



# Shutterfly<sup>®</sup>

## YEARBOOK 101





Hello Parent,

Thank you so much for your interest in Shutterfly Yearbooks.  
You're going to love capturing your child's school moments and milestones with our easy-to-make, professionally bound Yearbooks.  
As with all Shutterfly photo books, we only use the highest quality paper and printing.

We're here to offer helpful tips and tools to make this easy and fun. In this book you will find:

- » Fun Yearbook ideas
- » Helpful how-to's
- » Sample Yearbook pages
- » A handy to-do list
- » A photo checklist

To place your order or send an inquiry, email us at [yearbook@cs.shutterfly.com](mailto:yearbook@cs.shutterfly.com) or call **1.888.654.0147**



[www.shutterfly.com/yearbook](http://www.shutterfly.com/yearbook)



# SHUTTERFLY YEARBOOKS

THE EASIEST WAY TO PRESERVE SCHOOL MEMORIES

starting at  
\$6



*Shutterfly has the best Yearbooks, ever:*

Easy-to-make,  
(we promise)

Specially designed page templates let you capture classroom pictures, school activities and more.

Easy on your  
pocketbook

Starting at \$6 per book. Get up to 70% off when you order for your class or school.

Made to love,  
made to last

Our award-winning photo books are made of the highest quality and professionally bound.



# TIPS for making an **A+** Yearbook

## Art

Include student artwork and writing samples



Create a "What I want to be when I grow up" page with questions answered by each student



## Staff

Make a profile page for a teacher or coach with quotes from students about what they'll remember



## THIS YEAR

Make a time capsule page—write about favorite sports stars or music bands that students choose or include headlines from news stories they care about



Let students take pictures of each other for more fun, candid shots



## Awards

Create a page for class awards like "class clown" or "most likely to become a teacher" that students can vote on



