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Here's the February issue of
 Your Book newsletter from <Your
 Name Here> to help <Your Adviser's
 Name Here> and the yearbook staff
 at <Your School name here> create

the best yearbook ever!



Looking for Your 2011 Editor?

We fully realize it is only February, but now is the time to start thinking about who will be leading your yearbook staff in the 2011-2012 school year. The best advisers know that recruiting a great staff and finding the right people to lead that staff can make all the difference in the world when it comes to having a good year or a bad one.

Set a goal now that, by the last day of this month, you will know who your editor-in-chief will be for the 2012 yearbook. Which means you are going to start looking, evaluating and eliminating today.

Set some criteria and have some discussions. Spend time meeting with prospects. If you wait until May or June, you will end up taking whoever is available at that point. Go after the excellent but usually busy students right now. It will be worth it.

It's not just a Yearbook, it's...

Your Book

The latest news and information from John Bumgarner of Jostens Yearbooks

February 2011



Happy February <Your Adviser's Name Here>!

For those of you doing Spring delivery yearbooks, this is the start of the home stretch. You know it, and so do I. At the same time, it is also the time when you should start thinking about next year as well. I know, you aren't Superman or Wonder Woman, but you are an incredible yearbook adviser, so that puts you head and shoulders above most mere mortals. And you have us here at Jostens to help. So let's get going.

First, please take note of our note next to this letter. Now's the time to decide who will lead your staff next fall. We know it's early, but the advisers get started now. Then in March, you and your editor(s) can begin recruiting your staff.

What about working on your current yearbook? Our experience is that you have one big section left to do—your index. And it's one you probably haven't started on yet. With that in mind, we present some notes on creating your index (InDesign on page 3, YTO on page 6) and designing your index (our centerfold poster) with examples from great 2010 yearbooks. Post it where your designers can see it.

We have also included a Photoshop tutorial we put together recently for an adviser who wanted help with a photo of her principal that needed a little work. Check out page 7, and see if it is something you could use as well.

Don't forget to see page 2. It has your monthly "What You Should Be Doing Now" column as well as something to plan for in the summertime—our annual national yearbook adviser workshop (Jostens Adviser University). This year, it's being held in Music City USA, Nashville. You should go so start planning today.

That about covers what's inside. We do want to encourage you to continue to sell any yearbooks that you have ordered but not yet sold. Check Yearbook Avenue under Sell It for ideas on how to move those from the unordered list to the sold list. Have a great month even though it's short. Meet your deadlines and have fun with yearbook.

John



Great index design starts on page 4

Calendar Tasks Deadlines Adjust
Organize Notes Dates Assignments
What you should be...
Doing Now

This is a detailed list of the most critical things you need to get done before the 28th of February. Try to make sure that you have completed all of these items by the time March rolls around. Here they are in no particular order (except for the first item) because they are all important. And we realize we keep beating you up with that first item—but we believe in it.

Attention, fall delivery advisers. We suggest you take a look back at the December, November, October and September issues and make sure that all those things are finished.

- ⊕ **Have you set up a time to get organized?** Did you make this your New Year's goal? How are you doing? Get organized! You will feel so much better if you do. One adviser told me she has started getting up 15 minutes early each day so she can organize. She says her sleep, though shorter, is better, as she doesn't worry as much anymore. Do this EVERY day, and your life will just get better and better!
- ⊕ **Find out who you missed.** As you work on your index, take note of who is NOT in the book, and see if you can get them into the book. There is still time.
- ⊕ **Get pages out as soon as possible.** If you can't complete a deadline, submit what you have and finish the rest to send later. It hurts you worse if you hold on to pages to get the complete deadline in one shipment. Send what's done as it gets finished! Using YTO? Click Submit as soon as you can.
- ⊕ **Reward your staff.** With the year a little more than half over, how about giving some small tokens of appreciation to staffers and people around the school who have been helpful to you thus far this year?
- ⊕ **Begin to plan your distribution.** Survey your student body to find out how they want to receive the books this spring or this fall. Their ideas can help you plan a successful distribution event.
- ⊕ **Correct proofs quickly.** This is the time when proofs being held at school more than a week can start affecting your ship date and your service charges!
- ⊕ **Clean up your ladder—make sure all incomplete sigs are done NOW!**
- ⊕ **If you haven't started an index, don't delay.** The good thing is that, with either YearTech for InDesign or YTO, an index can be created within days.
- ⊕ **Make sure you have collected all money for ads—if not, start making stern phone calls to get all that money in.** If they haven't paid, consider pulling the ad on proofs if you use InDesign.
- ⊕ **JDS schools, get those personalization lists finalized as soon as they come in.** Get your final copy counts and your add-ons ordered through ME ASAP!
- ⊕ **Make the atmosphere in the yearbook room as light as you can right now.** The stress and pressure will get to your staff, not to mention you. Have fun—eat junk food and joke about deadlines. You don't want anyone jumping ship at this point. ☒



Advisers! Start planning for summer today.

