12 ENCORE

PRO TIPS

Balfour&co

For the Modern Yearbook Designer

WHY ENCORE?

It’s our proprietary, fast, intuitive & superior yearbook design platform.

Encore caters to both beginners and advanced users. Beginners can use the library to drag and drop their way quickly to a beautiful book. Experienced designers can use advanced features to create a highly personalized book with custom graphics, text, folios, and more.

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ENCORE TIP #1: DRAG & DROP TEMPLATES

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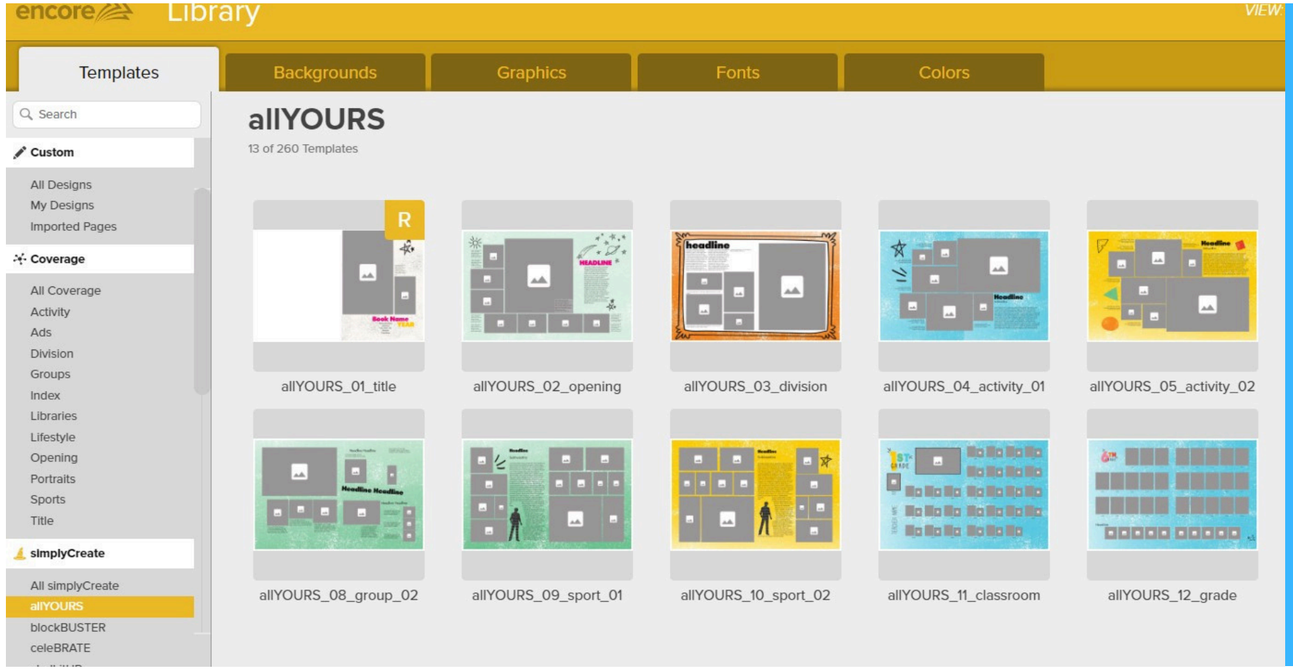


Simply select from Encore's Library of templates and start building your book!