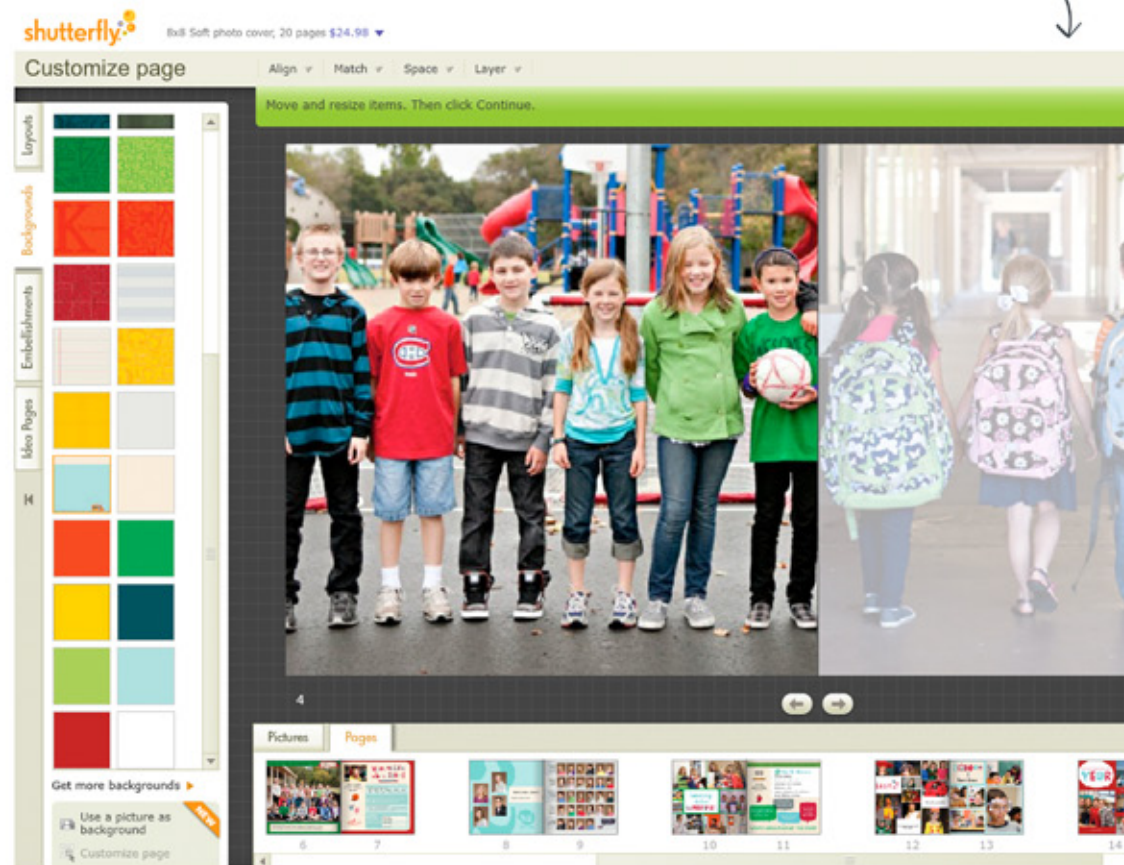
# Helpful **Tools** make it easy



*Here are some features that will come in handy:*

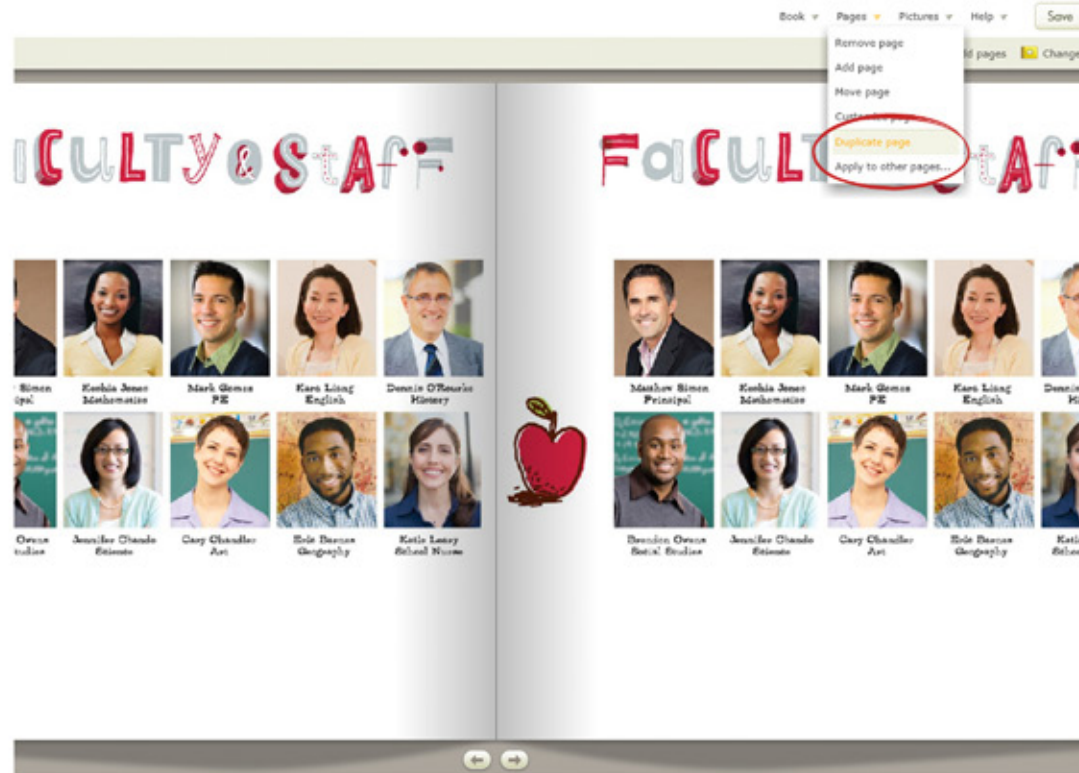
## **Photo as background**

Use your own photos as backgrounds. Adjust fade for a dramatic effect.



