

USERS GUIDE

2021-2022

 pictavo™

USERS GUIDE

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GETTING STARTED

Hello, friend.

Welcome to yearbook. You're in good hands, regardless of your experience level.

YOUR TEAM

Behind the scenes of the Pictavo™ platform there's a whole team of yearbook experts, customer care and tech support lifesavers and programmers constantly working to be there for you, anticipate what you need to produce your book and give you a terrific experience.

Your time is valuable. We won't bombard you with emails — we promise — so please add us to your address book to receive important updates.

We want to make yearbook simple, intuitive and fun. If you get stuck or need a quick answer, refer to the help menu in the upper right corner. You can also email us at answers@pictavo.com. If you're just a talk-to-a-person kind of person, we're here for you. Call us at 800.290.0036.

You'll always have us in your corner.

YOUR JOB NUMBER

Our production processes rely on an internal tracking number unique to your book. We call this your "job number," and it helps us look up your account settings faster. Your unique job number is **1234567**.

WHICH BROWSER SHOULD YOU USE?

Pictavo™ runs best on Chrome or Safari. When you choose the one that's best for you, communicate that to others who'll be working on your book. Because you can work from any device (yes, even phones!), our HTML5 platform tailors your experience based on browser choice, so make sure everyone uses the same one across all devices.

If you're ready to get started, click [here](#).

Happy Yearbooking!



Terms of Use | We only email you necessary information about your yearbook. Reply to this email with the word UNSUBSCRIBE in the subject line and you will no longer receive this vital information.

ACTIVATE YOUR ACCOUNT

Before diving into the ultimate yearbook design experience, you need to activate your Pictavo account and create a login. Once activated, projects can be logged into anytime, anywhere there is internet access.

Use the link in your activation email to get to the Activation Screen in Pictavo.

LOGGING IN

Enter contact info and a password to activate your book.

The screenshot shows the Pictavo activation form. At the top is the Pictavo logo. Below it is a heading: "Before we activate your book, we'd like to know a little more about you." The form contains the following fields: "E-mail:" with a text input box; "First Name:" with a text input box; "Last Name:" with a text input box; "Password:" with a text input box; "Re-type password:" with a text input box. At the bottom of the form is a blue button labeled "Activate".



BROWSER CHOICE

Do you prefer Chrome or Safari? Good news! Now you can choose which browser you'd like to use to design your book!



Please note, whichever browser you choose, everyone working on the yearbook will have to use the same browser.



WELCOME, KATIE JOHNSON!

OAK HILL MIDDLE SCHOOL #9988777



GREENHILLS SCHOOL ■ ANN ARBOR, MI

Let's get into it.

BUILD MY BOOK

- VIEW LADDER
- DESIGN BOOK
- ORGANIZE PHOTOS

MANAGE MY BOOK

- CALENDAR
- ADVISER CENTER
- STUDENT CENTER

SELL MY BOOK

- STORE SETUP
- BOOK SALES

PICTAVO'S HOME PAGE

This page represents the three main functions of any yearbook project: Designing pages, managing the project and selling.

BUILD MY BOOK

Plan the content for each page through View Ladder. Jump right into designing pages through Design Book. And, upload, name, rotate, delete and manage photos through Organize Photos.

MANAGE MY BOOK

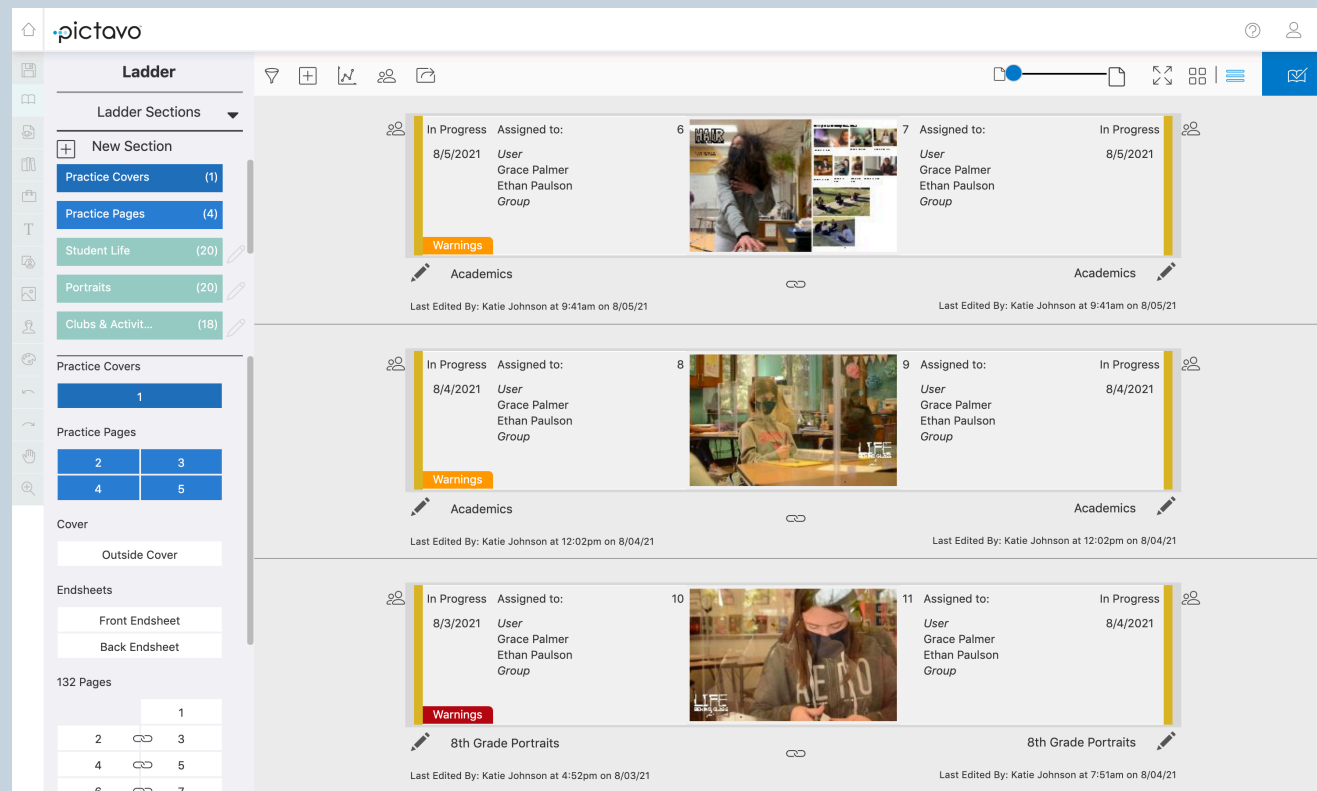
The Adviser Center offers functions available only to the adviser: Set up permission-based users and groups, review book specs, select defaults for page design and monitor project status. Manage your portrait database and student roster within the Student Center.

SELL MY BOOK

Set up your products and pricing through Store Setup. Within Books Sales you'll be able to set a sales goal, add cash or check orders and export a sale report for distribution. This section is available if you are using buytheyearbook.com.



CLICK ON THIS ICON TO RETURN TO THE HOME PAGE FROM ANYWHERE IN PICTAVO.



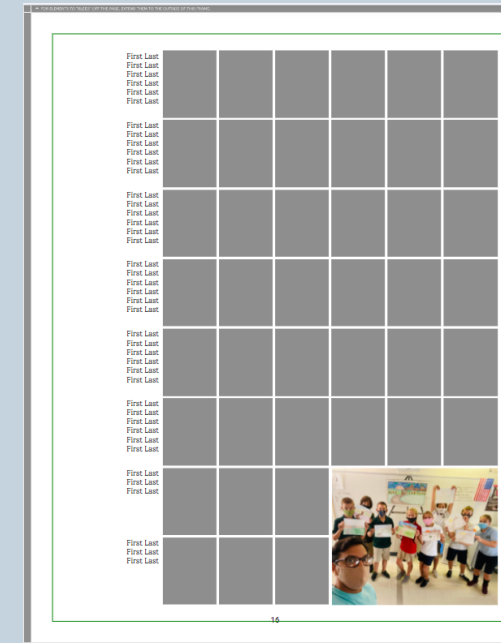
BUILD MY BOOK

VIEW LADDER

The ladder is a blueprint for your book and serves as both an organizational and collaborative tool. Pages and sections of the yearbook can be labeled and color-coded. Add pages, create page assignments, view progress and warnings, track user log ins and share high resolution proofs all with the click of a button.

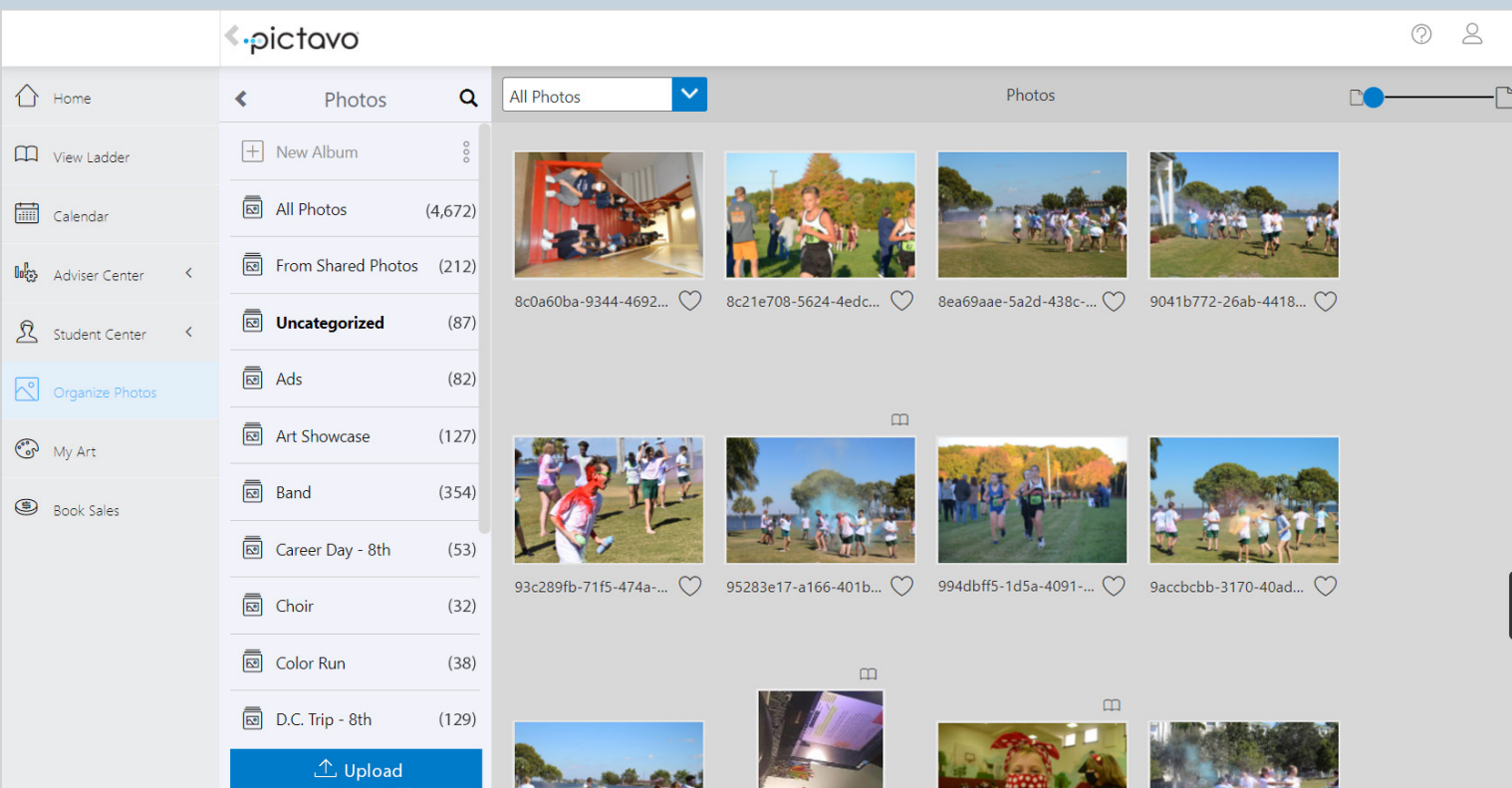
DESIGN BOOK

It doesn't get any simpler than "drag and drop." Everything in Pictavo's industry-leading art library is available with one simple motion. Add templates, page backgrounds, text and more to make your yearbook story come alive.



ORGANIZE PHOTOS

Drag and drop images from your desktop directly into the photo management area or use the traditional upload feature. Choose your best images and keep them organized with multi-layer album organization capabilities. Rename, tag, rotate and preview photos from one convenient window.



