Digital Expert Guide

Getting Started

Gather and Organize Photographs

If you are producing a black and white yearbook, you can submit color photos and we will convert those to black and white for you. If you are producing a color yearbook, you can leave your pictures in RGB mode. When saving your digital camera photos and scans onto your hard drive, make sure that you name them descriptive names, but be careful not to use long names (over 18 characters) as some programs and formats will not consistently recognize files with long names. Also, do not use characters and spaces in the name of the file (Johnny/Emily--best) for the same reason. Instead use only letters in the name of your file. (JohnnyEmilybest.tiff) Anything after the period tells the computer what type of file it is trying to process.

Do not leave digital photo names as the numbers assigned by the digital camera. When you have more than one photo with the same name, in the process of finishing your yearbook, the program will only recognize one 001-560 photo and put it in every place that you had placed a photo with the same name throughout your yearbook.

Select the Software

There's a good reason we limit the programs we accept. They were made to do this kind of work, taking concepts from design through printing in the full-spectrum digital process. We accept these programs on either platform...Mac or PC. **Always use the current year's template supplied by Memory Book Company to create your yearbook. The page size and margins are preset to give you the most success.**

Adobe InDesign®
We accept InDesign CS2 or higher.

Photoshop®
Photoshop is best used in conjunction with a page placement software. It is the very best program to deal with images, colorspace, and digital photo manipulation.

Microsoft Publisher®

Microsoft Publisher 2003 or higher is the only office software that we accept. It has many different features that aid in creating a professional digital document. Older versions do not have as many options and can cause problems in the printing environment. We recommend using clipart included with Publisher from Microsoft.
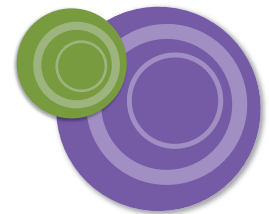
Hardware Specs

RAM, which stands for Random Access Memory, provides an environment for your programs to run. More RAM means that the processing speed will increase. This is especially important when you are dealing with intensive memory hogs, like drop shadows in InDesign or filters in Photoshop.

Disk space is also important. Disk space is measured in gigabytes. Ideally, it would be good to have a minimum of a 40GB hard drive when you are dealing with large files. It is good to have at least 20 GB hard disk space free, so that your files move more rapidly while they're processing.

Operating Systems

If you're using a PC, we strongly recommend Windows XP or higher. It is the most compatible environment for the software we recommend. For the Mac, we recommend OS X or higher if your software is compatible.

Removable Media

You'll need a way to get your files to us and the most common way is through burning DVDs, CDs or copying the files onto a USB Jump drive. DVD burners come standard in new computers and are also being sold as external drives for older computers. DVDs hold an amazing amount of data--4.7 GB--per disk. Your yearbook and its links should fit on one DVD, making it the most convenient way to send a yearbook to us.

CDs are inexpensive and can hold up to 750 MB. We recommend that you use CDR instead of CD/RW so there is no chance of your files changing once they arrive in our plant.
FTP (file transfer protocol) is a way to send your files if you have a high speed internet connection like cable modem, DSL or T1. Use your web browser or FTP program to connect to our site, **ftp.memorybook. com**. Google Drive, DropBox or Microsoft OneDrive are also options to transfer your digital files. We will supply you with user IDs and passwords on request.

TIPS FOR SUCCESS

Follow these instructions to the letter and you will save tremendous time, energy and money. You will also have a yearbook that sails through the printing process with no delays.

Use Our Templates
Go to **www.memorybook.com/support-forms/templates/** to download your yearbook template. The template is essential to your yearbook design. It contains the right margins and correct page size. The templates are created with a trimmed page size of 8.50"x 11" with 1/4" trim area. When designing your pages make sure backgrounds go all the way past the trim line to the edge of the document. In Indesign the edge of the document is the red line, the approximate trim line is the black line. In Publisher the edge of the document is the black line and the approximate trim line is the green line. This will ensure your backgrounds or design elements will bleed off the page. If backgrounds are placed just to the trim line your book will be printed with a white border around the pages. Keep any important elements you don't want trimmed at least 1/4" inside the trim line.

If you build your yearbook in sections, open the template for each section, go to File/Save As and name the file for the pages contained within. This is a critical step for communicating how your files are to be married together in your finished yearbook. Keep your sections as large as possible to save you time at the end when you have to package each section.

Organize
Designate one folder to hold all your images. Create a folder on your desktop in which to store all the program file(s), pictures, scanned images and clipart that you will use in your yearbook.

Size Images
Scale down pictures before placing. Use a photo editing software like Photoshop to scale your photos down to a reasonable size before placing them into your program. Unless you are using a photo for a background on a page, it can be scaled down to 4"x 6." This will make your file size smaller and faster. Use photos with a resolution of 300 dpi to look the best in the finished yearbook.

Save & Backup
Back up your file often to a DVD, CD or another hard drive. This prevents recreating the yearbook if there is a hard drive crash.

