

2010 Yearbook Information:

The Lincoln High School Cardinal Yearbook is a **student-run publication**. Students are responsible for the planning, organization, design, coverage, and distribution of the yearbook. Each year we try to create a book that is better than the previous years'. The input of students, teachers, parents, and alumni is always welcome.

Yearbook Class: The Yearbook Class, which meets during **0 Period in Room 121**, is responsible for the creation of the book. Students fulfill different roles and work is delegated to ensure that everyone has a stake in the finished product. The job of the Yearbook Adviser (Mr. Schmidt) is to oversee this process and teach students the skills they need to produce a great yearbook. Students learn how to take better pictures, interview people, report on school events, and create page layouts, but the end product is ultimately created by the students.

Deadlines: The yearbook is submitted to our publisher in phases, and printing actually begins in December and ends in May when the books are completed and shipped. Because of this, pages must be submitted on very strict deadlines. This is why we must have specific deadlines for submission of senior photos, senior ads, etc., and why it so important to pay attention to those dates. We can not change pages that have already been printed.

Purchasing a Yearbook: The price of the 2010 Cardinal Yearbook is **\$50**; however, if you purchase your book during registration, the cost is only **\$45**. We are pleased to offer yearbooks to our **Foreign Exchange students** at no charge. LHS faculty/staff can purchase a book for \$20. Students with financial hardships should contact Mr. Schmidt at the beginning of the school year—we don't want price to be an obstacle for anyone. Books can be purchased throughout the year (see Sammie in Bookkeeping) or in June during distribution. In the past, we have had a surplus of books, but we can not guarantee you will get a book unless you purchase one at registration. 2008 and 2009 yearbooks are still available for \$45. Make checks payable to "LHS Yearbook."

Contributing Photos: If you take pictures at games or other school activities, we would love to use your photos in the yearbook. You can upload image to <https://images.jostens.com/login> Username: **400002697** and Password: **contribute**. Fill in the required information and click "Save Image Details." If you have more than 10 images, please mail a CD (see contact information). Please send only full-sized JPEGs, and include information about the event and the names of all people pictured. Due to page deadlines and other factors we cannot guarantee that your pictures will be used, and we cannot credit the photographer, but we welcome your contributions.

Portraits (Freshmen, Sophomores, and Juniors): The picture used in the "mug-shot" section of the yearbook will be the photo ID picture you take during registration. These pictures are taken by LifeTouch. **If you do not have an ID photo taken, you WILL NOT be pictured in the "mugs" section of the book.** Sorry, we can not substitute your ID photo for another photo you like better.

Senior Ads: This year we embrace 21st century technology by allowing you to create your own custom ad for a senior in your life. The process is now complete online.

Go to <http://jostensadservice.com>. See our flyer or visit the yearbook website for additional information. Please contact Jostens if you have any further questions regarding senior ads: (800) 358-0800.

¼ page ad: \$75

½ page ad: \$150

Full page ad: \$250

Space is limited, and all ad orders must be placed online by January 22, 2010.

Senior Portraits: Senior year students get to submit a photo of themselves for the senior section of the yearbook. These photos are often taken by professional photographers, but many students use photos taken by friends or family. Some students even submit drawings or other artwork. Lincoln has a great tradition of seniors being creative with their portraits. There are a few **guidelines** that you must follow:

1. Your portrait must be a **representation of you**, not someone (or something) else. If submitting artwork (drawing, etc.), it must be a recognizable likeness of you.
2. Your **face** must be showing. (No masks, backs of heads, etc.)
3. You must be **dressed** in a way that conforms to the **school dress code**. (Guys, you need to be wearing a shirt.)
4. Your portrait can not promote or condone drug use, gang activity, or violence.

This year we are ONLY accepting **digital files**. Welcome to the 21st century!

Senior Portrait Format Requirements:

1. Photos can be color or B&W, indoor or outdoor, formal or informal (see the above guidelines).
2. There are no head-size requirements.
3. Photos must be cropped the way they are intended to appear. (Minimal cropping may occur when pages are created.)
4. Images must be a **vertical** (portrait) layout.
5. Image size: 3" high x 2.25" wide, resolution of 300 pixels/inch (**900 pixels by 675 pixels**).
6. File format: **JPEG only**.
7. File Name: Last Name, underscore, First Name. **Example: Smith_Joe.jpg**

Upload image to <https://images.jostens.com/login> Username: **400002697** and Password: **contribute**. Fill in the required information. Under "**Description**" make sure to write "**Senior Portrait**," otherwise we will not be able to distinguish it from other general purpose photos. Then click "Save Image Details."

Too much info? Are you a technophobe? For a **\$5** fee, we can assist you with setting up and submitting your digital file. Please set up an appointment well in advance of the December 1st deadline.

Don't want to hire a professional photographer? A Yearbook or Photography student can take your portrait for you. We will charge a **\$20** fee that will help support our program. If this fee is a financial burden, please do not hesitate to contact Mr. Schmidt, and we will work something out. We believe every senior has the right to have a great picture in their senior yearbook.

All senior portraits are due December 1st, 2009. If you do not submit a photo, you WILL NOT be pictured in the senior section. We do not use ID photos for seniors.

Contact Information:

Email is the best way to contact yearbook staff. In most circumstances a yearbook student (not Mr. Schmidt) will follow up on your communication. **Email: lhscardinalyearbook@gmail.com**

If you must contact the Yearbook Adviser (Mr. Schmidt), please do so by phone. I will not be able to talk during classes (other than Yearbook class), so either call before 8:00am or after 12:30pm.

Call: 503-916-5200 and ask to be transferred to Room 121.

If you need to mail materials, send them to:

**Attn: Jerod Schmidt, Yearbook Adviser
Lincoln High School
1600 SW Salmon
Portland, OR 97205**

Information will be updated on the Lincoln website: <http://lincoln.pps.k12.or.us> Click on the "Yearbook" link on the left-hand side of the screen.