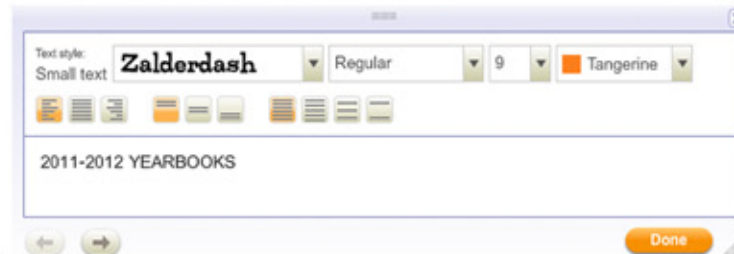
## Apply to all pages

Want to use the same background or layout to all your pages? Now you can do just that for a unified look. Or just apply to a few pages with our **NEW Duplicate pages** feature.



## Easily edit text

Scroll through all the text in your book to make quick edits.



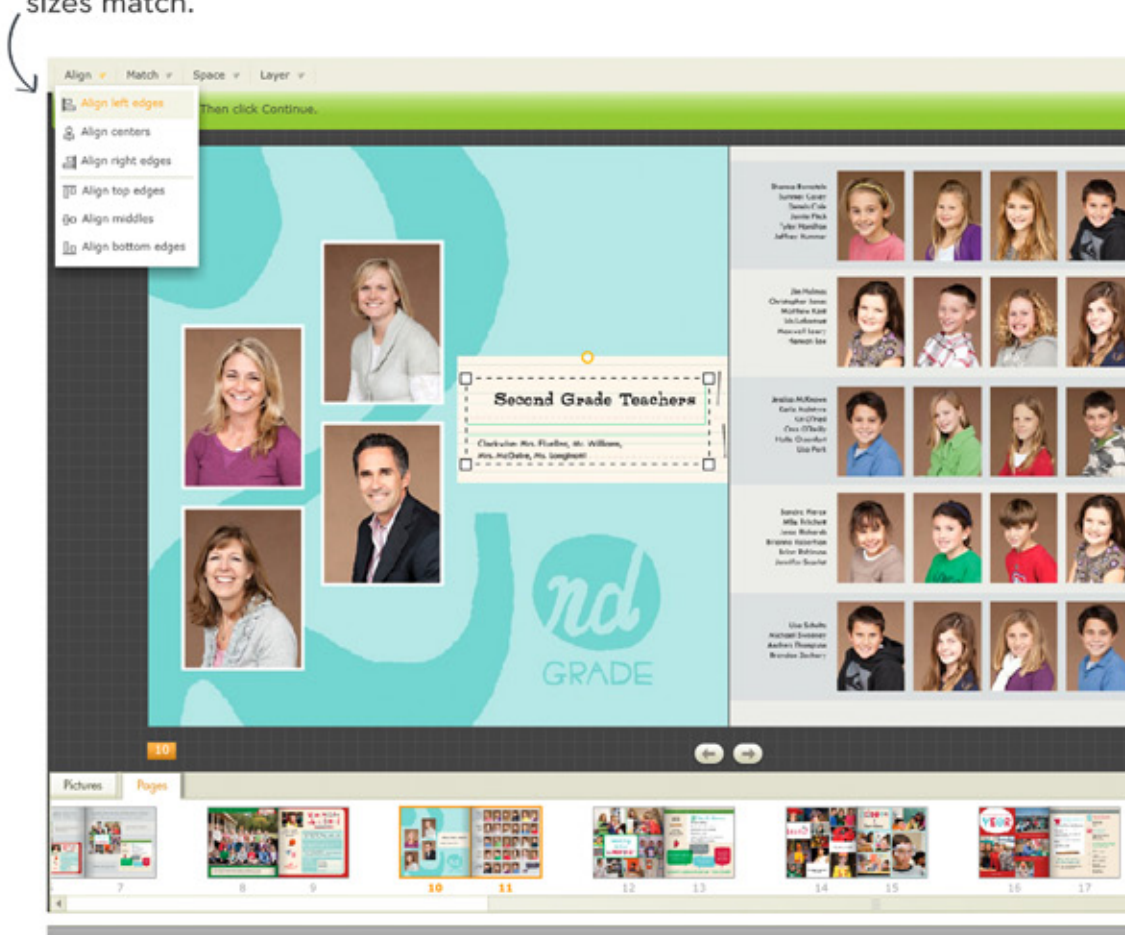


# More **Tools** to make it easy



## Align/resize automatically

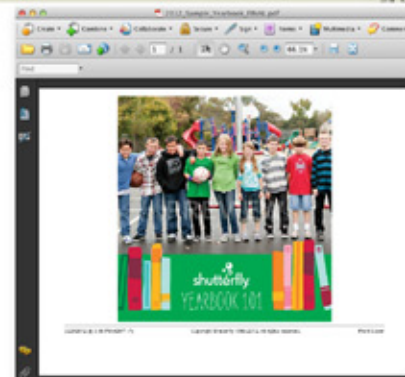
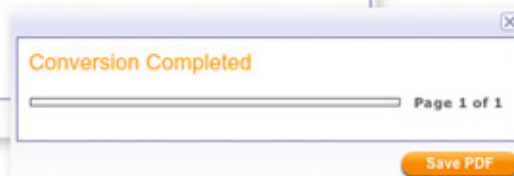
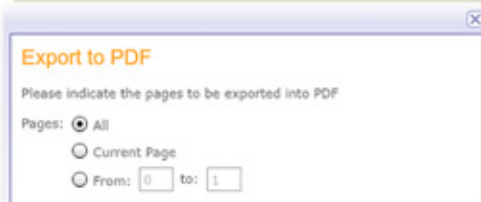
We'll automatically align your photos, text and embellishments or make their sizes match.





## NEW Print and proofread

Now you can print a PDF of your Yearbook to proofread before ordering.





# YEARBOOK SAMPLE PAGES



Showcase the traditional class photo.  
Add each student's name and you're done.

Create a fun student profile with  
favorite subjects and activities.



What WE Like  
about SCHOOL

I love third grade,  
