STUDIO balfour

EZPix User Guide

EZPix™

EZPix is a new solution to gather portrait photos for your yearbook. Coupled with Balfour's eMarketing tools and student manager database, EZPix makes collecting student portraits simple for the yearbook staff. A secure portal walks parents through image upload and cropping, while checking for photo quality.

Adviser Tools

- ✓ Built-in student directory upload utility
- ✓ eMarketing templates to automate photo requests
- ✓ Real-time tracking and reporting of photo submissions
- ✓ Filter student lists by portrait photo status
- ✓ Toggle photo upload portal on or off based on submission deadline
- ✓ On-demand portrait file download for StudioWorks+ and BalfourTools projects
- ✓ Integrated database syncs portraits to Encore and myYear projects

Parent Tools

- ✓ Custom and secure link to upload student portrait
- ✓ Easy photo upload from desktop or mobile device
- ✓ Built-in cropping tool ensures consistent portrait photo proportions
- ✓ Preview cropped photo prior to submission
- ✓ Photo resolution check ensures image quality and compatibility

Let's walk through the three parts of the EZPix process.

PART 1

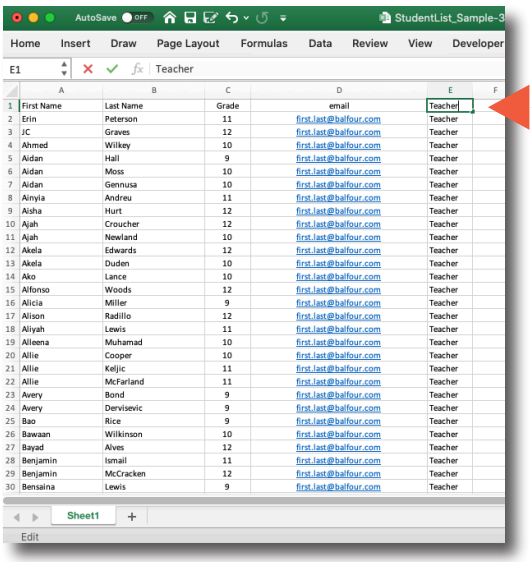
Set-up your student master list.

A Student List is a roster of your entire student body. Import your list into the Student Manager at Studio.Balfour.com to securely track student portraits, conduct eMarketing campaigns, view sales — all of your student management in one place.

Step One:

Request a complete list of all students in your school from your registrar or front office. The minimum required for each list is **First Name, Last Name, Grade** and parent/guardian **email** address. Acceptable file formats can include: xls, xlsx, csv and txt. If you are using a txt file, please separate columns by tabs.

It is not necessary to put this information in a specific column order. StudioBalfour's upload system allows you to map the data in each column during the upload process.

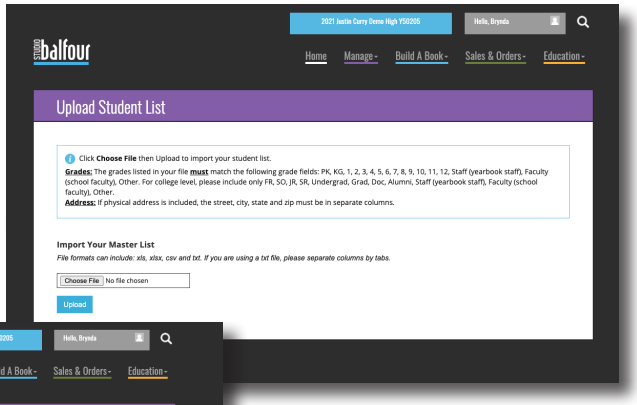


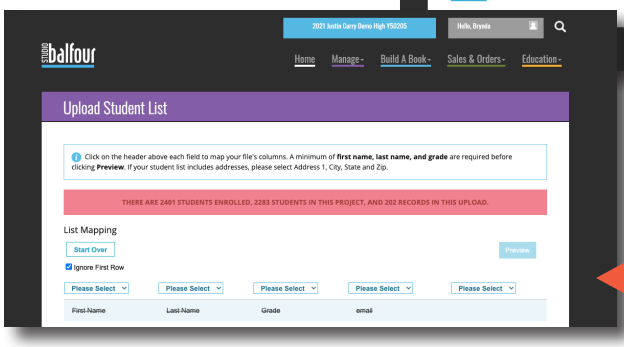
Include the "teacher" field if you plan to flow portraits by classroom teacher.

