PLANNING GUIDE

FOR YEARBOOK ADVISERS

WHAT'S THE GOAL OF YOUR YEARBOOK?

Take some time to determine the purpose and goal of your yearbook. Is it to capture the memories, events and activities of the year and those involved? To serve as a history or reference book of the students and staff present during the year? To be an educational tool that helps students learn the skills involved in creating and selling a yearbook? Is it all of the above? Speak with students, staff and administrators in your school to define your yearbook's purpose. Use their thoughts as a guide and let their opinions reinforce decisions you need to make during the creation, sales and distribution process of your yearbook.

A GOAL WITHOUT A PLAN IS JUST A WISH

Once you've established your goal, then it's time to develop your plan. When you plan in advance, you have a greater chance of creating a book that meets your goal and includes everyone in the process. Use this planning guide to find tips, suggestions, examples and snapshots that will help you start brainstorming, organizing and designing the ultimate yearbook for your school!

Connect with us online for additional yearbook-building resources.

FACEBOOK.COM
/PICTAVO

@PICTAVOYEARBOOK

PINTEREST.COM
/PICTAVO

PICTAVO.COM
/BLOG

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STAFF ORGANIZATION

ROLES DEFINED

Every school is different...some schools have a yearbook class that includes the creation and sale of the yearbook, while others have a group of students that meet outside of class or before and after school. Some even have just one faculty or parent volunteer handling it all. Whatever the case may be, our guide will help you organize your team so you know exactly what (and who) you'll need to create a great yearbook—even if that team is just you!

As the yearbook adviser, you have been chosen to be the project manager of the publication. As project manager, your primary responsibilities lie in two areas: PRODUCTION MANAGEMENT (the creation of the yearbook) and FINANCE MANAGEMENT (the sales and finances of the yearbook).

PRODUCTION MANAGERS (sometimes called "Editor in Chiefs") usually have to do or assign someone to the following tasks, along with a completion deadline for each item:

- Decide what will go onto each page
- Photograph key school events
- Write headlines, stories, and captions
- Choose a cover design
- Choose page designs
- Choose type/text/font specifications
- Troubleshoot production issues
- Establish custom page designs
- Review/proofread page designs and stories
- Complete pages in a timely manner
- Complete advertisement pages
- Work with their yearbook representative
- Work with their school photographer
- Work with club sponsors and coaches for photos and more!

FINANCE MANAGERS typically have to do or assign someone to the following tasks, along a completion deadline for each item:

- Balance the yearbook budget
- Develop and implement a plan for yearbook sales
- Develop and implement a plan for advertisement and recognition ad sales (if applicable)
- Develop and implement a plan for fundraising (if necessary)
- Manage and track all payments and expenses
- Manage and track production expenses
- Promote, sell and distribute the yearbooks

CHOOSING YOUR TEAM

Creating a yearbook can be a monumental process. An organized team can help you manage deadlines and milestones so it doesn't feel so overwhelming. There are about six basic responsibilities in most staffs, but how you organize your staff to best meet your style of management is up to you.

Depending on how large or small a team you have available for your yearbook staff, there may be one or two people with the same responsibility, or one person responsible for many areas. Below is a breakdown of some of the most common responsibilities:

- Report / Write
- Photography
- Design
- Pagination
- Overall Yearbook Production
- Finance, Marketing & Sales

TRAINING

Most students have not had experience running a business, marketing, selling or creating a product within a specified deadline. Returning yearbook staff members could be used in key leadership positions to assist in the management and training of new members.

To train new students, identify senior-level students or teachers with skill sets that translate into yearbook creation and sales. Set up times where tutorials and teaching sessions can be run for things like desktop publishing, yearbook software, photography, writing, sales and marketing.

Of all the positions in the yearbook staff, the most important one to fill is the business manager role. Learning sales and marketing, as well as the tracking and reporting of both advertisement and book sales revenue, will probably require the largest amount of work. If you are going to put a student in charge, ask your fellow colleagues to recommend a student who might do well in this role or look for a student who may have taken accounting, business or marketing classes.

PLANNINGTIPS

Even if you are the sole person in charge of the yearbook, it doesn't mean you have to remain that way. Recruit others to help. Divvy up responsibility in smaller, manageable chunks to equip more people to get involved.

Don't overlook possible professional assistance from your portrait photography studio and the customer care and technical support teams of your yearbook publisher. They can be great resources to share examples of what has worked for other schools.

Develop a small focus group of students that represents everyone on campus. Pass ideas by them if you do not have a student staff to rely on for input. What adults find appealing versus what students find appealing can be different.

Student editor-in-chiefs are often your natural leaders who motivate and empower their peers. A student editor who has the most design experience might not necessarily be the best fit for editor-in-chief, but would be a great creative team leader. This would allow him or her to focus his or her strength in design versus project management.

To begin your planning process, outline the specifications for your yearbook. This will provide you with an accurate quote of the estimated cost and allow your yearbook provider to communicate time frames for any customization or special order requests.

SPECIFICATIONS TO CONSIDER:

NUMBER OF COPIES   You can increase or decrease your final quantity when you submit your book. (Note: quantity changes may change the price of your yearbook. To be conservative, plan for 50% of the student body population.)

NUMBER OF PAGES   You must work in increments of four pages (final count divisible by four), unless you are ordering a Smyth sewn book. Smyth sewn books must be ordered in increments of 16 pages. If graphics/text do not fill all pages or your count is short, blank pages will be added to the back of your book.

TYPE OF COVER   Soft or hard cover, stock (pre-designed) or a custom design, special treatments, etc.

TYPE OF PAGES   Full–color or black and white (full–color is your BEST BUY!), paper weight, special uncoated autograph pages, etc.

DELIVERY DATE   When you want your yearbook to arrive at your school (make sure to note holidays and school breaks).

PROOFS   If you want a printed proof, it may increase cost and add delivery time.

OPTIONS   Additional customization and personalization options are available upon request. See pages 20-25 for more details. These may increase cost and add delivery time as well.

As you decide your yearbook specs, reference what has been done in the past. If you can get a copy of last year's yearbook and the invoice, you can review specs and decide what you liked or would like to change. If it's your first year, contact your yearbook provider to be walked through what other schools are doing or to get advice on what might work best for your school.

PLANNINGTIPS

Use a copy of last year's yearbook to determine if the number of pages were adequate in capturing your school year and representing the student population.