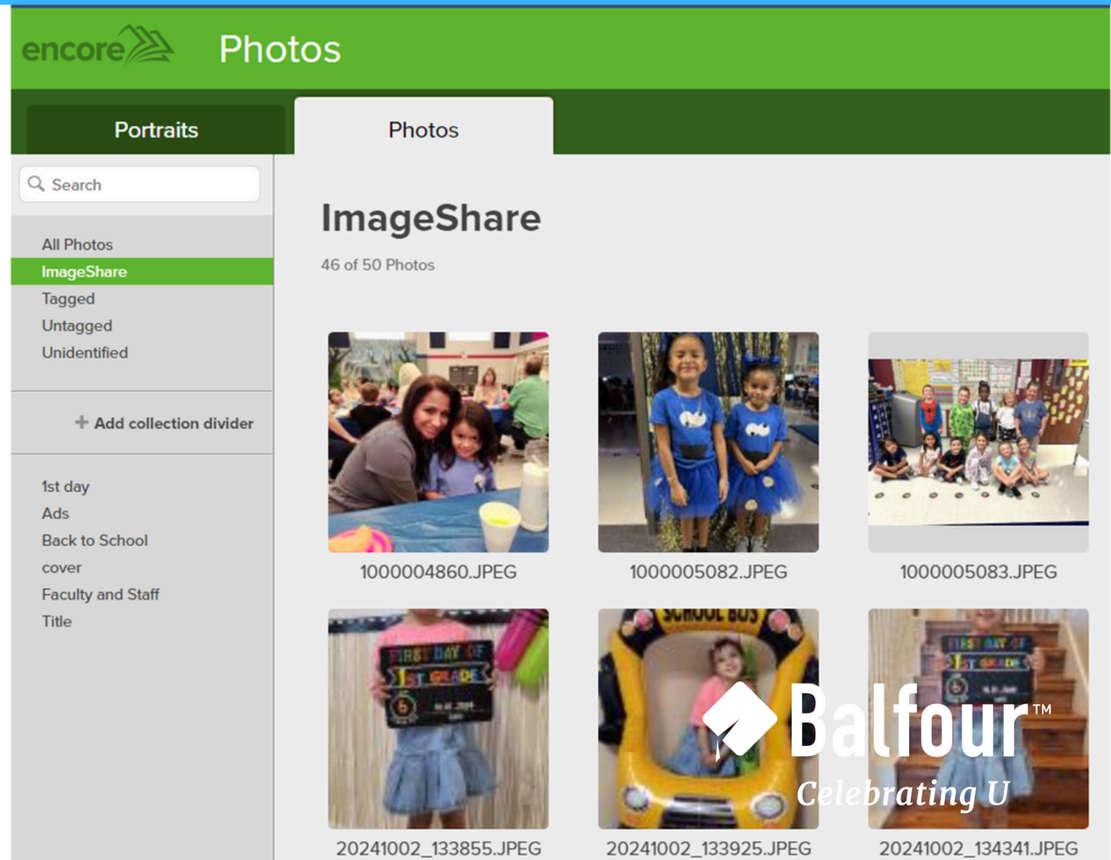
Everything is customizable. Add, delete, and alter elements with a few clicks.

ENCORE TIP #2: IMAGESHARE

Snap it and share it, folks!

Our ImageShare app makes it easy to crowdsource all those epic event pics.

It's also a breeze to upload straight to your yearbook project, plus collecting info for those captions is as easy as pie!



ENCORE TIP#3: ADD CUSTOM COLORS

Every color imaginable is just a click away. Personalize your yearbook project by adding your school's unique colors with RGB values.

