

# YEARBOOK WORKFLOW

Using Adobe® Bridge®, InDesign® & Photoshop®

## EDITORS

### 1. Create concept

### 2. Design layouts, templates

INDESIGN  
- fonts

PHOTOSHOP  
- colors

- folios

- modules, packages

### 3. Manage production staff

- keep on task: mini deadlines

- resolve conflicts

- make ladder adjustments

- monitor coverage via index

### 4. Review, edit spreads

INDESIGN  
- send back for reworks

### 5. Make final edits

INDESIGN

### 6. Submit pages

## PHOTOGRAPHERS

### 1. Take photos

- shoot at highest setting

- shoot to assignment

- shoot vertical & horizontals

- get names, caption info

### 2. Upload photos

BRIDGE  
Photos folder on network

- Original Photos

- mfrederking (name)...

- 071011(date)

- Used Photos

- 002-003

- 004-005...

- Unused Photos

### 3. Delete unusable photos

### 4. Batch rename photos

### 5. Assign keywords

BRIDGE  
- create keywords

- simple, specific

- select photo(s)

- check desired keywords

- assign multiple keywords

## STAFFERS

### 1. Create spread w/template

INDESIGN  
- yearbook project folder

- 078-079 (spread folder)

### 2. Choose photos

BRIDGE  
- make photo assignments

- find photos in Bridge

### 3. Select photos for spread

BRIDGE  
- open in Photoshop

- move to Used

- move similar to Unused

### 4. Process photo

PHOTOSHOP  
- crop to size

- make adjustments

- lighting

- color

- special effects

- sharpen

- Save As in spread folder

### 5. Place images

INDESIGN

EDITORS

STAFFERS

PHOTOGRAPHERS

# PHOTOGRAPHERS

## 1. Take photos

- shoot at highest setting of camera
- shoot to assignment given to you by editors and staffers
- shoot verticals & horizontals; shoot many MORE photos than you ever think you'll need
- get names, caption info whenever possible; carry a reporter's notepad when shooting

## 2. Upload photos

### BRIDGE Suggested folder structure on the yearbook server

- Photos
  - Original Photos
    - mfrederking (each photographer should have his/her own folder)...
      - 071011 (date you upload photos)
  - Used Photos
    - create a folder for each spread of your book
      - 002-003
      - 004-005...
  - Unused Photos
    - photos that are almost identical to the one used on a page

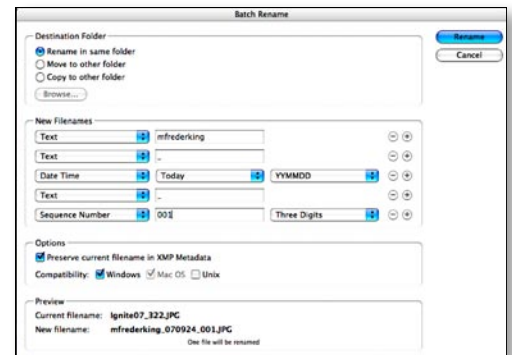
## 3. Delete unusable photos

- BRIDGE - remove photos that are never going to be used
- blurry, out of focus, inappropriate content, etc.

## 4. Batch rename photos

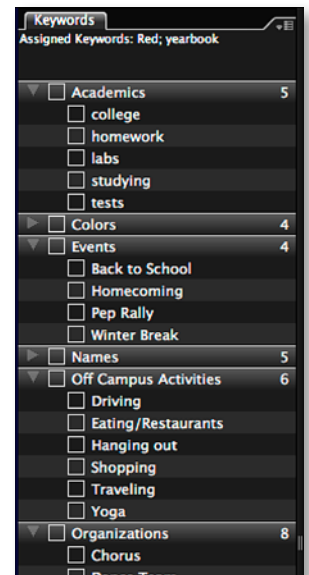
- BRIDGE - Tools > Batch Rename...
- *photogname\_date\_sequentialnumber.jpg*
  - save to same folder

(this step can be done when uploading photos using Bridge to upload them)



## 5. Create keywords

- BRIDGE - photo editor, assistants should assign keywords
- in order to keep consistency in keywording, only have a few people assigned with this task
  - use one computer to create and assign keywords from
  - create your keywords
    - organize related keywords in sets (i.e. sports, academics, people, etc.)
    - be simple and specific, yet not too narrow
  - continue to add new keywords throughout the year, as necessary
  - print the keywords and post near the staffers computers so they know what to search for





