

BUILDING YOUR LADDER

Detailed instructions to help you plan
your yearbook page flow.



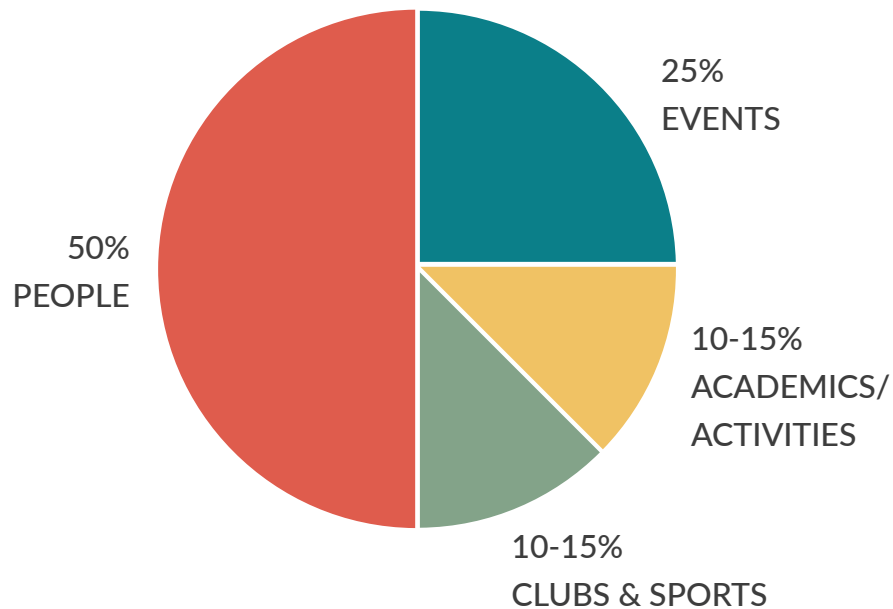
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ELEMENTARY PLANNING

PARTS OF A YEARBOOK

Are you curious about how much coverage to plan? A yearbook can be broken down into separate parts. These parts are essential to creating a whole, cohesive design and layout. Here is a breakdown for a typical elementary school yearbook.



This chart does not include these parts of your book that you will need to plan for:

- Opening page(s)
- Divider pages
- Community (recognition and business ads)
- Closing page(s)
- Autograph page(s)
- Current Event Pages (included as part of your books total page count)
16 pages of current events will be made available to you in early 2020. You can insert the complete 16 pages or any combination of pages you choose. Each individual event is also provided as a snippet that can be used to create your own current event pages or as inserts into different sections of your book.

ELEMENTARY PLANNING

When planning your yearbook pages it's important to think about how many pages you will need to dedicate to each portion of the yearbook. You will need to appoint pages for your administration, student, staff, and faculty photos, as well as special areas/activities, sports, clubs, and event candids.

PORTRAIT PLANNING

Things to consider when thinking about your yearbook portrait pages:

Will students be flowed by homeroom or grade level?

Will classroom teachers be pictured with their class, or together with all the faculty?

Will classroom assistants be pictured with their class or with the other school staff?

Will administrators be included with staff or on their own page?

- _____ Homerooms/Grades (teacher classrooms/grade level flows)
- _____ Portrait pages for special teachers, assistants, school staff
- _____ Portrait pages for Administration

- _____ Total pages dedicated for portraits

Other items you may want to add to your portrait pages:

Candid photos of the class

Student quotes

Survey questions and answers

A list of interesting things the class did or learned



ELEMENTARY PLANNING

ACADEMICS/ACTIVITIES

For Academics/Activities you are going to want to determine what areas of study you want to cover. Some ideas would be PE, Music, Media and Art. You may also want to cover Spelling Bee, Geography Bee, Science Fair and other academic events in this section. Think about how many areas you have to cover and how many pages you would like to dedicate to each. Once you have those numbers, you can divide your total number by the dedicated pages to arrive at how many you will need to put on each page.

