YEARBOOK GUIDELINES

Dickinson PRINT CENTER

Thank you for contacting the Dickinson College Print Center for your yearbook needs. Customers who are **ORGANIZED** from the very beginning of the project achieve the most successful yearbooks. **Before the Print Center starts on your project, you need to have the following information ready:**

- Table of contents for your program *(rough draft as it is subject to change; page numbers not needed)*
- **ALL TEXT AND ADVERTISEMENTS* IN DIGITAL FORMAT** including rosters, player stats, etc. (Word documents; rosters in Excel or Word, etc.)
- **DO NOT SUBMIT ANY IMAGERY/ADVERTISEMENTS AS WORD DOCUMENTS—USE WORD FILES FOR TEXT SUBMISSION ONLY.** Please **FILE > SAVE AS > PDF** if a Word document ad or photograph is submitted to you to ensure nothing shifts when opened on our computers.
- Student, coach, and team photos ALL CLEARLY LABELED *(with names and player numbers as applicable. Seperation by team is helpful as well—Varisty vs JV, etc.)*
- Master list of all advertisers, CLEARLY LABELED with print size identified *(full, half, quarter, etc.)*
  - *PLEASE ASK FOR DIMENSIONS FOR ADVERTISEMENTS AS EACH YEARBOOK'S VARY.* The less editing we have to do to the ads to get them to fit the less design time we ultimately accrue.
  - We can create advertisements in house if needed. All text and/or imagery must be provided and CLEARLY LABELED as well as included on the master ads list.

- **ALL IMAGES MUST BE FREE OF PHOTOGRAPHER WATERMARKS AND AT 300 DPI FOR PRINT USE. DO NOT PULL IMAGES FROM THE INTERNET OR SOCIAL MEDIA. THESE IMAGES ARE SAVED FOR ONLINE USE, NOT PRINT**—OBTAIN THE ORIGINAL PHOTOGRAPH FROM THE PHOTOGRAPHER. If the photograph was taken via cell phone have that person use their photo app to "share" the image via email. Be sure they seleect "original" or "large" size when sending. Any image under 300 DPI will not print at their full potential and may be pixelated, fuzzy, or unclear.

All of the above information should be submitted to the Print Center on a USB drive, CD/DVD, or sent via Dropbox, WeTransfer, etc. (as a ZIP file) AT LEAST 3 WEEKS PRIOR TO THE PRINT DEADLINE. *Failure to submit everything in an orderly and time-appropriate manner will delay the production of your program (this includes additional content submitted after initial layout has begun).*

Once you have all of your information and files pulled together in a clear and concise manner, the Print Center will convert it into a fun, sports layout for you to review. If there is a particular style, color(s), graphic you would like to incorporate, that can be discussed in detail once you're ready to start the design. You may make text/photo edits if needed before your program

is printed; however, the bulk of editing should already be completed before your files are submitted. **As a reminder, the Print Center does not write or proof your content, does not identify which photos are to be used, and does not contact your advertisers for ad files. Once a proof is approved and printed any necessary changes or reprints will be at the cost of the customer.**

If you have any questions about the items listed above, please contact Krista Hanly, Print Center Graphic Designer at hanleyk@dickinson.edu or 717-245-1060. When you have all of the above items ready for submission, please contact the Print Center to set up an appointment to drop off your items and discuss the yearbook design.

AN EXAMPLE OF FILE ORGANIZATION FOLLOWS ON PAGE TWO OF THIS PDF

DESIGN AND LAYOUT IS $50/HOUR* WITH A MINIMUM OF 5 HOURS FOR THE PROJECT.

* NOTE: Any ads that need to be scanned to digital format from business cards, etc. will be subject to our $7.00 scanning fee per item. **When scanning ads yourself please be sure to scan the image at 300 DPI in full color. PDFs, JPGs, TIFs, & PNGs are all acceptable file types.**

EXAMPLE FILE ORGANIZATION:

Name	Date Modified	Size	Kind
▼ 📁 Ads	Today at 9:54 AM	--	Folder
▼ 📁 Business Ads	Today at 9:55 AM	--	Folder
▶ 📁 Business Card	Today at 9:53 AM	--	Folder
▶ 📁 Full Page	Today at 9:53 AM	--	Folder
▶ 📁 Half Page	Today at 9:53 AM	--	Folder
▶ 📁 Quarter Page	Today at 9:53 AM	--	Folder
📄 Master Ads List.docx	Today at 9:53 AM	12 KB	Micros...(.docx)
▼ 📁 Spirit Parent Ads	Today at 9:55 AM	--	Folder
▶ 📁 Business Card	Today at 9:53 AM	--	Folder
▶ 📁 Full Page	Today at 9:53 AM	--	Folder
▶ 📁 Half Page	Today at 9:53 AM	--	Folder
▶ 📁 Quarter Page	Today at 9:53 AM	--	Folder
▼ 📁 Letters from Coaches/Admin	Today at 9:56 AM	--	Folder
📄 Letter from Coach Smith.docx	Today at 9:56 AM	12 KB	Micros...(.docx)
▼ 📁 Photographs	Today at 9:52 AM	--	Folder
▶ 📁 Candids	Today at 9:50 AM	--	Folder
▼ 📁 Coaches	Today at 9:58 AM	--	Folder
⬛ Coach Group Shot.jpg	Today at 9:57 AM	584 KB	JPEG image
📄 Coach Names.docx	Today at 9:57 AM	12 KB	Micros...(.docx)
⬛ Head Coach...ck Smith.jpg	Today at 9:57 AM	583 KB	JPEG image
▶ 📁 Freshman	Today at 9:50 AM	--	Folder
▶ 📁 JV	Today at 9:50 AM	--	Folder
▶ 📁 Managers	Today at 9:52 AM	--	Folder
▼ 📁 Seniors	Today at 9:51 AM	--	Folder
▼ 📁 John Doe #1	Today at 9:51 AM	--	Folder
📄 John Doe...ories.docx	Today at 9:51 AM	12 KB	Micros...(.docx)
⬛ John Doe.jpg	Today at 9:51 AM	583 KB	JPEG image
▶ 📁 Varsity	Today at 9:50 AM	--	Folder
▼ 📁 Rosters and Schedules	Today at 9:59 AM	--	Folder
📄 Varsity Football Roster.xlsx	Today at 9:54 AM	8 KB	Micros...k (.xlsx)
📄 Varsity Footb...Schedule.docx	Today at 9:55 AM	12 KB	Micros...(.docx)