When planning your yearbook, nothing is more helpful than samples of other books. Check out our Pinterest boards for yearbook examples. Consider developing an exchange program with other schools in your area to trade samples of previous years for educational purposes. The more samples you have, the more resources you can review when making decisions about this year's yearbook.
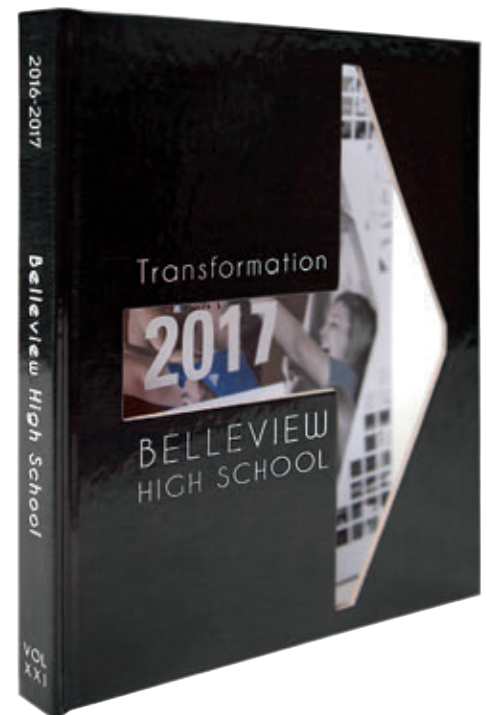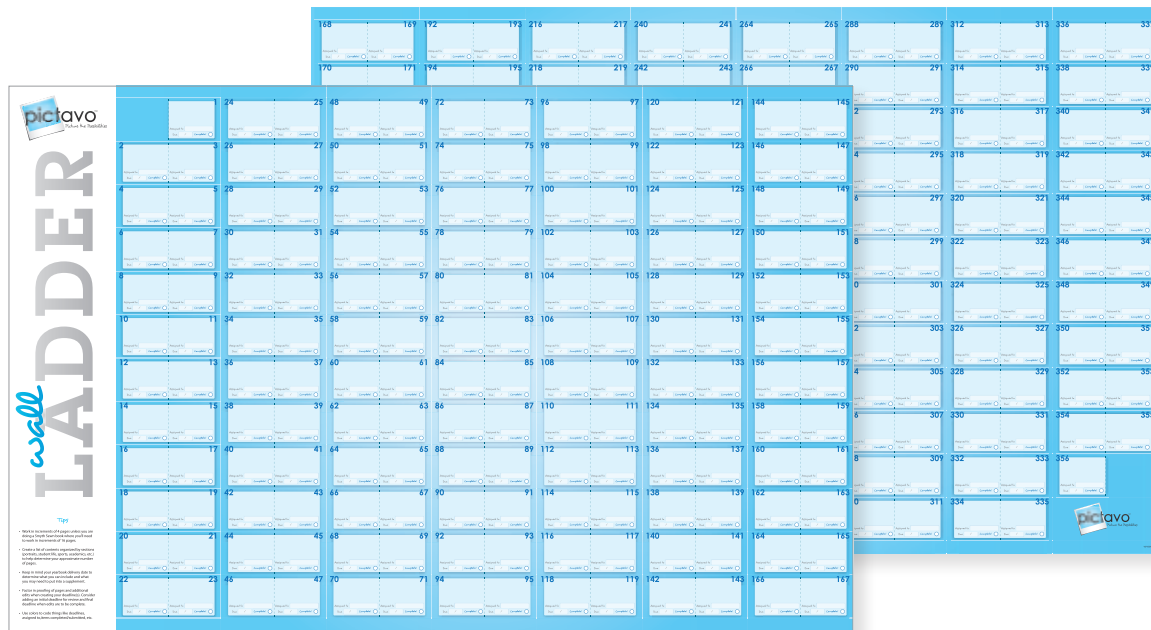
LADDER

Develop a page ladder that shows what will go on each page of your yearbook. The ladder will help determine how many pages to allocate to each specific activity (portraits, sports, organizations, academics, advertisements, student life, etc.). The ladder will also help you organize the sequencing of sections to give a nice flow to your yearbook. Your ladder can also be used as a checklist during the year to help track progress.

To get started, determine the approximate number of pages you will need. Base this information on the number of students and staff members, number of grades, extracurricular activities and other activities you might want included in the book. Remember to work in increments of four pages unless you are ordering a Smyth sewn book where you'll work in increments of 16 pages.

Determining what will be on every page of your yearbook can be challenging at first. Use the desk-size ladder worksheet to brainstorm what you think should be included and in what order. Share this with other relevant faculty and students to ensure every event and group has appropriate coverage. Once final decisions regarding content have been made, transfer information onto the large wall ladder to track progress.

Keep in mind, what you can include is often determined by when you want your yearbook to arrive. If you want to receive your yearbook before graduation, choose spring delivery. This will require your book to be completed and submitted earlier in the year. To include events that happen after you have submitted your book for publishing, a supplement is a great way to provide additional coverage. (Check with your yearbook provider for details on supplements.) If you want the entire school year included in the yearbook, choose fall delivery. This allows your submission deadline to be in the summer and your yearbooks will arrive after school reopens in the fall.

PLANNINGTIPS

Hang the large wall ladder in a prominent place in the room where your yearbook staff meets. On it, display the pagination, assign students their pages, set deadlines, track progress and include pertinent notes.

If you plan to use portraits from your school photographer, contact the photographer a few weeks after photo day or retake day to find out when you can expect to receive the portrait database.

Contact your yearbook provider if you need another wall ladder.

MANAGING DEADLINES

As the yearbook adviser, you are in total control of your book submission. Submit your book on schedule to ensure that your book will ship on schedule. It is critical that you know your deadline and plan your submission accordingly.

Your desired delivery date is given to your yearbook representative when you sign up for your yearbook. Based on your yearbook specs, you will be given a date in which your yearbook must be submitted at that time. You will also get written confirmation that states the date your yearbooks will arrive with a coinciding date that your yearbook MUST be submitted on time to ensure your order arrives on that date. Many schools choose spring delivery and ask for the yearbook to arrive in April, May or June, before school dismisses for the year. Other schools choose to have their yearbooks arrive in August or September so activities like prom, graduation and final spring sports results can be included in the yearbook. Whichever delivery date you choose, it's important to meet your submission deadline. This will ensure that the production schedule can be kept and your yearbooks can be printed, shipped and delivered to your school by the date you need. If you submit your pages after your deadline, yearbooks may need to be rescheduled and ship later than planned.

GENERAL CALENDAR

Plan your yearbook progress to meet your submission deadline. As you develop your ladder, include the expected dates events will occur. This will allow you to set milestones for specific individual page completion. Allow time to proofread and review each page so there is enough time to make edits. When you review deadlines, make sure to have a school calendar of events handy to avoid a deadline on a school holiday or break. Planning milestones will ensure you submit your yearbook on time without feeling last-minute pressure.

PLANNINGTIPS

If you schedule milestones earlier than actually needed, your total book will be ready for submission a few weeks early. This will give you extra buffer time to address late items, editing and revision issues.

Our 'Sell More Yearbooks!' board on Pinterest provides great examples of ways to handle yearbook sales.

SUPPLEMENTS

Some schools choose a spring delivery and purchase a supplement that is printed and shipped after their yearbook. Supplements come with a sturdy, easy-to-apply, peel and stick tape that can be attached to the back of the yearbook. They are a great way to include the entire school year (spring sports, recitals, plays, dances, graduation and other important events).

If you are interested in doing a supplement, plan for it while creating your yearbook. Maintain the same design, look and feel of your yearbook and include the supplement in your milestones and general calendar.

SUPPLEMENTS ARE PERFECT FOR EITHER SOFT COVER OR HARD COVER YEARBOOKS.

THEME

A theme is the central idea, or unifying "attitude" of the year captured by the yearbook itself. It should tell a story about what makes this school year different and unique from other years—something that everyone can relate to and identify with.

MOTIF

A motif is the visual cues or recurring symbols that reinforce the theme and remind readers about the central idea. Motifs create mood and sentiment by using images, shapes, colors, patterns, etc. repeatedly throughout the yearbook. Your theme should be woven throughout your yearbook in every section using your motif—the sports section, student life section, clubs and organizations section, portrait section, academic section, advertisement section, endsheets, etc.