Ladder

Ladder Sections ▼

+ New Section

- Practice Covers (1)
- Practice Pages (4)
- Student Life (20)
- Portraits (20)
- Clubs & Activit... (18)

Practice Covers

1

Practice Pages

2	3
4	5

Cover

Outside Cover

Endsheets

Front Endsheets

Back Endsheets

132 Pages

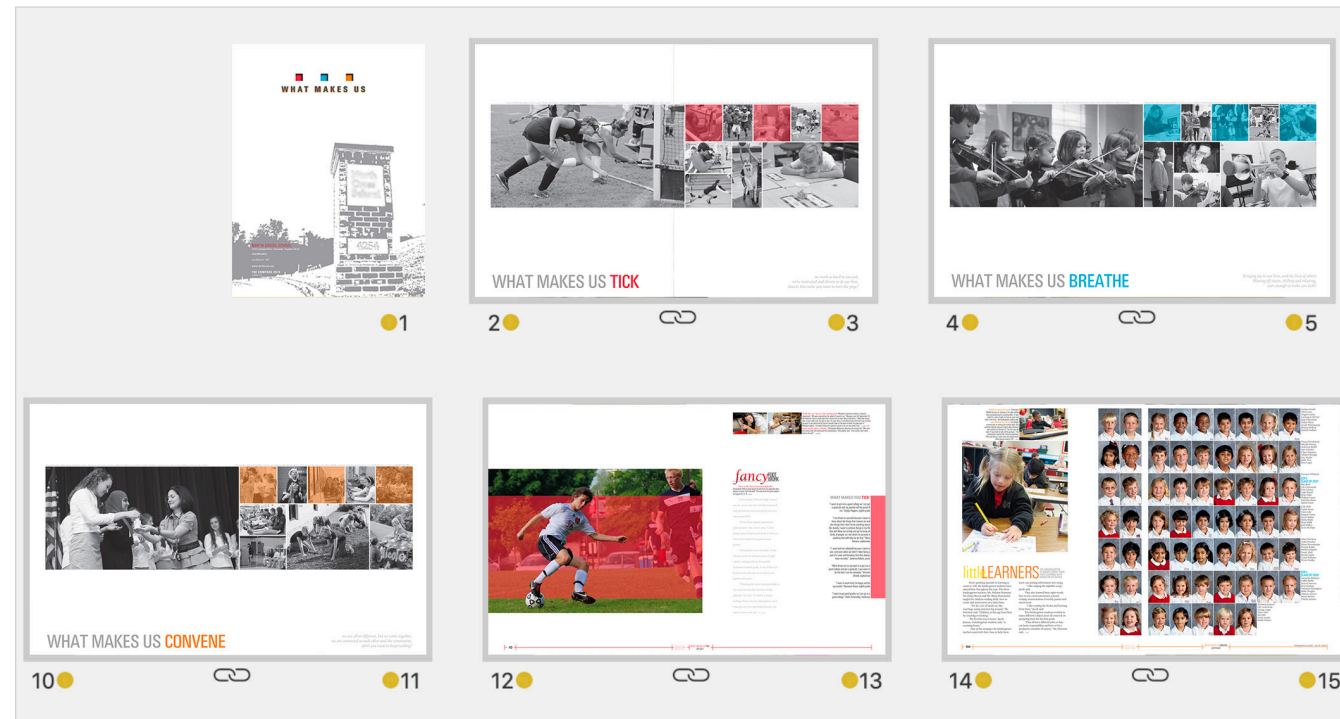
	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15

LEFT NAVIGATION WINDOW

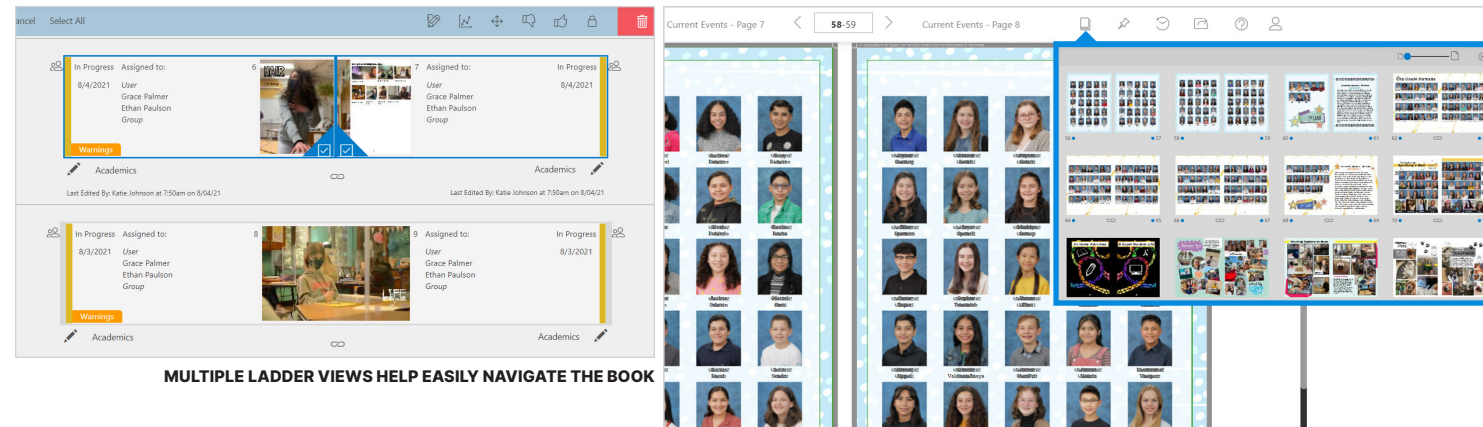
LADDER SECTIONS
Having sections helps you organize your book. Click New Section to name the category, assign pages and users to it as well as pick its color. Sections can be edited at any time.

PRACTICE
Add practice covers and pages to play with design ideas. These pages do not affect your overall page count and will not be submitted. For quick access click on the page number box.

PAGES
The pages of your book appear below practice pages. For quick access to any page, click on the page number. If sections have been created, the page box will appear in that section's specific color.



FULL SCREEN BOOK PREVIEW

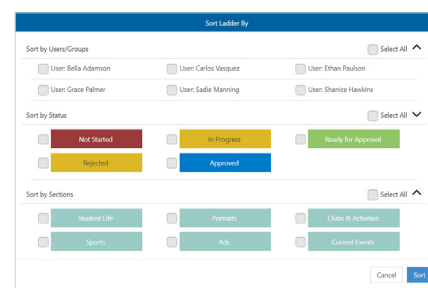


MULTIPLE LADDER VIEWS HELP EASILY NAVIGATE THE BOOK

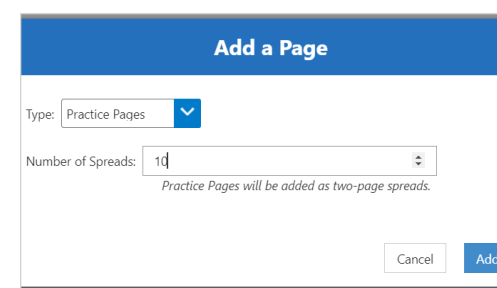
FLYOUT
When designing pages, click the Flyout icon to display thumbnails of all pages. From here, navigate to any page without going back to the ladder or using the page advance feature in the top menu bar. Simply double-click a page to open it. To exit, click on the icon again. You will return to the last page on which you were working.



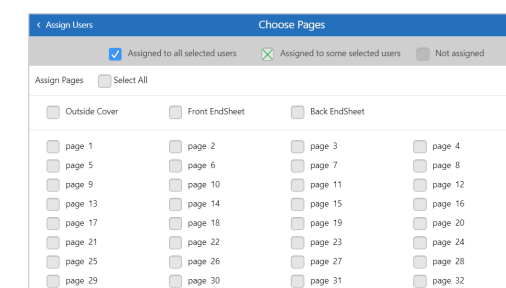
SUBMIT
SEE PAGE 21 FOR FULL INSTRUCTIONS ON PROOFING, APPROVING AND SUBMITTING.



SORT ICON TO SORT PAGES BY USER OR GROUP, PAGE STATUS OR SECTION.



ADD PAGES ICON TO CHOOSE TYPE OF PAGE, NUMBER OF PAGES AND PLACEMENT.



ASSIGN PAGES TO USERS OR GROUPS

IN THE LADDER, WHEN A PAGE OR SPREAD IS SELECTED, A BLUE OUTLINE APPEARS AROUND THE THUMBNAIL AND A NEW SELECTION OF ICONS, AND SUBSEQUENT FUNCTIONALITY, BECOMES AVAILABLE.

EDIT
Jump to selected pages' design area

USAGE & TRACKING
View users' activity and cumulative time on the selected page

MOVE
Move selected pages around the ladder

READY FOR APPROVAL
Indicate pages ready for approval

REJECT
Page is not approved

APPROVE
Page is approved

MAKE PRIVATE
Only advisers and trusted users you assign may view a private page

DELETE
Delete selected pages

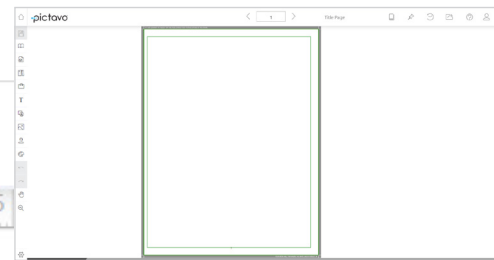
ALL THINGS WORKSPACE

DESIGN BOOK



SMART GUIDES

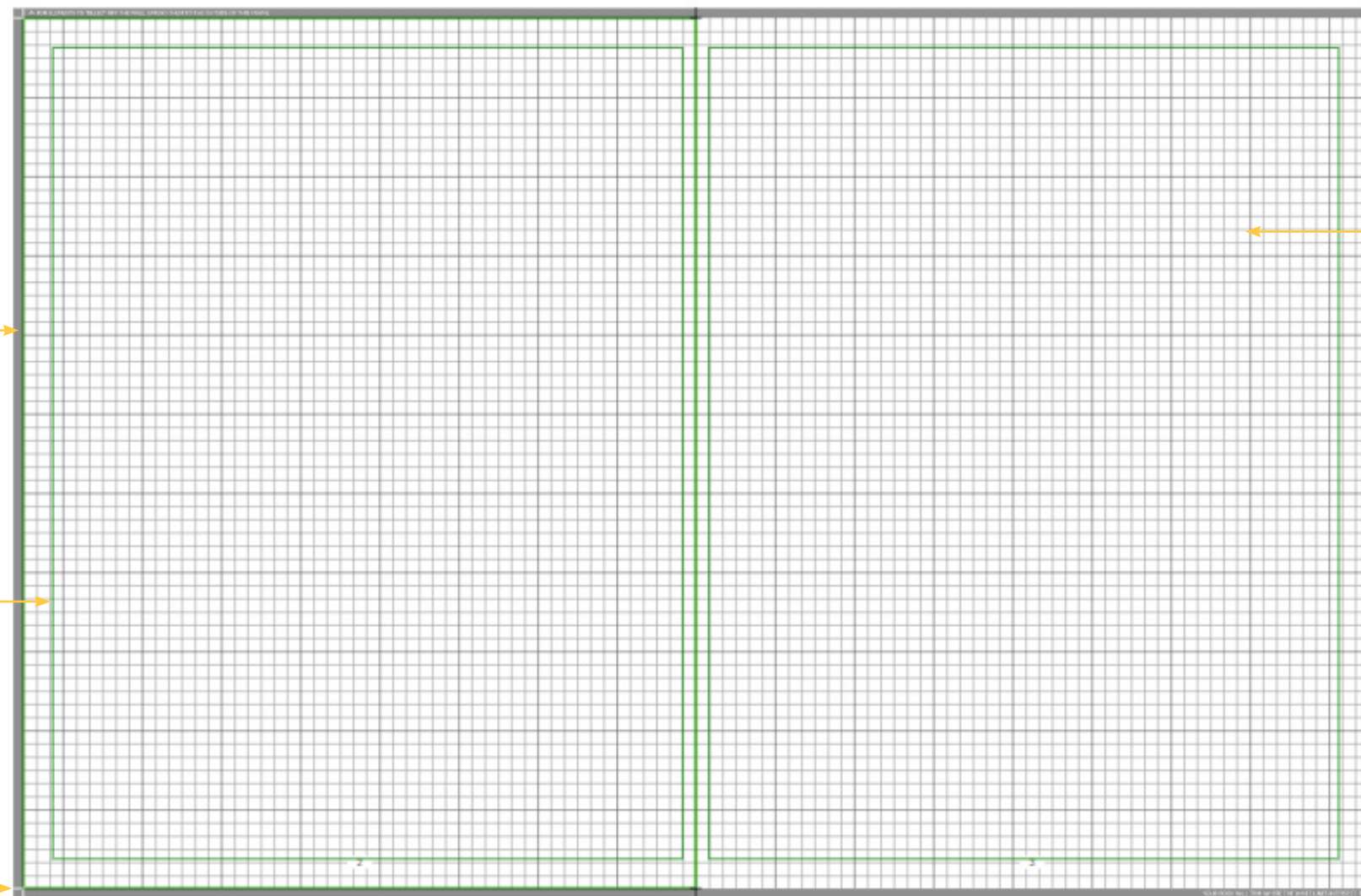
With the hand tool, click and drag on the left and top rulers to add a smart guide to your page. Smart guides will only appear on pages in which they were placed.