We know that it's only February, but we thought if we mention this now, you might be able to budget the time and the resources to attend what may be one of the best yearbook experiences of your journalistic life.

Plan today to join us for a highly acclaimed professional developmental workshop exclusively for high school publication advisers—Jostens Adviser University. Mark Sunday, July 10 through Wednesday, July 13, 2011, on your calendar and get your ticket to Nashville for the time of your life.

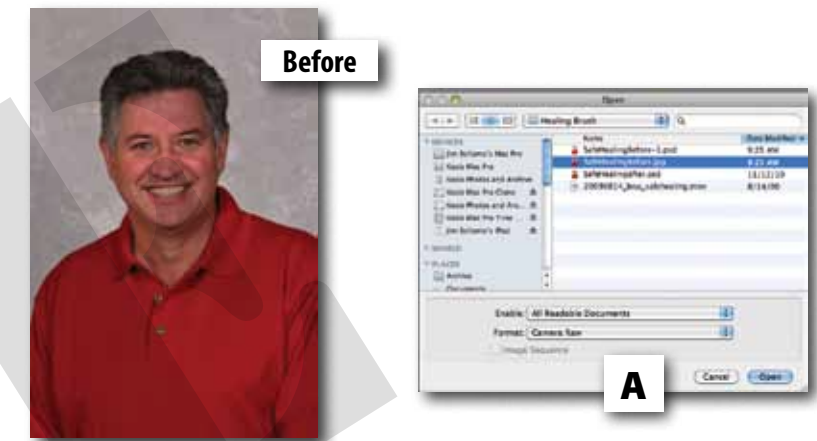
In its fifth year, Jostens Adviser University is geared to both beginning and experienced advisers. Since the focus is on teaching and advising strategies, advisers working with any yearbook company will find them relevant.

For more information, go to http://www.jostens.com/yearbooks/ybk_cp_workshop.html, where you can download more info on costs and arrangements. ☒

Portrait Retouching and Healing with ease

One of my schools sent me this great photo of their principal they want to use to open their faculty section, and they said, "We love our principal, but the photo shows every itty, bitty flaw in his face. Can you help?" Of course! Here's what to do.

1. First we need to get the color and the exposure correct. The best way to do that is to open the photo using Camera RAW. So choose File>Open, and when the dialog box pops open, choose your photo with one click.
2. Then, at the bottom of the Open dialog, find the Format drop-down menu where it currently says JPEG. Click and choose Camera Raw. This will open the photo in the Camera Raw plug-in. (Figure A)
3. In Camera Raw, adjust the sliders on the right side until you get the exposure and color balance the way you want it and then click Open to open the photo in Photoshop. (Figure B)
4. Create a new layer in the Layers panel and name it "Spot Healing."
5. Click J to select the Spot Healing Brush. In the Options bar, choose Sample All Layers. (Figure C)
6. Reduce the brush size (using the bracket keys) until the brush is just a hair larger than the blemishes you want to remove. With the new layer active, click on them to make them disappear. Remember to click each only once.
7. Create another new layer on top of the Spot Healing layer. Name it "Healing Brush." Then choose the Healing Brush tool (it's under the Spot Healing Brush tool). Again, make sure that Sample All Layers is selected in the Options bar.
8. With the Spot Healing Brush, you must specify a source so hold down Alt (Option on a Mac) and click on an area of good skin as close as possible to something you want to fix (in this case the lines in his throat). Then release the Alt (Option on a Mac) key and paint out the lines. Continue to hold down the Alt (Option on a Mac), key to click new source points and paint out all the artifacts you want to remove.
9. From time to time while doing steps 6 and 8, turn off the visibility on those layers so you can see how much you have removed.
10. As much as we would all like to look years younger, sometimes too much retouching is way too noticeable so you may want to put back just a little bit. After all, no one is perfect. To do that, click on that top layer, and move the transparency slider at the top of the Layers panel to around 75 or so and see how it looks.
11. One last thing. Let's whiten the teeth a little. To do that select the Background layer in the Layers panel. Using the Lasso tool, make a selection around the teeth.
12. Choose Select>Modify>Feather and type a 1 in the dialog box. Then click OK.
13. Choose Image>Adjustments>Hue/Saturation. Drag the Saturation slider to the left to remove any yellow, and then drag the brightness slider to the right to brighten the teeth.
14. Save a copy of your file as a JPEG for uploading to YTO or for placement in InDesign using Picture Placer.