Step Two:

Log in to StudioBalfour and choose **Manage > Student Management > Upload Student List.** Click **Import** and choose your file from a location on your computer.

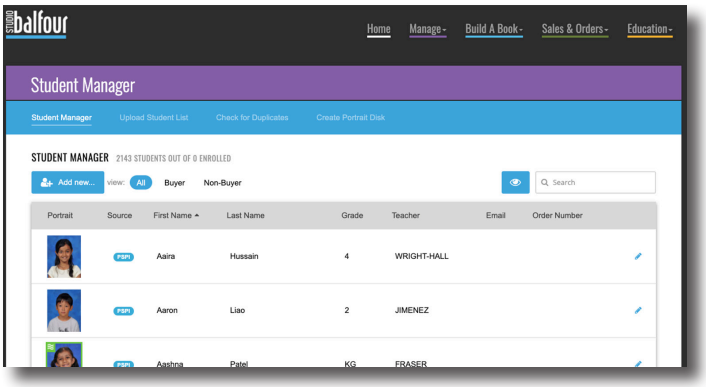
Click **Upload** to map the columns in your document to the target column headers. Click on the header above each field to map your file's columns. Click **Preview** to double check the columns. When ready, click **Submit.**





Map the columns of the student list to the column headers for import.

Next, your Account Executive will verify and approve your imported list. Once approved, you can view your student list data by going to **Manage > Student Management > Student List.**



Click here for a step-by-step walkthrough of how to upload your Student List.

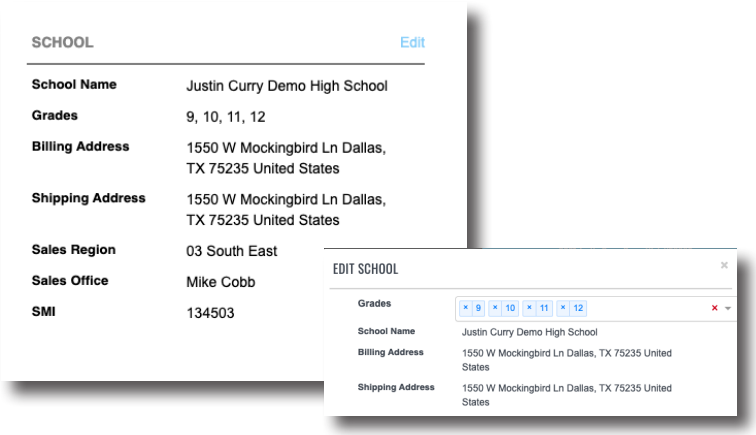
PART 2

Create your EZPIX marketing campaign.

Now that you have your student list, it's time to get the word out to your school community. Use one of our pre-formatted templates to create an email, including a personal upload ~~like~~ for each student.

Step One:

Activate the grades represented in your student list in StudioBalfour to enable the eMarketing tool. To set the grades, log in to StudioBalfour and click on **Summary**. In the **School information** section, click **Edit**. Select all grades that match your Student List, then click **Save**.