Proof
Print out a hard copy and send a copy with your files. We will compare the digital files to the print out as we prepare the files for the press. This is especially important if you produce your pages in Publisher and use word art on your pages.

Package Files
Use the software to package your files. This will gather the photos and fonts into one folder.

■ **NEVER copy and paste photos into these programs from other programs. This causes the file to become enormous and makes it more susceptible to corruption.**

■ **NEVER drag and drop from one program into another. This causes the file to become enormous and makes it more susceptible to corruption.**

■ **NEVER save your scans as .WMF files. Windows Metafiles cannot be changed once they are embedded and this file type does not reproduce well.**

■ **NEVER rename your files after you have placed them in your yearbook file. This will cause the links to break.**
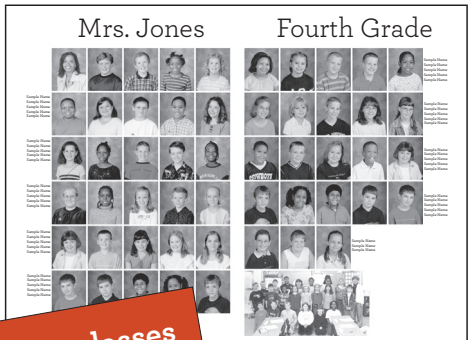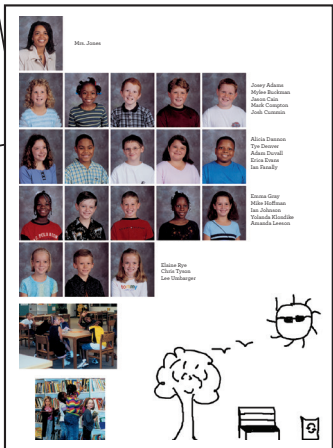
Page Ladder

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

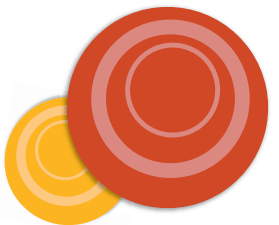|	
	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33
34	35
36	37
38	39
40	

TOTAL NUMBER OF PAGES MUST BE DIVISIBLE BY 4

The number of students will vary with each class page. Be sure to include photos or art to fill the space on small classes.
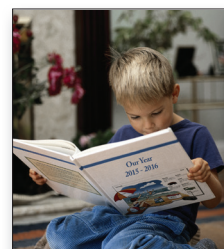
Spread large classes across two pages to keep the count of students as close as possible on all class pages.

LINKS AND PHOTOS

What's a link?

When you place a photo into InDesign, you're really only placing a "proxy" image there. It is really just a picture of the real picture. This little, low-resolution photo looks like the real thing but it isn't. It holds an address by which the program can find the actual picture. (This is why a photo cannot be renamed after being placed.) The advantage of this is that your file size stays small and saves time opening, saving, and processing your pages.

However, this means you MUST send us all the photos and scans you have placed into the file. If we do not have the photos, the only thing left to print is the poor quality "proxy" image. Each program has a "packaging" feature which will gather all the links and fonts used in your file and put them into a folder designated by you when you initiate this step. (For detailed instructions see page 9 and 10.) Missing links are the most common error in yearbooks and result in the most production delays.

Why do my colors look different?

Sometimes a photo that you take on your digital camera will look different from the way the image prints in your completed yearbook.

Here's why: Digital cameras and scanners see all colors as the visible spectrum of light, which is made up of red, green and blue (abbreviated as RGB). Our presses have to use a mixture of the four reflective colors: cyan, magenta, yellow and black. This "colorspace" is abbreviated as CMYK.

When you are viewing the images on your monitor, the light shines through the image and makes it more luminous. When you are looking at an image on the printed page, light reflects off the page and the color appears darker.

In order for us to produce any of your color pages, our system converts all of your images to CMYK. If you would like to see a better representation of the color, go to Photoshop and look under Image/Mode/CMYK.

How do my pictures get stretched?

Vertically Stretched

Correct--Same Percentages
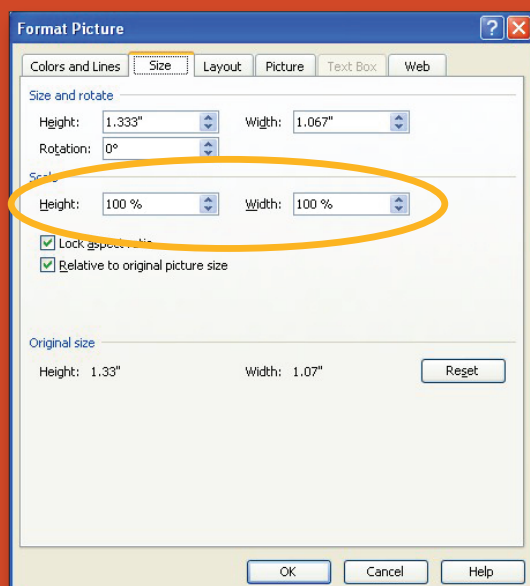

Horizontally Stretched

When the people in your photos start looking like aliens or squashed bugs, you have a real problem. It is called "anamorphing" and it means that your placed images are not equal horizontally and vertically. This is easy to do when you are **resizing photos** in page layout software. There is a very simple way to correct this.

