

HERFF JONES

# ADVISER ASSISTANCE

CHECKLIST

1 OF 12

BACK TO SCHOOL



## ESSENTIALS

- Make a plan for school closures. There are plenty of great ways to fill your book — and remember, the yearbook is about the people, not the events.
- Have you called your rep today? Hammer out budgets and deadlines now.
- Curriculum resources aplenty: *How to Yearbook: The HJ Way*, is available in print with resources online at LearnYBK.com. If you're new, read the Welcome section!
- Start teaching with online video tutorials for eDesign and InDesign. (Click the help button when you're logged in to eDesign or check out the Learn menu on MyHJyearbook.com.)
- Get right with your admins. Sync your calendars and introduce your editors.
- Set up eBusiness and Yearbook Order Center. It's in the Setup menu on MyHJyearbook.com.
- Sell that book. Don't miss the opportunity to sell yearbooks (if your school invites parents to the school) at registration or back-to-school nights. Consider offering the lowest price of the year at these events.
- Start making decisions about the book and build your ladder. Choose fonts, color palettes and designs using the Customer Resources section at YearbookDiscoveries.com.



## NEXT-LEVEL

- If you already have a theme, choose a coverage model: traditional, chronological or umbrella. There's more in the Covering Your School curriculum section.
- Get those cameras clicking. Make sure every staffer knows photo basics and won't pass up opportunities to take photos.
- Review staffers' role, discuss workflow/ approval process and begin gathering content for the first deadline.
- Start designing your cover and endsheets.
- Returning staffers should be planning the look and feel of the book. Theme carries over to title page, opening/closing, endsheets, dividers, mods and folios.



## EXPERT

- Build type packages for headlines. Choose styles for caption lead-ins, subheads and sidebars.
- Some advisers start working from the back of the book with ads. Some start with the front. Choose which works best for you.
- Assign spreads to each deadline. Create a calendar and make sure everyone, including parents, knows what's up.

