## Digital & Hard Copy Proof

Proofs are sent digitally or as a printed hard copy book to help you and your yearbook team make any final corrections before your book is printed. This is your final opportunity to triple check all names, spelling and grammar. Once you have made all the necessary final edits and we receive your hard copy proof and your approval, we are ready to go to production and print your book.

## Submission Checklist

**The most common and easy to miss errors when finalizing your yearbook**

• Objects covering staff/students' faces on portrait pages

• Staff/students' faces in the gutter (center) and trim lines

• Background art, clipart or objects making staff/students' name s unreadable

• Duplicate portraits

• Misspelled staff/students' names or inconsistencies

• Common misspelled words: principal, superintendent, Congratulations, sophomore

• Spelling errors in headlines and headers or the table of content

• General grammatical errors

• Low resolution or blurry photos/candids

 • Images or backgrounds intended to bleed but not extended to the bleed line

• Overlapping text, specifically around page numbers

• Default text boxes, usually containing "double-click," "Lorem Ipsum," "or "text"

## Custom Yearbook Cover Art Requirements

**Turn a photograph, students' artwork, or your own custom design into a yearbook cover**

Your custom yearbook cover must meet our minimum resolution and size requirements. If you are designing your own yearbook cover do not hesitate to reach out to our Excel yearbook

team and we will gladly take a detailed look at your design to ensure it meets all yearbook cover requirements.

If you are holding a custom cover art contest, students can use any type of drawing art mediums such as colour pencils, crayons, ink, markers, pastels, charcoal, and digital mediums. All artwork must be created on a 8.5 x 11 white sheet of paper. If a digital format is used make sure it is a high resolution digital image with a dpi (dots per inch) of 300 or greater.

**Copyright reminder when designing your cover**

Books, magazines, movies, sports logos and video games are all great resources for ideas, but remember they are protected by U.S. Copyright Laws.

Use your creativity to adapt your favorite layouts, characters and other design ideas to create something completely new and original to you!

If you would like to use someone else's work in your yearbook that is protected by U.S. Copyright Laws, you MUST obtain permission to use the materials on your yearbook or cover.

**Images to avoid using in your yearbook**

Professional Sports Logos

Disney Clip Art

Dr. Suess Clip Art

Images or Characters from Movies

Video Game Backgrounds and Characters

Cartoons

Photojournalism

Yearbooks serve as an excellent, pictorial record of the past year in the life of a student and quite often are the last educational resource that are distributed at the end of a school year that serve to articulate a school's educational goals and functions. Photos are the perfect way to tell a story and reinforce your school's educational philosophy to your families to strengthen the home-school connection.

**Look for Emotion**

Yearbooks are a great opportunity to capture the emotion and reactions in a student's lives as they go through various milestones in a school year. They're a veritable track record of all the highs and lows that happen with school activities. Get it close and look for emotion as a photographer to add a much-needed balance to a yearbook.

**Vertical vs. Horizontal**

You'll want to shoot more scenes vertically rather than horizontally, so go for portraits instead of landscapes. By taking more vertical photos, you actually get to fit more of your subject into each frame.

**The subject's point of view**

Instead of always focusing on your subjects and what there are doing, photograph what your subjects are looking at, for a change. This could be the view of the stage during a graduation or assembly form the vantage point of students sitting in the audience. This approach is something that you can get very creative with since there are many chances to photograph from the staff/student's point of view.

**Shoot from up close**

To capture the most important and interesting elements of a particular scene or school event, be sure to get in close to the subjects. Physically move in close with your camera, so that you're as near as possible for the photograph. This technique adds a layer of realism to yearbooks that boosts their overall value.

Proofing Made Easy – revise to: Additional Resources
I will be sending you the additional links for this tab