# S T A F F E R S

## 1. Create spread with template for editors

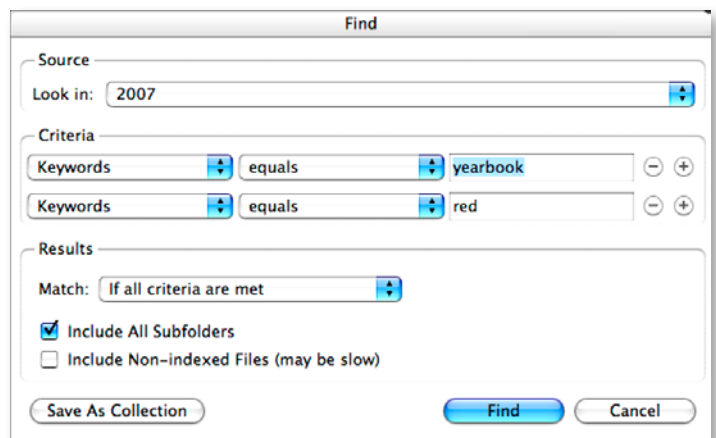
INDESIGN

- use Taylor Tools to create new spreads, OR
- create a new spread and apply the appropriate template
  - save your spread in the corresponding spread folder within your yearbook project folder
    - 2008 Yearbook Project
      - ...078-079
      - 080-081...

## 2. Choose photos you want to use on your layout

BRIDGE

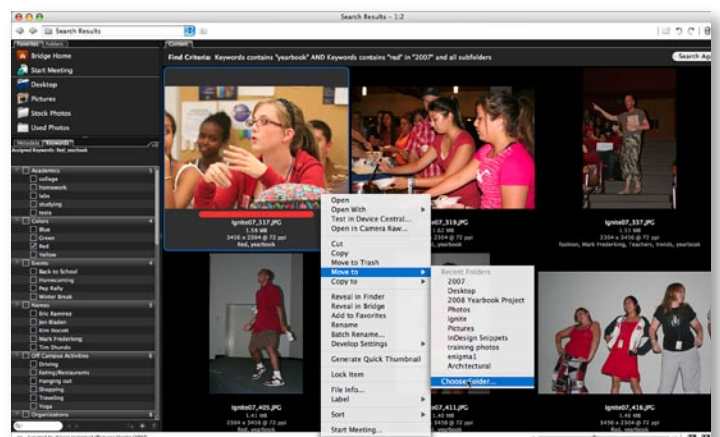
- search for photos using Bridge
  - Edit > Find
    - click the drop down menu by Look in: and navigate to your yearbook server
      - choose Photos > Original Photos
- enter the keywords you want to search for using Criteria
  - click the first drop down menu and select "Keywords"
  - click the second drop down menu and choose the function that is best, usually "equals"
  - enter the exact keyword you want to search for
  - search using multiple keywords by clicking the + sign to the right of your first keyword
  - repeat the process for as many criteria as you want
- choose if you want it to search for pictures that contain ALL of your criteria or ANY
  - click the drop down menu next to Match and choose
- be sure Include All Subfolders is checked
- click Find



## 3. Photo selection

BRIDGE

- for each photo to be used in a spread
  - File > Open with > Photoshop
    - the image will open in Photoshop
- click back onto Bridge and with the same photo still selected:
  - File > Move to
    - navigate to your yearbook server
      - Photos > Used Photos > corresponding spread folder
- move the photos that are almost the same as the one you chose to the Unused Photos folder



## 4. Process in Photoshop

### PHOTOSHOP

- resize
  - resolution 300 dpi
  - be sure Resample Image is **UNCHECKED**
- crop to size
- make adjustments
  - lighting/exposure
  - color correction/color cast
  - red-eye, retouching
- apply special effects, treatments
- sharpen
- Save As
  - appropriate spread folder in the yearbook project folder
  - format:
    - .tif - high quality, non-compression
    - .eps - high quality, supports clipping paths
    - .psd - native Photoshop format, supports all transparency; must submit pages as PDF
  - name: include the page number and some content description

## 5. Place images

### INDESIGN

## 6. More information

For more information about Photoshop, check out the Video Tutorial on Adobe's website:  
[http://www.adobe.com/designcenter/video\\_workshop/](http://www.adobe.com/designcenter/video_workshop/)