

Table of Contents

Planning the Multimedia Supplement	2
Coordinating with the Print Yearbook	2
Staffing the Project	2
Planning the Content	3
Production Deadlines	4
Theme	4
Legal Considerations	4
Selling the Multimedia Supplement	5
Bundling with the Print Yearbook	5
Marketing the Yearbook and Supplement	5
Budget Boosting Opportunities	6
Creating the Multimedia Supplement	7
The User Manual	7
Organizing your Files	7
Resolution	7
Final Submission	7
Distributing the Multimedia Supplement	11
Preparation	11
Packaging Options	11
Distribution Event	11

Planning the Multimedia Supplement

Coordinating with the Print Yearbook

Consider the multimedia yearbook supplement an extension of the print yearbook. With this approach, duplication of efforts is avoided and the need for separate staffs is eliminated. Since the yearbook tells the story of the year in words and photos, a multimedia supplement increases the space for presenting the story while also adding movement and sound. With some care in planning and staffing, the supplement allows for the presentation of additional content without a lot of additional work.

Staffing the Project

Certainly, having a separate multimedia staff that works hand-in-hand with the print yearbook staff is ideal. As your staff builds its multimedia product, planning for a separate multimedia staff in future years is realistic, as student interest in working on the supplement will likely increase each year.

If the print yearbook staff is producing the multimedia supplement, assign teams of students to produce print spreads, and then use those same teams to assemble the material for the multimedia supplement. This approach to staffing reduces the workload and allows the multimedia supplement coverage to be a natural extension of the content in the yearbook instead of a rehash.

A single editor, or team of editors, should be appointed to manage the multimedia project. The multimedia editors function like yearbook section editors, only their “section” is a CD. Since this product is a supplement to the book, the multimedia section editors will likely report to the editor-in-chief.

Planning the Content

Planning the content of the multimedia supplement works best when done at the same time as the planning for the book. When completing the ladder diagram for the book, the content for the multimedia supplement should also be planned.

Consider these steps:

- Identify the topics in the book that will generate additional content suitable for the multimedia supplement.
- Allocate space in the multimedia supplement using the yearbook ladder diagram as a guide. Effective multimedia page designs usually feature two to four candid photos per page. With this in mind, it will take two or more pages to adequately cover a topic in the multimedia format.
- Identify topics that weren't included in the print book that might be appropriate for the CD. Since these topics won't have a team assigned for the book, identify a team to produce the material.

When planning the multimedia content, consider how video and audio might be used to tell the story. Also, since space isn't as restricted on the CD as in print, focus on content that was excluded from the book because of limited space.

In this example, a plan for varsity football coverage is outlined for both print and multimedia, avoiding duplication of content and considering the best medium for that content.

TOPIC: Varsity Football

YEARBOOK COVERAGE: Action photos of from key games, team photo, scoreboard, story recapping the season.

MULTIMEDIA SUPPLEMENT COVERAGE: Additional photos from key games, video clip from district playoff game, audio interviews with coach and key graduating players, photos from the post-season awards banquet.

Production Deadlines

Although yearbook deadlines demand top priority, production on the multimedia supplement needs to keep moving along with the book. Although the final content for the multimedia supplement is submitted at once, staffs should consider three internal mini deadlines. A deadline in early December includes fall content; a February deadline includes winter content and the final mini-deadline includes spring content and the final proofing of the entire project. Artwork for the label should be submitted early in the year by the staff. Submitting at the same time as your yearbook cover and/or endsheet artwork is ideal.

After all of your completed materials are submitted to Yearbook Interactive by Jostens, your finished product will be delivered within four weeks. Of course, this requires the staff to assure there is adequate time between the receipt of your completed material by YBI and yearbook distribution day.

Theme

If the staff desires, the print yearbook theme can be carried into the multimedia supplement. The art on the CD might include the yearbook theme logo or statement. When movement and sound are added to the creative options, an exciting opening section might begin the multimedia supplement, just as the opening section begins the yearbook. Brainstorm as a staff on how the power of multimedia can make your theme statement very dramatic.