CHOOSING YOUR THEME

Developing a theme for your yearbook should be fun and creative. Many schools choose mascot or spirit-related themes that tie in with school colors or anniversaries.

Your theme should reflect the attitude of your school that year. Is your school going through a growth phase? Celebrating an anniversary? Initiating new changes? Welcoming new administration? Your yearbook is the perfect medium to tell this story so it is remembered by all. It should document the events and celebrate the milestones of the year in a story format that ties into a main idea.

Whatever you decide, make sure you keep it consistent throughout the book and add art and text that support it.
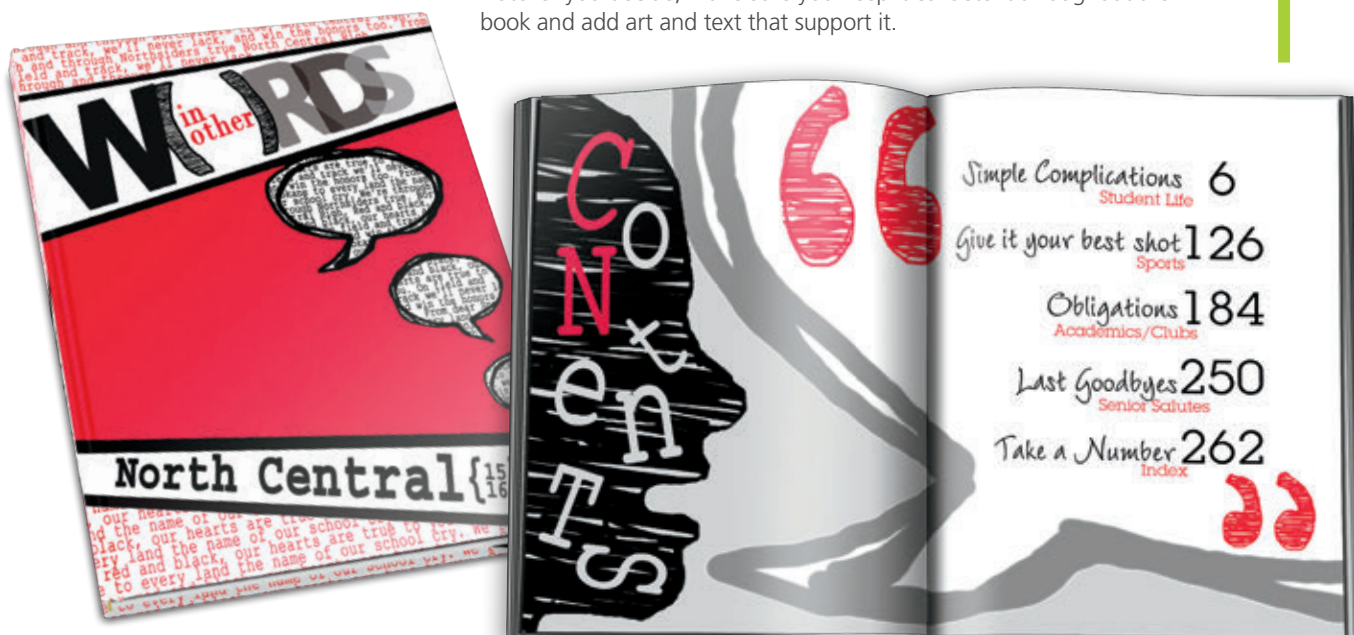
PLANNING TIPS

Our blog and Pinterest boards provide great examples of how to carry out a theme and are full of real school examples!

BRAINSTORMING TIPS

Listed below are a few theme ideas to brainstorm around. Take a moment to review some of these ideas when developing your school's theme. Make sure to use it throughout your yearbook—on the cover, endsheets, title pages, division pages, and sections of the yearbook. There is no "wrong" theme; however, a theme may be underdeveloped and difficult to understand. To avoid this, make sure to brainstorm ideas with everyone on your yearbook staff or ask faculty to weigh-in.
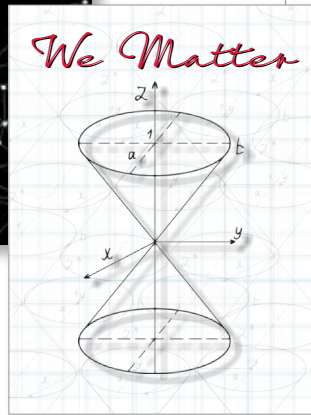
A Cut Above
A Day in the Life
A Flash from the Past
A New Awakening
A New Point of View
A Season of Change
A Step Above the Rest
A Touch of Class
Any Way You Slice It
Attention to Detail
Between the Lines
Breaking Thru
Built to Last
Capture the Magic
Catch the Moments
Caught in the Act
Check Us Out
Check It Out
Color me (school name)
Come Learn With Us
Days of Our Lives
Deep in the Heart of...
Destined to Be...
Distinct Impressions
Every Step of the Way
Expect the Best
Face The Facts
Find Your Place
First Class
For All It's Worth
Forever Young
From This Moment On
From Start to Finish
Get the Picture
Going For It
Going Places
Gotta Have It

Great Expectations
Have You Heard?
In a World of Our Own
In the Making
Inside And Out
Into Something New
It All Adds Up
It All Begins With You
It Goes Without Saying
It's A Small World
It's About Time
It's All in Your Mind
It's Anyone's Guess
It's Our Time
It's Your Choice
Just Passing Through
Just for the Fun Of It
Just Had to Be There
Laying It on the Line
Let's Face It
Lights, Camera, Action
Listen Up
Living the Dream
Look at The Best
Make Your Mark
Making the Pieces Fit
Moving On Up
Never Had It So Good
Never Say Never
New Beginnings
Nobody Does It Better
On Our Own
On the Edge
One and Only
One Size Fits All
Once in a Lifetime
One Last Look

Only The Finest
Our Time to Shine
Pardon Our Dust
Picture This
Piece By Piece
Pieces of the Puzzle
Reach for the Stars
Remember This
Right On Target
Road to Success
Say It With Style
Seeing is Believing
Seize the Day
Signs of the Times
Simply the Best
Still the One
Sum It Up
Take Another Look
Take a Closer Look
Take It from the Top
The Best of Times
The Show Must Go On
The Future Is Now
The Times of Our Lives
The Year to Remember
This Is Our Time
Too Good to be True
Turning the Page
Unbelievable
Under Construction
Unforgettable
Unleashed
We've Got It All
What's Next?
Year of the (mascot)
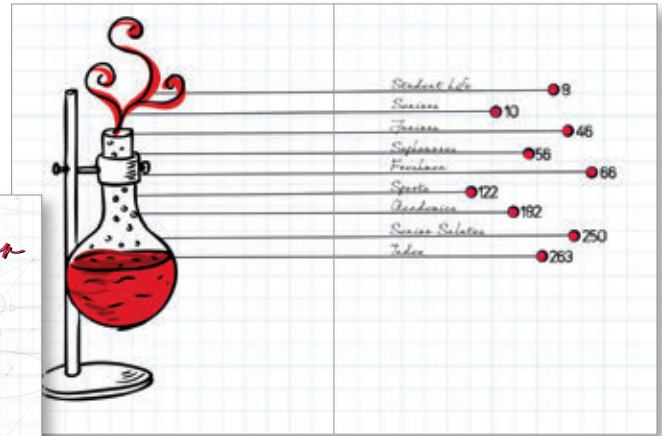You Had to Be There

HOW TO CARRY YOUR THEME

The key to developing a theme is making sure your motif addresses it in every section of your yearbook—from the front cover to the back cover. Consider creating titles that play off words of the theme, or work on conceptual themes that play off an idea or image. Maintain the same graphical elements, colors and fonts for your motif to keep the theme uniform and consistent.