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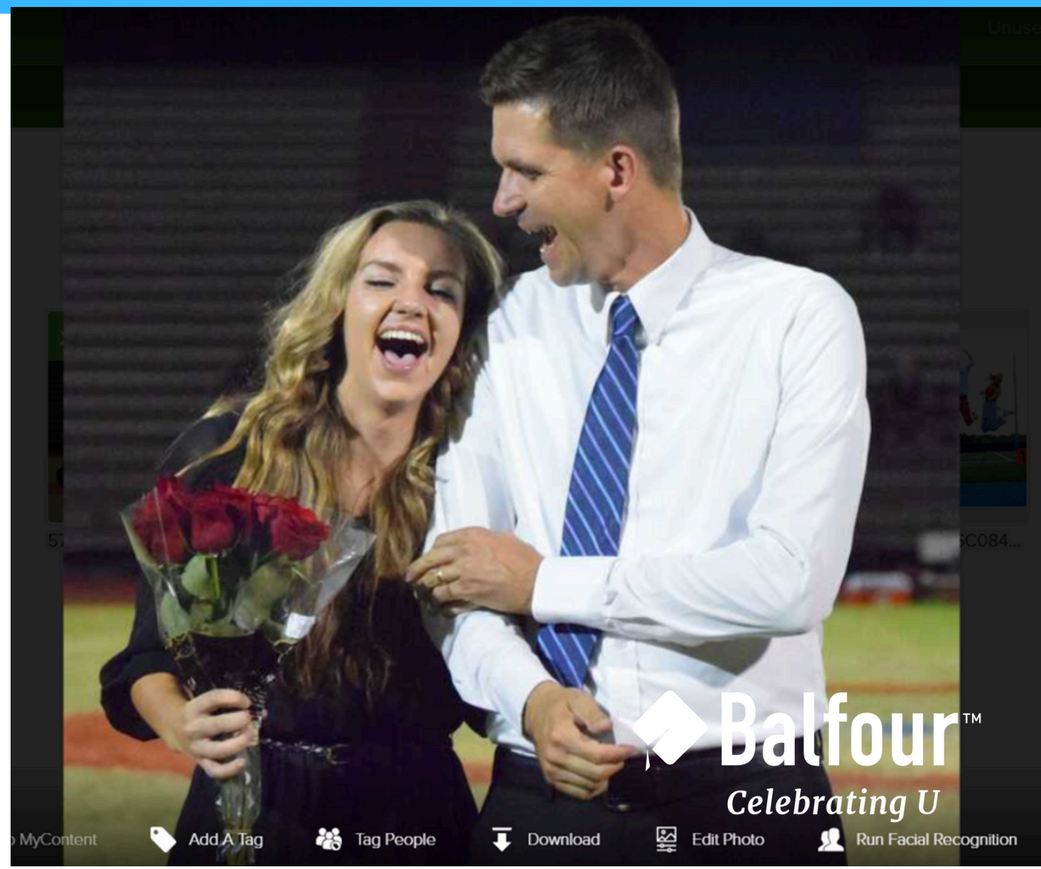
ENCORE TIP #4: AI FACIAL RECOGNITION

AI MAKES IDENTIFYING STUDENTS FAST & EASY!