Legal Considerations

When planning the content of the multimedia supplement, be aware of the legal issues involving the use of creative works not owned by the yearbook staff. This would include music clips, video clips, audio clips, news footage, photos and cartoons. A guiding rule is that if you are considering the use of material not created by the staff, written permission should be secured before the material is used. Keep in mind that if a Web site allows downloads, that does not include permission to use, duplicate or distribute the material. Also, while your school photographer has previously granted permission to use portraits in the printed yearbook, you will need to obtain their permission to feature the portraits in a digital medium.

Selling the Multimedia Supplement

Bundling with the Print Yearbook

The key images, sights, sounds, panoramic views and memorable events that you can include in this product allow your staff to offer an enhanced, more relevant component to your print yearbook. That's why it is STRONGLY recommended that the multimedia supplement CD be bundled with every print yearbook sold in your school. To create a package price for the yearbook and multimedia supplement, simply increase the cost of the yearbook by \$8.00 (more if you want to raise funds for your yearbook program).

Marketing the Yearbook and Supplement

Whether or not you've decided to bundle the supplement with the sale of the print yearbook, you should spread the word of this dynamic new interactive supplement. Your staff is adding another dimension to the yearbook.

Who wouldn't want to have a copy of a high-quality CD that features audio, video, text and more photos of the people and memorable events that defined the school year? Get your students excited about this supplement that captures the static and *moving* content that will make this year's yearbook package unforgettable!

Suggested ways to promote the yearbook and multimedia yearbook supplement:

- School newspaper articles or ads
- Local newspaper articles
- Word of mouth
- Letters sent to students' homes
- Locker stuffers
- Posters (available through Jostens Marketing Services, Item #2573)
- PA announcements (sample below)

Sample PA announcement:

"And now a word from the Yearbook Department: As you may already know, this year our school is producing its first interactive CD supplement along with the yearbook. We are confident this will be unlike anything our school has ever produced before. We have included video highlight films from the athletic teams and music from the band and concert choir, as well as many other exciting features that you'll just have to see to believe. This multimedia supplement is only available with your yearbook, so make sure you reserve your yearbook and multimedia supplement by placing your order today! Orders will be taken (time, place). Thanks!"

Budget Boosting Opportunities

If you are looking for new ways to boost your yearbook budget, here's a new twist on Buddy ads – 15 Seconds of Fame. Set up a booth during a pep rally or other school event to sell 15 Seconds of Fame to a student or group of students. The student(s) can submit materials to the staff later or you can take digital photos, audio and/or video at the event.

And don't forget about parents. Public Display of Affection (PDA) Ads can also have an extension into the multimedia supplement. When parents purchase an ad in the print yearbook, ask them if they'd also like to add a video or audio element to their message.

The pricing structure for the page in the multimedia supplement should be a set price for a photo with text, and then slightly more for both audio and video. Since print PDA and Buddy ads typically support a portion of the cost of the print yearbook, you will want to consider bundling the 15 Seconds of Fame with an ad in the print book and not selling them separately.

Creating the Multimedia Supplement

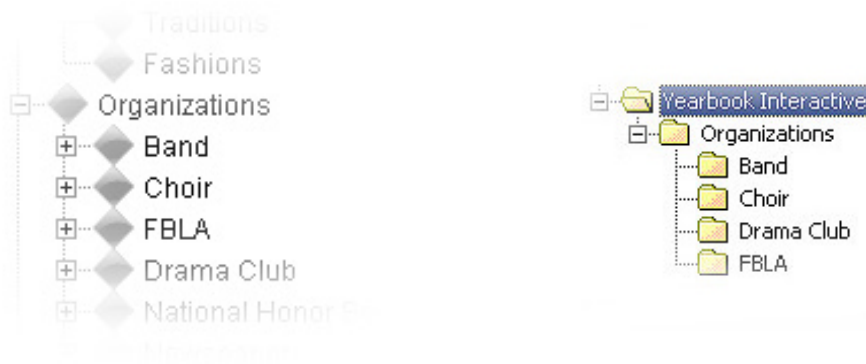
The User Manual

The most important part of your supplement project is creating it! That's why there is a special section in this guide dedicated to all of the ins and outs of using the Memory Builder software. The User Manual can be found at the back of this guide.

