

# CREATION GUIDEBOOK Volume Two

creating the best yearbook ever  
during these unique times

2020  
2021





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# FACT OR FICTION?

We can't create a yearbook this year because our school didn't take fall pictures and activities were canceled. **FICTION**

We can't create a yearbook this year because our students aren't in the school building – they are distance learning. **FICTION**

Now, more than ever, our school needs to capture the memories of this school year. **FACT**

**There's still plenty of time to create a yearbook. Use the content ideas included in this guide to fill the pages of your yearbook. Connect with parents and students with a few simple tools. And, spread the word — this year's yearbook is going to be awesome!**



## Establish A Schedule

Block off time to commit to the yearbook. Whether it's daily, weekly or monthly, having a set schedule keeps you organized. If you're doing the project on your own, reach out to another parent for help.

## Plan Your Content

Content in this year's book may be very different than year's past and that's okay. Fill it with topics kids find interesting. We've compiled a list of 101 ideas — surely you'll be able to find something!

## Breathe And Stay Positive

You got this, friend. Even if there's a hiccup, we are here to help.

## BONUS TIPS FOR YEARBOOK STAFF

### Require Video

When working with a team, we recommend requiring video chatting. It helps keep people engaged in the conversation.

### Make It Competitive

Struggling to fill a section or not sure what to title a spread? Make it a game and challenge the staff to come up with ideas. This makes it fun to see if their suggestions win.





# PICK A THEME

If you haven't chosen a theme for this year's book, not to worry.

We have over 25 professionally-designed art collections from which to choose. Each collection has all the components needed to design a great-looking yearbook.



## BACKGROUNDS

Art that fills the entire page; usually with a subtle texture or pattern



## TEMPLATES

A pre-designed layout including art, photo boxes and possible portrait grids



## SNIPPETS

A mini-template designed to fill only part of a page



## ACCENTS

Small design elements that complement a layout

**Microbes, face masks and toilet paper? You bet! Embrace this school year's reality by utilizing one of Pictavo's distance learning art collections.**

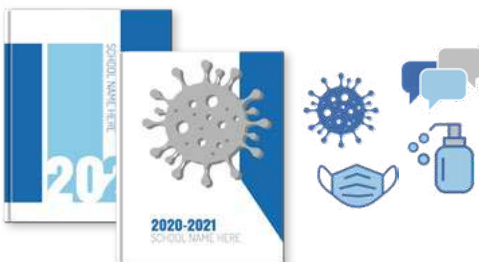
### DL - Microbes



### DL - Brighter Days



### DL - Network



### DL - Screentime



Example of DL - Network:



**Pro tip:** Pair a distance learning collection with another art collection, create a distance learning section in the ladder and have twice the art to play with!

Example of pairing DL - Brighter Days with Seaside and Whimsy:



# CONTENT IDEAS

Let's face it, the pandemic has drastically altered the school experience for kids. And, maybe your school had to cancel picture day and other traditional events. But, when it comes to filling the pages of the yearbook there's so much more to the story.

## What's Your Room Look Like

Ask students to take a picture of their room or something in their room that holds special meaning. Find out what they like most about their room or why the item has special meaning.



## Daily Routine

Find out how students routines have been impacted.

### Thought Starters

- Are they waking up earlier or later?
- What does their favorite breakfast look like?
- Do they have more chores?

### DAILY ROUTINE

Quarantine Life

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### New Hobbies

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### Favorite Virtual Class

What does a virtual gym or art class look like? Ask students and teachers to take screenshots and share how they've reinvented their classroom.



### School At Home

Whether it is a designated desk, the kitchen table or even the couch, students are learning from home. Ask students and parents for pictures and a short description of their learning environment.

**SCHOOL AT HOME**

Quarantine Quarantine Quarantine Quarantine Quarantine Quarantine

**ONLINE LEARNING TIPS**

**SCHOOL At home**

**distance Learning in Quarantine**

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# CONTENT IDEAS

## New Vocab

Capture the new vocabulary that we've all learned this year. Share what unprecedented, flatten the curve and social distance means to your students.



## Distance Learning Superlatives

### Thought Starters

- Best dressed on Zoom.
- Coolest home desk.
- Best digital classroom.
- Most likely to cure COVID.
- Most likely not to wear a mask.
- Messiest room on Zoom.
- Most likely to carry hand sanitizer in their pocket.