Making it look good...in YearTech Online.

Creating your actual index pages in YTO is a little different. Here are the steps to creating and finalizing your index in YTO.

1. **Before you start, make sure that your staff has identified everyone in the Image Library.** That means that if you see a



photo that has a red exclamation point (been used on a page) but does not have a green check mark (names have been tagged to that photo), none of the people in that photo will be indexed. Make sure and take a quick look through your Image Library for those kind of pics before you start designing.

2. **Make sure that the pages you want to place the index on are blank at this point.** You can add more to them later, but they need to be blank to start.
3. **On the Create menu, choose Index Flow.** You will see a screen that looks like this:
4. **Fill in the blanks on the right and type in the pages you**



want the index to appear on. As far as the size of the index text, the same rules apply to you as to schools using InDesign. See item 2 on page 3 for some notes on type size that apply here, too.

5. **Choose a divider font for your initial letters (Divider font).** All of this can be changed later on the page, so if you plan on adding a photo or other initial feature, don't worry about it now.
6. **Click Save and then Flow It, and your index will flow on the pages you chose.** Your index should look like the example at right.
7. **Go to those pages and format the text the way you want it to look.** One thing to note: you cannot format the text using tabs as you can in InDesign as tabs do not work in YTO. If you want a series of periods as a leader, you will

Sample index created in YearTech Online.

G Gahard, Georgia 56 Gahard, Isabella 56	H Halt, Cathryn 56, 57, 54 Halt, Alison 56 Halt, Elena 56 Harrington, Pally 56 Harris, Sophia 56 Horn-Maddest, Jingmei 57 Horn-Maddest, Meng Li 56 Horn-Maddest, Madeline 56 Horn, Megan 57 Hodge-Kovacs, Brenda 8 Hoffman, Daje 56 Hot, Ariane 56 Howe, Julie 56 Hubbel, Lillian 56	M McMahon, Katherine 56 Mackay, Esther 57 Miller, Brian 56 Mirvic, Jasmine 56 Mobley, Yvonne 56 Mortson, Evelyn 57 Murphy, Sarah 56	N Nelson, Caroline 56 Newell, Chloe 56	O Oakes, Jordan 57 Olea, Isabel 56 Odriscoll, Erin 56 Oleary, Debra 57 Ostinger, Olivia 56	P
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Formatted simply by YTO.

Looking for more ideas?

Here are two other things to consider when creating your index.

1. **Try indexing activities and groups as well.** Readers love being able to go into the index and find their clubs, sports and other groups.
2. **One school on our centerfold spread had a great idea.** They honored their seniors by putting just their names and indexed pages in bold. Sure, it was a little extra work but what a great way for the seniors to stand out.



need to put those in by hand or set your index in InDesign (if you have a copy of InDesign), and move it to YTO as a JPEG.

8. **To make changes on the index page, just treat it like any other page.** YTO sets each letter group in a single text box, so all the A names are in one, the B names in another, etc. That way, you can move them around any way you want them, including adding photos, quotes, QuickReads or just about anything else you would like to add.

9. **A quick word of warning!** Don't leave creating your index until the day of your final deadline. Many schools do this and wind up with generic-looking indexes that they aren't happy with later on. Plan ahead. Once you have flowed your index, don't forget to add any names of people in pictures that you place on the index pages. ☒

If you do a Spring delivery yearbook, then you are in the final stages of yearbook production. Undoubtedly, one of the biggest sections you still have to create and design is your index. We want to help: First with some specific instruction to make it easier for you to create it and then with some tips on designing it. And, finally, when you turn the page, you will find our annual sampling of outstanding indexes from books around the country.

Let's get started on what we hope will be your...

Greatest Index Ever

Question one about indexes always is... "Do we really need an index?"

My answer is almost always a resounding YES! Here's why:

WHERE AM I?