COVER: Introduces the theme

ENDSHEETS: Promotes unifying idea through color and/or headlines, copy, photos, art, captions or graphics

TITLE PAGE: Reflects theme idea through content and design

OPENING SECTION: Relates the theme to your school by using specific facts and details

CLOSING SPREADS: Concludes theme and school year

DIVIDER SPREADS: Relates each section to the theme

WORKING WITH FONTS

Fonts are a powerful design element that can add or detract from the overall look of your yearbook. They can express an emotion or evoke a feeling, similar to the way color can. Pictavo offers a huge variety of more than 130 fonts, to choose from. To keep a consistent look throughout your book, select a "family" of 3-5 fonts to use. You can then vary the size, weight (bold/light line), leading, kerning, etc. of the font to create interest without detracting from your design.

PICTAVO EXAMPLES

SERIF: Semi-structural details on the ends of some of the strokes that make up letters and symbols. These small lines that decorate the main strokes of a letter are widely used in traditional printed material such as books and newspapers. Studies have shown that at smaller font sizes, serif fonts are often easier to read than sans-serif fonts.

{
Cooper
ITC American Typewriter
ITC Tiffany
Prestige
Wilke

SANS SERIF: Doesn't contain any serifs at the ends of strokes. The term comes from the French word sans, meaning "without". Sans serif fonts have become the de facto standard for body text on-screen. Although they typically appear less formal than serif fonts, they can be used for striking effect in headlines, chapter names, and advertisements. In addition, sans serif fonts are typically used when large print is called for, where serifs become a distraction.

{
Calcite
Eurostile
Impact
ITC Kabel
ITC MACHINE

HANDWRITTEN: Based on the fluid strokes of natural handwriting. Handwritten fonts are a great way to add a personal touch to a design or layout.

{
Alexa   Forte
Bruno   Freestyle
Giddyup

DECORATIVE: More artistic and eye-catching. Decorative fonts can be a useful design tool when trying to add a certain 'look' or 'feel' to a design project or layout. These fonts should be used in moderation and only in headers or subheads for decorative or ornamental purposes, not as body text. They tend to have a very distinct look and feel and using them for body copy will make text difficult to read or make the layout look cluttered and messy.
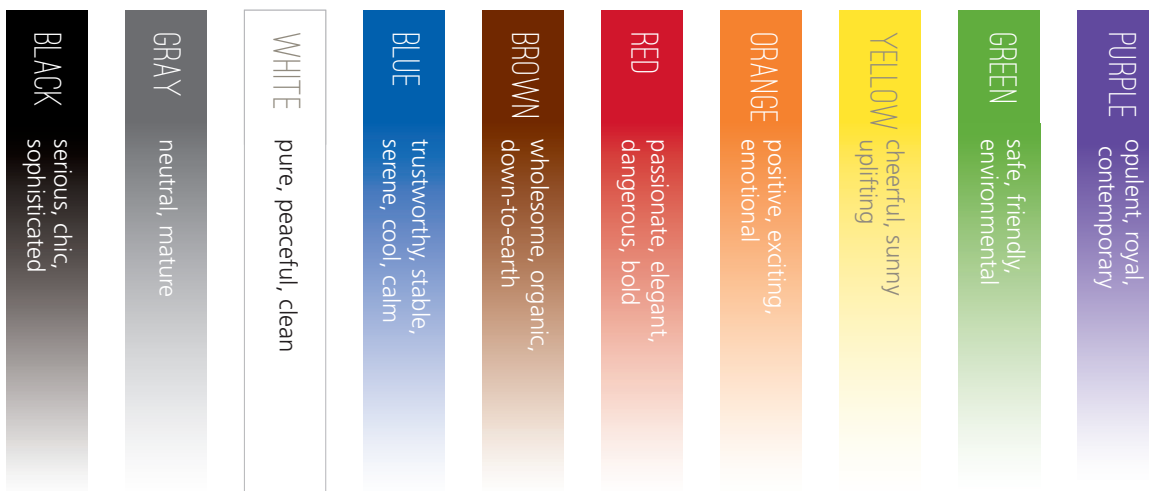
{
Blackoak
Hobo
Khaki
Postino
Revue

USING COLOR

To set the tone for the theme of your yearbook and to promote a consistent look and feel, select a color palette to carry throughout. Decide what emotion your theme conveys and choose colors that coincide with that feeling.

BLACK serious, chic, sophisticated

GRAY neutral, mature

WHITE pure, peaceful, clean

BLUE trustworthy, stable, serene, cool, calm

BROWN wholesome, organic, down-to-earth

RED passionate, elegant, dangerous, bold

ORANGE positive, exciting, emotional

YELLOW cheerful, sunny uplifting

GREEN safe, friendly, environmental

PURPLE opulent, royal, contemporary

COLOR THEORY

Use these basic color principles to guide you when selecting a color palette that fits your school and theme of your yearbook.

COLOR WHEEL

The color wheel is a great visual aid to show the principles of color
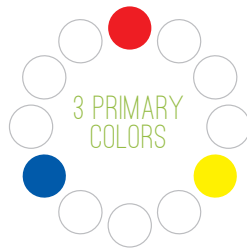
3 PRIMARY COLORS

The 3 primary colors are placed in an equilateral triangle.

SECONDARY (COMPLEMENTARY) COLORS

When any one primary color is mixed with another, a secondary or complementary color is produced.
These colors always go well with each other, hence the term complementary

TERTIARY COLORS

When you mix one secondary color and one primary color (Yellow + green = yellowgreen) you get a tertiary color.
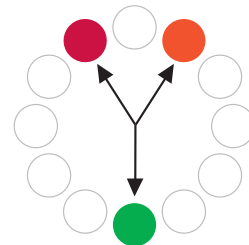
COMPLEMENTARY COLOR SCHEMES

Complementary color palettes may use two, three, or four complementary color pairs. With the split complementary palette look to either side of the complement (opposite) of your main color to find a suitable pair to complete the triad.
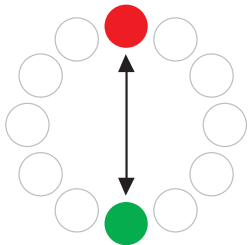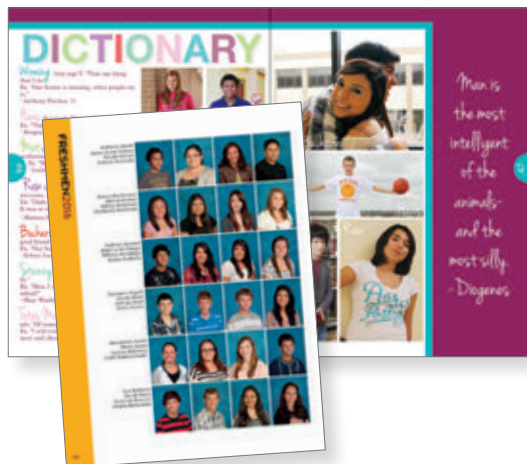

