

# AUGUST CHECKLIST

## ESSENTIALS

- Get your hands on our new curriculum, *How to Yearbook: The HJ Way*, available in print through your rep and supplements online at LearnYBK.com. If you're new, read the Welcome section!
- Ramp up 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.)
- Set your important dates with administrators: Picture day, club picture day, etc.
- Set up eBusiness. Start at myHJyearbook.com and click on the *Setup* menu.
- 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.
- Have you called your rep today? Make sure you have hammered out budgets, deadlines and other important details.
- Find your HJ kit and start making decisions about the book. Use the desk ladder or wall ladder to chart a coverage plan. Choose fonts, color palettes and designs using the other kit resources.

## NEXT LEVEL

- If you already have a theme for this year, decide if you'll follow a traditional coverage model or an alternative plan, like chronological or umbrella. (Check out section five of *How to Yearbook* for more.)
- Get those photographers snappin'. Make sure your staffers are capturing the images of the year as school begins.
- Review roles of staffers, discuss workflow, approval process and begin gathering content for the first deadline.
- Every book needs a cover! Ask your rep about making a plant cover artist appointment.
- If you have returning staffers, they should be planning the look and feel of the book. Make sure they are considering opening/closing, endsheets, dividers and page template options.

## EXPERT

- Start putting type packages together for headlines. Choose styles for caption lead-ins, subheads and sidebars.
- Some people start working from the back of the book with ads. Some start with student life coverage like summer trips and trends. Either way, jump right in and get started. Brainstorming sessions are great team-builders.
- Chart your deadlines and assign spreads to each. Make a calendar of worknights and make sure everyone, including parents, know what's up.

**WELCOME BACK!**

