HERFF JONES

ADVISER ASSISTANCE

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.