



YEAR OVERVIEW

There are many things to consider when planning your yearbook. The following are some of the more significant tasks to build into your plan.

MEET WITH FRIESENS

Get started early and set dates for training, work days, etc. Your Friesens Print Consultant is there to help you set the plan and work the plan.

SET YOUR SPECS

Confirm the following specifications with your Print Consultant:

- Number of books
- Page count
- Book size
- Orientation
- Special effects
- Cover options
- Endsheets options
- Special add on's
- Memory Capsules
- Personalization
- Supplements.

Note: You are able to make changes to your specifications at anytime before you start submitting your cover and pages to Friesens.

DETERMINE A PRICE

Make sure you know the 'per book cost' of your yearbook and the 'per book price' it will be sold for. Given the nature of printing, the more books you order, the lower the 'cost per book' so it's important to sell as many books as you can. Keep in mind that the quote you receive does not include taxes and shipping, your Print Consultant can help you estimate these items into your 'per book cost'.

MAKE A PREPAYMENT

Friesens offers a prepayment plan, which can save you a bundle if you pay for part (or all) of your yearbook early. See the Prepayment Form in your kit or ask your Print Consultant for details.

SET DEADLINES AND A DELIVERY DATE

Work with your Print Consultant to create deadline dates that will realistically work with your schedule and desired delivery date. Ultimately, our ability to meet your desired delivery will be based on when your materials arrive at Friesens. So it's important to hit the deadline dates that you agree to. Typically, after you have submitted your final pages, Friesens needs 6-8 weeks to produce and deliver your yearbooks.

DEADLINES ARE A GOOD THING

- Setting and meeting your deadlines means less stress for you at the end of the year.
- Meeting your deadlines means your yearbook will be delivered when you want it.

BUILD A MARKETING CAMPAIGN/ CREATE HYPE

It's important that you have a plan in place to market/advertise your yearbook to your student body. Friesens provides a number of stock and custom resources to help you. These marketing pieces should generate excitement about your yearbooks and hopefully increase or at least sustain your sales.

A good marketing campaign reinforces the importance and excitement of a yearbook in the students' minds, produces buzz and hype, improves school spirit, increases yearbook sales, and lowers the 'per book price'.

Besides using the Friesens marketing tools included in your kit, there are lots of ways to get your school thinking yearbook. Consider a pep-rally when the yearbooks are distributed, or target students that are included in the current yearbook but haven't purchased one yet. Talk to your Print Consultant for more ideas.

COORDINATE YEARBOOK SALES

Know how your yearbooks are being sold. Are they being sold by the office, included in student fees, sold online, sold by the yearbook staff or through a number of these channels? Use the quantity of books sold last year as an initial target. Check your sales numbers frequently as the number of books sold affects your pricing.

CHECK EQUIPMENT

Ensure that all equipment is in working order. All camera's have batteries, chargers and memory cards. In terms of your computer, check with your IT department to make sure you and the yearbook staff have access to all programs, servers and picture folders.

EMAIL/MEMO TO STAFF

Send an email or memo to all teaching staff that you are the Yearbook Advisor and that you look forward to including their classes, teams, clubs and activities in the yearbook. In order to do that you will need their cooperation. Request that they give you advance notice about upcoming events, games, etc. that require a yearbook photographer, not just the day of. Also remind them that they may be called on to name students in pictures and provide a short write-up and that you expect this information to be returned to you in a timely manner.

MAKE A LIST OF ACTIVITIES, SPORTS, CLUBS

Once you start getting information back from the staff on all the teams, clubs and activities happening in the school, you should mark them all down in one location. Ultimately, this information should be added to the Yearbook Planning Calendar (available in your kit)

Suggestion: Mark down practice times for sports teams and any plays or concerts in case you're unable to take pictures at the actual game or event.

PLAN FOR PORTRAITS

It is a good idea to know your school photographer and when they will be in the school for picture day and back again for re-takes and grad pictures.

Make arrangements with the photographer for how and when they will supply you with digital portrait files for all students. You can then schedule time to get your portrait/grade pages finished. Ask the photographer to ensure your photos meet PSPA guidelines; your Print Consultant can assist you with this.

BRAINSTORM YOUR THEME

Try to establish a theme early prior to starting layout and design. The purpose of a yearbook is to tell the story of a particular year. The staff's job is to capture the mood and flavour of the school year and to tell the story so that it is believable, real and remembered. Each staff should endeavour to come up with that perfect word, phrase or expression that sets this year apart from other years. The theme should enhance the yearbook to tell the years' story. Remember that the theme, the design and the coverage need to make sense together.

Places to look for Inspiration

- Magazines (can be any magazine, remember you are looking at the design not the content),
- Websites
- Brochures
- Advertisements

Make sure the theme can be represented throughout the entire yearbook.

- Cover
- Endsheets
- Opening and closing pages
- Divider pages
- Design elements (fonts, colours, folio tabs, and graphics).

BUILD THE PAGE LADDER

You can find a chronological page ladder at the end of this book. The ladder is designed to help you organize the order of pages in your yearbook. Two popular ways of laying out pages are chronologically (the order events happen in the year) or by sections (student life, portraits, academics, sports, clubs and graduates). Use last year's book as a guide to determine how many pages are required for each section.

PLAN FOR DELIVERY

When the yearbooks arrive, remember to check for the following:

- Count the boxes
 - Check the boxes for damage
 - Count the number of books.
 - Make distribution into a big event.
- > An assembly
- > A signing party
- > Let students out of class early to pick up their yearbook