sports and music!



Our Favorite Subjects are:

☐ MATH ☐ SCIENCE ☐ ART ☐ GEOGRAPHY ☐ READING ☐ RECESS  
☐ LUNCH ☐ WRITING ☐ MUSIC ☐ OTHER: \_\_\_\_\_

Our Favorite School Activities are:

☐ RIDING THE BUS ☐ KICKBALL GAME AGAINST THE TEACHERS ☐ RECESS  
☐ LUNCH ☐ SCIENCE FAIR ☐ ASSEMBLIES ☐ SCHOOL PLAY

How we feel about Homework:

☐ LOVE IT! ☐ MY DOG LOVES TO EAT IT! ☐ I USE IT IN MY HAMPSTER CAGE  
☐ WHAT HOMEWORK? I DON'T HAVE ANY HOMEWORK!

In our Class:

THE CLASS CLOWN IS:	Brian Bailey
THE FASTEST RUNNER IS:	Scott McIntyre
THE SPELLING BEE CHAMP IS:	Jessica Garcia
THE CLASS PRESIDENT IS:	Heather Snyder
THE BOOK WORM IS:	Kevin Smith

Take a look at these sample pages and see how easy it is to make your Shutterfly Yearbook. We've already created pages for class pictures, student profiles and more. Just add your photos and words.



A day in the life of a student.  
Capture shots of the class in action.



Remember the year with world events and student quotes.