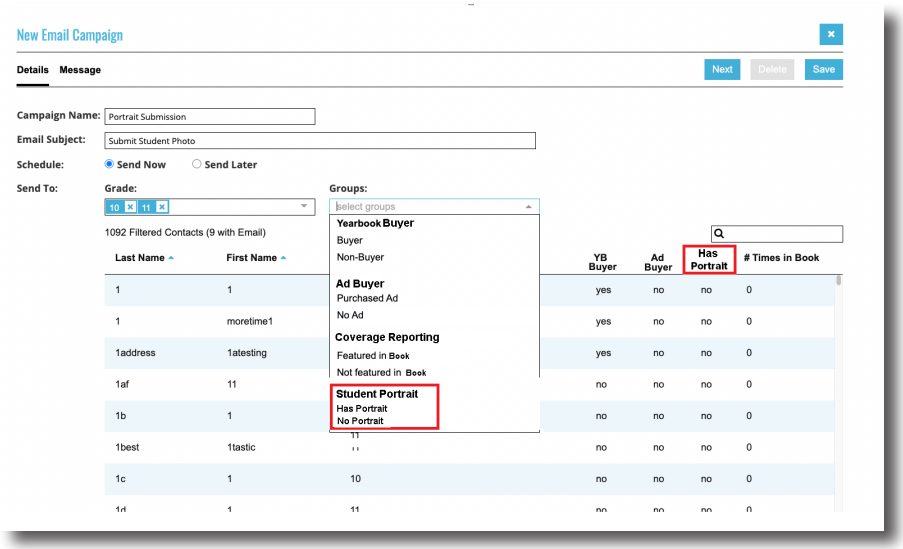


Click here for a step-by-step walkthrough of how to set grades.

Step Two:

In StudioBalfour, choose **Sales and Orders > Sell It! Total Yearbook Marketing > eMarketing.**

Select **Start a Campaign**. Create a campaign name and subject line and choose **Send Now** or **Schedule Later**. Add the grades to include in the campaign and select **Groups > No Portrait** from the dropdown menu. The list will filter to only students without a portrait.



Select your template on the next screen and customize as you wish. Include a submission deadline for the parent. The email will auto-generate a secure, custom link for the parent to select and upload their student's photo.

Click here for a step-by-step walkthrough of creating and customizing an email campaign.

You can customize the email to add your own photo requirements and suggestions, including appropriate photo background, acceptable attire and additional tips to take a good portrait.

PART 3

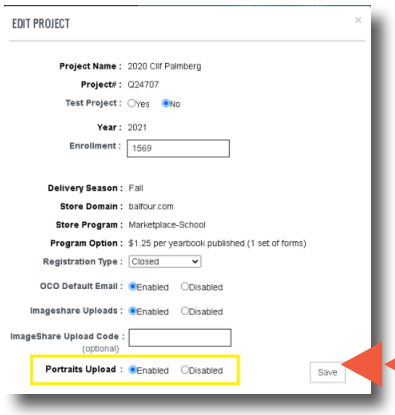
Auto-create your portrait file.

When you are ready, we'll process the portraits, names, grades and teacher names into a usable file for BalfourTools or StudioWorks+. Encore and myYear portraits are synced to the Student Manager and display portrait submissions in real time.

Step One:

When you reach the deadline for photo submissions, you can close further submissions and disable any unused upload links from the **Summary** page.

To disable the uploader, log in to StudioBalfour and click on **Summary**. Under the **Project** section, click **Edit**. Change the portraits upload from enabled to **Disabled** and **Save**.

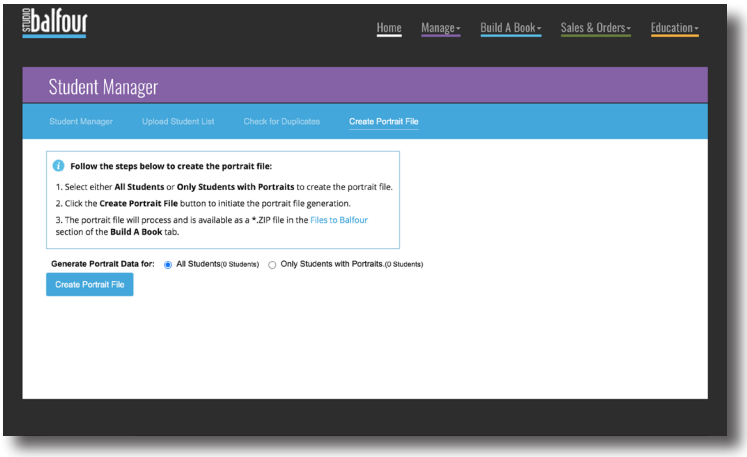


Encore and myYear customers are ready to flow final portrait pages when the upload option is disabled.