Did you know that this is the number one question asked by your students when they first get their hands on their yearbooks? Think about it. Isn't that what you want to know as soon as you get your hands on your yearbook? Where is my picture?

That's why you need an index in your yearbook. An index is a readers' aid. It helps them find themselves, their friends, the activities they took part in and everything and anything else that interests them. And an index lets them find these things quickly and without having to browse through every page.

A good yearbook indexes a person's name every time he or she appears in a photo. Obviously, that includes his or her mug shot, any group photos he or she is in as well as any candid pictures. A good rule of thumb is that if a name appears in the caption, the name should be indexed.

If you use YTO to create your yearbook, your index gets created automatically as long as you have your staff take the time to enter names in the Image Library. If you don't, you won't have an index or a coverage report so make sure this gets done. ☒

Making it look good...in InDesign.

Doing a great-looking index is really a matter of just two parts: the initial letters and the index listings themselves. Let's look at the index listing here, and then you can go to the centerfold poster to get ideas for initial letters.

Index listings that look good and professional are really just a matter of using tabs and the correct alignment of the text. Once you know the best way to set up your text, the rest of the index is a breeze. Here's how to set the index up in four easy steps if you use InDesign.

1. **Type a sample line of text, exactly as you want it to look in your index.** Picking the right typeface is a must. We recommend a sans serif font, condensed if possible. Try a simple Myriad Pro Condensed like we have used in our sample.
2. **Keep the type small—8 point should work fine.** Larger schools may need to go to 7 point or even 6 point. Never go smaller than 6 point; it is too hard to read for many eyes. Especially older eyes, and your student body may not be old now—but they will be at their 50th reunion. Smaller schools with room might want to make their text as big as 10 point, but we don't recommend it. Eight point is the perfect size. (Our sample features the first line in 9 pt, the next two in 8 pt, then the next two in 7 pt and the last two in 6 pt.)
3. **Choose Align Text>Right.** This will make the line stay all the way to the right-hand side of the column. Of course, it will seem strange when you type it because the type will come from the right side to the left as you type, but don't worry, this will work. In most cases, your index will already be typed anyway. You will just be formatting the text.

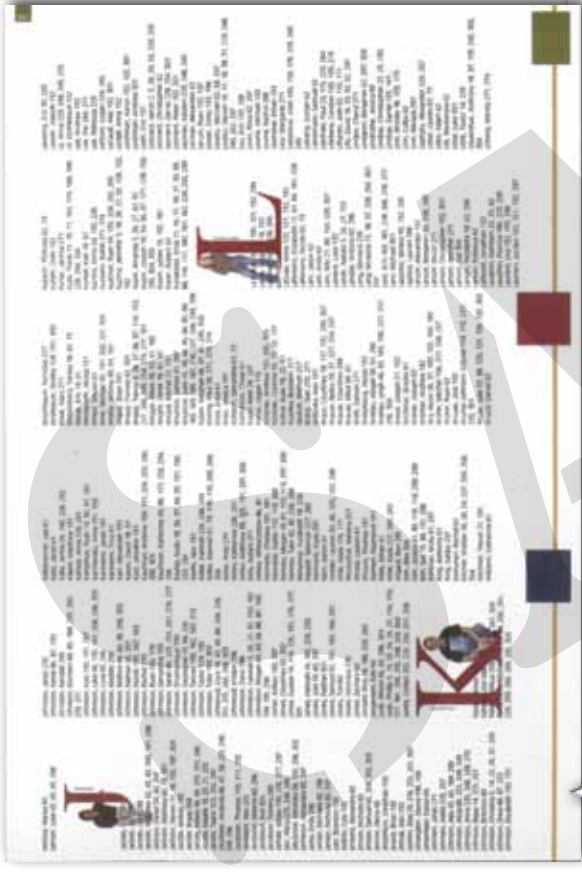
Sample index created in InDesign

Benes, Elaine.....	22, 86, 97
Costanza, Estelle	21, 56, 89
Costanza, Frank	23, 39, 56, 128, 219
Costanza, George	32, 54, 89, 122, 234
Kramer, Cosmo	22, 98, 122, 231, 236, 248
Newman, Hello	24, 36, 84, 97, 124, 175
Seinfeld, Jerry	21, 45, 54, 112, 119, 212