LINK PAGES AT THE GUTTER TO DESIGN A SPREAD, OR UNLINK TO DESIGN ONE PAGE AT A TIME

of Contents < 2-3 > Principal's Message

7 24 21 18 15 12 9 6 3 0 3 6 9 12 15 18 21 24 27 30 33 36 39 42 45 48 51 54 57 60 63 66 69 72 75 78 81 84 87 90 93 96 99 102



BLEED

The gray border represents the bleed line. Objects meant to run (or "bleed") off the page must touch the outside edge or extend past the gray line.

SAFETY MARGIN

The green line around each page represents a safety margin. Keep text and faces in photos inside the green lines to avoid being trimmed off during production.

TRIM

Your pages will be trimmed where the white lines intersect.

GUTTER

The inside edges of the pages (center of the spread) are bound during production, making that area difficult to see. Keep text, faces and important elements outside the gutter.

RULER

Display rulers on the left and top of the workspace to help align spread objects.

GRID

To help with alignment, a non-printing grid appears behind all objects. Grid lines remain visible through backgrounds. You may set the grid to picas or inches.

PASTEBOARD

The non-printing workspace surrounding a page or spread used to store objects (e.g., images, accents, photo boxes) not yet positioned on a page.

COMMANDING THE SPACE

CTRL/CMD +

Increase view in 50% increments

CTRL/CMD -

Decrease view in 50% increments

CTRL/CMD O

Fit spread to window

W

Preview spread without the grid, press again for it to return

SPACEBAR

In the workspace, hold the spacebar down, click and drag to navigate

ZOOMING

Click on the magnifying glass to access zoom features.

- Click the zoom marquee tool, click and drag around the area you want magnified and release
- Click the second icon, the fit to window tool, to view your entire spread
- Use the slider to adjust the zoom setting
- Enter a number in the zoom percentage box

SAVE HISTORY

Revert to previously saved versions of pages.

CHANGE SETTINGS FOR RULERS, TYPE OF GRID, UNIT OF MEASURE AND SMART GUIDES IN THE BOOK SETUP SECTION OF THE ADVISER CENTER.

ALL THINGS ART

DESIGN BOOK



BACKGROUND

Art designed to fill the entire page, usually with a subtle texture or pattern



TEMPLATE

A pre-designed layout which may include art, photo boxes or a portrait grid



SNIPPET

Interchangeable template pieces to create your own layouts



ACCENT

Individual pieces of artwork to complement your layout



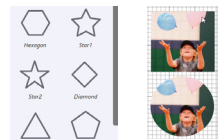
SHAPES

Artwork to embellish your design or change the shape of an image

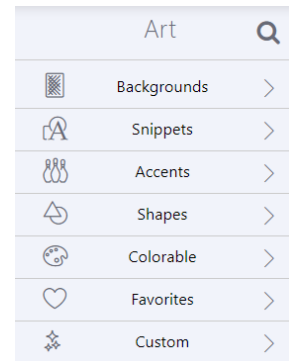


PHOTO BOXES

Fun shapes in which images can be placed (Access Photo Boxes in left navigation)

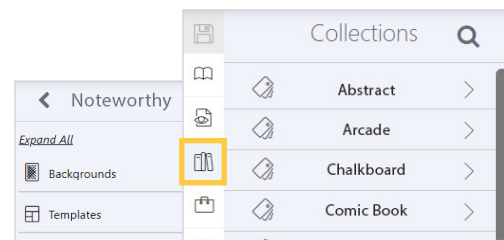


ALL PICTAVO ARTWORK CAN BE VIEWED BY CATEGORY, REGARDLESS OF COLLECTION



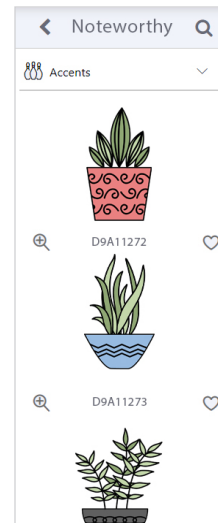
COLORABLE ART

Just like a coloring book! Artwork containing a color wheel icon appears in black and white. Place it on the page and change its colors by using the fill color feature in the Effects palette.



COLLECTIONS

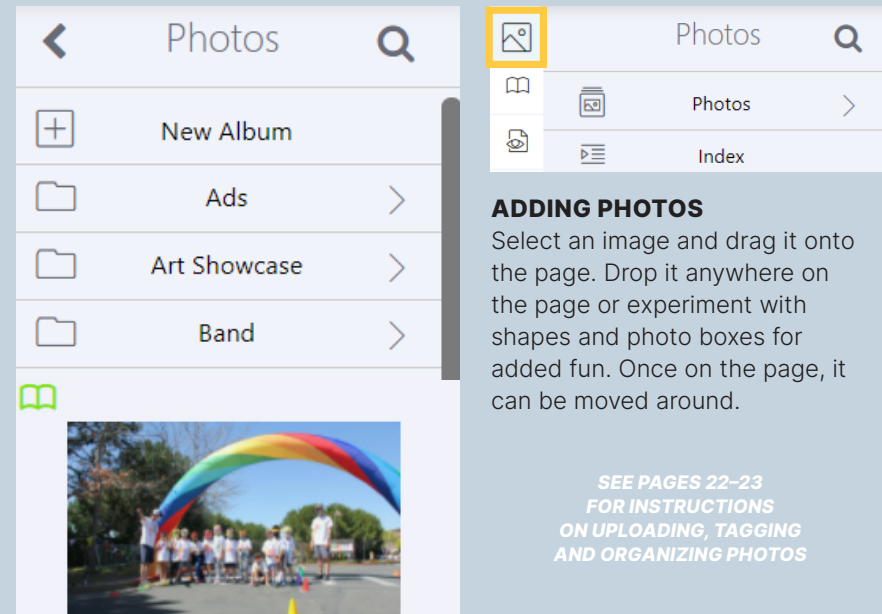
Pictavo offers a variety of art collections (or themes) consisting of coordinating design elements that, when put together, create a cohesive look.



Each collection's artwork is separated into folders by backgrounds, templates, snippets and accents. Simply drag and drop the design onto your page.



CUSTOMIZE YOUR PAGES TO CREATE A LOOK JUST RIGHT FOR YOUR SCHOOL



ADDING PHOTOS

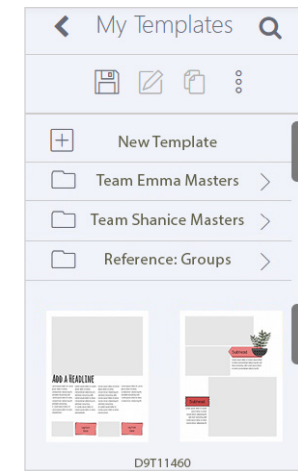
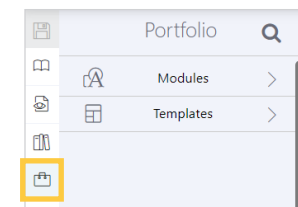
Select an image and drag it onto the page. Drop it anywhere on the page or experiment with shapes and photo boxes for added fun. Once on the page, it can be moved around.

SEE PAGES 22-23 FOR INSTRUCTIONS ON UPLOADING, TAGGING AND ORGANIZING PHOTOS

PORTFOLIO

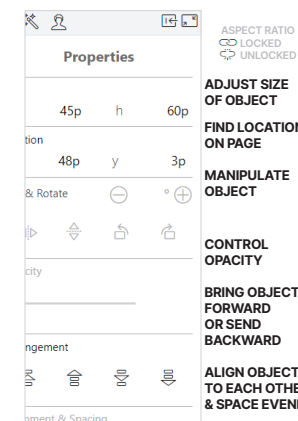
Save custom modules and templates here to easily use elsewhere.

- MODULES**
Groupings of interchangeable elements that match our exclusive American Grid™.
- TEMPLATES**
Whole-page designs into which you may add photos and copy. Choose from our extensive library or create your own.

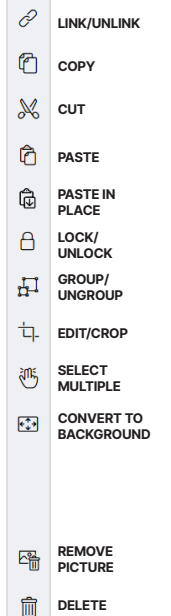


PROPERTIES PALETTE

Options affecting the size and location of the object selected.

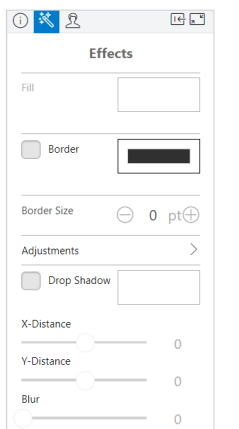


ART TOOLS



EFFECTS PALETTE

Options to further enhance the object selected.



EFFECTS OPTIONS

CHANGE COLORS OF SHAPES AND BORDERS, ADJUST BORDER THICKNESS
CONTROL BRIGHTNESS, CONTRAST, SEPIA AND BLACK & WHITE (ACCENTS AND BACKGROUNDS ONLY)
APPLY A VISUAL EFFECT AND CUSTOMIZE COLOR, PLACEMENT AND CRISPNESS (ACCENTS, SHAPES AND SNIPPETS ONLY)

ALL THINGS TEXT

DESIGN BOOK

TEXT TOOLS

- EDIT
- COPY
- CUT
- PASTE
- PASTE IN PLACE
- LOCK/UNLOCK
- GROUP/UNGROUP
- NOT AVAILABLE FOR TEXT BOX
- SELECT MULTIPLE
- NOT AVAILABLE FOR TEXT BOX
- NOT AVAILABLE FOR TEXT BOX
- DELETE

TYPE SETTINGS PALETTE

Options affecting font styles within a text box.

Font
Roboto Slab

Weight
Bold

Size
26 pt

Character Spacing
Auto

Line Height
Auto

Enable Tab Alignment
Off

Column
1

Justification
Left, Center, Right, Justified

- CHOOSE FONT**
- CHOOSE STYLE**
- CHANGE SIZE**
- ADJUST TRACKING**
(UNCHECK BOX TO MANUALLY ADJUST)
- ADJUST LEADING**
(UNCHECK BOX TO MANUALLY ADJUST)
- ALLOWS FOR TAB WHILE TYPING**
- MAKE TEXT INTO COLUMNS**
- ADJUST TEXT HEIGHT/WIDTH, JUSTIFICATION ALL UPPER CASE, UNDERLINED TEXT**

EFFECTS PALETTE

Options to further enhance text.

Type Color

Outline

Border Size
0 pt

Adjustments

Drop Shadow

X-Distance
0

Y-Distance
0

Blur
0

- CHANGE TYPE COLOR**
- OUTLINE/BORDER COLOR**
- ADJUST THICKNESS OF OUTLINE**
- ADJUSTMENT OPTIONS**
- APPLY A VISUAL EFFECT AND CUSTOMIZE COLOR, PLACEMENT AND CRISPNESS**

PROPERTIES PALETTE

Options affecting the size and location of the text box selected.

Size
W: 23p4.8, h: 7p3.6

Position
X: 37p2.4, Y: 37p7.2

Flip & Rotate

Opacity

Arrangement

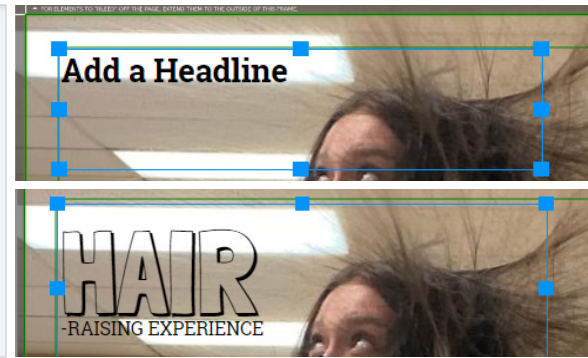
Alignment & Spacing

- ADJUST SIZE OF TEXT BOX**
- FIND LOCATION ON PAGE**
- MANIPULATE TEXT BOX**
- NOT AVAILABLE FOR TEXT BOX
- BRING TEXT BOX FORWARD OR SEND BACKWARD**
- ALIGN OBJECTS TO EACH OTHER & SPACE EVENLY**

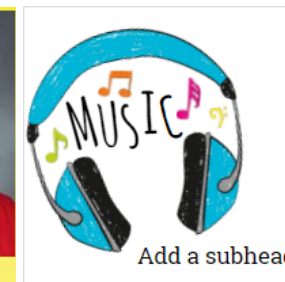
ADD NEW TEXT BOXES FROM THE TYPE MENU. DOUBLE-CLICK INSIDE BOX TO GET STARTED

Type

- Click or drag text below to place on the page.
- Headline
Add a Headline
- Subhead
Add a subhead
- Body Copy
Add a little body text
- Captions
Add a caption



BE CAUTIOUS OF TEXT DIFFICULT TO READ DUE TO COLOR CHOICES



WATCH OUT FOR BOXES STILL CONTAINING DEFAULT TEXT

COMMON MISTAKES TO AVOID

PLACEHOLDER TEXT

Delete unused text boxes to avoid printing placeholder text, such as “add a headline” or “lorem ipsum” which automatically appear in new text boxes.