Step Two:

StudioWorks+ and BalfourTools users will create a package of all portrait images and text for upload to the software.

Log in to StudioBalfour and choose **Manage > Student Management > Create Portrait File.** Choose **All Students** to download the ~~all~~ student records, with photos and without. Or, choose **Only Students with Portraits** to download only students data with photos. Click **Create Portrait File**.

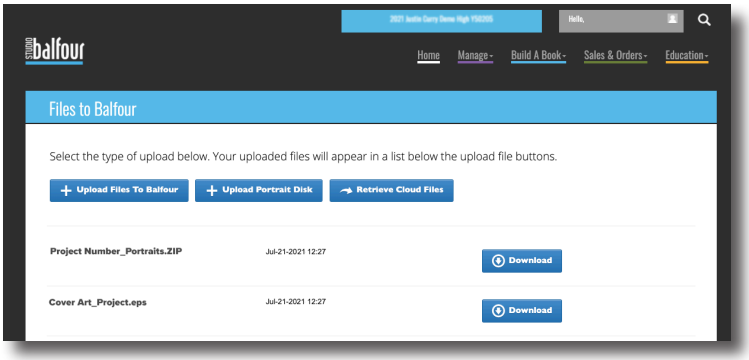


Step Three:

The portrait file processes through the database to create a *.ZIP file. The processing time varies based on the number of records in the batch and can take up to 30 minutes.

The file is listed under **Build a Book > Files to Balfour** when processing is complete. Click download to download the file to your desktop.

That's it! You are ready to upload your file into StudioWorks+ or BalfourTools ~~ans~~ flow your portrait pages.



Visit **help.balfour.com** for directions on how to upload a portrait file to StudioWorks+ or BalfourTools.

Instructions:

Here are the four steps to upload your portrait and some handy tips!

EZPix™

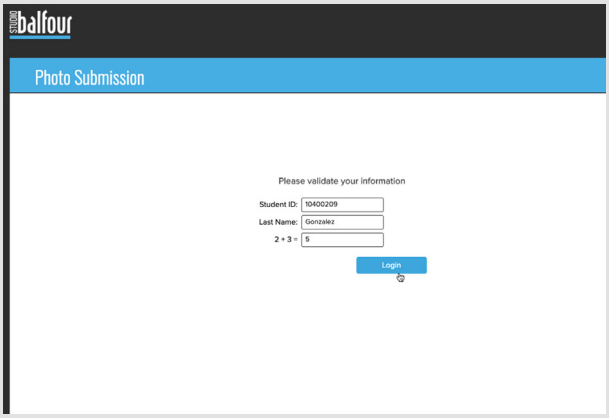
STEP 1
Secure Login

✓ Check your email for your secure link to upload your student's portrait.

✓ Confirm your student's name is correct.

✓ Answer the math question to ensure you aren't a robot.

✓ Click **Login** to get started.

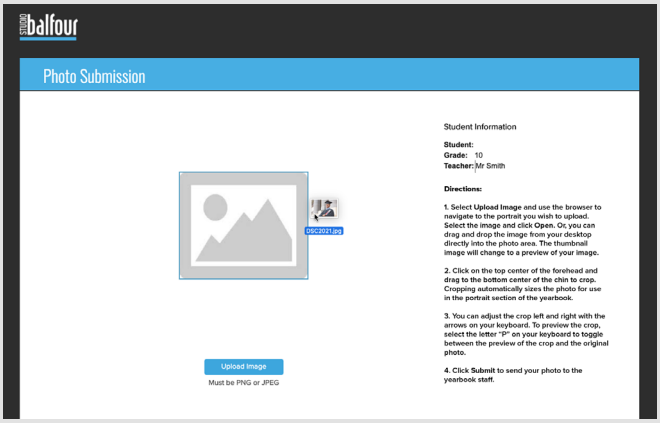


Note: If your student's name is no[illegible]rrect, please contact the yearbook adviser.