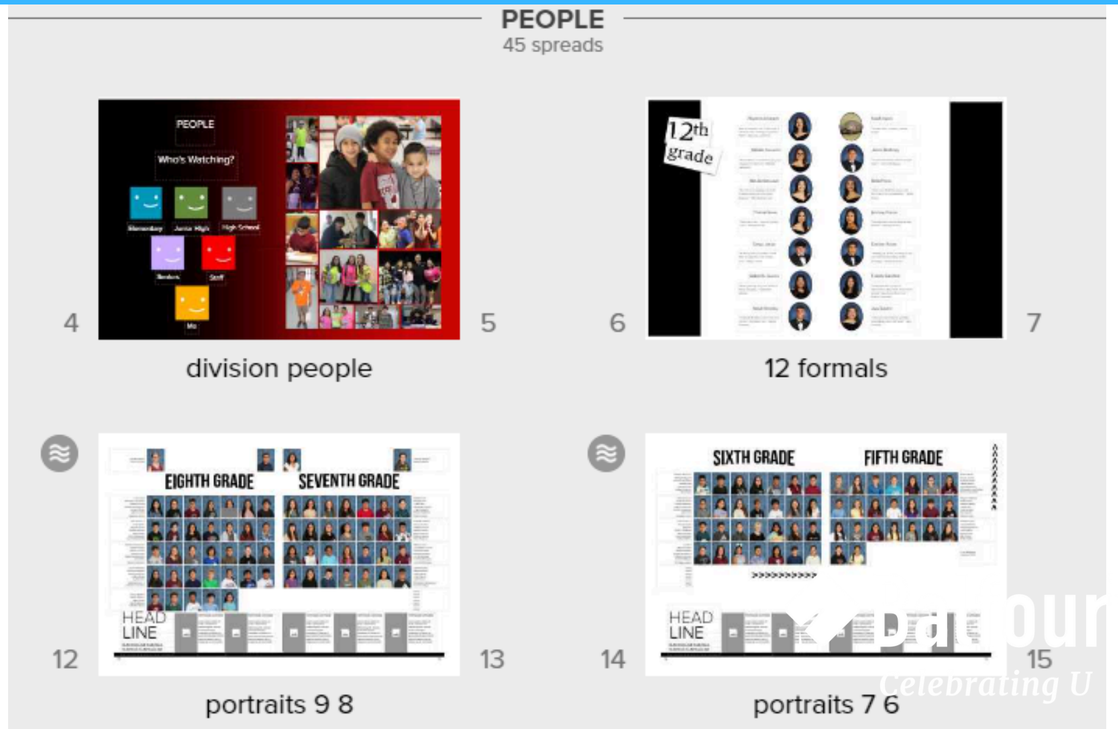
Once you upload those fabulous portraits, fire up our Facial AI and let Encore work its magic!

