Creating A Yearbook

1. **Start Taking Pictures:** Though it is important to continue taking pictures throughout the year for your yearbook, make sure you cover back to school events. Encourage parents and students to take pictures as well, andtake advantage of image share technology.

2. **Choose A Yearbook Staff:**
Whether it's a class, staff or just you creating the yearbook, it's important to map out responsibilities. Divide up tasks and make sure each action item is covered and understood before moving forward with the project.

3. **Determine Your Budget:**
Calculate all costs for your yearbook. Determine how you plan to pay for these costs and work that into your budget to show how much you will need to charge per yearbook. Plan to sell ads to local businesses or come up with fundraisers. You will need to estimate a bit here to come up with a good plan.

4. **Build a Sales Plan & Start Selling:**
Based on your budget decide what sales plan you want to move forward with. Will your students be paying for the full cost of the yearbooks? Did you plan fundraisers for the year? Will you be selling ads to help cover costs? These are questions you will need to answer before you start selling yearbooks. Unless you plan to provide the full enrollment with yearbooks you will need to determine how you will market this to parents and students that will be puchasing them. There are many sales tools and tips that can be utilized to make this process easier.

5. **Choose a Yearbook Theme & Cover:**
Now comes the fun part! Get as creative as you want to be. You can choose from standard covers created by your yearbook publisher and design your theme around that cover. Another option is to come up with your own theme and design a special cover of your own to go with it. There are lots of ideas out there for themes and covers so look around and decide what works best for you.

6. **Complete a Page Ladder:**
A page ladder is an outline for your yearbook. It helps you keep organized while creating your pages. To get a good idea of where to start, look at last year's yearbook. This will help you decide how many pages you will need for each section and what pages to keep or add.

7. **Start Designing Pages:**
An easy way to design pages is to use a design program through your yearbook publisher. Pre-designed templates can help you create a consistant layout throughout the book and automatic portrait flow will add photos and names quickly and easily.

8. **Submit Your Pages:**
Using Memory Book's online design program, you can submit pages as you complete them, up until the deadline that you have been given by your representative. Before you submit, make sure that you double-check that everything is correct on the page and exactly how you want it. Also, check the bleed to make sure nothing important is in the area that will be trimmed off.

By following these steps you are sure to have a successful yearbook project. Our representatives are available for questions. Just give them a call at 800-247-1526 or email yearbook@memorybook.com

MEMORY BOOK   Jostens