COMPLEMENTARY
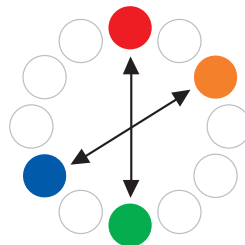
DOUBLE-COMPLEMENTARY

**SPLIT-COMPLEMENTARY TRIAD**

TRIADIC COLOR SCHEMES

Place an equilateral or isosceles triangle in the center of the color wheel. The three colors touched by the triangle points are known as triadic colors. These three color combinations create a harmonious color theme. They are lively and contrasting, and provide the strongest contrast in terms of hue.
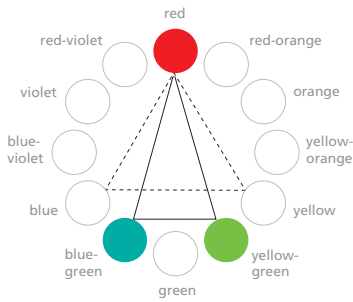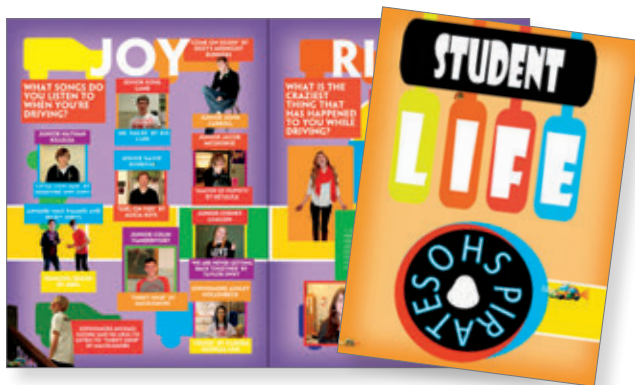
TETRAD COLOR SCHEMES

Place a square or rectangle in the center of the color wheel. The four colors touched by the four corners are known as tetrad colors. These four color combinations create a harmonious color scheme.
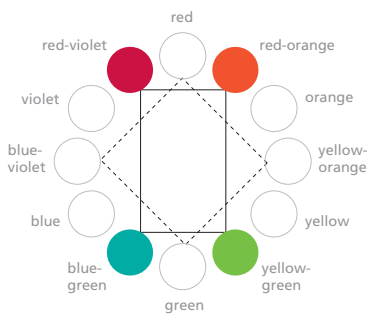
TETRAD

HOW MANY COLORS IN YOUR PALETTE?

Many schools select a palette of three to six (including black or white) colors. More than that can become visually overwhelming, especially with additional colors in photos. However, there are no hard and fast rules and no absolutes. Work to balance strong colors with smaller amounts of lighter or tamer colors. If you have two very loud or bold colors, try using only one per page. Add additional colors by using tints or varying shades of the colors in your selected palette

Check out our Color Pinterest board for trending swatches and combinations to help inspire!

MONOCHROMATIC COLOR SCHEMES

Monochromatic color palettes start with a single hue and use shades and/or tints of that color to expand to two or more colors.

ANALOGIC COLOR SCHEMES

Analogous or harmonizing color palettes use two or more adjacent colors on the color wheel. If using a very small segment of the color wheel, adding shades or tints of one or more of the hues can keep these colors from being too washed out or low-contrast.

ACCENTED ANALOGIC COLOR SCHEMES

These are exactly the same as analogic color schemes, but with a complementary color added opposite the main color.
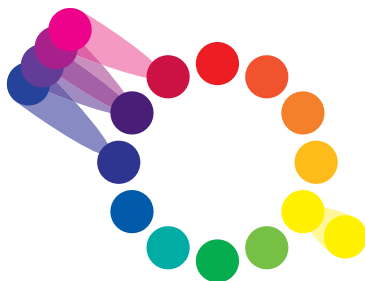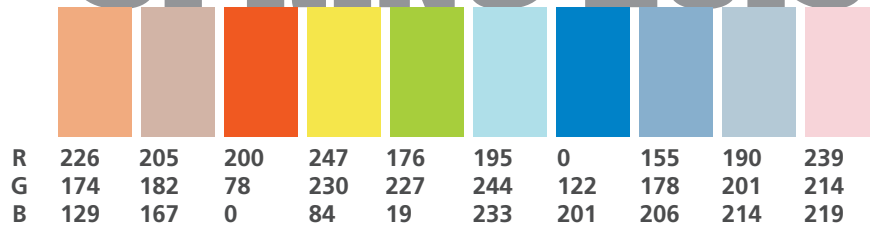
TREND ALERT

Pantone is a standardized color matching system to identify color. Below is a palette of the Pantone color trends for the year with the matching Pictavo color in the corresponding RGB (Red, Green Blue) number.
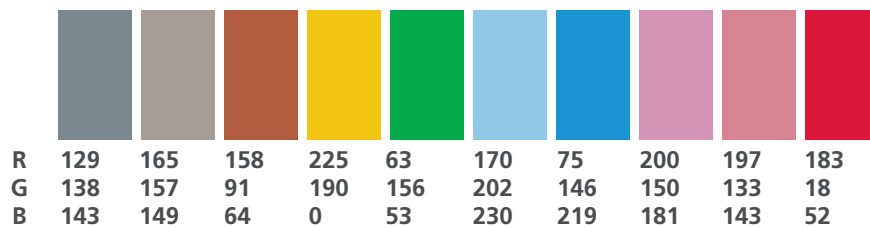
SERENITY   ROSE QUARTZ

SERENITY AND ROSE QUARTZ are the

2016 Pantone Colors of the Year. They demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue.

SPRING 2015

R	226	205	200	247	176	195	0	155	190	239
G	174	182	78	230	227	244	122	178	201	214
B	129	167	0	84	19	233	201	206	214	219

FALL 2015

R	129	165	158	225	63	170	75	200	197	183
G	138	157	91	190	156	202	146	150	133	18
B	143	149	64	0	53	230	219	181	143	52

PLANNINGTIPS

Need more inspiration? Visit our blog at pictavo.com/blog and our Pinterest boards at pinterest.com/Pictavo for design tips, layout suggestions, examples and more!

BASIC COLOR TERMINOLOGY

HUE: Undiluted colors. The true colors of the spectrum.

SATURATION: Brightness of a color.

BRILLIANCE: Lightness of a color.

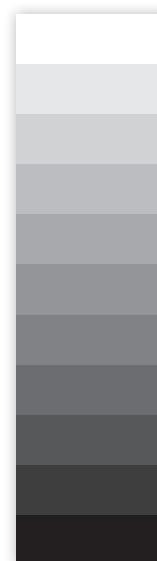TINT: A color with the presence of white. Lighter shade of a color.

SHADE: A color with the presence of black. Darker shade of a color.

ADDING WHITE TO A COLOR IS CALLED A TINT

ADDING BLACK TO A COLOR IS CALLED A SHADE.