While most of the information you need to create the supplement can be found in the User Manual, there are a few items that are highlighted here.

Organizing your Files

One key part of creating your multimedia supplement is organizing all of the digital materials that you will be using. Consider setting up a system of file folders on your computer that follows your ladder outline for the project. When you've decided to use a photo on a specific page in the supplement, store the digital file in the appropriate folder.



Resolution

The multimedia supplement does not require as high image resolution as in the print yearbook. If you are submitting the same images for both the print yearbook and the multimedia supplement, the resolution of the image should be high enough to create a quality image in the print yearbook.


Final Submission

Once you are ready to submit your final project (see the checklist on the next page), you will compile the project using the Compile action found in the File menu. Two copies of the finished project should be created and stored on CDs or ZIP disks. Retain one copy of your project and ship the other copy to Yearbook Interactive by Jostens. The Final Submission and Order Form should accompany your project. The form can be found immediately after the project completion checklist. Make a photocopy and send it in with your final materials, including your CD label art if it has not already been sent in.

The *Before-You-Send-in-Your-Multimedia-Supplement* Check List

1. Preview and Ensure Quality of the Project

Once you have finished adding content, it is critical that you preview your project before you compile it and send it to Yearbook Interactive (YBI) to ensure it looks and behaves as you intended it.

To Preview Your Project: Click on the  icon on the *Toolbar* or choose *Preview* from the *File* menu. You should carefully examine the project at least one time for each of the items below.

- Check Categories and Pages**
 - All desired *Categories* and *Pages* exist and are *enabled* as expected.
 - Unwanted *Pages* have been *disabled* or *deleted*.

- Check Text**
 - All desired text content is present and laid out as expected.
 - Text contains no offensive language, terms, or ideas.
 - Spelling has been verified by running the Spell Checker and by reading through the text. Proper names have also been verified.
 - Text is not cut off or truncated in any of the text boxes.
 - Text colors have adequate contrast to be seen over background or other images.

- Check Images**
 - All desired images are present and displayed as intended.
 - Images are not offensive, suggestive, or disrespectful of any group or individual.

- Check Video**
 - Video clips are present and play as expected.
 - Video clips are appropriate. (No offensive material.)
 - Ensure that video clips have been saved in a compressed format (.mov format with Sorenson Video 3 compression, for example). Many computers are unable to play uncompressed (DV format) video. See the subsection on video in Appendix F: Preparing Your Media Files at the end of the User's Guide for more information.
Note: We recommend that you test your video clips on a few different machines with QuickTime 6 to ensure that they will play properly.

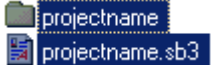
- Check Background Audio**
 - Background audio is present in desired *Categories* and plays as expected.
 - Background music loops where desired.
 - Background music is not copyrighted or written permission has been obtained to use copyrighted music. (All music provided by YBI is royalty-free music.)
Note: If a long delay occurs before the background audio starts, it may indicate the audio file size is too large. Avoid using audio clips larger than 10MB in size. To reduce the size of music files, try looping them into short clips to save on space and/or convert .wav and .aiff to the .mp3 format.

1. Preview and Ensure Quality of the Project (continued)

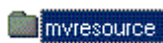
- Check Audio Clips & Narration**
 - Audio clips are present and play as expected.
 - Narration auto-plays on the appropriate pages and is audible.
 - Audio clips and Narration do not contain any offensive or questionable material or sounds.
- Check Hot Spots**
 - Hot Spots function. (Preview with Hot Spots displayed and click on each Hot Spot.)
 - Hot Spots do not launch or link to offensive or questionable materials; nor do they criticize, demean, or disrespect any persons or groups directly or indirectly.
- Check Class Portrait Categories**
 - All Class Portraits are present.
 - Names associated with each Portrait are correct and are spelled correctly.
 - Clicking on Class Portrait brings up a larger photo with associated information.
 - Audio/Video clips, if included, are present and contain no offensive material.