- _____ Total academic/activity areas
- _____ Total pages dedicated for academics/activities
- _____ Total academic/activity areas per page

CLUBS AND SPORTS

For Clubs and Sports you are going to want to determine the total number of each you have at the school and how many pages you would like to dedicate to the section. Once you have those numbers, you can divide your total number by the dedicated pages to arrive at how many you will need to put on each page. If space permits you may want to include candid images along with the group portraits.

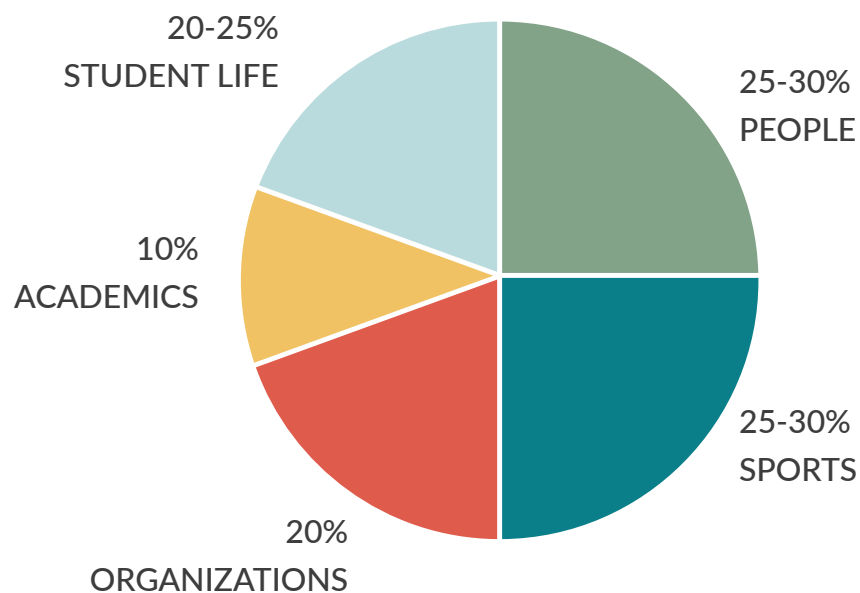
- | | |
|---------------------------------------|--|
| _____ Total clubs | _____ Total sports |
| _____ Total pages dedicated for clubs | _____ Total pages dedicated for sports |
| _____ Total clubs per page | _____ Total sports per page |

NOTES

MS/HS PLANNING

PARTS OF A YEARBOOK

Are you curious about how much coverage to plan? Here is a breakdown for a typical yearbook.



This chart does not include these parts of your book that you will need to plan for:

- Table of contents
- Opening page(s)
- Divider pages
- Community ads
- Index pages
- Closing page(s)
- Current Event Pages (included as part of your books total page count)
16 pages of current events will be made available to you in early 2020. You can insert the complete 16 pages or any combination of pages you choose. Each individual event is also provided as a snippet that can be used to create your own current event pages or as inserts into different sections of your book.

MS/HS PLANNING

ACADEMICS

A section covering curriculum related experiences. Use the fields below to plan out your academic pages.

- _____ Total number academic areas
- _____ Total pages dedicated for academics

SPORTS

Use the fields below to plan out your sport pages.

- _____ Total sports
- _____ Total pages dedicated for sports

ORGANIZATIONS

A section covering the activities and accomplishments of school groups.

GROUPS

Use the fields below to plan out your club pages.

- _____ Total groups
- _____ Total pages dedicated for groups
- _____ Total groups per page

MS/HS PLANNING

PEOPLE

When planning your yearbook pages it's important to think about how many pages you will need to dedicate to each grade level.

Things to consider when planning your yearbook portrait pages:

Will administrators be included with staff or on their own page?

Are your graduating class portraits going to be larger in size?