SPELL CHECK

When typing in a text box, a red line will appear beneath any word that is not in the browser dictionary.

OVERFLOW TEXT

If your text does not all fit in the text box, a red outline and warning will appear. Extend text box to accommodate type.

ALL THINGS PORTRAIT LAYOUT

DESIGN BOOK

DESIGNING A PORTRAIT PAGE

ADD DEFAULT PORTRAIT GRID ON PAGE

Open the page you've designated for portraits. Click on the add portrait grid icon in the left navigation to place a default portrait grid onto the page. Use this grid as a placeholder while adding other elements to the page or creating custom templates for later use.

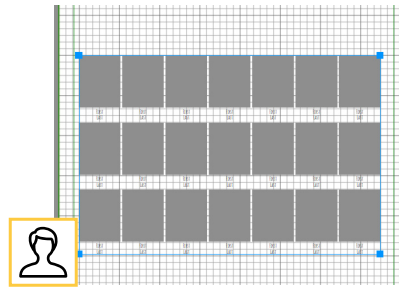
CUSTOMIZE PORTRAIT GRID

The Portrait Settings palette opens when you add a portrait grid to a page. Change number of columns and rows, make name-related selections, alter spacing between portraits, adjust text color, sizing, font style and save selections for future portrait flows.

Note: You can also customize portrait grids after portraits are flowed.

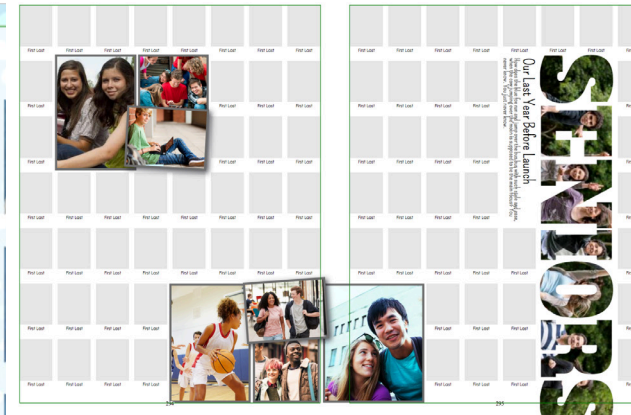
FLOW PORTRAITS

To flow your portraits, select the portrait grid, then click on the flow group icon in the Portrait Settings palette. Expand the Change Flow Order menu to include non-students (e.g., principal, teacher) in the flow. Lastly, check the box to flow the portrait group onto multiple pages if needed.



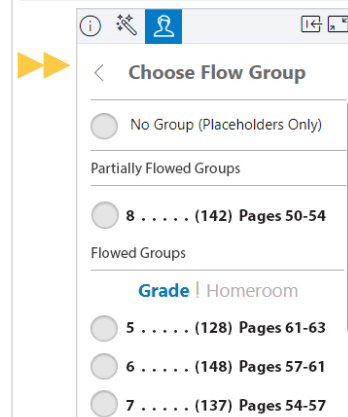
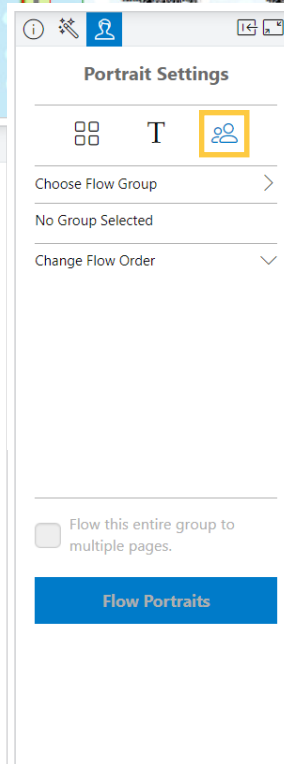
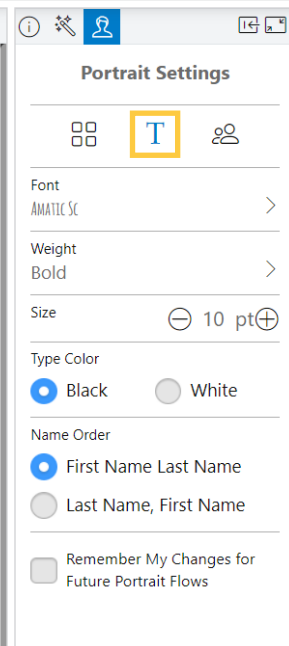
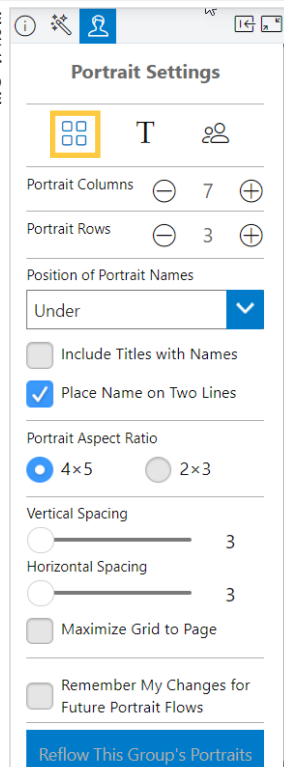
REMOVE INDIVIDUAL PORTRAITS

Create more room for candid photos or text by removing individual portrait boxes in the layout. Double click the grid or use the edit icon to allow editing. Use the subtraction button to remove portrait boxes and the addition button to add them back.



REFER TO THE PICTAVO HELP ARTICLE "UPLOADED YOUR PORTRAIT DATABASE" FOR DETAILED INSTRUCTIONS.

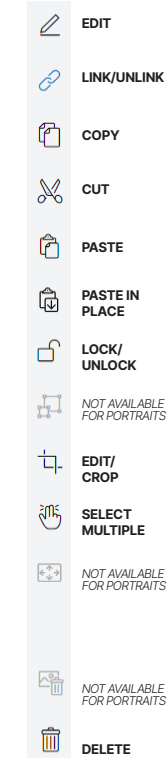
CLICK THE EDIT ICON OR DOUBLE-CLICK THE PORTRAIT FLOW TO CUSTOMIZE



FLOW GROUPS

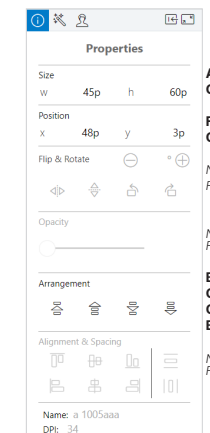
After flowing portraits, each flow group will appear in either a Partially Flowed Groups or Flowed Groups list. Pay close attention to the Partially Flowed Groups list — individuals within these groups did not flow onto the page and therefore will not be included in the book.

PORTRAIT TOOLS



PROPERTIES PALETTE

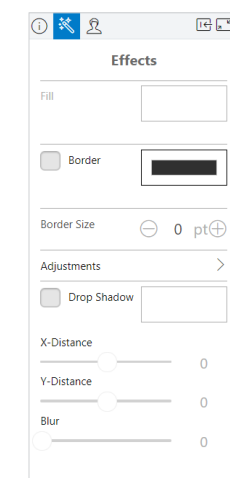
Options affecting the size and location of the portrait grid on the page.



ADJUST PORTRAIT GRID SIZE
FIND LOCATION ON PAGE
NOT AVAILABLE FOR PORTRAITS
BRING PORTRAIT GRID FORWARD OR SEND BACKWARD
NOT AVAILABLE FOR PORTRAITS

EFFECTS PALETTE

Options to further enhance portrait boxes and/or portraits.



NOT AVAILABLE FOR PORTRAITS
APPLY A BORDER & SPECIFY COLOR
ADJUST THICKNESS OF BORDER
ADJUSTMENT OPTIONS
CHANGE PORTRAITS TO SEPIA, OR BLACK & WHITE, APPLY A VISUAL EFFECT TO EACH PORTRAIT BOX, CUSTOMIZE COLOR, PLACEMENT AND CRISPNESS

ALL THINGS PROOFING

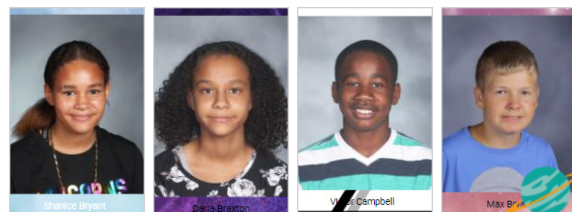
DESIGN BOOK

AVOID THESE PORTRAIT MISTAKES

PORTRAIT NAMES EXTENDING OUTSIDE THE GREEN SAFETY MARGIN RISK BEING TRIMMED OFF

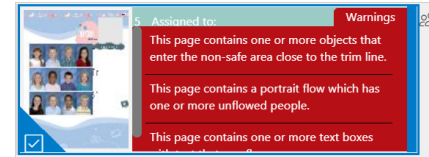


PORTRAITS WITH PLACEHOLDER TEXT FOR NAMES AND PORTRAIT GRIDS RUNNING OFF THE PAGE



TEXT DIFFICULT TO READ BECAUSE OF COLOR CHOICES, DARK OR BUSY BACKGROUNDS AND ART OBSCURING NAMES AND PORTRAITS

KNOW THE WARNING TYPES



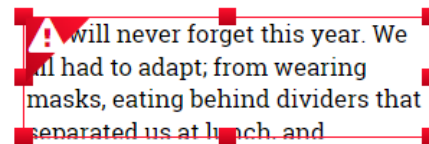
SEE A LIST OF WARNINGS FOR EACH PAGE IN LADDER VIEW



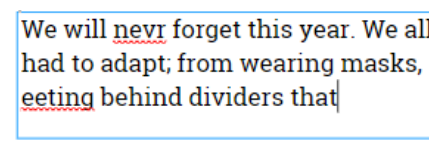
TEXT BOX EXTENDS OUTSIDE GREEN SAFETY MARGIN



HEADLINE DOESN'T FIT INSIDE TEXT BOX



BODY COPY DOESN'T FIT INSIDE TEXT BOX



WORD EITHER MISPELLED OR NOT FOUND IN DICTIONARY

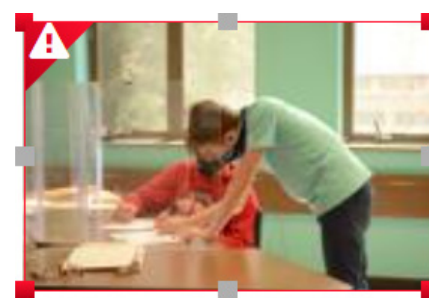
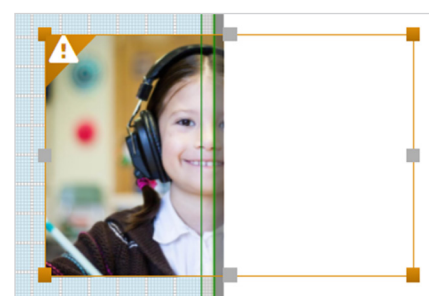


IMAGE IS LOW RESOLUTION AND SHOULD BE REPLACED WITH A HIGHER QUALITY IMAGE



OBJECT EXTENDS PAST GREEN SAFETY MARGIN AND MAY BE TRIMMED DURING PRODUCTION



NOT ALL PORTRAITS IN FLOW GROUP APPEAR

PAGE PROOFING

Before submitting your book, proof it thoroughly.

- Make sure each student and faculty member is shown in the portrait section only once.
- Ensure names and images are not obscured by art, objects nor dark or busy backgrounds.
- Check spelling and punctuation accuracy, paying close attention to student names, the name of your school as well as the words "principal" and "sophomore."
- Check the table of contents for accurate page numbers and section titles.
- Watch for page numbers overlapping text or images.

