

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
- ✓ Customized eMarketing templates to automate and track photo requests
- ✓ Real-time tracking and reporting of photo submissions
- ✓ Filtering of student list by portrait photo submission status
- ✓ Dynamic options to control photo upload portal based on submission deadline
- ✓ Packaged portrait file download for StudioWorks+® and BalfourTools® projects
- ✓ Integrated database that automatically 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 for consistent portrait photo proportions
- ✓ Previewer of cropped photo prior to submission
- ✓ Photo resolution check for 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 directory list is **First Name, Last Name, Grade** and parent/guardian **email** address. Elementary schools should include the **Teacher** name field if flowing portraits by classroom.

Acceptable file formats can include: *xls, xlsx, csv* and *txt*. If you are using a *txt* file, please separate columns by tabs. The order of the columns will be verified in the upload process.

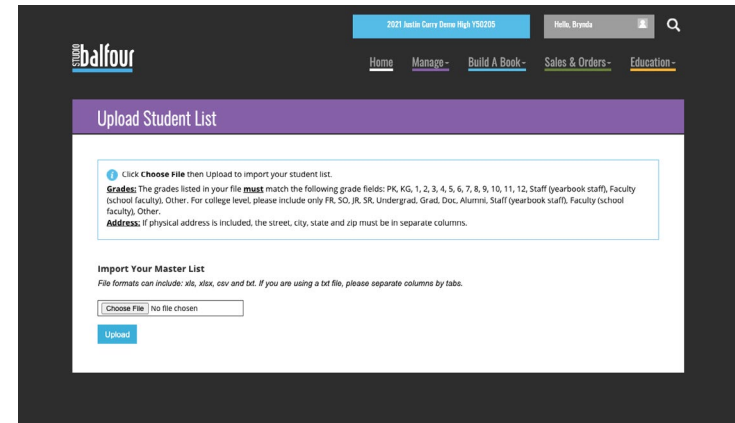
1	A	B	C	D	E	F
1	First Name	Last Name	Grade	email	Teacher	
2	Erin	Peterson	11	erin.peterson@balfour.com	Teacher	
3	JC	Greaves	12	jc.greaves@balfour.com	Teacher	
4	Almond	Wilkey	10	almond.wilkey@balfour.com	Teacher	
5	Aidan	Hall	9	aidan.hall@balfour.com	Teacher	
6	Aidan	Moss	10	aidan.moss@balfour.com	Teacher	
7	Aidan	Gammara	10	aidan.gammara@balfour.com	Teacher	
8	Ariya	Andreu	11	ariya.andreu@balfour.com	Teacher	
9	Azha	Hurt	12	azha.hurt@balfour.com	Teacher	
10	Ajah	Craucher	12	ajah.craucher@balfour.com	Teacher	
11	Ajah	Newland	10	ajah.newland@balfour.com	Teacher	
12	Akela	Edwards	12	akela.edwards@balfour.com	Teacher	
13	Akela	Duden	10	akela.duden@balfour.com	Teacher	
14	Alia	Larson	10	alia.larson@balfour.com	Teacher	
15	Alfonso	Woods	12	alfonso.woods@balfour.com	Teacher	
16	Alicia	Miller	9	alicia.miller@balfour.com	Teacher	
17	Alison	Radloff	12	alison.radloff@balfour.com	Teacher	
18	Alyyah	Lewis	11	alyyah.lewis@balfour.com	Teacher	
19	Aliema	Muhammad	10	aliema.muhammad@balfour.com	Teacher	
20	Allie	Comper	10	allie.comper@balfour.com	Teacher	
21	Allie	Kelje	11	allie.kelje@balfour.com	Teacher	
22	Alice	McFarland	11	alice.mcfarland@balfour.com	Teacher	
23	Avery	Bond	9	avery.bond@balfour.com	Teacher	
24	Avery	Devinevic	9	avery.devinevic@balfour.com	Teacher	
25	Bea	Rice	9	bea.rice@balfour.com	Teacher	
26	Bawaan	Wilkinson	10	bawaan.wilkinson@balfour.com	Teacher	
27	Bayad	Alves	12	bayad.alves@balfour.com	Teacher	
28	Benjamin	Samal	11	benjamin.samal@balfour.com	Teacher	
29	Benjamin	MacCracken	12	benjamin.maccracken@balfour.com	Teacher	
30	Bensaina	Lewis	9	bensaina.lewis@balfour.com	Teacher	

For elementary schools, include the "teacher" field if you plan to flow portraits by classroom teacher.

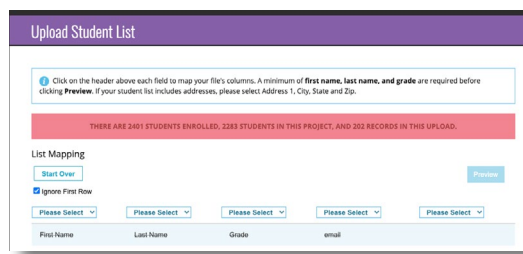
Step Two:

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**.



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**.



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

Click [here](#) for a step-by-step walkthrough of how to upload your Student List.