_____ # of 6th Graders	_____ # of Dedicated Pages
_____ # of 7th Graders	_____ # of Dedicated Pages
_____ # of 8th Graders	_____ # of Dedicated Pages
_____ # of Freshmen	_____ # of Dedicated Pages
_____ # of Sophomores	_____ # of Dedicated Pages
_____ # of Juniors	_____ # of Dedicated Pages
_____ # of Seniors	_____ # of Dedicated Pages
_____ # Faculty, Staff and Administrators	_____ # of Dedicated Pages

You may have to adjust your dedicated pages based on portrait size preference. Keep in mind that you will want to keep consistent sizing throughout your portrait flows, with exception your graduating class.

Other items you may want to include in your People Section:

Candid photos	Survey questions and answers
Student quotes	Superlatives

COMMUNITY

A section covering advertising and the index.

_____ # 1/8 page recognition ads	_____ # 1/8 page business ads
_____ # 1/4 page recognition ads	_____ # 1/4 page business ads
_____ # 1/2 page recognition ads	_____ # 1/2 page business ads
_____ # Full page recognition ads	_____ # Full page business ads
_____ Total recognition ad pages	_____ Total business ad pages

MS/HS PLANNING

YEARBOOK STAFF JOB DESCRIPTIONS

ADVISER

- Trains the staff to create the yearbook — but does not do it for them. Gives advice and asks questions; however, the copy, the designs and the photos are produced by the students.
- Sets section deadlines.
- Completes a final review of the content of each deadline prior to approving for submission.
- Communicates clearly and often with the yearbook staff — putting communications in writing.
- Meets the day after each deadline to review what worked well and what could be improved.
- Selects the next year's staff.

EDITOR

A good editor is critical to producing a good yearbook. The editor is responsible for the overall content and development of the yearbook. Though the duties are primarily supervisory, he or she can't be above helping with the day-to-day tasks of putting the yearbook together. The editor must be able to manage and motivate the staff members.

- Works with adviser to select the staff and helps assign roles best suited to staffers' skills.
- Updates existing staff manual materials and helps set policies and procedures.
- Works with the adviser to set a training schedule for all new and returning staffers.
- Issues assignments and makes sure those assignments are completed on time.
- Manages or delegates all aspects of theme/concept work, including selection, development, design and production of cover, endsheets, title page, opening, dividers, closing and other related details.
- Leads by example as a communicative, prompt, responsible, responsive, effective staffer whose concern is for the staff as a whole.
- Completes the final check of all pages prior to advisor approval for submission and works with the adviser to ensure timely, correct submission of the complete book to the plant.
- Assists adviser with assessments of each staffer's participation and contribution following each deadline.
- Modifies policies and procedures as the year progresses to improve the process and the product.

MS/HS PLANNING

LAYOUT EDITOR

- Assists the editor in finalizing the layout portions of the yearbook style guide.
- Helps the editor complete the overall book plan.
- Trains the staff to design layouts.
- Critiques layouts, suggesting changes and coaching designers so that their work improves as the year progresses.
- Answers all questions regarding design, so the editor can manage other aspects of production.
- Checks all pages for consistency, style and technical errors before they are submitted to editor/adviser for the final check.

PHOTOGRAPHY EDITOR

- Selects and assigns photographers for each event.
- Tracks the school's activity calendar to be sure every event is photographed.
- Notifies subjects when photos are scheduled.
- Makes sure that no photo is used more than once.
- Checks to be sure that everyone has been photographed but no one has been photographed too much.
- Trains photographers to set up easy-to-identify group photos and to get the names of all people in the group.
- Works with Adviser to schedule DSP photography services for sports and event coverage.
- Coordinates the image management system so it's easy to locate the photo files when needed.

COPY EDITOR

- Assists the editor in developing the copy portion of the yearbook style guide.
- Prepares information sheets for club advisers, class sponsors and coaches to complete.
- Trains staff members to write factual, interesting copy, captions and headlines.
- Reads all copy for spelling, grammar and journalistic style consistency.
- May assist the editor on theme, opening divider and closing copy.

MS/HS PLANNING

SECTION EDITOR

- Assigns staffers to pages and deadlines within the section.
- Makes sure that copy and layouts are correct and consistent with the style guides.
- Coaches staffers to improve their stories, photo ideas and coverage strategies.
- Confirms that page editors have indexed all names and checked spelling of every name on every page in the section.