ENLIST TEACHERS TO PROOF NAMES. USE THE SHARE & PDF FEATURE IN THE LADDER SECTION TO EMAIL PORTRAIT PAGES TO THEM. THEY KNOW IF ALL STUDENTS ARE ACCOUNTED FOR AND IF NAMES ARE SPELLED CORRECTLY.

PAGE SUBMISSION

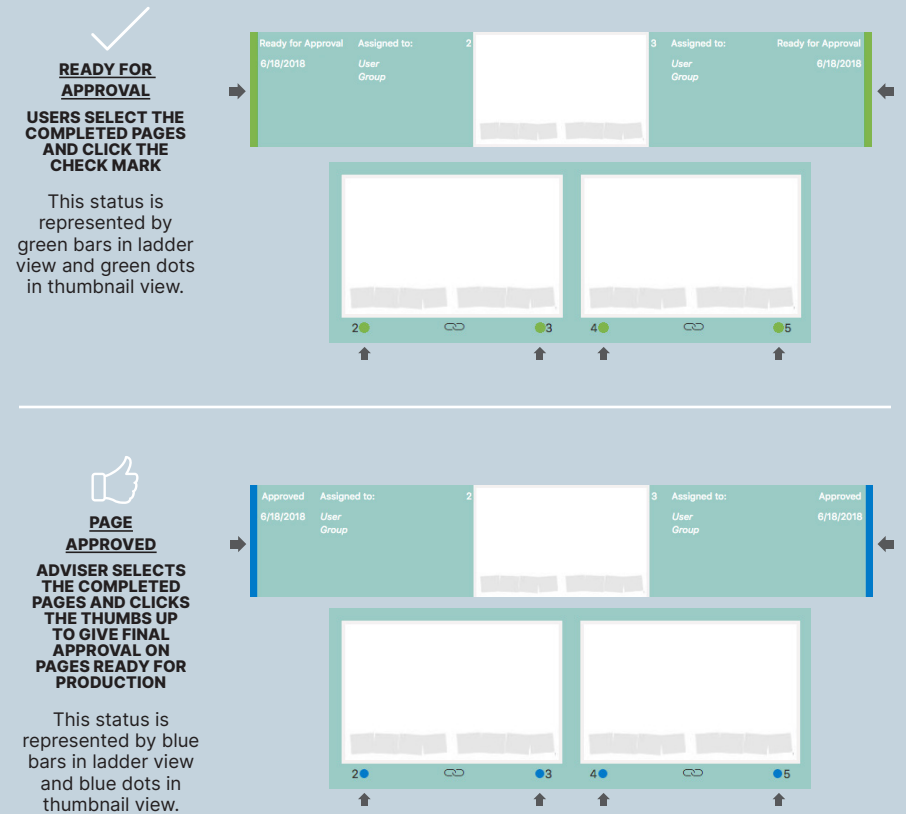
You may submit pages once the status is marked approved. To ensure your ship date, submit them on or before your due date. You can find this in the project specifications section of the Adviser Center.

As one final check, Pictavo alerts you to any portraits not flowed as well as text and/or image warnings still in place. Exit the submission process and address warnings.



PAGE APPROVAL PROCESS

Only advisers can ultimately approve pages. Additional users have the ability to mark pages ready for approval, letting the adviser know when their pages are complete.



CHECK THE GUTTER

Keep text, faces and other important elements outside the center of the spread (also called gutter). Otherwise, they will be impacted during the book binding process.

ALL THINGS PHOTOS

ORGANIZE PHOTOS

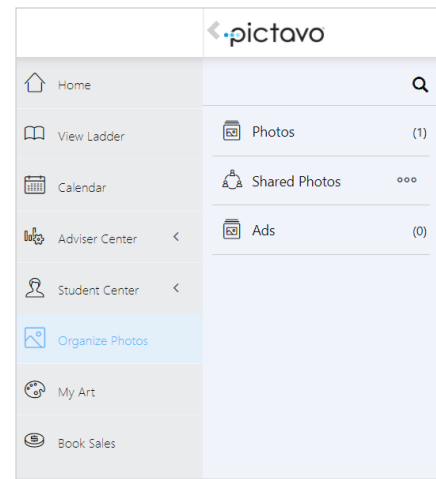


PHOTO CATEGORIES

PHOTOS

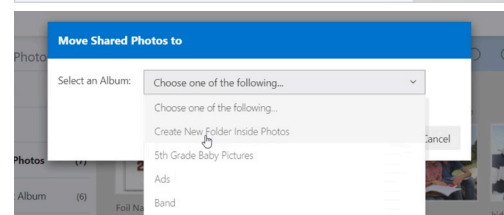
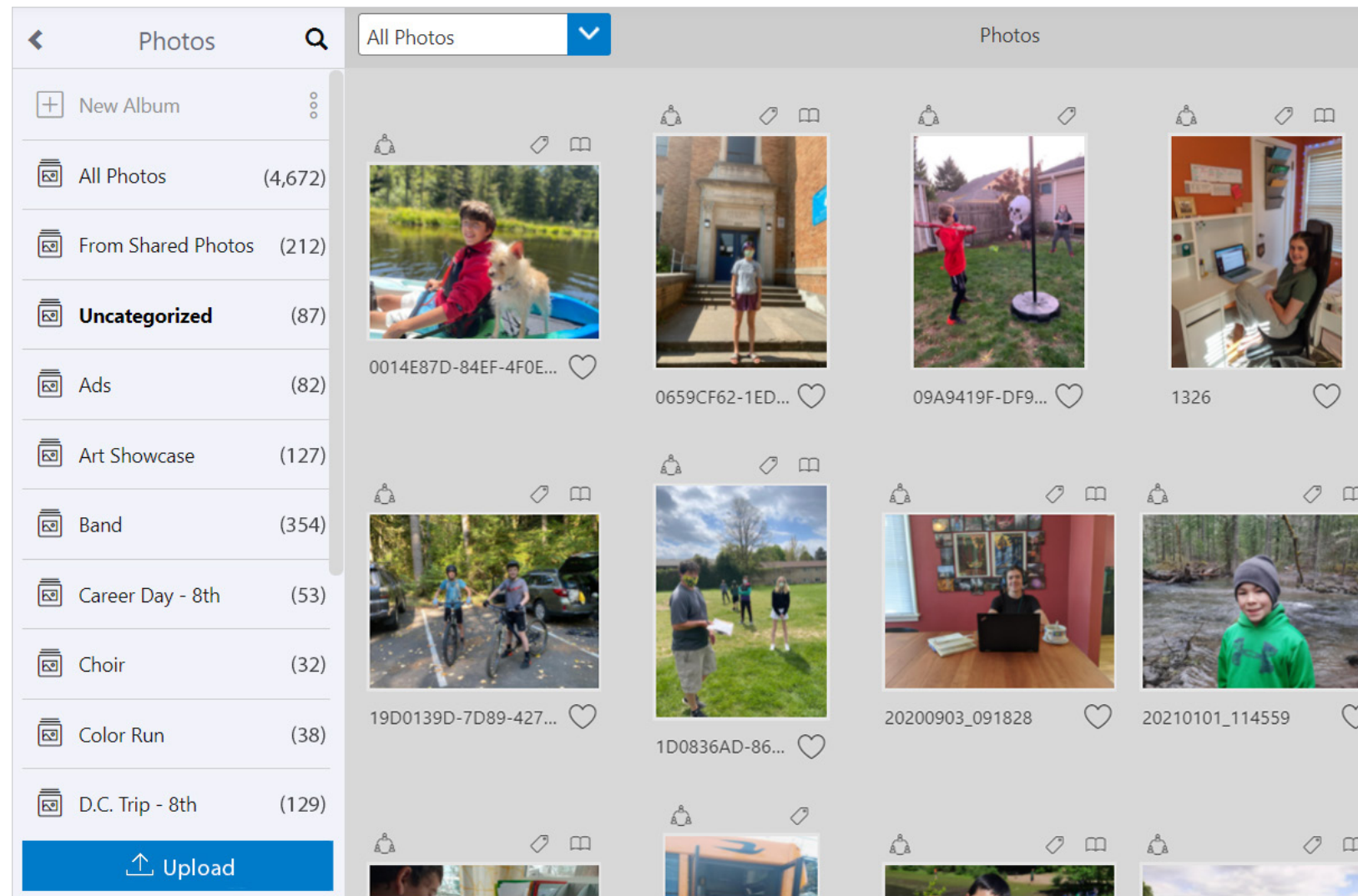
Photos uploaded by you and your staff. Photos can be uploaded from your system or Google Drive directly into the All Photos album to be organized later or into specific albums you've created.

SHARED PHOTOS

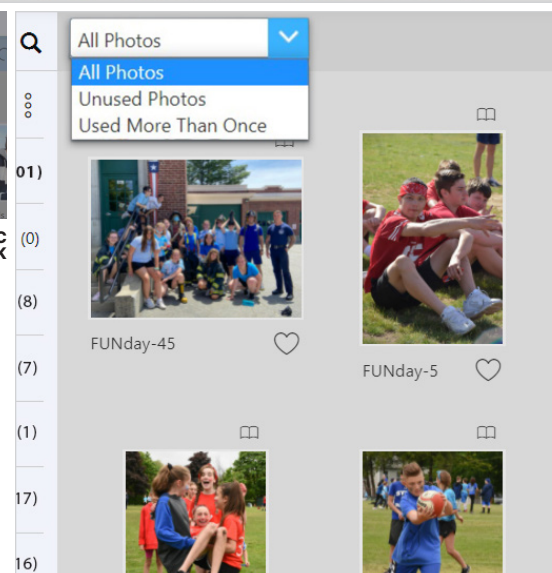
Photos contributed through YBKpix. Enable photo sharing in Organize Photos. Users authorized to view photos uploaded through YBKpix can view them in the Shared Photos album.

ADS

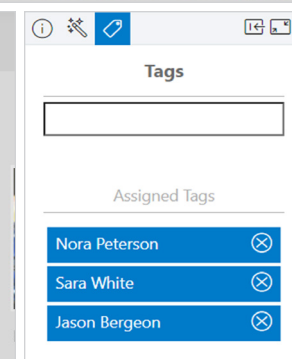
Student or business ads created and submitted through Buy the Yearbook. This folder displays only if your school is selling ads using Buy the Yearbook.



MOVE SHARED PHOTOS TO A SPECIFIC ALBUM TO PLACE THEM IN YOUR BOOK

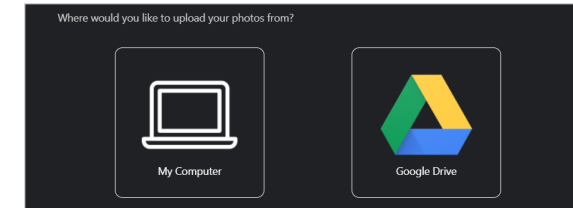


USE THE DROP-DOWN MENU TO SHOW UNUSED PHOTOS OR PHOTOS USED MORE THAN ONCE



TAGGING PHOTOS WINDOW

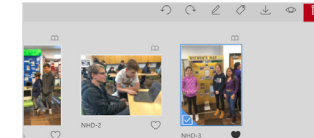
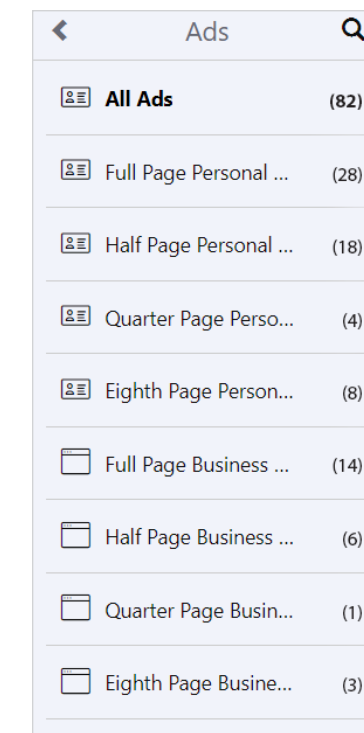
Displays only when a photo is selected. Identify individuals in photos for coverage reporting and indexing.



ALBUMS

Categorizing photos will save you time. There's no right or wrong way to do it.

- Images dragged directly onto a page, versus being uploaded into an album first, appear in the Uncategorized album.
- Create sub-folders from within an album. Click on New Album and title it.
- Create album topics ahead of time in Photos and Shared Photos (to help those using YBKpix).
- If you know you're not going to use certain shared photos, place them in the hidden album so they don't appear when searching images.
- Student and business ad albums exist for all ad sizes. When ads are submitted, the file will be placed in its corresponding album. All ads submitted will also be placed in the All Ads album.