### COVID Acts of Kindness

Have your students done something to support the community during the pandemic?

#### Thought Starters

- Hand-drawn cards to local hospitals or senior care centers.
- Donated food or supplies.
- Helping neighbors with activities.
- Chalk drawings on sidewalks.



### Personal Impact

There's no doubt the coronavirus is impacting everyone to varying degrees. Ask students to share if they, or someone in their family, tested positive for COVID. What was the experience like?

A graphic design featuring a video player with a blue background. The video player shows a group of people wearing face masks. To the left of the video player are four circular icons: a speaker, a microphone, a telephone, and a list. To the right of the video player is a large blue hand sanitizer bottle icon. Below the video player is a blue speech bubble containing the text "COVID-19". There are also several blue virus-like icons scattered around the design.

# CONTENT IDEAS

## Social Media

It's no secret students spend a lot of time on social media platforms. Capture their favorite pastime in unique yearbook spreads. Consider spreads for a single platform or include a little of everything.

### Thought Starters

- Ask students to screenshot themselves doing a Tik Tok dance.
- Who is your favorite content creator? Why?
- How many followers do you have?
- How many views did your best video get?
- Are any teachers at your school on Tik Tok?
- What is your favorite social media platform?



Focus on a single platform in a spread.

Or try a mix of everything!





## Meet My Pet

Furry, feathers or fins? Pets play an important role in many student's lives.

### Thought Starters

- Me and my pet photos.
- Find out who has a unique animal.
- Are there more dog owners or cat owners?
- Do you create videos of your pet?
- How many views did your best video get?
- Is there a common dog breed in the school?
- What would their dream pet be?



## Gamer Life

As a top indoor activity, video gaming is an easy coverage idea that will surely be a hit with students.

### Thought Starters

- Favorite gaming system?
- Favorite game?
- Do you prefer single-player or multi-player games?
- What game have you spent the most amount of hours on?
- In your opinion, what is the best games console?
- What is the longest amount of time you have sat playing games non-stop?
- Which video game character do you most wish you were like?



# CONTENT IDEAS

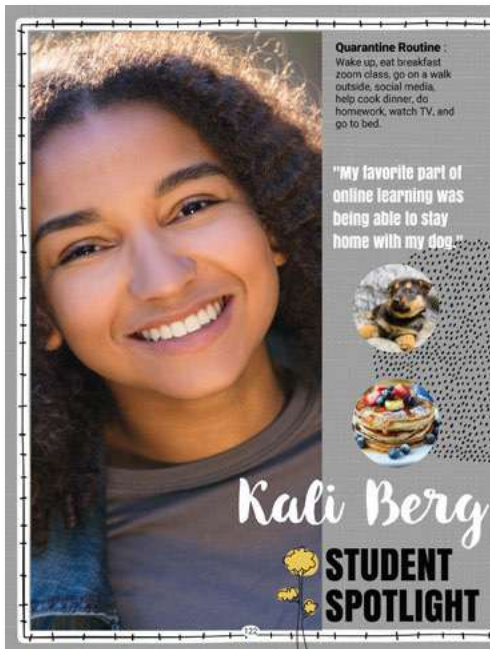
## Yearbook Staff

The staff spends so much time creating the perfect yearbook. Include a photo of each member and a short bio. Not only will they feel special, but it could help recruit staff for next year.



## Student Spotlights

Showcase each student in the highest grade of your school with a full-page. Share details of what makes them unique.





### Oh, Baby!

Create a page or spread of baby photos by grade or class. Students will have fun guessing who's who. The answers can be printed upside-down making it harder to cheat!



### Bigger is Better

Go big. Now go BIGGER. Feature great photography. If we're honest, great pictures are why people buy the yearbook. With Pictavo's new image to background feature, it's easy to convert images into full-page or two-page spreads.

**Pictavo Tip:**

*In the help menu, search "Image to background" for step-by-step instructions.*

**Bonus - Student Artwork:**

Another use for the image to background feature is for student art. Connect with the art teacher for access to drawings. Kids will love to see their creations when they get their yearbook.



# CONTENT IDEAS

## School History

When's the last time you covered school history in the yearbook? When was your school built? Have there been new additions or upgrades since then? What's the history of the school or the community?