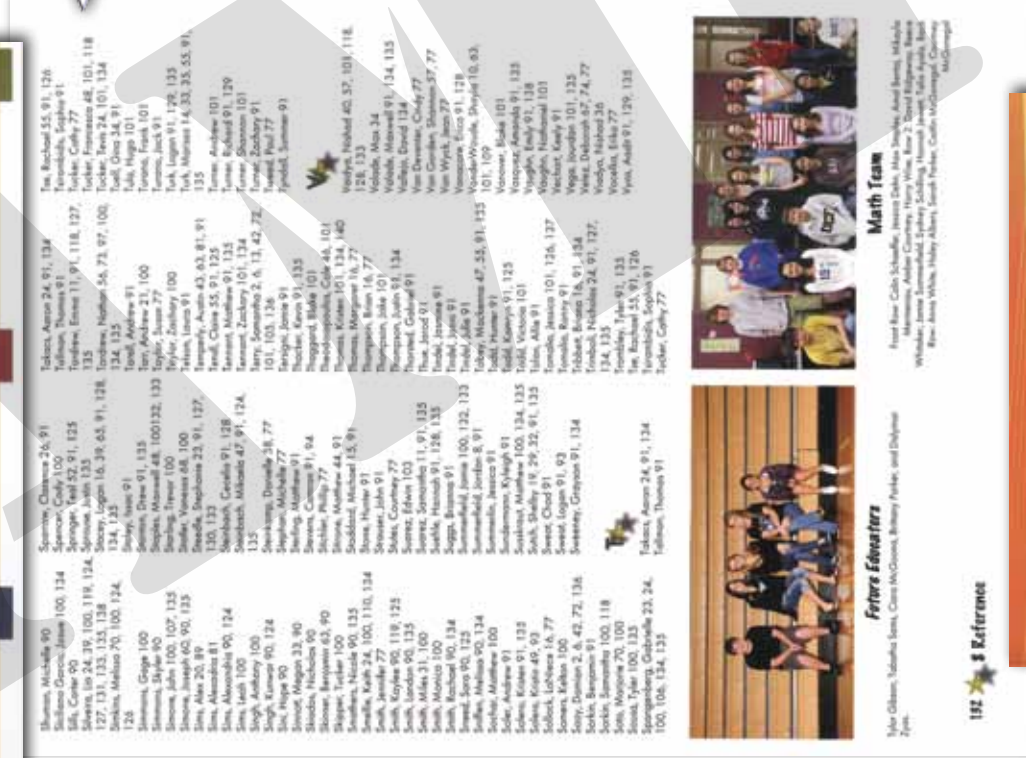
Do you use YearTech Online to create your yearbook? Turn to page 6 for directions on designing your index pages.

5. **Create a style.** As soon as you type in another text block, the formatting will disappear. You need to make this line of type a Style. To do this, open the Style palette, click an insertion point in your line of type and then, holding down the Command/Control and the Option/Alt key at the same time, click the [Basic Paragraph] line at the top of the Style palette. This will bring up a dialog box. Type in the name of the Style (call it Index), make sure that the "Based on" and "Next style" buttons are set to No style and Same style, and you will be all set. ☒

Each month, new ideas that will make your yearbook life better. Please post this where everyone can see it.



Maple Grove Sr. High School from Maple Grove, MN, does an outstanding job of getting people in their index in a most graphical way—with cutouts that lean, sit or stand next to their large initial letters. The letters work because they are semi-transparent, allowing them to be used under indexed names.



You probably can't pull this design off at this late a date, but file it away for your 2012 book.

Barstow High School, (Barstow, CA) decided to combine their underclass mug shots and their index as well as some additional candid shots throughout.

If you look closely, you will also note that they put all senior names in bold. Nice touch!

Index Design Time

It's February, and that means that most of you who are doing great yearbooks are about to turn your thoughts to how you will design your index.

All we ask is that you give the index its due. That you take as much time to design it as you have taken on the rest of your pages. And to help you do just that, here are some great index examples from 2010 yearbooks.

If you haven't printed your club photos yet, why not save space in the club section for action pics and add the group shots to the index as Lawton Chiles MS in Oviedo, FL, did in 2010.

Great features, fun initial letters (but the type was too tiny to read without a magnifying glass) and a superb look to their index listing (dotted tabs make finding numbers easier) make for an outstanding index from the 2010 Rocklin High School (Rocklin, CA) yearbook.



Looking for a great way to cover local current events at the last minute? How about right next to your index initial letters? That's what Orchard Lake Middle School in West Bloomfield, MI, did in 2010. They also ran a great sidebar on this page, honoring retiring teachers with first-and last-year teaching pics.