SELECT AN IMAGE TO ENABLE PHOTO TOOLS



SELECT

A photo will have a blue border and check box to signify it has been selected



FAVORITE

Favorite a photo to add a copy to the Favorites album



ROTATE

Rotate an image 90° in either direction



HIDE

Hide images from being seen by users (only available in Shared Photos)



EDIT NAME

Rename photos so they are easier to find later



TAG

Tag an image with a student's name and event keywords



DOWNLOAD

Save images to your computer



PREVIEW

Show larger preview of selected image

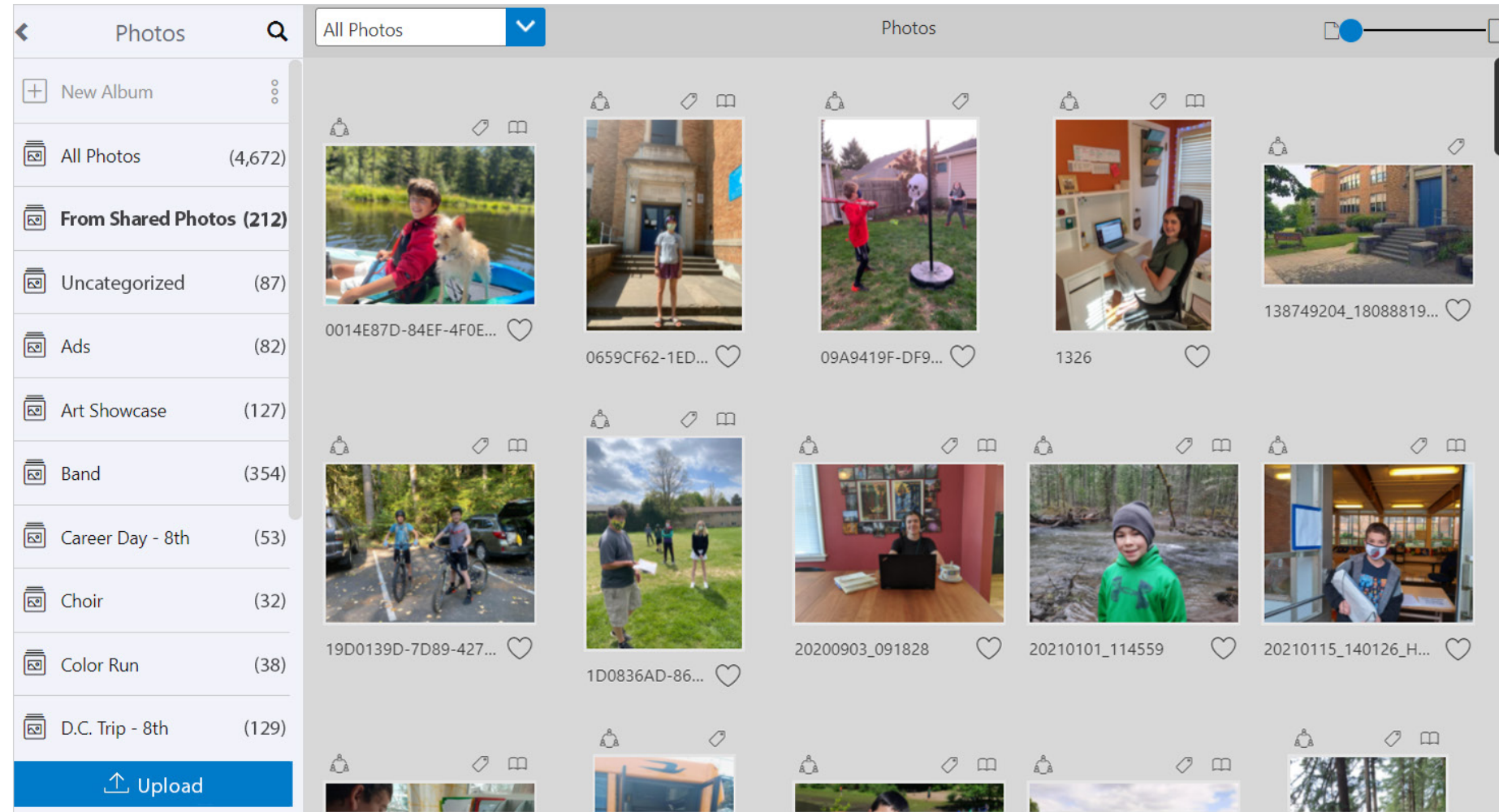


DELETE

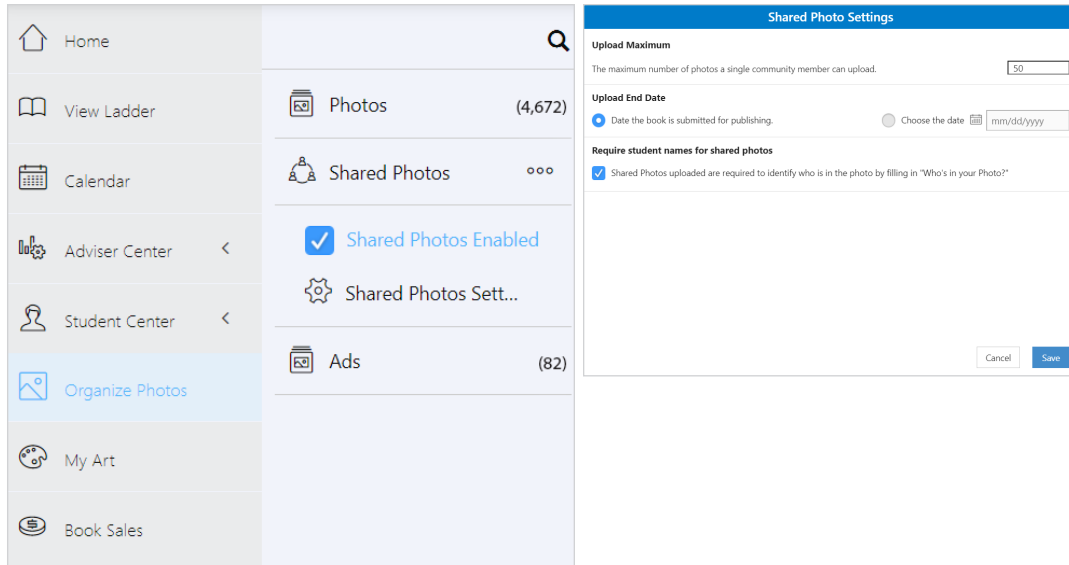
Delete selected images

ALL THINGS YBKPIX & ADS

ORGANIZE PHOTOS



ENABLE PHOTO SHARING AND ADJUST SETTINGS



WHAT IS YBKPIX?

PHOTO SHARING PLATFORM

YBKpix is our safe and secure website for parents, students and other community members to upload photos for consideration in the book.

Enable photo sharing by clicking on the three dots to the right of Shared Photos. Then check the Shared Photos Enabled box.

Open Shared Photo Settings to establish a maximum number of photos each user can submit, set an end date for receiving photos and require names of individuals featured in photos.

ASK MEMBERS OF YOUR SCHOOL COMMUNITY FOR THEIR PHOTOS!

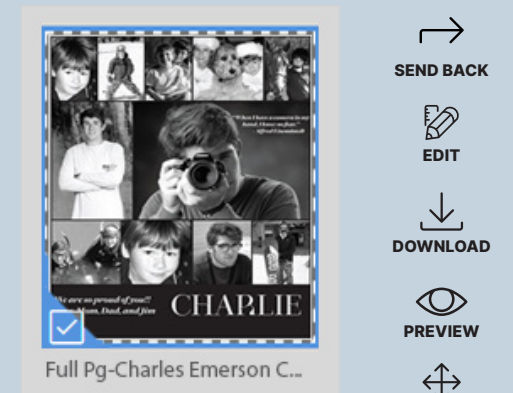
87% OF PARENTS SURVEYED IN 2021 SHARED THEY WOULD LIKE TO CONTRIBUTE PHOTOS TO THE YEARBOOK.

AD STATUS

When ads are purchased through Buy The Yearbook, there are three indicators with corresponding necessary tools.

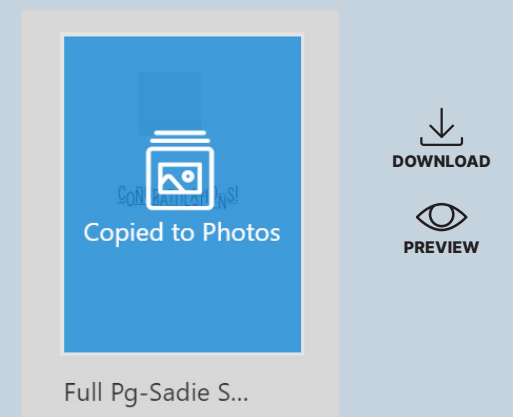


AD NOT SUBMITTED



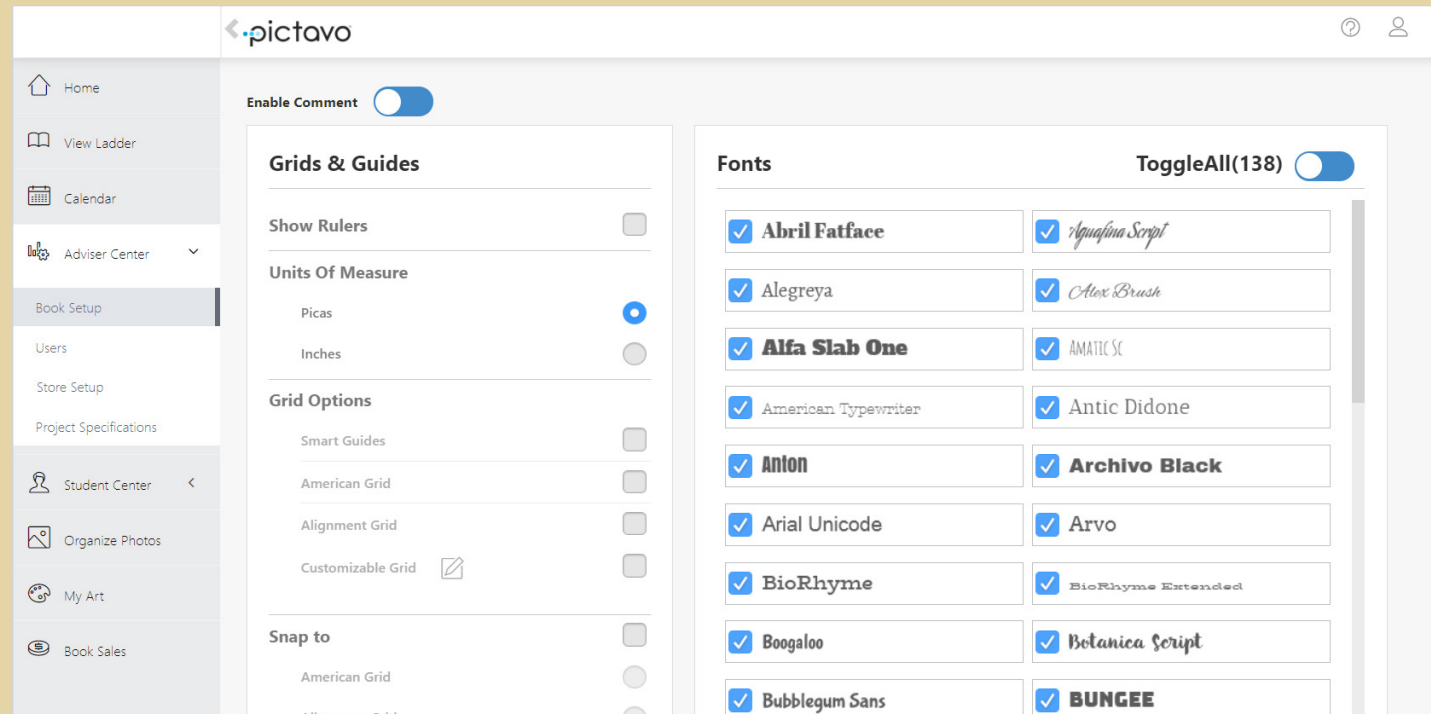
AD SUBMITTED

Note: If the thumbnail says "No High Res Images," the ad has been submitted and is still uploading.