FROM TOP LEFT TO RIGHT:

ROW 1: Sandra Pierce, Katie McIntyre, Brian Robinson, Shanna Bernstein, Mila Pritchett, Summer Casey, Jamie Fitch

ROW 2: Lisa Schultz, Halie Ossenfort, Jim Holmes, Ona O'Reilly, Jesse Richards, Heather Robinson, Jessica McKnown

ROW 3: Lisa Park, Brenda Lafon, Kimberly Bellar, Tyler Hamilton, Christopher Jones, Dennis Cole, Brianna Robertson



# What We Like about School

I love third grade,  
sports and music!



## Our Favorite Subjects are:

☐ MATH ☐ SCIENCE ☐ ART ☐ GEOGRAPHY ☐ READING ☐ RECESS  
☐ LUNCH ☐ WRITING ☐ MUSIC ☐ OTHER: \_\_\_\_\_

## Our Favorite School Activities are:

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## How we feel about Homework:

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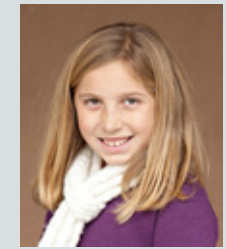
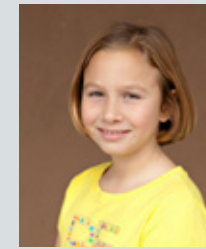
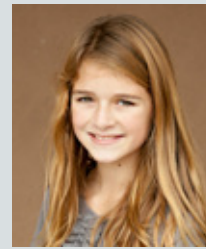
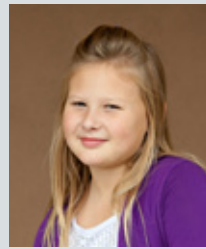
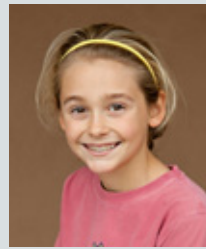


## Second Grade Teachers

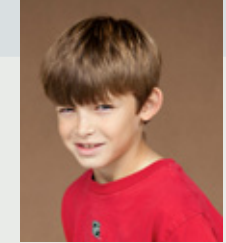
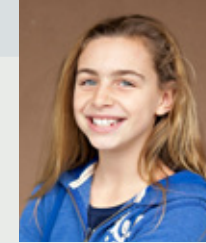
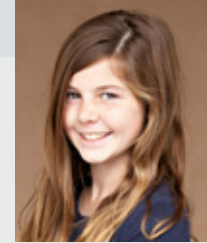
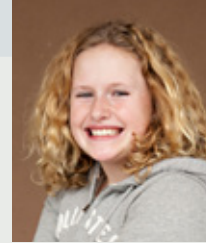
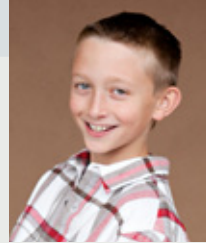
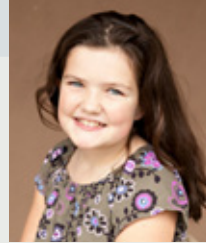
Clockwise: Mrs. Fluellen, Mr. Williams,  
Mrs. McGuire, Ms. Longinotti

nd  
GRADE

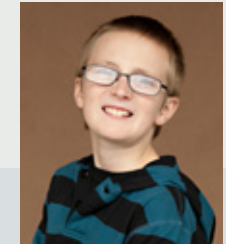
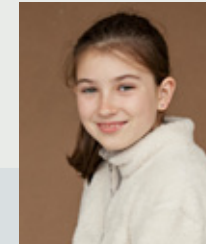
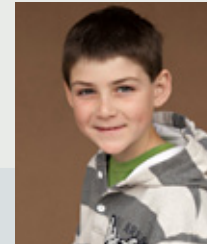
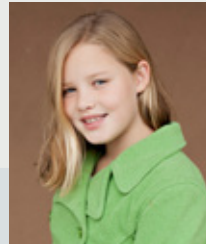
Shanna Bernstein  
Summer Casey  
Dennis Cole  
Jamie Fitch  
Tyler Hamilton  
Jeffrey Hummer