2. Compile Your Finished Project

Compiling is the process of transforming your project and all of its files into a format YBI uses to create the finished multimedia supplement. The output of the Compiling process is a folder named “mvresource.” The compiled project does not replace your original project or any of its files. It is completely separate from your editable project files and you can always make changes to your project as long as you Compile again when you are finished.

1. Before you compile your project, backup your *project files* to another location (either on your hard drive or by burning to a CD). If the project has been saved to the default location, it will be found in the *Projects* folder that is in the *Memory Builder* folder. You will need to make sure to copy both the project file (e.g. *projectname.sb3*) and the project folder of the same name. 
2. When you are ready to compile, from the *File* menu choose *Compile*.
3. Select a location to save the compiled project. (You can save it to any location on the computer, such as the desktop, or you can save it to the default location. The default location is wherever your *Memory Builder 3* folder is found in a folder named *CompiledProjects*).
4. Compiling your project can take quite a while. Be patient. You must wait for the message that indicates your project has successfully compiled.

Note: *After you compile you still are able to make changes to your project. However, if you make any changes, be sure to recompile and overwrite your first compile.*

5. Burn the “mvresource” folder (including all of its contents) to a CD to submit to Yearbook Interactive. 
6. Make a copy of the CD to keep as a backup.

3. Submit Your Project to Yearbook Interactive

Mail your project to:

Yearbook Interactive
2681 E. Parleys Way, #101
Salt Lake City, UT 84109

If you need further assistance you can email techsupport@yearbookinteractive.com or call Technical Support toll-free at 1-877-433-8046.

Final Submission Form

(This form should accompany your project files to Yearbook Interactive)

Before you submit your project make sure that you have done the following:

- Artwork has already been submitted to Yearbook Interactive and approved.
- You have compiled your project using the Compile command from within Memory Builder.
- You have burned or copied your compiled project (named “mvresource” folder) to a CD or zip disk(s).

If you have any questions before you send your project, visit our website or call **1-877-433-8046**.

Delivery Information

School Name _____
Address _____
City _____ State _____ Zip _____
Contact Person _____
Phone _____ Email _____

Packaging Options

- Paper Sleeve
- CD Hub

Student Web Site Option

- Include functionality allowing students to create Web sites that can be accessed from the CD.
- Do not include functionality allowing students to create Web sites that can be accessed from the CD.

CD Quantities

Final Number of CDs needed _____

Delivery Date

Date that you wish to receive your CDs _____
(Allow 30 days from final submission)

Distributing the Multimedia Supplement

Preparation

Whether or not you are planning to distribute the multimedia supplement with your print yearbook, preparation for the event takes time. Take into consideration the preparation time when submitting your final project to be replicated. The project will ship to your school in four weeks. If you would like two weeks to prepare, your project should be sent to Yearbook Interactive six weeks prior to your planned distribution day.

Packaging Options

There are two different packaging options for your multimedia supplements: a CD hub or a paper sleeve. This choice is made on the Final Submission and Order Form that is sent in with your final project. The supplements will arrive at your school in a bulk shipment.

The CD hub allows your staff to deliver the supplement as part of the yearbook. The hub has a sticky back and can be attached to the yearbook's endsheet. The multimedia CD supplement can then be placed onto the hub for storage. Your staff can decide whether or not to affix the hubs to the endsheets themselves or to hand them out for the students to place inside their yearbooks.

The paper sleeve should be chosen if you are planning for the students to store their multimedia supplement separate from the yearbook. It is a paper envelope with a clear window to view the face of the CD.

Distribution Event

Many schools host a distribution event for their yearbook. This is a great opportunity to further promote your school's multimedia supplement. You and your staff not only put together a great print yearbook, you captured the moving images that help you tell the whole story of what this year was about!