INDEX EDITOR

- Maintains an accurate list of every student, faculty member, administrator, school support person, advertiser, team, club, topic and section.
- Confirms that page editors have tagged photos accurately and not created duplicate entries into the student roster/index.
- Notifies the photo editor and copy editor if some students are in too many candid and others in none.
- Supervises creation and formatting of the final index.

PHOTOGRAPHER

- Carries a prepared camera at all times and is on the lookout for unexpected shots.
- Brainstorms possibilities for every assignment, including a variety of photo shapes, action, angles and perspectives.
- Notifies the photo editor in advance if he or she can't meet an assignment.
- Confirms with page editors that shots provided fill all needs for the spread; if not arrange for another opportunity to shoot the assignment.

DESIGNER

- Works alone or with a team to complete assigned spreads.
- Completes photo request forms for each assigned spread.
- Chooses/crops/labels photos for each assigned spread.
- Inputs spreads into computer.
- Checks pages for completion before submission to editors.
- Is responsible for making all assigned deadlines.

MS/HS PLANNING

COPY WRITER

- Brainstorms copy ideas and coverage concepts for each assigned spread.
- Conducts necessary interviews and research for all copy.
- Expands on their topics by adding supporting layers of coverage such as quote bars, timelines, personal profiles and more.
- Writes copy, captions and headlines for each assigned spread.
- Checks spelling of every name on each completed page.
- Spell checks and proofreads all copy before submitting to copy editor.
- Is responsible for making all assigned deadlines.
- Checks copy for correctness, accuracy and completion before submitting it to editors.

STAFFER

- Checks spelling of every name on each completed page.
- Inputs spreads into the computer.
- Spell checks and proofreads all copy before submitting to copy editor.
- Checks pages for completion before submission to editors.
- Is responsible for making all assigned deadlines.
- Must stay at lunch or after school when necessary to make assigned deadlines.
- Sells ads, help with sales and distribution and any other tasks as needed/assigned by editors or adviser.
- Responsible to editorial board and adviser.

BUSINESS MANAGER

- Develops the budget with the adviser and editor.
- Trains and supervises all staff members selling yearbooks.
- Organizes and runs the yearbook sales campaign.
- Works with DSP yearbook representative to develop sales materials.
- Orders sales materials well in advance.
- Supervises all fund-raising activities.

MS/HS PLANNING

ADVERTISING MANAGER

- Checks kit and orders any ad sales materials well in advance.
- Compiles a list of prospective advertisers and patrons.
- Prepares thank you and patron letters and supervises their mailing.
- Divides the area into sales territories and assigns sales teams to each.
- Trains and manages all sales persons.
- Responsible for managing all advertising income.
- Notifies the Photo Editor when an advertising photo is needed.
- Supervises designs and copy for ad pages and checks them for consistency and accuracy.

SOCIAL MEDIA MANAGER

- Work closely with adviser to ensure you are operating within all school, district and federal online protection policies. Responsible for managing the yearbook's social media sites.
- Determine which social media sites the yearbook program will use (Facebook, Twitter, Instagram, Pinterest, YouTube.)
- Define the staff's goals for the yearbook's social media presence.
- Promote the yearbook's social media channels to the student body.
- Post yearbook-related information, photos and videos on social media sites.
- Monitor posts and comments made to the sites and reply when appropriate.
- Post snippets throughout the year to build interest in the yearbook and promote sales.
- Generate story ideas, polls, surveys, etc., to keep students engaged.
- Engage with the sites of other on-campus groups, organizations and teams to increase overall engagement.