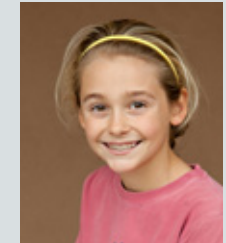
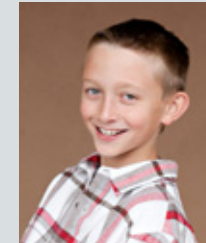
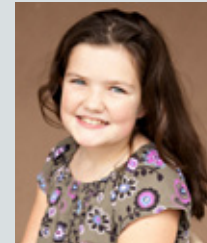
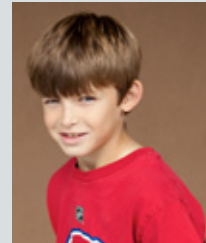
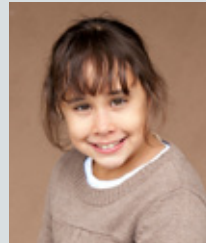
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Christopher Jones  
Matthew Kent  
Iris Lafontant  
Maxwell Leary  
Hannah Lee



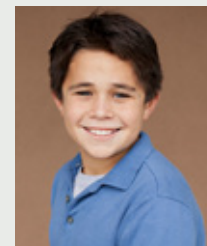
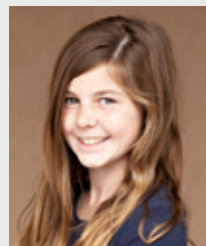
Jessica McKnown  
Katie McIntyre  
Kit O'Neil  
Ona O'Reilly  
Halie Ossenfort  
Lisa Park



Sandra Pierce  
Mila Pritchett  
Jesse Richards  
Brianna Robertson  
Brian Robinson  
Jennifer Scarlet



Lisa Schultz  
Michael Sweeney  
Andrea Thompson  
Brendon Zachary







# Learning in the CLASSROOM



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

One time, Max brought in his pet snake for show and tell. Some people were scared but I loved it.

Our field trip to the California Gold Country. We got to pan for gold!

Our school play was a blast. We worked really hard.

Mr. Lunden's science class was always so much fun. He's so funny.

I like my teacher because



He always cracks jokes before he starts the class. He is so funny and nice.

## GREAT MEMORIES OF THE YEAR!



### World Events

The Diamond Jubilee of Queen Elizabeth II

U.S. women's gymnastics win gold at the Olympics

Mars Science Laboratory explores the Red Planet

2012 Presidential Race: Romney vs. Obama





FUN MOMENTS FROM THE

YEAR



Friends forever



Class field trip to the  
San Francisco Pier



Arts & Crafts



Gym time!



## Favorite Books of the Year

The Giving Tree by Shel Silverstein

Zelda and Ivy by Laura McGee Kvasnosky

Amelia Bedelia's First Apple Pie by Herman Parish

I Am the Ice Worm by MaryAnn Easley

The Book of Three by Lloyd Alexander



## Favorite Movies

Harry Potter  
Dolphin Tale  
Cars 2



## Favorite TV shows

High School Musical  
Sponge Bob  
American Idol



If I made a music soundtrack for this school year, I would include these songs



Baby by Justin Bieber



Fidelity by Regina Spektor



Glee soundtrack



Naturally by Selena Gomez



Poker Face by Lady Gaga

What do I want to be when I grow up?

I want to be a marine biologist and work with dolphins.





# YEARBOOK TO DO LIST



## SECURE YEARBOOK COMMITTEE MEMBERS

Enlist one parent volunteer from each classroom to be the point person for collecting photos, proofreading the yearbook draft and distributing books to students in that class.