In InDesign, hold down the control and shift keys while resizing. To check the scale, either right click on the photo or reference your Transform palette. In Publisher, size the picture using your control or shift keys. Check your aspect ratio in the format picture dialog box. Make sure the lock ratio box is checked.
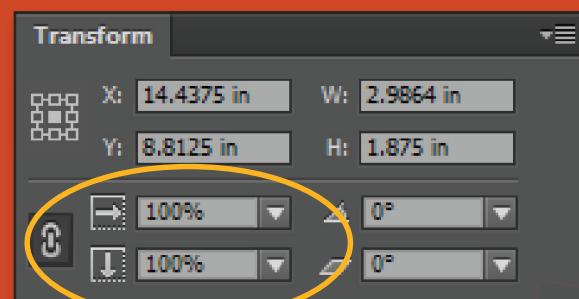
Next to missing links, this is one of the most common errors we see in the digital production process. We do not correct photos that are anamorphic. Check **ALL** of your photos before you send your yearbook to us by using your control palette.

**Format picture
dialog box in Publisher**

Transform palette in InDesign

SPECIAL LAYOUTS

Centerspread Photograph

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

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

What is a bleed page?

Pages "bleed" when the elements on the page extend past the full 8.5 inch x 11 inch page size. Background bleeds are used for special pages or as a design element throughout the entire yearbook. Bleeds have very strict production rules and must be followed for good results.

- Backgrounds make good bleed elements, provided that all of the essential type and photos stay within our margins.
- Special pages, especially color pages, really stand out with a full bleed background.
- Remember to take your background all the way to the outside edge of the page past the trim line, DO NOT let photos and text that you don't want cut off go outside the margins.

Please note the finished yearbook will have 1/4" trimmed off the outside edges of the yearbook. Be careful in choosing the design or picture for your background. If an element is critical to your page, keep it at least 1/4" from the trim.

Do not put text or important elements near the trim as in this example. The text and picture borders will be trimmed off as indicated by the dashed line.

Copyright

What is copyright?

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

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

Use of copyright and trademark materials

Olympics

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

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

Student Artwork

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

Cartoon Characters

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

Movie and Television Characters

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

Games and/or Game Boards

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

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

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

Currency

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

When in Doubt

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

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

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

PACKAGING

PDF Submission

To submit your yearbook as a PDF file the following criteria must be met:

1. You **MUST** use one of Memory Book Company's templates found online at www.memorybook. com/support-forms/templates/. This is to ensure your PDF is the proper size.

2. Test Pages will need to be submitted to Memory Book Company prior to your deadline so we can check image resolution and ensure your PDF has proper margins/bleeds. (Resolution below 300-400 dpi will not provide the optimal outcome for your printed yearbook.) The final PDF size should be 8.75" x 11.25" or 8.667" x 11.333" (page size plus trim) depending on which program you have used to create your book.

3. Crop and Bleed marks should be included when the PDF is exported (if possible) from the design software.

4. For more information on exporting PDF files for printing, please see page 10 or contact technical support at 1-877-302-3140.

PDF page @ 150 dpi   **PDF page @ 300 dpi (recommended)**

Wrapping it up

INDESIGN

Create a folder on your desktop and package your files into it. In InDesign, this is done by going into File/Package. Preflighting will run prior to your packaging and will inform you if there are any problems with your file. It will also prompt you to save your file. Continue on through the dialog box to "copy fonts" and "copy links" and finish packaging.

PUBLISHER

Create a folder on your desktop. Go to File/Pack & Go. Select the "Take to Commercial Printing Service" option. You will be prompted to save the file, and then select "embed fonts," "include linked graphics," and "create links for embedded graphics," then save into your folder to send to us!

PHOTOSHOP

Create a folder on your desktop to send to us and then collect your files into it. With Photoshop, this is accomplished by collecting all of your Photoshop spreads and putting your files into that folder. Be sure to include the **fonts** used in your publication. Please be sure to leave your Photoshop files in layers for any corrections. Flattened files cannot be corrected.

Please note: If you built your yearbook in sections, you will have to go through the package steps for every section.
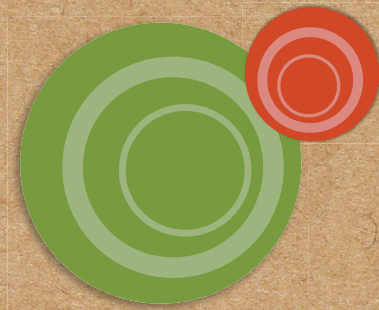
Moving onto media

Choose either **CDs, DVDs or a USB jump drive**. We cannot return your media until your yearbook has been printed. Copy the packaged files to the media.

Send the packaged files, a printed copy of your yearbook, the Final Yearbook Production Form and payment.

Use a traceable carrier to send your yearbook to us. This will ensure it arrives safe and on time.

MEMORY BOOK | Jostens