AD COPIED TO PHOTOS

MANAGE MY BOOK



ADVISER CENTER

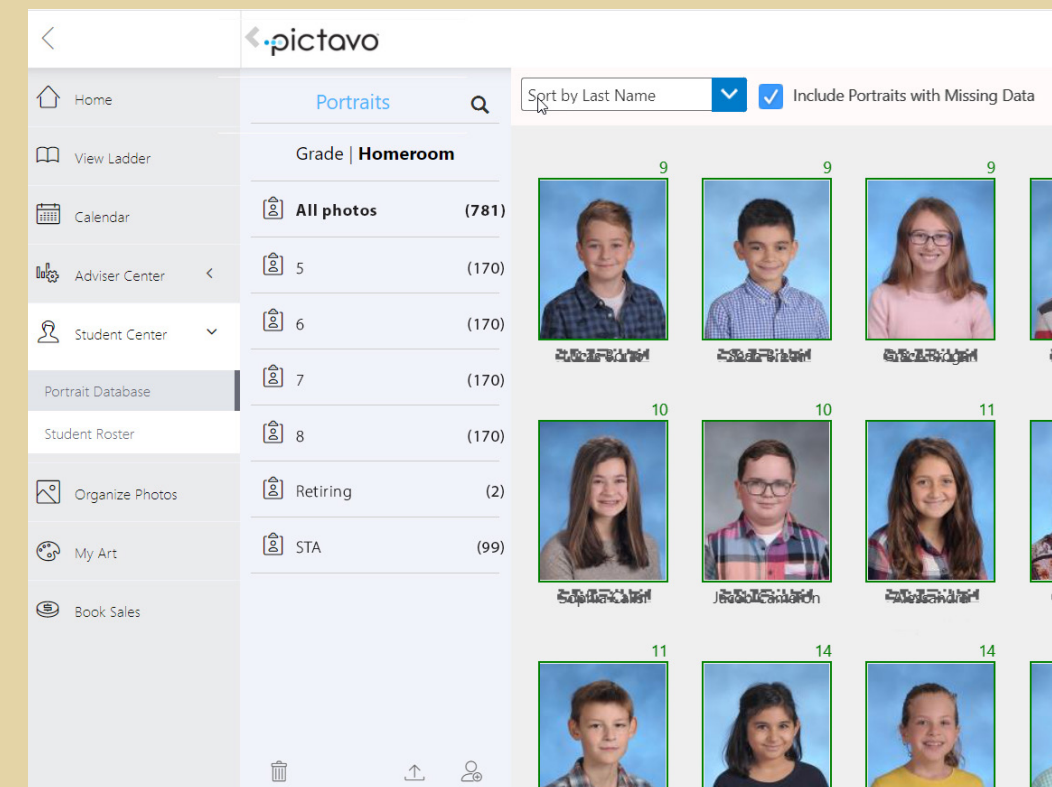
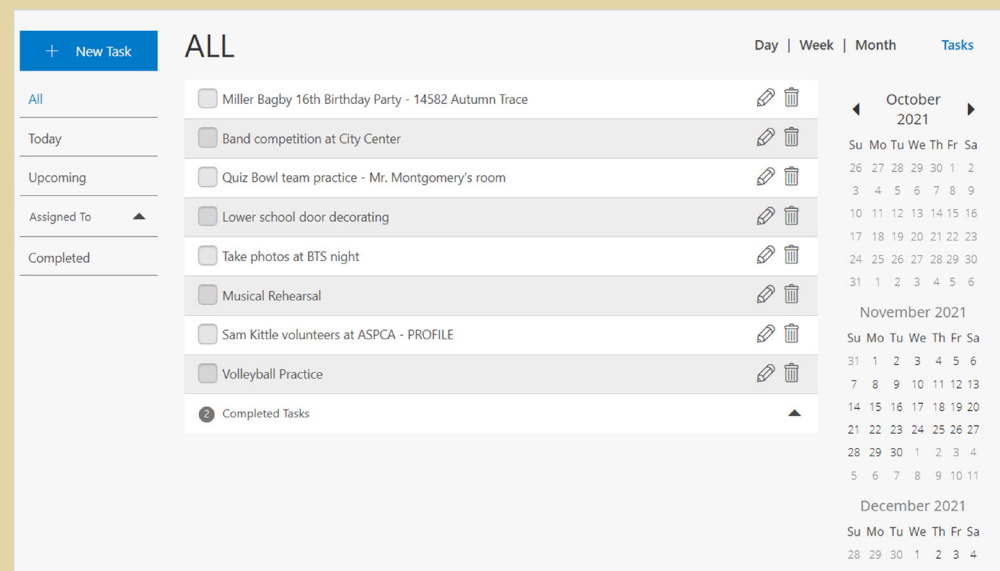
Select artwork, colors, fonts and workspace settings. Create users and groups, access store setup for online sales and view project specifications.

CALENDAR

Keep everyone organized, capture events you don't want to miss and assign tasks to users.

STUDENT CENTER

Upload and manage student data and portraits. Add and delete students, correct misplaced portraits and monitor coverage.



ALL THINGS BOOK SETUP

ADVISER CENTER

Grids & Guides

Show Rulers

Units Of Measure

Picas

Inches

Grid Options

Smart Guides

American Grid

Alignment Grid

Customizable Grid

Snap to

American Grid

Alignment Grid

Customizable Grid

User Guides

Snap Edge Objects To:

Snap to Bleed

Snap to Safety Margin

Show Tab Alignment Ruler

Page View

Single Page

Spread

RULERS

Displayed at the top and left side of the workspace.

UNITS OF MEASURE

Option selected will be reflected on the grid and in rulers.

TYPES OF GRIDS

Pick the grid and guides that work best for you.

- **SMART GUIDES**
Align an edge or center of selected object
- **AMERICAN GRID**
Advanced grid for creating modular design
- **ALIGNMENT GRID**
Standard pica grid
- **CUSTOMIZABLE GRID**
Create your own grid

SNAP TO

To help with alignment of objects, enable Snap To. Move an object toward the grid or guide to “snap” and it will align to it. Show Rulers must be enabled in order to add a guide.

- **SNAP TO BLEED**
Pulls and aligns objects to the outermost edge of the page to ensure they extend (or bleed) off the page.
- **SNAP TO SAFETY MARGIN**
Pulls and aligns objects inside the green margin to ensure they will not be trimmed off during production.

TAB ALIGNMENT

Displayed just above a text box, the tab alignment ruler is used to set the spacing between tab stops.

PAGE VIEW

Determines how users will see and design pages — either one at a time or two pages (a spread) together.

Art Settings

Pictavo Art Settings

Backgrounds All(2219 / 2219) >

Accents

Templates

Snippets

ADS Templates

ADS Accents

ADS Backgrounds

Exclusive Art Settings

ART SETTINGS

Enable only certain designs to ensure a consistent look throughout the book. Doing this will also save time when creating pages because you'll limit the amount of artwork to search through.

Enable Comment

COMMENTS

Enabling comments allows you and other users to add comments to pages. They can be assigned to users and will appear as a task within the user's task list.

Colors

ToggleAll(442)

Colors

ToggleAll(171)

COLORS

Enable only those colors which coordinate with the theme, or art collection, you've chosen or created.

Fonts

ToggleAll(138)

Abril Fatface

Alegreya

Alfa Slab One

American Typewriter

Anlon

Arial Unicode

BioRhyme

Bonaroo

Agnifera Script

Alex Brush

AMATEC

Antic Didone

Archivo Black

Arvo

BioRhyme Extended

Betonica Script

FONTS

Select only fonts you want users to see when creating pages. This ensures users will not pick a font inconsistent with the design and can also help improve overall site performance.

Font Styles

Headline

Add a Headline

Subhead

Add a subhead

Body Copy

Add a little body text

Captions

Add a caption

Page Numbers

FONT STYLES & PAGE NUMBERS

Create styles for headlines, subheads, body copy and captions by using Font Styles. Taking the time to set this up at the beginning saves time and ensures consistency when users add text to pages. This area also contains font, position, size and shape options for page numbers.

Page Numbers

Position Lower Center >

Font Roboto >

Weight Regular >

Minimum Number of Characters 1

Page Number Color Black White

Background Shape Oval Square

Left / Right / Both Page Left Right Both

Show Page Numbers All Pages >

Manually Placed Page Numbers

Save

Edit Type Defaults

Character Set Headline

Font Roboto Slab >

Type Color

Weight Bold >

Size 26 pt

Character Spacing

Line Height

Column 1

IT 100% I 100%

TT I

ALL THINGS USERS, STORE & CALENDAR

ADVISER CENTER

USERS
Manage users and groups for anyone helping with the book. Add and delete users and groups, view their work activity and edit their permissions.

Adviser	Log-in Status	Last Log-in	Log-ins	# of Saves	Time Logged In
Katie Johnson	Logged In	7/29/2021 9:45 AM	97	567	110:17:35
Users					
▼ UNASSIGNED					
<input type="checkbox"/> Select All					
<input type="checkbox"/> Bella Adamson	Logged Out	3/31/2021 9:34 AM	48	61	72:12:01
<input type="checkbox"/> Shanice Hawkins	Logged Out	3/4/2021 9:01 AM	42	44	65:39:54
<input type="checkbox"/> Sadie Manning	Logged Out	4/12/2021 9:34 AM	49	51	63:19:32
<input type="checkbox"/> Grace Palmer	Logged Out	4/14/2021 9:34 AM	30	56	50:04:16
<input type="checkbox"/> Ethan Paulson	Logged Out	4/5/2021 9:31 AM	37	54	52:27:36
<input type="checkbox"/> Carlos Vasquez	Logged Out	4/14/2021 9:33 AM	46	76	51:49:44
<input type="checkbox"/> Lacie Conrad	Logged Out	3/31/2021 9:31 AM	56	72	72:42:31
<input type="checkbox"/> Amber Cunningham	Logged Out	4/12/2021 9:41 AM	76	116	95:54:17

STORE SETUP
Establish your products and pricing through Store Setup. This section is only available if your school is using Buy the Yearbook. For more detail see pages 32–33 in the Sell My Book section.

Store Setup

Enable Buy The Yearbook Sales | **School Information** | Products | Community User

School Information

You've enabled online sales. In order to sell items online, you will need to complete the information below.

After you complete this, be sure to add your products in the Products area above.

Service Fee

IMPORTANT: Each purchaser will be charged a 5% service fee on each credit card transaction. When setting the price of your book, please take into consideration that this 5% service fee will automatically be deducted from the purchase price of the item before tax. You can choose to display this fee directly to the purchaser or include it in the purchase price.

Include the service fee in order total (WILL NOT display to purchaser) | Display service fee in cart (WILL display to purchaser)

Grade/Homeroom

When customers purchase products from your online shop they must choose a student recipient. For your tracking purposes, purchasers may also be asked to select a grade or homeroom for their student if you add them here.

Create a Grades Menu for Purchasers | Create a Homeroom Menu for Purchasers

Edit	6	X
Edit	7	X
Edit	8	X

PROJECT SPECIFICATIONS
View details about your book (e.g., number of pages, number of books to print, binding type, cover type). Contact your yearbook representative to make changes.

Project Specifications

School Name:	Oak Hill Middle School	Number of Pages:	250
School Number:	313	Number of Books:	500
Project Number:	9988777	Binding Type:	Smyth Sewn Hard Cover
Cover Due:	02/01/2022	Cover Type:	Custom Cover
Pages Due:	04/15/2022	Personalization:	Names printed in foil
Book Size:	8.5 in x 11 in	Endsheets:	Custom Printed Endsheets (additional charges may apply)

Cover 100% Approved | **Endsheets** 100% Ready for Approval

Pages

- 26 pgs 10%
- 190 pgs 76%
- 22 pgs 9%
- 12 pgs 5%

Here, you'll also find due dates for your cover and pages. To keep your originally scheduled ship date you must submit on or before the dates displayed. Status bars indicate your progress.

CALENDAR
Add events and assignments. View by month, week or day. Entries can be set up as one-time or recurring.

Calendar

November 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

Events: Percussion Sectionals, Cheer Practice, Guitar Club, Band Competition, Chemistry Experiments, One Act Rehearsals, Turkey Trot SK, Thanksgiving Break, Smith Tree Chopping.

NEW USER
Enter the new user's name, email address and password. Then assign their individual permissions and pages.

NEW GROUP
Create a group name and assign permissions for the members of this group. Assign and unassign users in this window as well.

SELL MY BOOK

Current Sales Totals

OAK HILL MIDDLE SCHOOL

510 Books, 334 Ads, 22 Shoutouts, 168 This Week, 24 Today, **\$30,950.00** Total Sales

Product Offered	Number of Products Ordered				Sales			
	Credit Card	Cash	Check	Total Orders	Credit Card	Cash	Check	Total Sales
Yearbook	347	35	128	510	\$8,675.00	\$875.00	\$3,200.00	\$12,750.00
Full-Page Business Advertisement	36	2	8	46	\$2,700.00	\$150.00	\$600.00	\$3,450.00
Half-Page Business Advertisement	48	0	0	48	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Quarter-Page Business Advertisement	42	0	2	44	\$1,470.00	\$0.00	\$70.00	\$1,540.00
Eighth-Page Business Advertisement	45	0	0	45	\$1,125.00	\$150.00	\$600.00	\$1,875.00
Full-Page Recognition Ad	42	5	15	52	\$3,150.00	\$375.00	\$1,125.00	\$4,650.00
Half-Page Recognition Ad	12	0	0	48	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Quarter-Page Recognition Ad	16	4	8	28	\$560.00	\$140.00	\$280.00	\$980.00
Eighth-Page Recognition Ad	12	5	6	23	\$300.00	\$125.00	\$150.00	\$575.00
Shoutout Ad	22	0	0	22	\$330.00	\$0.00	\$0.00	\$330.00
								\$30,950.00

STORE SETUP

Establish pricing, define products available for and set ordering deadlines.