In no time, Encore will be like a super sleuth, spotting students in those sneaky candid shots. What used to be an all-day affair is now a speedy snap—taking mere minutes instead of hours!



ENCORE TIP #5: ADVANCED BOOK MANAGEMENT

With Encore you can reorganize your sections and renumber your pages in the Pages view. It used to be a nightmare for advisers to renumber pages, but with Encore, you can easily add in the missing spread, move pages or entire sections around the book.



ENCORE TIP #6: MYCONTENT

The myContent suitcase organizes repeating elements (like your favorite templates, graphics, and backgrounds) and keeps them close at hand while designing your pages.

Simply add your favorites to your myContent suitcase!

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ENCORE TIP #7: PEN TOOL

Whip out that Pen tool and unleash your inner Picasso on those spreads! You can tweak lines at all sorts of angles and go wild with colors and line thickness. Get creative and make those graphics pop!

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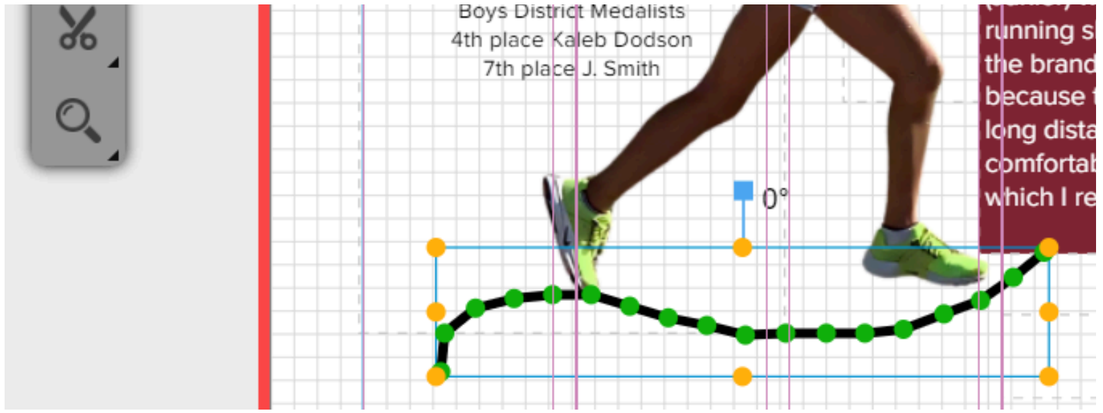
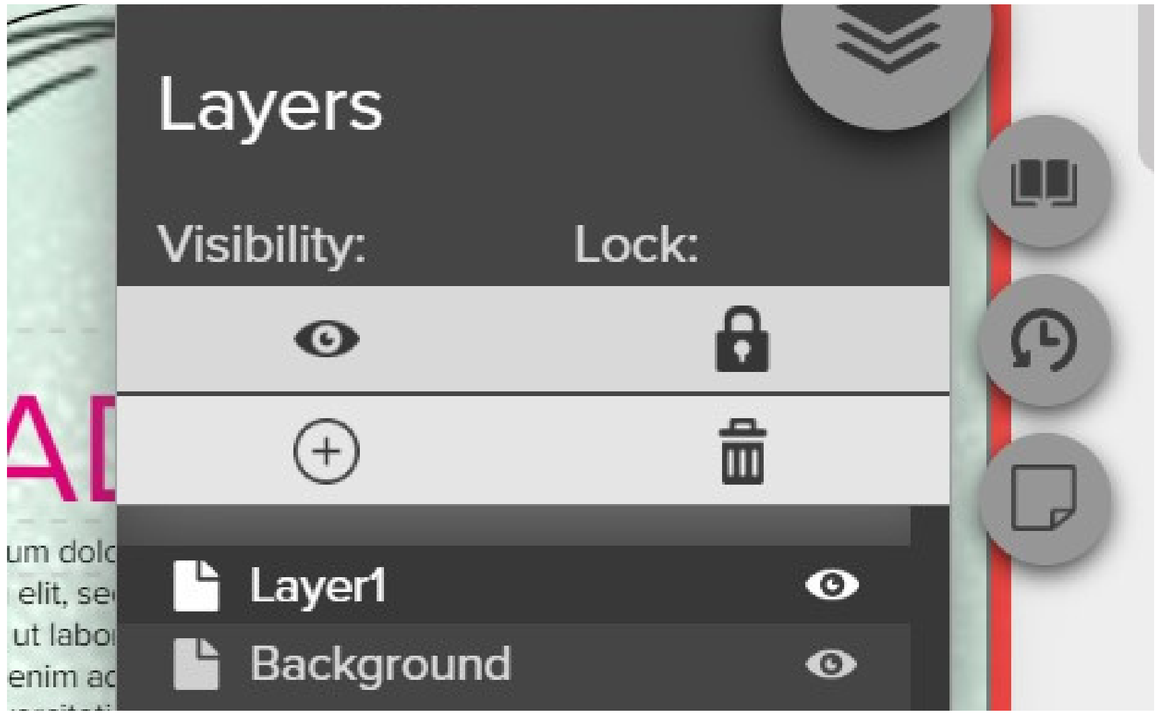
EXAMPLE #1

EXAMPLE #2:



ENCORE TIP #8: LAYERS



When diving into the world of intricate designs, those nifty “Layers” are your best buddies for keeping chaos at bay! They’re like your tidy little filing cabinets—super easy to see, name, add, hide, and toss out when you’re ready to declutter!