▶▶▶ PRO TIPS:

Choose a good photo for the yearbook portrait section.

- Lighting without extreme shadows or bright light
- A simple, uncluttered background
- Full head and shoulders
- Facing the camera
- Appropriate attire



STEP 2
Upload Your Photo

✓ Select **Upload Image** and use the browser to navigate to the portrait you wish to upload. Select the image and click **Open.** Or, you can drag and drop the image from your desktop directly into the photo area.

✓ The thumbnail image will change to a preview of your full image.

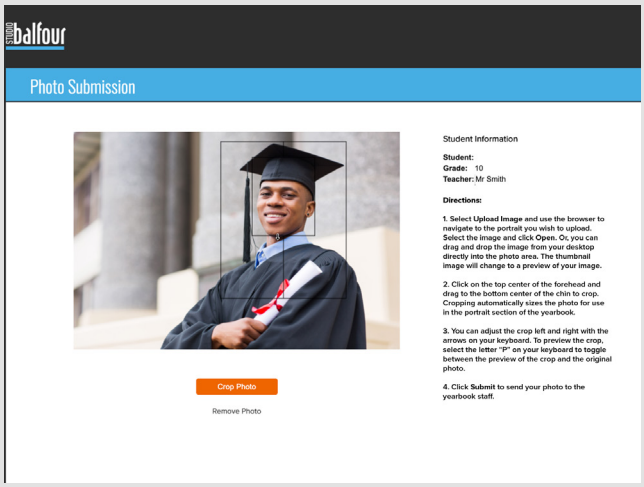
STEP 3
Crop Photo

✓ Click on the image at the top of the forehead and drag down to the chin to crop the photo proportionally.

✓ The crop preview has a black outline when the image is the correct ~~image~~ resolution.

▶▶▶ PRO TIP:

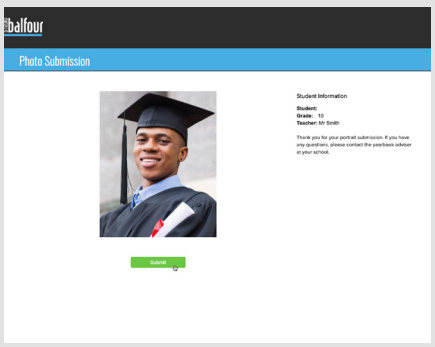
You can adjust the positioning of the crop by using the arrows on your keyboard to move up, down, left and right. Select the letter "P" to toggle between Preview and Cropping view. To start over, click on the forehead and drag to the chin again.



STEP 4
Submit Photo

✓ Click **Submit** to complete your portrait upload.

✓ Contact the yearbook adviser with any questions.



FAQs

Frequently Asked Questions

SETUP QUESTIONS

Q: Can I use EZPix if I my student list doesn't have email addresses?
A: No, the email address is required. To create a secure personalized link for each student, the email address for the parent/guardian is needed.

Q: What if we usually do not share email addresses?
A: Some administrators have privacy concerns about providing directory information. FERPA is the "Family Educational Rights and Privacy Act" and it states what information schools can release and to whom. Language exists in FERPA that calls out "companies that publish yearbooks" as approved organizations that can request directory info and to which it can be released without written consent from the parent.

You can read more here:
https://www2.ed.gov/policy/gen/guid/fpco/ferpa/mndirectoryinfo.html

Q: Can I have more than one email address per student?
A: Not at this time. The Student List does not support alternate email addresses on individual student records.

Q: Does EZPix work on with browsers? What about tablets, iPads or iPhones?
A: EZPix is hosted on a website and compatible to any device that can access the site. More exact control will be possible when using the cropping tool on a computer than on a mobile device.

Q: What file formats are acceptable for upload through EZPix?
A: The uploader will accept PNG and JPG images. When uploading images, files of other formats cannot be selected, ensuring only compatible images are loaded in the system.

Q: Will photos with low resolution be allowed?
A: The cropping tool embedded in the uploader checks the cropped image for appropriate image resolution based on digital printing standards.