## Inspiring Quotes

Inspirational quotes aren't just for high school seniors. If your book has a theme, it's easy to find quotes to align with it or even poll students for their favorites. Sprinkle quote pages throughout your yearbook or dedicate an entire spread!



Add a background, photo, or some accents to bring your page to life!



## Current Events

Now more than ever, capturing current events is so important. It allows students to look back on them for years to come. Don't fret; we've done the research, writing and design work.

In mid-February, 16 pages of current event stories become available in Pictavo. Our unique modular design gives you full control over how to include the stories in your book.

Add as many pages or stories as you'd like!

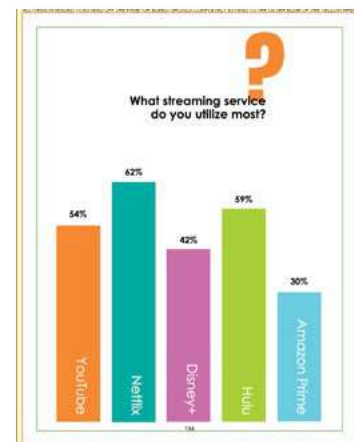


## Student Polls

Another way to keep up with what's important to students is through student polls. Try polling a class, grade, the teachers or even the entire school.

### Thought Starters

- Most sought after COVID item
- Favorite quarantine activity
- Hardest TikTok dance to learn
- Favorite distance learning class
- Most binge-watched TV show



# 101 YEARBOOK IDEAS

## School Spirit

- Create a special spread for the yearbook staff.
- Add autograph pages.
- Highlight reel of the best moments from the year.
- Our rock star custodians.
- What is your school history?
- Include a message from the Principal.
- March madness quarantine style.
- Capture a virtual Grandparent's day.
- Drive-in graduation or concert.

## Dress Up Days

- School spirit week.
- Pajama day.
- Crazy hair day.
- Beach day.
- Superhero day.

## Distance Learning

- Tech-savvy teachers—who had the best digital classroom.
- What does Zoom gym class look like?
- Favorite part of distance learning.
- What does your desk look like?
- Cover the new vocabulary; unprecedented, flatten the curve and social distancing.
- Host Zoom dance party and capture screenshots.
- Funniest thing someone did in one of your online classes.
- Do you wear your pajamas or get dressed for school?
- Are you required to have your camera on or off?
- What do you know how to do that you can teach to others?
- If you were a teacher and could teach your students anything at all, what would you teach them?

## Food

- Meet your lunch ladies.
- What's for breakfast?
- Do you make your own lunch?
- Kids in the kitchen.
- #1 missed school lunch.
- Favorite home lunch.
- What is the craziest thing you've ever eaten?

## Social Media

- Best social media platform.
- Tell us about your favorite TikTok creator or influencer.
- Favorite TikTok trend.
- The type of inspiration you look for on TikTok.
- TikTok Likes or Followers or just enjoy making videos and you don't care.
- Who's your favorite YouTuber? How many subscribers?
- Facebook or Instagram?

## Animal Companions

- Me and my pet.
- Favorite animal.
- Most unique pet.
- What would your dream pet be?
- Are there more dog owners or cat owners?

## Would You Rather

- Would you rather be a master at drawing or be an amazing singer?
- Would you rather brush your teeth with soap or drink sour milk?
- Would you rather have a magic carpet that flies or a see-through submarine?
- Would you rather have a tail that can't grab things or wings that can't fly?
- Would you rather have no homework or no tests?

## Student Life

- All about me pages.
- What's trending with students?
- Who's that baby?
- Feature student artwork.
- Early birds vs. night owls.
- Favorite movie ever.
- Share an interesting photo from your neighborhood.
- Student submitted nature photography.
- Full-page student highlights.
- Silly selfies.
- What do you think your life will be like in the future?
- If you could choose a new name for yourself, what would it be, and why?
- What's your superhero name and what powers do you have?
- What do you enjoy giving people?
- What makes your friends so awesome?
- If you died your hair, what color would it be?
- Silliest reason you got into trouble.

## Quarantine

- Cover the worldwide view of COVID-19.
- How did the coronavirus impact your state, town or school?
- Favorite quarantine snack.
- Worst household chore?
- Who has a green thumb?
- Most binged TV series.
- Most used tech device during lockdown.
- Favorite quarantine activity.
- Share photos of kids in their favorite mask.
- Local business changes.
- Cover unique COVID acts of kindness.
- Favorite book from quarantine.
- Best local takeout.
- Socially distant sports and activities.
- Unique social distance greetings.
- How have student's routines changed?
- Ways to celebrate your friend's birthday when you can't be together.
- Other ways, besides your phone, you reached out to friends.