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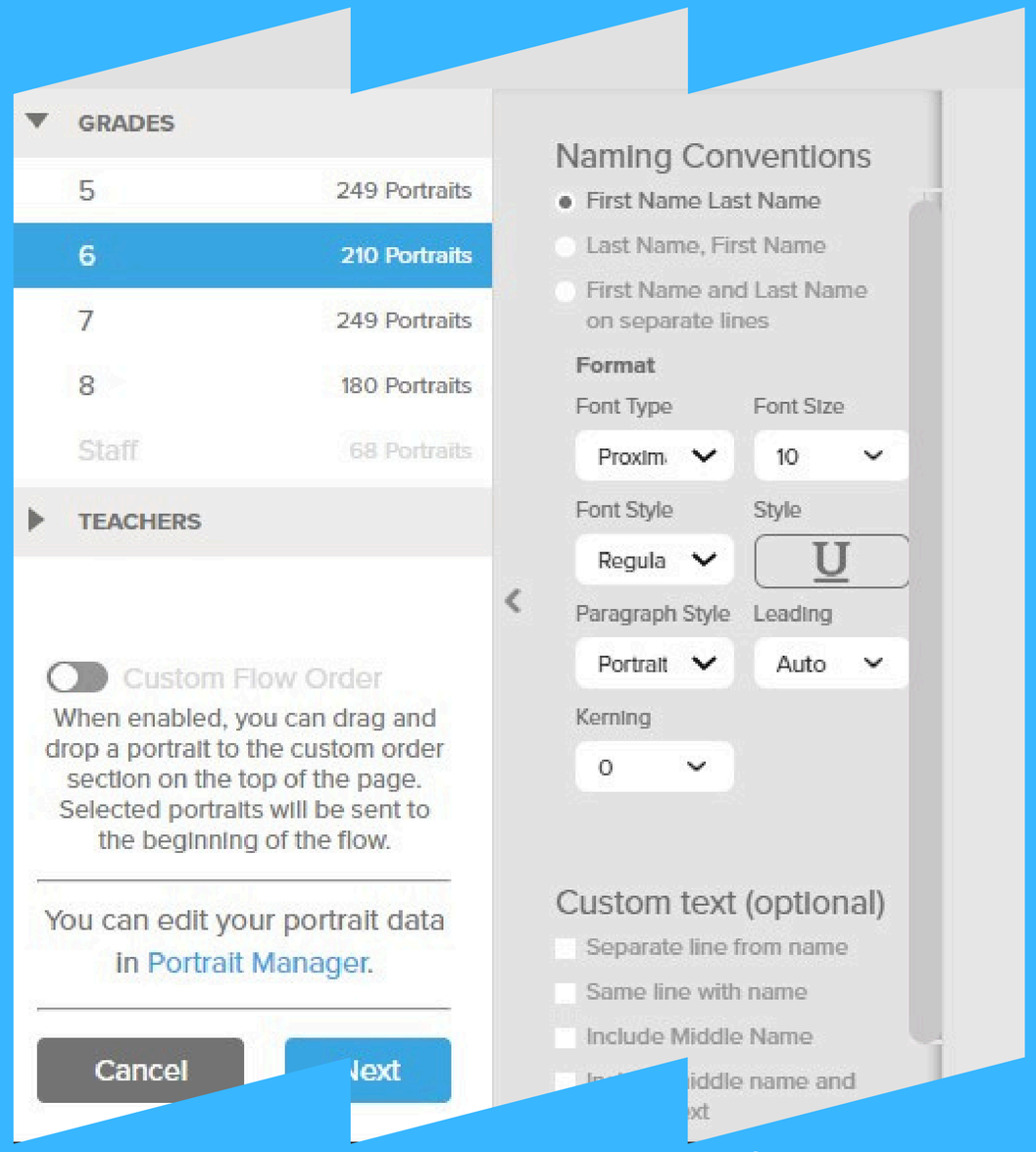
ENCORE TIP #9: DYNAMIC FLOWING

Dynamic Flowing of Portraits acts like a magic wand for all your editing challenges, simplifying the process of creating stunning portrait pages. It's designed for effortless flowing and easy editing.