BOOK SALES

Orders received through Buy the Yearbook appear in the book sales report. Enter cash and check orders so you can track sales progress toward your goal and generate a complete list of orders which comes in handy on distribution day.

Store Setup

Enable Buy The Yearbook Sales

School Information

You've enabled online sales. In order to sell items online, you will need to complete the information below.

After you complete this, be sure to add your products in the Products area above.

Service Fee

IMPORTANT: Each purchaser will be charged a 5% service fee on each credit card transaction. When setting the price of your book, please take into consideration that this 5% service fee will automatically be deducted from the purchase price of the item before tax. You can choose to display this fee directly to the purchaser or include it in the purchase price.

Include the service fee in order total (WILL NOT display to purchaser) Display service fee in cart (WILL display to purchaser)

Grade/Homeroom

When customers purchase products from your online shop they must choose a student recipient. For your tracking purposes, purchasers may also be asked to select a grade or homeroom for their student if you add them here.

Create a Grades Menu for Purchasers Create a Homeroom Menu for Purchasers

Edit	6	X
Edit	7	X
Edit	8	X

ALL THINGS BUY THE YEARBOOK

STORE SETUP

WHAT IS BUY THE YEARBOOK?

SALES PLATFORM

Buy The Yearbook is a secure e-commerce site fully integrated with Pictavo. Parents, students and other community members can purchase yearbooks, student ads and business ads as well as design ads.

If Store Setup does not appear on the home page or in the Adviser Center, and you wish to use Buy the Yearbook, contact your yearbook representative.

SETTING UP YOUR STORE

Check the box enabling Buy the Yearbook sales. You're required to read through information detailing sales tax and service fees.

Enable Buy The Yearbook Sales

BUY THE YEARBOOK
SHARE YOUR PICTURES
CREATE AN ACCOUNT
LOG IN

FIND MY SCHOOL

Use your location or enter your school's ID number

STATE

CITY

SCHOOL

OR SCHOOL ID #

LET'S GO

User Name	Email
<input type="checkbox"/> Michelle nottingham	michellen@gmail.com
<input type="checkbox"/> David Sorey	soreyfam@aol.com
<input type="checkbox"/> Jake Hickman	hickman_j@gmail.com
<input type="checkbox"/> Ryan	lucht3@gmail.com
<input type="checkbox"/> Shannon Benda	sabenda@gmail.com
<input type="checkbox"/> Heather Hamilton	h_hamilton@yahoo.com
<input type="checkbox"/> Brian	brian61488@gmail.com
<input type="checkbox"/> Mara Gameda	gemedafamof5@gmail.com
<input type="checkbox"/> Amanda Dollar	ajd308@yahoo.com
<input type="checkbox"/> Micah R Jones	m_r_jones@gmail.com

BUY THE YEARBOOK USERS

View and export the names and email addresses of users who have created accounts on Buy the Yearbook.

PRODUCTS OVERVIEW

Define the product offering available to purchasers on Buy the Yearbook.

Products	Price	Available Online
Yearbooks		
Personal Ads		
Business Ads		

START BY CLICKING THE ADD PRODUCT BUTTON.

Order Deadline Date book is submitted Other Date

Order Deadline Has Passed Message

SET AN ORDER DEADLINE. THIS MESSAGE WILL DISPLAY TO REGISTERED USERS AFTER THE DEADLINE HAS PASSED. YOU MAY CUSTOMIZE THIS MESSAGE.

Tax The product pricing you set up should not include tax. If sales tax laws require Pictavo to collect and remit sales tax, it will be calculated upon checkout and based on the purchaser's location.

Pricing Create Price based on what the customer pays before taxes. Create Price based on what the school should receive per item.

School Received + Service Fee = Price in the Cart + Local Sales Tax

Enable Tiered Pricing Price Tiers Based on Dates Price Tiers Based on Quantities

SET A PRODUCT PRICE. ENABLE TIERED PRICING IF YOU PLAN TO ALTER THE PRICE OF THE YEARBOOK AFTER A CERTAIN TIME.

Product Category

Product Type

Product Name

Product Description

SELECT THE PRODUCT CATEGORY AND TYPE OF PRODUCT. YOU CAN CUSTOMIZE THE PRODUCT NAME AND DESCRIPTION.

Delivery Message

CUSTOMIZE A DELIVERY MESSAGE TO INFORM YOUR CUSTOMERS WHEN AND HOW BOOKS WILL BE DELIVERED.

Maximum Quantity Don't limit the availability of this product.

SET THE MAXIMUM NUMBER OF PRODUCTS AVAILABLE FOR PURCHASE OR CHOOSE NOT TO LIMIT PRODUCT AVAILABILITY.

Products	Price	Available Online
<input checked="" type="checkbox"/> Yearbook	\$21 (\$0)	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Personal Ad	\$13 (\$0)	<input checked="" type="checkbox"/>
<input type="checkbox"/> Business Ads		
<input type="checkbox"/> Shoutouts		
<input checked="" type="checkbox"/> Shoutout	\$1 (\$1)	<input checked="" type="checkbox"/>

CLICK THE CHECK BOX TO THE RIGHT OF THE PRODUCT TO MAKE IT AVAILABLE ONLINE.

School Information

You've enabled online sales. In order to sell items online, you will need to complete the information below. After you complete this, be sure to add your products in the Products area above.

Service Fee Include the service fee in order total (WILL NOT display to purchaser) Display service fee in cart (WILL display to purchaser)

Grade/Homeroom Create a Grade Menu for Purchasers Create a Homeroom Menu for Purchasers

Grade/Homeroom	6	7	8
Edits		X	X
Edits		X	X
Edits		X	X

SCHOOL INFORMATION OVERVIEW

GRADE/HOMEROOM

Select your preference for grade or homeroom and enter descriptions. Customers purchasing products must select one. This aids in tracking and distribution.

REIMBURSEMENT CHECKS

Funds received from credit card orders may be reimbursed on a monthly basis. If you are unable to enter information into the fields, contact your representative.

TAX RATE

Marketplace laws require sales tax to be collected and remitted in certain states. The tax rate displayed is for your school's location. However, the rate charged is based on the location in which the purchaser resides and calculated at checkout so it could differ from the percentage shown.

DISCOUNT CODES

You may wish to offer discounts for certain purchasers. Create a promo code, select the discount percentage and click save.

NAVIGATING SALES

BOOK SALES

MANAGING ORDERS



EDIT COLUMNS
Select the data to appear in the order report.



TRASH
Delete manually entered orders.



ADD SALE
Add orders received from check or cash sales.



UPLOAD ORDERS
Use our Excel template to enter off-line orders in the correct format.



DOWNLOAD INVOICE
Select an order to download a PDF of the invoice.



SORT
Change order view by product, payment type, grade or date.



EDIT
Edit order details and add notes.



EXPORT
For distribution, export an order report.

SALES GOAL

Set a goal for the number of yearbooks you wish to sell and track your progress toward achieving it. Enter a number into the Sales Goal box and click Go.

Sales Goal: Yearbooks

CURRENT SALES TOTAL

At a glance summary of total orders received by product category, as well as total revenue generated.

Current Sales Totals				
Sales Goal: <input type="text" value="225"/> Yearbooks <input style="background-color: #e0e0e0; border: 1px solid #ccc; padding: 2px 5px;" type="button" value="Go!"/>				
OAK HILL MIDDLE SCHOOL	185	36	68	14
	Books	Ads	This Week	Today
	Total Orders		Total Sales	
				\$5,415.0

ORDERS

Details for each individual order can be found in the Orders section.

Purchaser Email	Purchaser First Name	Purchaser Last Name	Student First Name	Student Last Name	Grade / Homeroom	Order Date	Amount Paid	School Received
<input type="checkbox"/> twebb245@gmail.com	Tanya	Webb	Brody	Webb	6	9/14/2021	25	23.75
<input type="checkbox"/> m_olson@yahoo.com	Monica	Olson	Sophie	Olson	8	9/14/2021	55	52.25
<input type="checkbox"/> pittmanvh@gmail.com	Vanessa	Pittman	Jackson	Mann	7	9/15/2021	20	50.00
<input type="checkbox"/> kvraulson@gmail.com	Kristen	Raulson	Olivia	Raulson	7	9/15/2021	20	19.00
<input type="checkbox"/> andersonfamilyof4@gmail.com	Linda	Anderson	Max	Anderson	6	9/16/2021	20	19.00
<input type="checkbox"/> paul.p.pehrson@gmail.com	Paul	Peherson	Emma	Peherson	8	9/16/2021	55	52.25
<input type="checkbox"/> mp81472@gmail.com	Maggie	Powers	Grace	Powers	8	9/16/2021	55	55.00
<input type="checkbox"/> franklin_jr@cox.net	John	Franklin	Caeden	Franklin	7	9/17/2021	25	23.75
<input type="checkbox"/> fames789@gmail.com	Forrest	Ames	Cody	Ames	6	9/17/2021	20	19.00
<input type="checkbox"/> theabercrombies7@gmail.com	Ruth	Abercrombie	Kayla	Abercrombie	8	9/17/2021	50	50.00

PRODUCTS

View orders and sales dollars by individual product category. If you choose to enter off-line sales (cash or check orders), total sales dollars are broken out for ease of reconciling.

Product Offered	Number of Products Ordered				Sales			
	Credit Card	Cash	Check	Total Orders	Credit Card	Cash	Check	Total Sales
Yearbook	347	35	128	510	\$8,675.00	\$875.00	\$3,200.00	\$12,750.00
Full-Page Business Advertisement	36	2	8	46	\$2,700.00	\$150.00	\$600.00	\$3,450.00
Half-Page Business Advertisement	48	0	0	48	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Quarter-Page Business Advertisement	42	0	2	44	\$1,470.00	\$0.00	\$70.00	\$1,540.00
Eighth-Page Business Advertisement	45	0	0	45	\$1,125.00	\$150.00	\$600.00	\$1,875.00
Full-Page Recognition Ad	42	5	15	52	\$3,150.00	\$375.00	\$1,125.00	\$4,650.00
Half-Page Recognition Ad	12	0	0	48	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Quarter-Page Recognition Ad	16	4	8	28	\$560.00	\$140.00	\$280.00	\$980.00
Eighth-Page Recognition Ad	12	5	6	23	\$300.00	\$125.00	\$150.00	\$575.00
Shoutout Ad	22	0	0	22	\$330.00	\$0.00	\$0.00	\$330.00
								\$30,950.00

OFFERING PERSONALIZED YEARBOOK COVERS?

PICTAVO GENERATES YOUR NAME LIST.

CLICK EXPORT FOR PERSONALIZATION AND SEND THE LIST TO YOUR YEARBOOK REPRESENTATIVE.

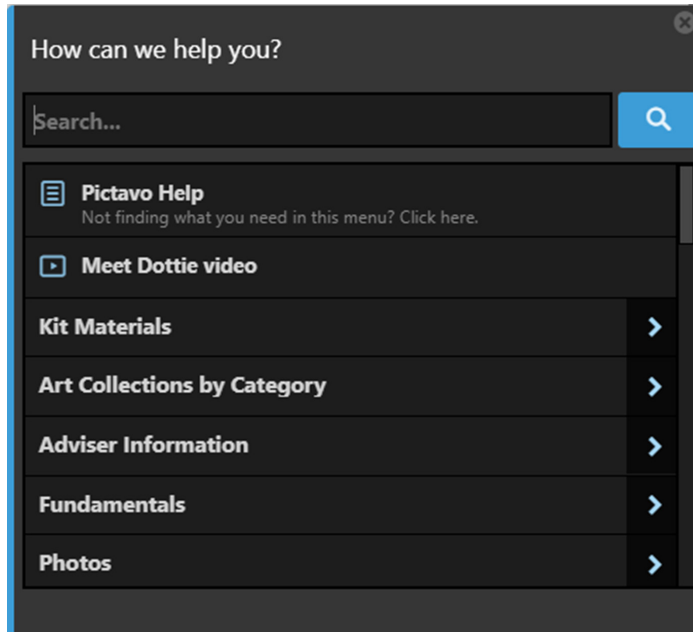
THEY'LL TAKE CARE OF THE REST!

THERE'S ALWAYS **MORE TO LEARN**

HELP RESOURCES



CLICK ON THE HELP ICON



HELP WINDOW

Enter your topic in the search field.
Scroll through the list of topics. Click
on an item to view the content. Or click
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ANSWERS@PICTAVO.COM