## Favorite Pastime

- Create a unique spread around video gaming.
- Best Lego project.
- Newly learned skills.
- Share unique geocaching finds.
- How do you stay connected with friends?

## Favorite Things

- Favorite app.
- Favorite brands.
- Favorite style.
- Favorite place to shop.
- Favorite online store.
- Favorite storybook character.
- Favorite gaming system.

## Bonus Ideas

- Create a word cloud.
- Design fancy divider pages to use between sections.
- Collage pages are great for photos that didn't fit anywhere else.
- Self-portrait vs. school photo comparison.
- Host a coloring contest and feature the top submissions.
- If you could get in the Guinness World Records, what would you do?
- How would you change the world if you could?

# TOOLS TO CONNECT

## Interview Tool

Between social distancing regulations and face masks, interviewing can become a difficult task. Thankfully there are several ways to have “face-to-face” meetings online.

- Zoom
- Google Hangouts
- Microsoft Teams



## Survey Tool

Want to poll the class or even the whole school? Surveys are a great tool to obtain information or opinions. Some options to consider:

- Google Forms
- Survey Monkey
- Polls on Social Media





## Art Tools

Looking to create graphics for social media, emails or even special pages in the yearbook? There's a wide variety of options depending on your skill level.

- Beginner: Adobe® Spark  
Jump right in and easily create.
- Intermediate: Canva™  
We love their easy-to-use templates.
- Expert: Adobe Products  
Industry-leading software for skilled designers, you can't go wrong with Photoshop®, InDesign® or Illustrator®.



## Pictavo Community

Provide parents with convenient, online ordering, as well the ability to upload photos for the yearbook project. Pictavo Community integrates directly with our creation site making the selection of photos quick and easy.

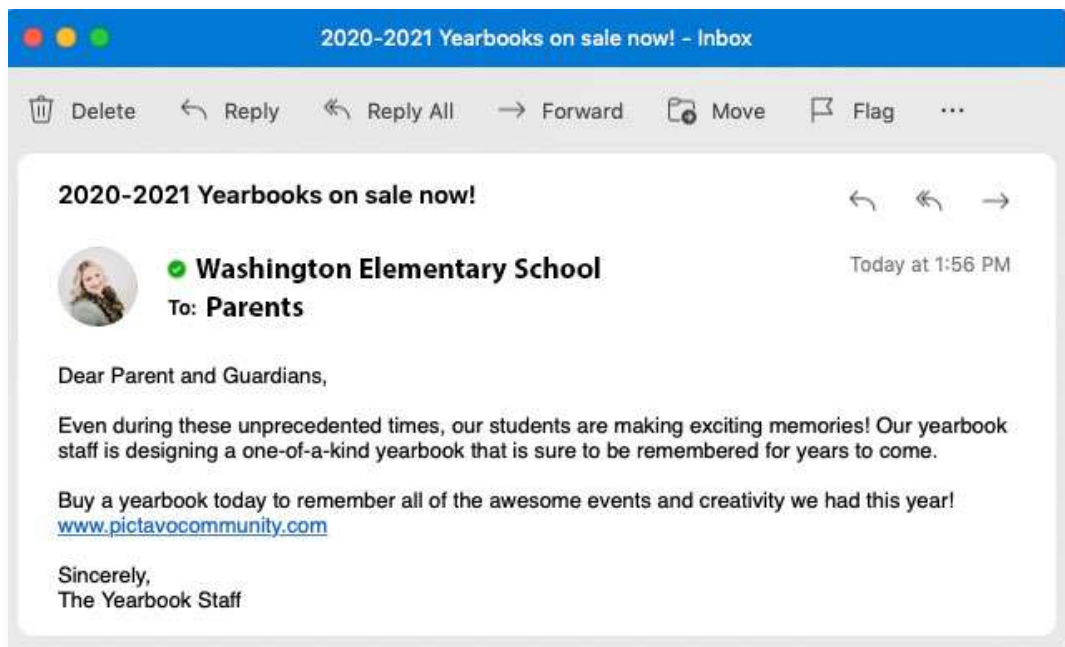


# SPREAD THE WORD

Communicating the yearbook sale is just as important as creating the book. Don't rely on one method of promotion. Parents want to buy a yearbook — they just need a few friendly reminders. And, we strongly encourage the use of multiple mediums.

