

# Moonswing Yearbooks

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## About Our Yearbooks

Our Yearbook designs are 100% flexible. We do not use preset layouts or page templates in our design process, so we will create a Yearbook book to your specifications, rather than obliging you to follow ours. We are happy to discuss all stages of the design process with you, to ensure you achieve the best possible results. However, if you want to just send us articles and photos, and let us take care of the design, that's fine too. Our Yearbooks are available as hardback or soft cover books.

A Yearbook is typically made up of the following elements, though this list is far from exhaustive:

- Full colour, glossy front and back covers.
- Individual pictures of each student (e.g. 6 per page on an 11x8 page) with a piece of text (perhaps answers to a questionnaire) accompanying each picture.
- Pages of pictures and text highlighting sports, clubs, achievements, etc.
- Collages of casual photos, photos of the students from first year, etc.
- A number of blank pages at the back of the book for students' autographs.

Any printed material that is sent to us (e.g. photos that need to be scanned) will be returned intact when the process is completed.

## Creating a Yearbook

If you are interested in creating a Yearbook for your school, Moonswing will be happy to talk you through the process. Some general information is given below. It is important to state at the outset that the only revenue generated by Moonswing in this process is from the actual sale of Yearbooks. All of the services listed below are part of the book production process and we do not charge for them.

- We first suggest that a number of students are selected to get the views of their fellow students and to establish that there is sufficient interest in producing a School Yearbook.
- If there is interest in producing a Yearbook, the student committee (and/or a member of staff) should begin to collect the photographs and articles that they would like to include in the book.
- You can email articles and pictures to us but it's more straightforward to send us the bulk of the material in one go. To facilitate this, we will post you a USB storage device that you can use to store Yearbook material and then return to us by post. You don't need to send

everything in one go - you can also use email to send us articles/photos or we can post the USB key back to you and you can fill it with more material.

- Moonswing will then begin to create a draft version of the Yearbook using all of the material gathered. If you have particular ideas as to how pages (such as the student profiles) should be designed we will be happy to use those. Otherwise we will send you a selection of possible layouts and you can select your preferred one. When all of the design work has completed, an electronic version of the full yearbook will be sent to the committee, who can check the layout and content, suggest changes, etc.
- Once these changes have been made, a number of proof copies of the book will be printed. A member of staff and/or the magazine committee can proof these and determine any final corrections. It is at this stage that Moonswing will ask the school for final order numbers before printing the actual Yearbooks. We will collect payment for the books when they are delivered to the school.
- The entire process, from initial meeting to final delivery of the Yearbooks, typically takes three months. Hardback books will take several weeks longer to print than soft cover books. Obviously we suggest starting the process as soon as possible so as to free up the committee well before exam time.

## **School Yearbook Price Information for 2014/2015**

Moonswing offers three types of binding for its Yearbooks: perfect bound, saddle-stitched and hardback. The cover and the books' pages are all full colour.

### **Perfect Bound Soft Cover Books:**

A perfect bound book has its pages glued to the cover, which means the book has a spine that can be printed on. This is the binding you'll normally find on soft cover books.

**Up to 64 pages: €18 per copy.**

**From 65 - 84 pages: €20 per copy.**

**From 85 - 100 pages: €22 per copy.**

**More than 100 pages: Please contact us.**

### **Saddle-stitched Soft Cover Books:**

A saddle-stitched book has its cover stapled to the books' pages. Aside for the binding, the page quality is the same as that of a Perfect Bound book.

**Up to 56 pages: €16 per copy**

Saddle-stitched covers can only be used on books of up to 56 pages as the binding becomes less effective with larger books.

### **Hardback Books:**

Full colour hardback books, with a long-lasting, durable cover.

**Up to 60 pages: €20 per copy.**

**More than 60 pages: Please contact us.**

Note: all of the prices quoted above are based on a minimum order of **50** Yearbooks. If you require a smaller quantity, please contact us for a quote.

### **Need fewer pages?**

If your Yearbook has **52** pages or less we will be able to give you an even better price per copy, whatever type of binding you select. Again, contact us for a quote.

# Yearbook Creation – Hints & Tips

## Set up an Email address for your Yearbook

The first thing we suggest you do is set up a free Gmail (or hotmail) address called something like <your school>2013@gmail.com. All the committee members should then be given access to that email account. It makes things easier than different people using their personal addresses, where you might lose track of who sent what or miss an email from us.