## CONTACT SHUTTERFLY TO PREPAY AND LOCK IN GREAT DISCOUNTS

Visit [www.shutterfly.com/yearbook](http://www.shutterfly.com/yearbook) to request a quote based on the number of books you plan to order and the number of pages of the books.



## COLLECT YEARBOOK ORDERS AND PAYMENTS

Give parents a couple of weeks (and a clear deadline) to place their order and send payment.



## CONFIRM YOUR ORDER WITH SHUTTERFLY

Finalize the order details and find out your yearbook order deadline to make sure it arrives in time.



## DECIDE ON A PHOTO NAMING CONVENTION

Expedite the process of organizing and uploading photos by choosing a way to label images like HalloweenParade2ndGrade, ScienceCamp4thGrade, etc.



## COLLECT PHOTOGRAPHS

Give parents and teachers two weeks to turn in their photos. Create a Shutterfly Share site and ask them to upload their photos. Or leave a box/basket in the office so they can drop off a DVD or flash drive of their pictures.



## CREATE A FIRST DRAFT OF THE YEARBOOK

Start with the class headshots. Have a parent volunteer proofread and confirm that each student in the class is included in the book and their name is spelled correctly.



## CREATE A SECOND DRAFT OF THE YEARBOOK

Put placeholder pages for class field trips and celebrations. Then different parent volunteers can complete these pages with the necessary photos.



## FINALIZE YEARBOOK & PLACE ORDER

Proofread the yearbook once more by using our new PDF print out feature. (After you make your photo book, click "Export to pdf" under the "Book" tool.)



## DISTRIBUTE YEARBOOKS

The student reactions are well worth the work!



## *Tips for documenting your* **CHILD'S SCHOOL YEAR**

- ☐ Take a picture of your child walking in the door at the beginning of the school year and coming out at the end. Side-by-side, these make a great visual.
- ☐ The school year often starts with new clothes, a book bag and a lunch sack—photos of these items make your photo book a time capsule of trends.
- ☐ Ask your child the same question at the beginning of the school year and at the end. The answers make a nice open and close for a yearbook.
- ☐ Action shots of kids performing at music recitals, taking part in assemblies and playing in the school yard balance out a book.
- ☐ Class outings are a great time to get a group shot of the students.
- ☐ Pictures of lockers, cubbies, a school bell or a blackboard can add interest to pages when used as backgrounds.
- ☐ Add in pictures of the teachers and the administration—from the Principal to the coach to represent the people in your child's community.
- ☐ Photograph or scan your child's best book reports, math quizzes or art projects and add them to the photo book for an educational element.
- ☐ Jot down fun facts—your child's favorite sandwich, a tally of hours spent on homework and favorite sayings—to personalize your child's story.
- ☐ Capture an important milestone—like your child accepting a graduation diploma—by shooting one photo right after another to preserve the emotion of the moment.
- ☐ If the school permits, let your child bring their camera to class and document a day in their life from the student's perspective.
- ☐ Donate a camera to your child's classroom so the teacher and students can use it and share the pictures with the parents.
- ☐ Create a Shutterfly Classroom Share Site so parents can upload their photos after field trips and parties.



# SHIPPING GUIDELINES 2013

## Order books on

Monday, 3/4

Monday, 3/11

Monday 3/18

Monday 3/25

Monday 4/1

Monday 4/8

Monday 4/15

Monday 4/22

Monday 4/29

Monday 5/6

Monday 5/13

Monday 5/20

Monday 5/27

Monday 6/3

Monday 6/10

Monday 6/17

## Arrival date

Monday, 3/18

Monday, 3/25

Monday, 4/1

Monday 4/8

Monday 4/15

Monday 4/22

Monday 4/29

Monday 5/6

Monday 5/13

Monday 5/20

Monday 5/27

Monday 6/3

Monday 6/10

Monday 6/17

Monday 6/24

Monday 7/1