Q: Who is responsible for the content of the photos uploaded?
A: The parent is responsible for the photo submitted. We recommend reviewing all photos for compliance with school policies.

Q: Can my school administration have a copy of the Portrait File created with EZPix?
A: Sure! The *.ZIP file can be shared with your administration. The images can be identified by cross referencing the student names in the index file included in the download.

Q: What size are the final images processed through EZPix?
A: EZPix adheres to Printing Industries of Ameria (PIA) guidelines for digital portraits. The final images are 640x800 pixels (.8 aspect ratio). This file size is recommended for printed images less than 12 picas by 16 picas (approximately, 2 x 3 inches).

Q: What format are the photos when downloaded?
A: The photos will download as high-resolution JPGs in RGB format.

Q: Is EZPix compatible with all of Balfour's page editors?
A: Yes, the system is compatible with all of our software.

Q: Can I download the Portrait File more than once?
A: Yes, the Portrait File can be downloaded as many times as you like. Each file download is a total of all entries to the time requested.

Q: Can I use both EZPix and my school photographer's disc?
A: Yes, you can use EZPix to collect a portion of your student portraits and add to your traditional PSPI disc. Refer to your software manual for PSPI file upload instructions.

Q: Can I edit the portrait name?
A: Yes, you can modify the portrait name in the Student Manager in StudioBalfour, or in your page editing software.

Q: Can I edit the portraits once uploaded to StudioWorks+ or BalfourTools?
A: Individual portrait images can be edited prior to upload to your software. Open the image in a photo editing software, such as Photoshop, to make alterations.

Q: How do I get my portraits into StudioWorks+ or BalfourTools?
A: Download the *.ZIP file created in StudioBalfour. Unzip the contents of the file to your computer. Follow the directions at help.balfour.com to finish the upload process.

Q: How do I keep track of photos submitted?
A: The Student Manager will display the student records with a portrait when one is available. If there is not a portrait, the image area displays “Photo Not Available.” You can filter the list to show who has a photo and who does not.

Q: What if the parent does not receive the email or loses their custom link?
A: You can resend emails through the marketing campaign. For security, the link is generated dynamically through the system and not otherwise accessible.

Q: Can eMarketing send follow request to parents who have not submitted a photo?
A: Absolutely! Part of the power of the process is the ability to filter the student list to only students without a portrait submission. Send as many emails as necessary.

Q: Does sending a follow-up request go only to those without a portrait submitted, or to all parents?
A: Students portrait status is automatically tracked in the Student Manager. You can send multiple requests for portrait submission. Each time you send an email, select “No Portrait” from the Group list to filter to only those students without portraits.

Q: Can a parent upload a photo more than once with the same link?
A: The custom link is for one-time use. After the parent submits the portrait, the link will take them to a view-only page to see the uploaded image. The link is accessible until a portrait is submitted or the link is disabled by the adviser.

Q: When the parent has uploaded an image, can he/she replace the image?
A: The upload link is for one-time use. To replace the image, the parent will need to contact the yearbook adviser to provide an alternate image. The choice to accept a replacement is up to the adviser.

Q: Can the adviser extend the photo submission deadline?
A: Yes, the adviser has control to enable and disable the uploader. The adviser can choose to extend the deadline for the parent.

Q: Will parents be able to upload photos all year long?
A: The adviser controls the length of time that photos can be submitted. To disable the ability to upload portraits is located in StudioBalfour > Summary > School Information.

Q: When the adviser downloads the portraits, do the images remain in the system?
A: Yes, the portrait becomes a permanent part of the student record, accessible to the adviser on StudioBalfour. The parent can use the original link to return to the submit page to see the photo submitted.

Q: Does the parent receive a copy of the cropped, submitted photo for their records?
A: No. However, the parent can click on the original link to return to the submit page to see the photo submitted. The photo cannot be changed by the parent after submission.

Q: What if the parent does not submit a photo by the submission deadline?
A: We recommend reaching out to parents that have not submitted a photo through all means available to you. Flyers, the school website, social media, text messages, etc. We know they will regret not having their student featured in the book.