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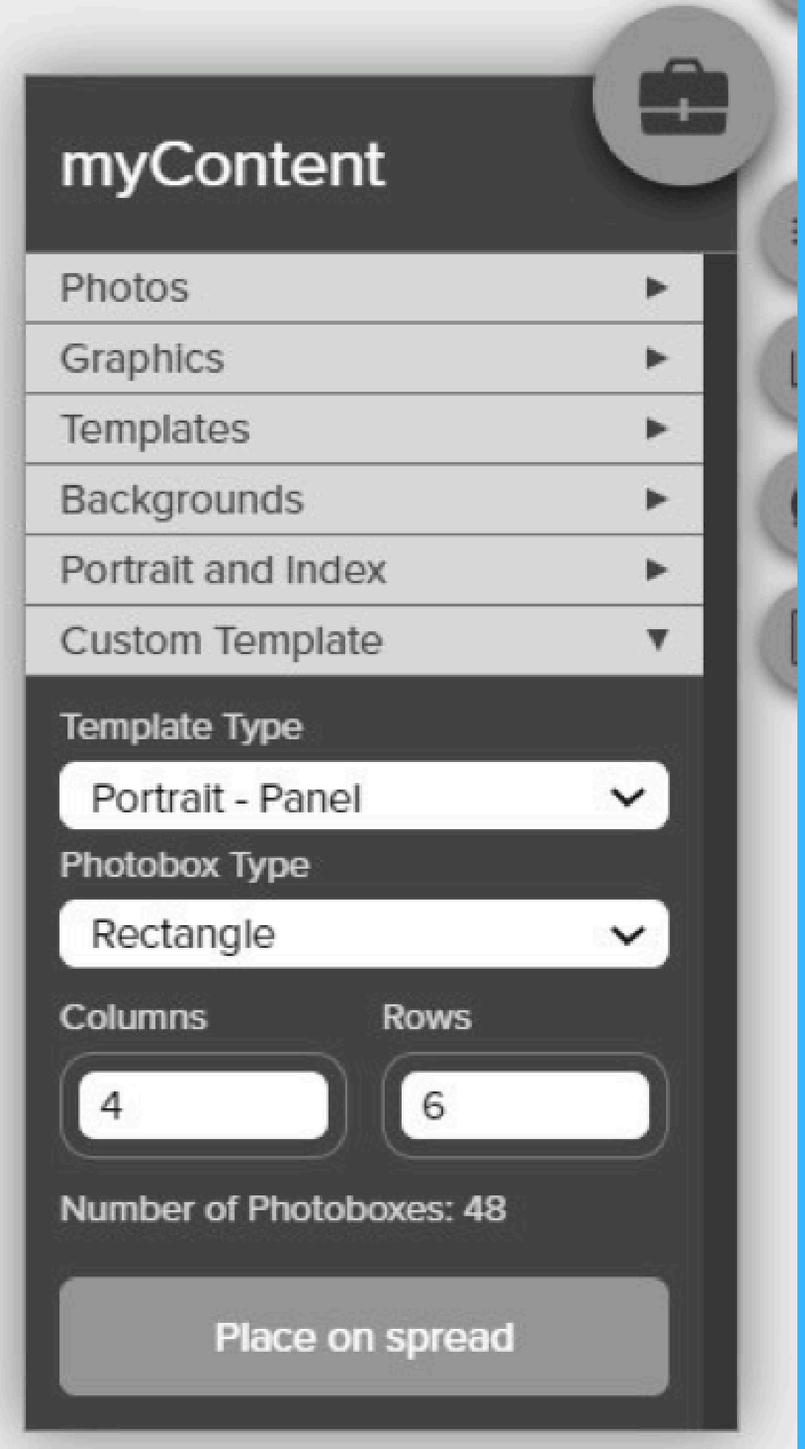
ENCORE TIP #10: BALFOUR PICTURE DAY

What's even better than Dynamic portrait flowing? Automatic portrait flowing when you take advantage of our Balfour Picture Day photo services!

With Balfour snapping your Picture Day pics, your portraits will magically upload to Encore without lifting a finger!



ENCORE TIP#11: CUSTOM PORTRAIT TEMPLATES

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Creating custom portrait templates is simple and fun. Choose from existing options or design your own, adding personal touches like backgrounds, text, and colors to bring your ideas to life. Unleash your imagination!

ENCORE TIP #12: QUALITY CHECK

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Go to print with confidence using our program that scans images for print quality and checks for issues like text errors and placement problems.

It alerts customers to potential issues, ensuring that every image prints beautifully and fits correctly in the final product.

WELCOME TO MODERN YEARBOOK DESIGN

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Customizable Templates

In Encore, crafting your yearbook is a breeze with our Drag & Drop templates—it's like playing with digital Lego!

Plus, we let your creativity run wild with options to create or jazz up your portrait templates.

Easy-to-use Design Tools

Encore users can also save favorite designs in their myContent suitcase, customize graphics with our Pen Tool, manage complex designs using Layers, and also add their school's custom colors.

Photo Tech & Services

We offer Picture Day photo services and Dynamic & Automatic Portrait Flow technology.

Our ImageShare app crowdsources event photos, while our facial recognition AI identifies students in candid shots. Quality Check ensures printing quality confidence.

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FEEL FREE TO REACH OUT TO ME!

You got this!

Website
balfour.com

Phone Number
1-800-Balfour

Or email your AE or your local sales representative!