10 STEP CHROMATIC VALUE AND GRADIENT CHART

PRINCIPLES OF DESIGN

FEATURING: MILLARD WEST HIGH SCHOOL

Strong design and organization of your yearbook makes it easy for the reader to find and be inspired by the topic being covered. Thousands of schools across the country, including Millard West High School, Omaha, NE, have found that presenting their spreads in a chronological way (using a seasonal arrangement of spreads within summer, fall, winter and spring) is a more effective way to tell the year's story than the traditional method. By following strong design principles a staff can create a book that is visually appealing while providing terrific student-focused coverage and content.

BALANCE

Balance is the weight distribution of a design through the placement of elements. It provides stability and structure to a design. Balance can be achieved in two ways: symmetrical or asymmetrical.


Asymmetrical balance is achieved when different elements are distributed across the spread while creating an obvious imbalance in elements. Asymmetry can be horizontal or vertical. Asymmetrical layouts are often dynamic as they can create tension, express movement, or convey a mood.

Symmetrical balance is achieved when the weight of elements on both halves of the design is even, given a center line. Slice the design in half and you'll see the same elements in equal weight on both sides.

PROXIMITY

Grouping similar elements together or in close proximity, creates an organized relationship between those components. By providing a focal point or point-of-visual-interest, a designer can draw readers to elements by creating virtual starting and ending points. Elements don't necessarily have to be placed together, however, they should be visually connected in some way whether it be font, color, point size, etc.
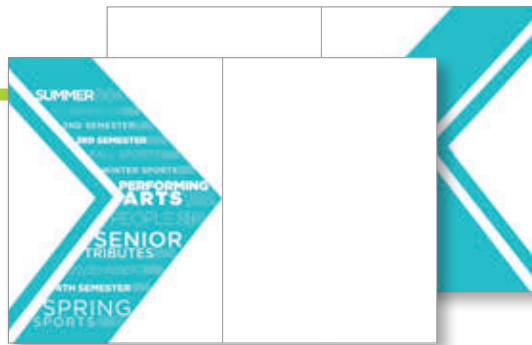
CONTRAST

Contrast emphasizes or highlights key elements within your design. This can be achieved in a variety of ways including color, fonts (classic/contemporary), lines (thick/thin) and shapes (big/small).

Contrast plays a critical role in the organization of information on a page. It guides the viewer to the most important element which is called the dominant element. This is typically the first place a reader will look. For contrast to work successfully, make this design element strong and obvious. It should make an impact visually connected in some way, whether it be font, color, point size, etc.
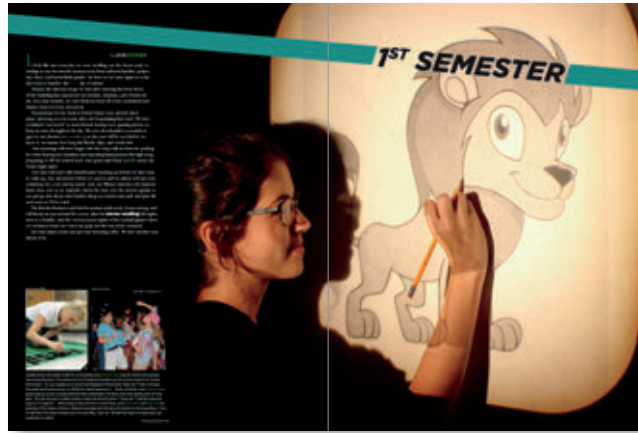
ALIGNMENT

Aligning elements visually connects them to one another to create a sharper, more ordered design. It tightens the layout and eliminates the haphazard, messy effect, which can happen when items are placed randomly. Aligning elements that are not in close proximity with one another helps provide an invisible connection between them. Align elements both vertically and horizontally across the page and within content areas.

REPETITION

Repetition ties together individual elements to strengthen a design. It helps create association and consistency by using elements such as color, textures, shapes, fonts and art. (classic/contemporary), lines (thick/thin) and shapes (big/small).

Designs courtesy of:

Millard West High School, Omaha, NE
Mark Hilburn, Adviser
**Millard West Prowler Staff**

TEMPLATES

Thousands of schools enjoy using Pictavo—intuitive software designed to help yearbook staffs communicate, collaborate, create and sell their yearbooks. Visit www.Pictavo.com for more details about using the design software.

Pictavo offers hundreds of professionally designed templates that you can choose to use as-is or as a starting point when creating your yearbook. It also offers an extensive art library with coordinating theme ideas you can easily use to carry the motif throughout your book. Flip through the Pictavo Design Guide, found in your fall Yearbook Kit, or browse online in your Pictavo account to get more ideas on possible themes.

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DESIGNING YOUR YEARBOOK
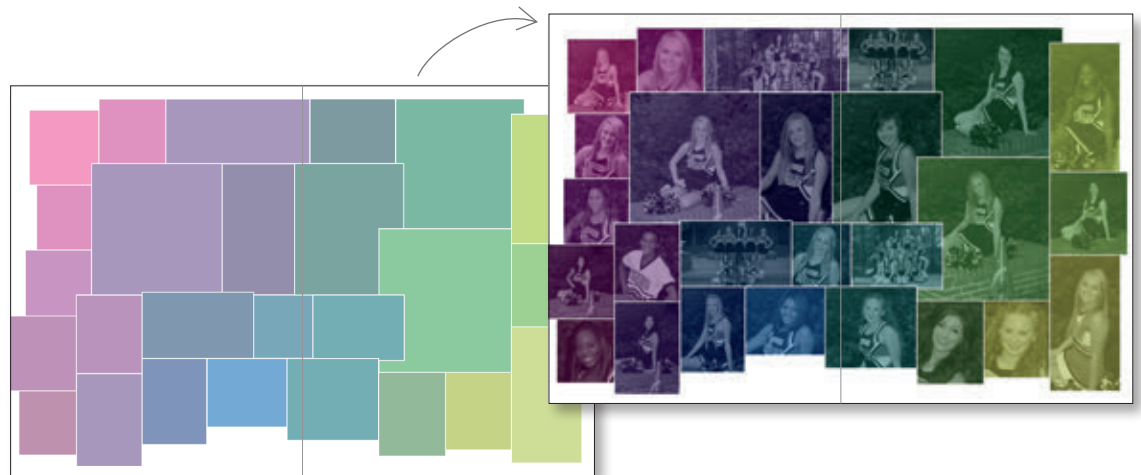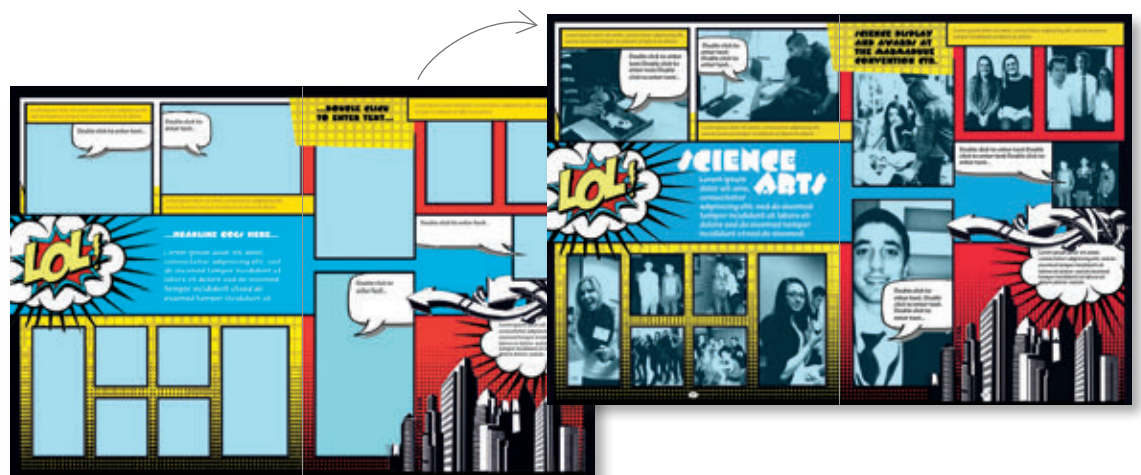
COORDINATED DESIGNS