NOTES

Now that you have completed some of the exercises in the previous pages, you should be ready to tackle this ladder worksheet. Doing so will help you visualize what will appear on each page and assist in creating a natural 'flow' for your book

left side pages	right side pages	left side pages	right side pages
	1		33
2	3	34	35
4	5	36	37
6	7	38	39
8	9	40	41
10	11	42	43
12	13	44	45
14	15	46	47
16	17	48	49
18	19	50	51
20	21	52	53
22	23	54	55
24	25	56	57
26	27	58	59
28	29	60	61
30	31	62	63
32		64	

left side pages	right side pages	left side pages	right side pages
	65		103
66	67	104	105
68	69	106	107
70	71	108	109
72	73	110	111
74	75	112	113
76	77	114	115
78	79	116	117
80	81	118	119
82	83	120	121
84	85	122	123
86	87	124	125
88	89	126	127
90	91	128	129
92	93	130	131
94	95	132	133
96	97	134	135
98	99	136	137
100	101	138	139
102		140	

left side pages	right side pages	left side pages	right side pages
	141		179
142	143	180	181
144	145	182	183
146	147	184	185
148	149	186	187
150	151	188	189
152	153	190	191
154	155	192	193
156	157	194	195
158	159	196	197
160	161	198	199
162	163	200	201
164	165	202	203
166	167	204	205
168	169	206	207
170	171	208	209
172	173	210	211
174	175	212	213
176	177	214	215
178		216	

left side pages		right side pages		left side pages		right side pages	
	217		219		255		257
218		220		256		258	
	221		223		260		261
222		224		262		264	
	225		227		266		267
226		228		268		270	
	229		231		272		273
230		232		274		276	
	233		235		278		279
234		236		280		282	
	237		239		284		285
238		240		286		288	
	241		243		290		291
242		244		292			
	245		247				
246		248					
	249		251				
250		252					
	253						
254							

ADD YOUR LADDER INTO PICTAVO

After you have completed your ladder worksheet, enter your ladder fields from your completed worksheet into Pictavo. This will allow for you and anyone working in your book to see what belongs on each page at a glance.

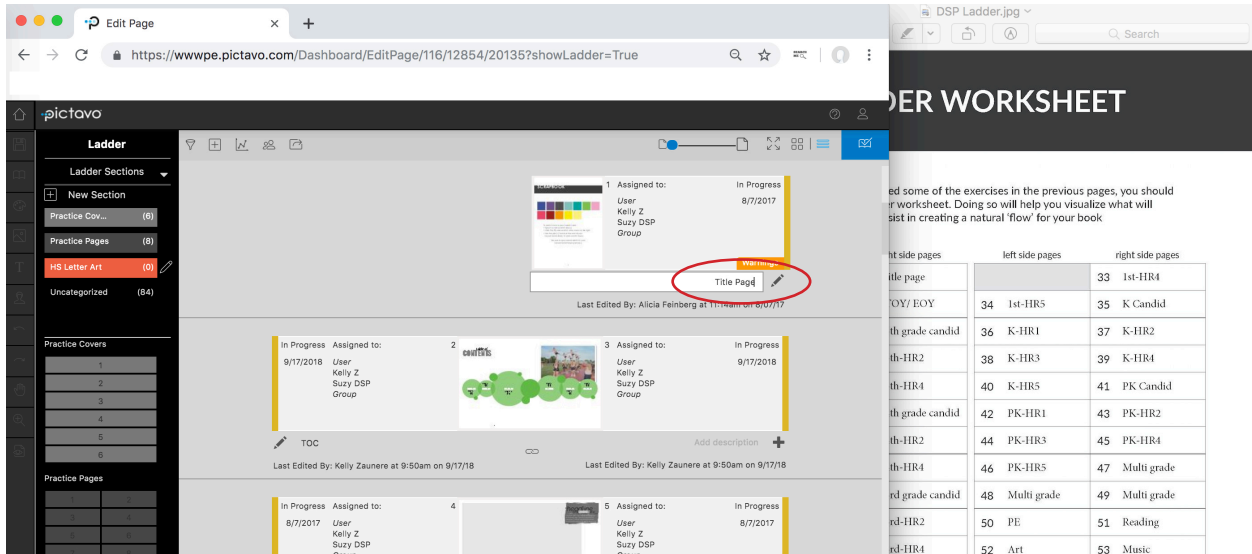
The screenshot shows the Pictavo 'Edit Page' interface. On the left, a sidebar lists 'Ladder Sections' (Practice Covers, Practice Pages, Uncategorized) and 'Practice Pages' (1-6). The main content area displays a ladder view with items 1 through 7, each showing its status (e.g., 'In Progress'), assigned users (User, Kelly Z, Suzy DSP Group), and dates. A red circle highlights a button with three horizontal lines in the top right corner of the main content area. On the right, a table titled 'LADDER WORKSHEET' shows page assignments for left and right sides.