## Email

Parents read emails from their child's school. We've put together the graphics and developed generic copy you can customize. All you need to do is connect with the person in your school responsible for sending parent emails. Contact your yearbook provider for details.



## Website

One of the best resources you can utilize is your school's website. We've created eye-catching graphics for posting. All you need to do is instruct your school's website administrator to place the image and link it to Pictavo Community. Contact your yearbook provider for more details.



## Social

Most schools utilize social media to engage with students, parents and the greater school community. Get to know the person at your school responsible for social media. Make it simple and provide content for each post.

**Change It Up:** Use a variety of content for maximum engagement, such as short videos, fun graphics and simple and straightforward, plain text to grab attention quickly.

**Use All Platforms:** Facebook, Instagram, Twitter, or maybe even TikTok? Where can you creatively show up online to create buzz around your yearbook?

**Simple Is Best:** Don't lose important details! Avoid busy backgrounds and using decorative fonts difficult to read. Try dark backgrounds with light text or white backgrounds with dark text.

**Contact your yearbook provider about “mix and match” social media graphics and text.**



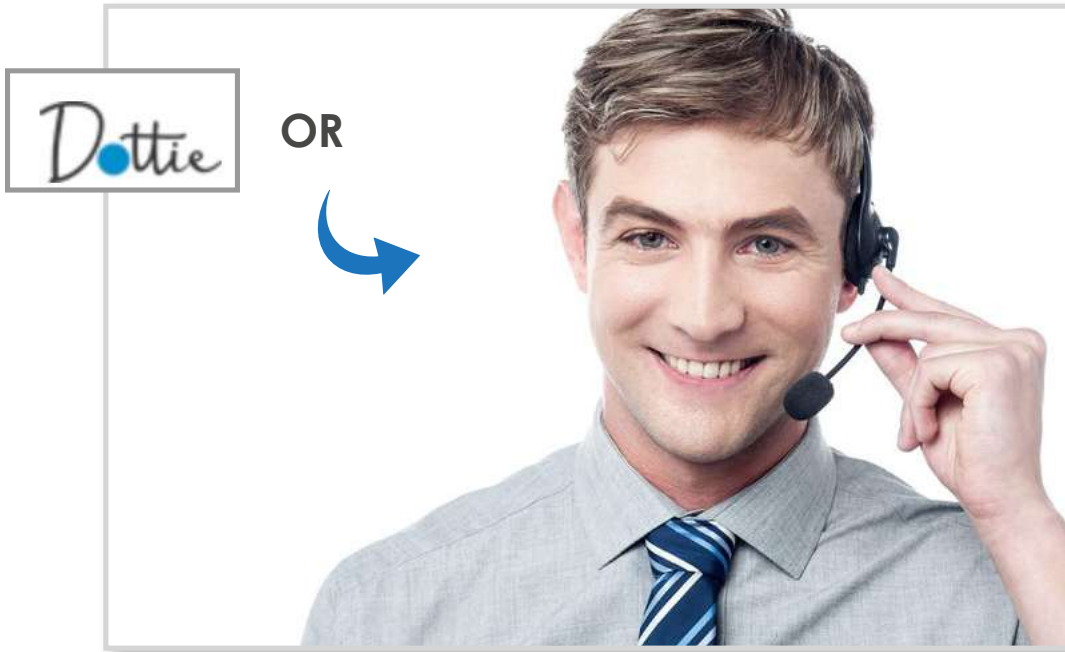
## Phone

Most school's have an automated messaging service and are very willing to support the adviser's efforts in promoting the yearbook to parents. We offer a variety of phone scripts to help with your efforts. Contact your yearbook provider for details.





# THAT'S A WRAP



## Pictavo Help

### Have you met Dottie yet?

Your new best friend when it comes to Pictavo, Dottie is an interactive assistant available for all your technical questions, 24-hours a day, 7-days a week.

### Tech support

Rather talk to a real person? Our amazing tech support is just an email or phone call away.

[pictavosupport@irvinsimon.com](mailto:pictavosupport@irvinsimon.com)

1-800-290-0036