In a time crunch? Working with a small team? Pictavo can do most of the work for you! Choose from a variety of professionally designed theme combinations that include matching covers, templates, clip art, backgrounds, endsheets and more! Simply search by the theme name, select the elements you want for your book, drag and drop them onto your pages, and tweak as you see fit. You'll have a professional-looking yearbook created in no time!

BACKGROUNDS, CLIP ART & SNIPPETS

The Pictavo art library includes hundreds of professionally designed backgrounds, clip art and Snippets in a variety of colors and designs. Many can be colorized to any Pictavo color, giving you even more creative flexibility. Just look for the 🎨 color wheel symbol. Flip through the Pictavo Design Guide, or browse online in your Pictavo account to see all the possibilities! "Year in Review" or Current Event Pages make great divider pages and can be placed as backgrounds or clip art anywhere in your book.

Featured: "Comic Book" Custom Cover B7078C, "17-21" Stock Cover, Backgrounds and Clip Art

CUSTOM COVER BACKGROUNDS

Pictavo also has a library of professionally designed backgrounds that you can turn into a custom cover for your yearbook. Just use the background as your base and add your own candids, clip art and text to create a custom cover for your school. Flip through the Pictavo Design Guide, or browse online in your Pictavo account to view all the custom cover background options.

PLANNINGTIPS

Our blog and Pinterest boards are full of inspiring designs that will help you with everything from typography, layout and spreads, portrait pages, table of contents, indexing ideas and more!

CUSTOM COVER IDEAS

When you are designing your own cover, the possibilities are endless. Start by outlining a plan to determine which features and options you want to include. Some schools start by reviewing pricing for various options and creating a budget to work within. Others let the design be the driving force. Either way, there are many cover options that can make your yearbook unique. The options vary in price but many are very affordable. Talk to your yearbook provider for ideas that would work well with your design and budget.

COVER DESIGN

The front cover usually includes the year and theme of the yearbook along with custom art/designs/mascots/photos relevant to the theme. The spine usually includes the year of publication, the school or publication name and the volume number. Back covers vary greatly. Some have minimal design while others continue the design from the front cover. When designing yours, think about the available options that can enhance your design.
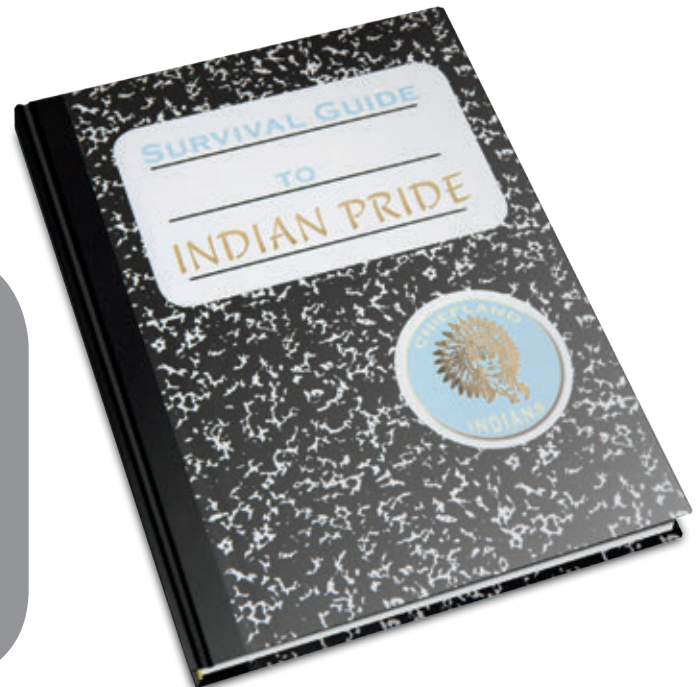
PLANNINGTIPS

You may believe that your student body will not judge your yearbook by its cover, but that is not true. Your yearbook cover creates the first impression and sets the tone for the entire yearbook.

Need inspiration? Check out our 'Award Winners' board on Pinterest to see some of the best, often award-winning designs!

COVER OPTIONS

There are two basic yearbook cover styles—soft cover and hard cover. Both include a durable coating to ensure they stand the test of time and can be ordered in the standard 8.5" x 11" size, or popular 9" x 12" size. Hard cover books, however, offer the widest variety of options from which to choose.

BOARD WEIGHT

Binder's board is the most common material used to make hard covers. The heavier the board weight, the stiffer the cover will be to open. Standard cover weight is 90 pt. Heavier weights of 120 pt. and 160 pt. are also available upon request.

FULL-COLOR PRINTED COVERS

Full-color printed covers are the most popular option—and often the most economical. When used for hard cover books, a full-color printed page is coated (for protection) and wrapped around the board.

LEATHERETTE COVERS

Leatherette covers are made of synthetic materials that resemble leather, but are much more durable. Typically, leatherette yearbooks use foil stamping, embossing and/or debossing to accentuate the school name and cover design. Choose from this selection of leatherette colors to make a great first impression of your yearbook! Additional colors available upon request.

BLACK	MAROON
SILVER	PURPLE
WHITE	NAVE BLUE
GOLD	ROYAL BLUE
RED	GREEN

LENTICULAR COVERS

Lenticular printing is used to produce printed images with an illusion of depth. It also gives the image the ability to change or move as it is viewed from different angles. You can create various frames of animation for a motion effect, show a set of alternate images or make an image appear 3D for a truly interactive experience!

HARD COVER TREATMENT OPTIONS

EMBOSSING & DEBOSSING
Embossing is a technique that uses a die to create a raised image on the hard cover. This is done through a combination of heat and pressure on the binder's board. Embossing can also be used in combination with foil stamping or a full-color printed cover to create an even more unique look.

Debossing uses the same technique as embossing, except the impression is heat-pressed into the surface of the cover so that an image is depressed (lowered) instead of raised. As with embossing, debossing can be used with foil stamping or a full-color printed cover to create special visual effects and textures.

FOIL STAMPING
Foil stamping involves the use of heat to transfer metallic foil to a solid surface, such as a yearbook cover. As with embossing and debossing, a die is needed to "stamp" the foil into the cover material. Foil stamping can be combined with embossing or debossing to create a very striking 3D image. Choose from the foil colors listed to give your book a one-of-a-kind look!

SPOT UV TREATMENT
Spot UV is a great treatment to use if there are specific areas (or spots) on your yearbook cover that you would like to highlight. The application can deepen the color of an area for a very shiny finish, or flattened to a matte finish. It's a great way to add eye-catching emphasis to important areas.