Portrait	Source	First Name	Last Name	Grade	Teacher	Email	Order Number
	Buyer	Aaira	Hussain	4	WRIGHT-HALL		
	Buyer	Aaron	Liao	2	JIMENEZ		
	Buyer	Azha	Patel	KG	FRASER		

PART 2

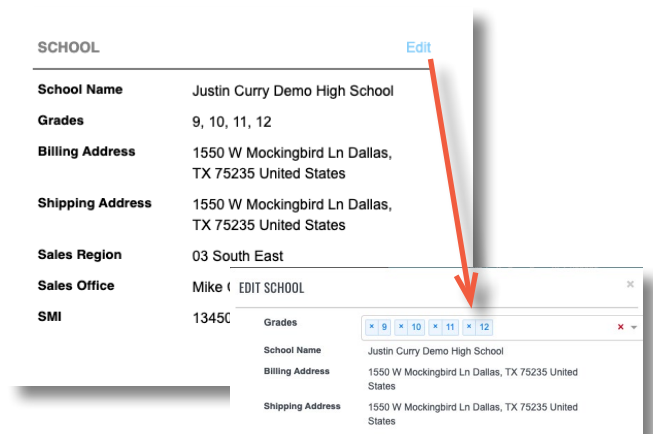
Create your EZPix marketing campaign.

Now that you have your student list ready to go, it's time to get the word out to your school community. Use one of our pre-designed templates to create an EZPix eMarketing campaign that includes a custom upload link 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 walk through of how to set grades.

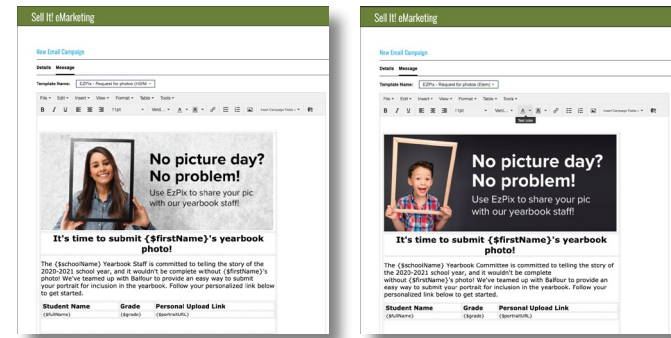
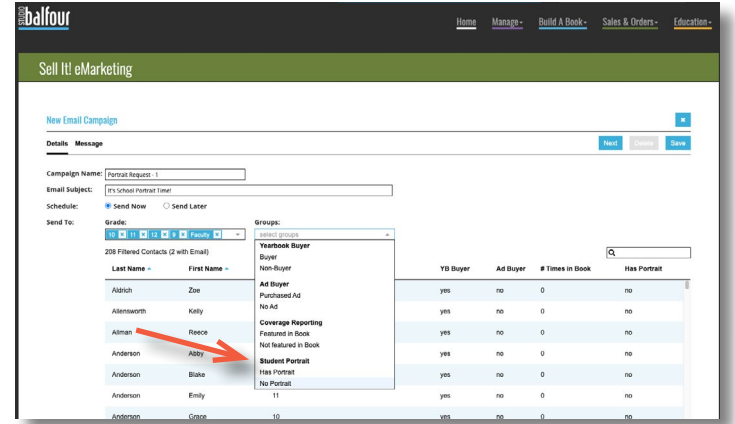


Step Two:

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 drop-down menu. The list will filter to only students without a portrait.

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



Start with a pre-designed template and then customize it to fit your needs. You can add your own deadline, photo requirements and tips on how to take a good portrait.

Click [here](#) for a step-by-step walk through of creating and customizing an email campaign.

PART 3

Auto-create your portrait file.

When you are done receiving submissions, you are ready to disable the portrait uploader. Then, we'll process the portraits, names, grades and teacher names into a usable file ready for download. (Note: Encore® and myYear® users only need to disable portrait uploads.)

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 uploads, 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® users are done! You are ready to flow your portraits. *StudioWorks+® and BalfourTools® customers, continue to step two and three.*

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 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.

StudioWorks+® or BalfourTools® you are done!

You are ready to upload your file to your program and flow your portrait pages.

EDIT PROJECT

Project Name : 2020 Cliff Palmberg
Project# : Q24707
Test Project : Yes No
Year : 2021
Enrollment : 1569

Delivery Season : Fall
Store Domain : balfour.com
Store Program : Marketplace-School
Program Option : \$1.25 per yearbook published (1 set of forms)
Registration Type : Closed

OCO Default Email : Enabled Disabled
Imageshare Uploads : Enabled Disabled
ImageShare Upload Code : (optional)

Portraits Upload : Enabled Disabled

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

Student Manager

Student Manager Upload Student List Check for Duplicates Create Portrait File

Follow the steps below to create the portrait file:

1. Select either **All Students** or **Only Students with Portraits** to create the portrait file.
2. Click the **Create Portrait File** button to initiate the portrait file generation.
3. The portrait file will process and is available as a *.ZIP file in the **Files to Balfour** section of the **Build A Book** tab.

Generate Portrait Data for: All Students (0 students) Only Students with Portraits (0 students)

Create Portrait File

Files to Balfour

Select the type of upload below. Your uploaded files will appear in a list below the upload file buttons.

Upload Files To Balfour Upload Portrait Disk Retrieve Cloud Files

File Name	Date	Action
Project Number_Portraits.ZIP	Jul-21-2021 12:27	Download
Cover Art_Project.eps	Jul-21-2021 12:27	Download



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