** A YearTech toolbar button available in PageMaker that provides 20 different techniques such as arcs, zoom effects and more in color and grayscale without leaving PageMaker. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

Verbal content formats: When planning coverage options, consider these verbal content formats:
- **Headlines:** Primary, dominant word(s), secondary
- **Feature story:** Traditional quote/transition format
- **Captions:** Indents, summary, quote, expanded, collection, group ID
- **Facts:** Factoids, list, summary points, map/diagram
- **Figures:** Table, pie chart, bar chart, scoreboard, index
- **Time:** Schedule/agenda, calendar, timeline
- **Opinion:** Quote, in-depth quote, question/answer, first-person account, journal entry, how-to advice
- **Interactive:** Fill in the blanks, match text/photos, connect the dots, color an object, answer quiz questions, search for words, complete crosswords

Visual content elements: When planning coverage options, consider these visual options:
- **Dominant photographs(s):** Most important story-telling photo content
- **Secondary photographs:** Often related to dominant photo(s) but show different aspects of the story
- **Photo options:** Photojournalistic (action/reaction), reference, scrapbook
- **Photo treatments:** Subjects (single person, small group, large group), shapes (vertical, horizontal, square, circular, shapes)
- **Special techniques:** COB (cut-out background), mortise, photo illustration
- **Photo collections:** Montage, collage, series
- **Logo:** Art, typography
- **Illustration:** Art created to present the story

Visual hierarchy: A design strategy that allows readers to get a sense of the importance of the content based on its size, weight and placement.

Visual redundancy: A weakness in photo planning and selection resulting in two or more photos showing the reader the same content.

Workshops: Through the nation, Jostens yearbook representatives host a variety of workshops. Many are multi-day, residential workshops, others are one-day seminars. Staffs often leave the workshop with a theme developed, cover designed and ladder planned. Ask your Jostens yearbook representative for information about local workshops. Each spring a summer workshop directory appears at *www.jostens.com*.

World Beat: A yearbook add-on offering a colorful, 16-page current events section featuring national/world news, technology/science, lifestyle, entertainment, music, sports and familiar faces. For more information, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Yearbook Kit.

WorldView Interactive: This yearbook add-on is a compelling, interactive current events CD-ROM featuring national and world events. Watch the year unfold in a multimedia display of color and sound. Content is produced professionally, requiring no school development. For more information, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Yearbook Kit.

Write Now!: Bring personalization and scrapbooking into the yearbook with this eight-page, full-color yearbook add-on. Record your own special memories, fads, trends, goals, dreams and more. Pages include fun facts and space for students' personal photos. For more information, consult the *Marketing Guide* in the Sell It! Kit in the Jostens Yearbook Kit.

▶ **X-height:** Type dimension from top to bottom of characters without descenders and ascenders.

x-height

Z pattern: The path a reader follows when looking at a design. The eye generally enters in the upper left area, moving across, diagonally down and to the right. This tells yearbook designers that the upper left area of a spread is a prime location for exciting and important content. The spread's lower, right corner isn't a prime location because content might not be read if the reader prematurely turns the page.

IDEAS AND LAYOUTS

The following pages contain samples of various layouts that other schools have produced for their yearbooks. Feel free to use them to generate ideas for everything from your covers to "Baby Pix".

Some of the attached pages include low resolution versions of layouts. Please use them to generate your own ideas but do not use them to judge our print quality. High resolution pictures supplied to us will print with exceptional sharpness. Low resolution images supplied will print better than our competition.