## Yearbook Dimensions/Page Size

**Soft cover books** (both Saddle-stitched and Perfect Bound) are 8.5 x 11 inches (216mm x 280mm). The books have a portrait orientation (i.e. width is 8.5, length is 11). This page size is known as *US Letter*, and is slightly shorter and a bit wider than A4 size. (A4 is 8.3 x 11.7 inches or 210 x 297mm).

**Hardback books** are 8.25 x 10.75 inches (209.5mm x 273mm).

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This bit is a bit technical, but might be of interest to somebody who knows about page layout and wants to design a full-sized (full bleed) page for the Yearbook.

All of our books are printed at 300 dots per inch (dpi).

The leading edge (i.e. outside edge bleed is 0.25 inches (75 pixels at 300 dpi).

The top and bottom bleeds are 0.125 inches (37 or 38 pixels at 300dpi), so the total combined bleed for top and bottom edges will be .25" (75 pixels at 300 dpi).

This means that the actual page dimensions we use for soft cover books are 8.75 x 11.25 inches (2625 x 3375 pixels). For hardback books we use 8.5 x 11 inches (2550 x 3300 pixels).

Anything within the bleed area is likely to be cut off, so don't have any critical text or artwork within a half inch (150 pixels) of the edges.

## Picture Size

As stated in the *Yearbook Dimensions/Page Size* section, the page size for a soft cover book is 2625x3375 pixels. One of the most common problems we encounter with pictures that are sent to us electronically is that they are simply too small.



By way of example, this picture is ~460x370 pixels. When printed at 300 dpi, it lost on the page. We are often given pictures of groups of students that are no bigger than this and there is very little we can do with them. On an operating system like Windows 7 you can see the dimensions of a picture by clicking on the thumbnail. Most cameras take pictures that have a height and width measured in thousands of pixels, and that's what we're looking for. It's easy to scale a big picture down but very hard to scale a small one up. For collage pages with plenty of pictures you could probably get away with pictures that were 640x480 pixels, but only if they were close ups on one or two faces.

## Yearbook Cover Options

If you are designing the cover art for the Yearbook, you should take note of the page sizes given above. The covers are slightly larger but, given that no detail should appear near the edges, these dimensions are a good starting point.

You can design the front and back covers separately or design a one-piece wraparound. Bear in mind that a saddle-stitched book will have no spine, while the spine width of a perfect bound or hardback book will be determined by the number of pages in the book.

If the cover is being designed electronically we will assist you with the final dimensions. If it is a paper-based cover, and you don't have access to a professional scanning machine, you can post it to us and we will take care of the scanning and sizing. All artwork will be returned.

## Student Profiles

The individual student profiles are normally the focal point of any yearbook. There are typically six profiles per page – though this can be changed to suit - with a picture of each student beside their profile. The profiles are usually answers to questions. You can either ask every student the same 4 or 5 questions or have a list of (say) ten questions and let them choose the 4 or 5 they want to answer. A few additional points:

- We require that the profiles be sent to us as a Word document or a text file. We cannot accept handwritten profiles.
- At some stage, some member of staff will ask to see the books and if there is anything offensive/unsuitable in the profiles they will be changed. You'll know yourselves what crosses the line, so all we ask is that the profiles be vetted (perhaps by a member of staff) before you send them down.
- Some students write far too much in their profiles. If there is too much content in a particular profile we will have to cut it down to make it fit.

## Sending Photographs in the post to us

Many of the photographs you want to include in your Yearbook may be traditional printed ones (as opposed to electronically stored photos). If you post these photos to us we can scan them and include them in the book. We will then return the photos to the school, usually when we are delivering the books themselves. A few pointers on sending the photos...

- Make sure that each student writes their name on the back of the photos they are submitting. This makes it a lot easier for the committee to give the photos back to their owners when we return them.
- Sort the photos into categories and put each category into its own envelope. So, if you want to have several pages of pictures called 'Nights Out' put them all together and write that on the envelope. There is no problem combining printed photos and electronic ones, so if you have a folder of photos on the USB key also called 'Nights Out', we will bring them all.
- Put all the individual envelopes into a larger padded envelope and post them to **Moonswing Ltd., 13 The Elms, Cartrontro, Athlone, Co. Westmeath**. Make sure to put a return address on the envelope, and register it if you wish.