

AUGUST CHECKLIST



ESSENTIALS

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. Set a meeting to 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 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.

Assign reporters and photographers to back-to-school events, including pre-season practices and camps.



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 knows when extra work will be required.