	left side pages	right side pages
file page		33 1st-HR4
EOY/ EOY	34 1st-HRS	35 K Candid
th grade candid	36 K-HR1	37 K-HR2
th-HR2	38 K-HR3	39 K-HR4
th-HR4	40 K-HR5	41 PK Candid
th grade candid	42 PK-HR1	43 PK-HR2
th-HR2	44 PK-HR3	45 PK-HR4
th-HR4	46 PK-HR5	47 Multi grade
rd grade candid	48 Multi grade	49 Multi grade
rd-HR2	50 PE	51 Reading
rd-HR4	52 Art	53 Music
nd grade candid	54 Field Day	55 walk to school
nd-HR2	56 mom & muffins	57 dads & donuts
nd-HR4	58 5th gr field trip	59 candid
st grade candid	60 all about me	61 all about me
st-HR2	62 autographs	63 autographs
	64 autographs	

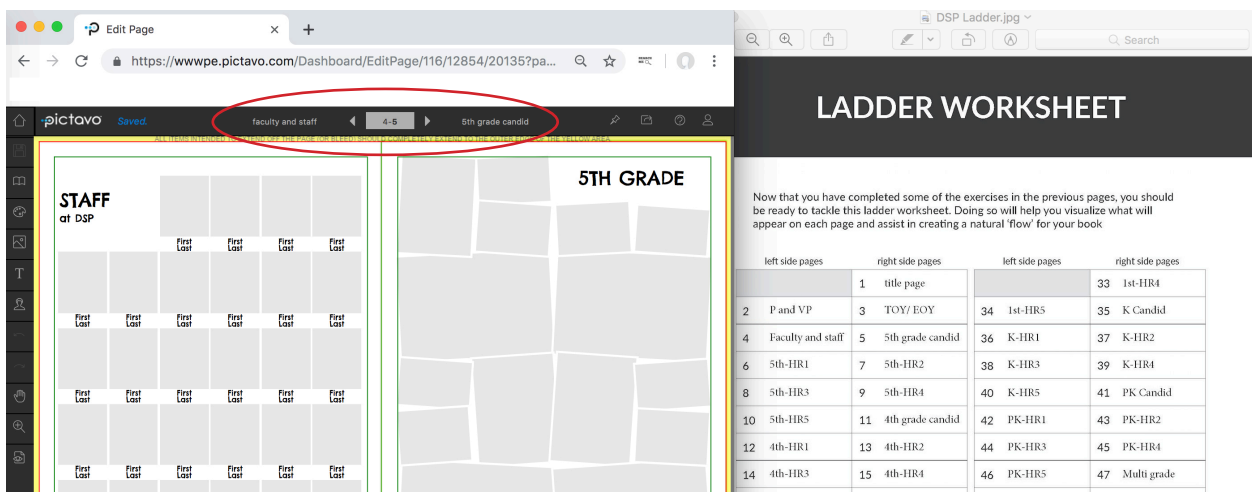
First you will want to navigate to your Ladder and make sure you have “Ladder View” selected. (Button with the three lines circled in red).

TIP: Keep my ladder worksheet opened in the background or have it printed out so that it’s easy to follow along.

ADD YOUR LADDER INTO PICTAVO



Then you will select the little pencil button and doing so, the add the description field turns white and will allow for you to type. Use your Ladder worksheet to fill in this field. Be sure to include your Grade and Homeroom teacher name if it is a classroom page.



Once you have placed the description, when you move into design view and start working on your pages, you will be able to see your description of that page at the top.



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