DIE-CUTTING
Using a specialized tool to cut shapes into a yearbook cover, die-cutting allows you to cut out specific areas of your cover to allow text or part of an image to show through from the endsheet.

DEBOSSING
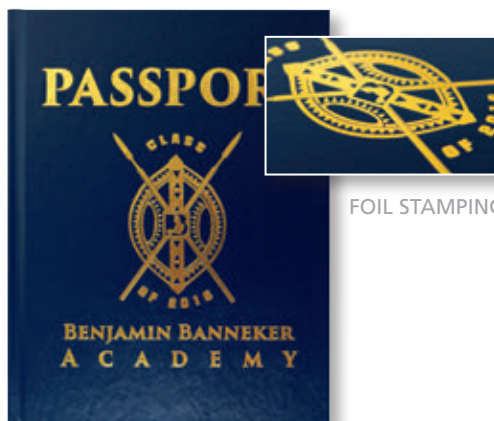
FOIL STAMPING

SPOT UV

DIE-CUTTING

STOCK DIE OPTIONS

The dies featured below are available for embossing/debossing and/or foil on your custom cover. By choosing one die or more, you can create a one-of-a-kind look without the expense that often accompanies it. For example: choose a stock die for embossing and then add a custom die of your school name and mascot to make your book truly unique. Due to the endless design possibilities available, pricing will vary.

D1000

D1001

D1002

2017
D1701

2 thousand 17 SEVENTEEN
D1705

2017
D1716

2017 ⌐
D1707

D1113

TWENTY 17 seventeen
D1709

Two Thousand 17
D1700

20 seventeen
D1708

D1112

2017 Two Thousand Seventeen
D1720

20 seventeen
D1719

2017
D1711

17 · two thousand seventeen · two thousand seventeen ·
D1706

TWENTY MM XVII SEVENTEEN
D1717

Twenty Seventeen MMXVII
D1718

D1003

Example:
Stock Foil Die D1707
Custom Foil Die for School Name

Example:
Stock Foil Die D1718, Stock Emboss Die D1002, Custom Emboss Die for Mascot, Custom Foil Die for School Name

Example:
Stock Foil Dies D1003 & D1705
Custom Foil Die for School Name
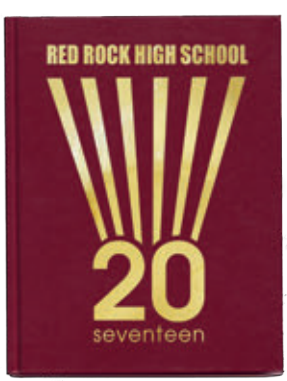
Example:
Stock Foil Die D1708
Custom Die for School Name

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ENDSHEETS

Endsheets are thick paper glued to both the inside front and back covers of a hard cover yearbook and include the flyleaf (first and last sheets in a book before and after your yearbook content). The weight of the paper is usually greater than what is used in the rest of the yearbook. Sometimes this thicker paper is left blank for autographs from the student body.

For additional fees, printing can be done on the endsheet and flyleaf sheets of your yearbook. Some schools design their endsheets to continue the theme or add a table of contents. Remember that you have two endsheets and two flyleafs that make up your yearbook—the front endsheet and front two-sided flyleaf and the back endsheet and back two-sided flyleaf. Some schools like to design the front endsheet and flyleaf, but may choose to leave the back sheets blank. Other schools have chosen to repeat the same design from the front onto the back.

STANDARD SOLID COLOR ENDSHEET OPTIONS AVAILABLE.

BLACK

FELT GRAY

WHITE standard

GOLDENROD

RED

NAVY BLUE

ROYAL BLUE

FOREST GREEN

COLOPHON

Some schools include a colophon on the endsheet or in the advertisement section that describes the specifications of the yearbook for the reader. The colophon includes info such as cover specs, endsheet specs, pages, copies, sale price of yearbook, amount of ad revenue, staff listing, yearbook publisher, photographers, technology, and more.

YEAR IN REVIEW/CURRENT EVENTS PAGES

Year in Review (Current Event Pages) are available as backgrounds in Pictavo. As with other pre-designed backgrounds, just drag and drop them onto any page in your book. Try grouping these backgrounds all together or use them as divider or intro pages between sections. You can also choose the individual stories as clip art and place them anywhere throughout your book!
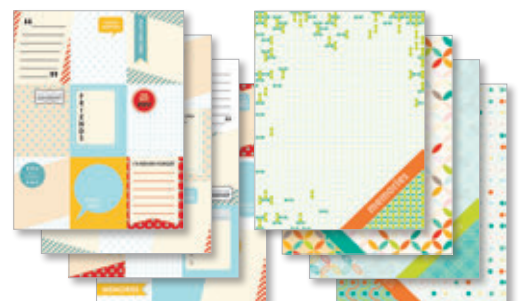
AUTOGRAPH PAGES

Pre-designed pages for autographs can be bound into your yearbook to save time and give your book a more personalized feel. These pages are pre-printed on uncoated paper to allow nearly any writing instrument to easily write on them.

Positioning of pre-designed autograph pages may be dependent on the type of binding your yearbook will have. Saddle-stapled books have these pages either in the very middle or the outermost sheets of the yearbook. Other binding styles allow them to be added anywhere. When designing your yearbook to include pre-designed autograph pages, consider what other insert or divider pages you have to determine the best placement.

PERSONALIZATION OPTIONS

For an additional fee, you can have yearbooks personalized for individual students. Foil stamped names and icons are available for any binding style, and can be placed nearly anywhere on the cover. Engraved nameplates work best on hard covers only. Ask your yearbook provider or publisher for a full description of all available features. Options include:

OPTION 1 STUDENT NAME PRINTED WITH INK ON THE COVER (SOFT-SADDLE AND SOFT-PERFECT BINDING ONLY).
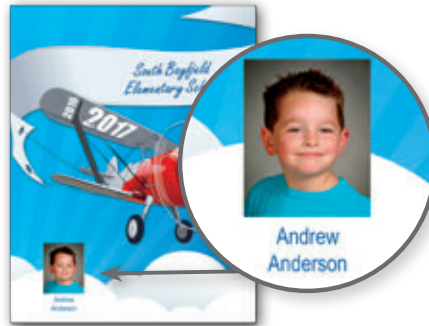
OPTION 2 STUDENT PHOTO AND NAME PRINTED WITH INK ON THE COVER (SOFT-SADDLE AND SOFT-PERFECT BINDING ONLY).

OPTION 3 STUDENT NAME IMPRINTED WITH FOIL ON THE COVER.

OPTION 4 STUDENT NAME AND UP TO 4 ICONS IMPRINTED WITH FOIL ON THE COVER.

OPTION 5 STUDENT NAME ENGRAVED ONTO A GOLD OR SILVER NAMEPLATE.

Available font is engraved as shown

OFFER YOUR STUDENTS AND STAFF THE ABILITY TO PERSONALIZE THEIR YEARBOOK BY SELLING THE OPTION TO HAVE THEIR NAME OR MORE ON THE COVER. THIS IS A GREAT OPPORTUNITY FOR THEM TO CUSTOMIZE THEIR BOOK AND POTENTIALLY RAISE EXTRA MONEY FOR YOUR YEARBOOK PROGRAM.