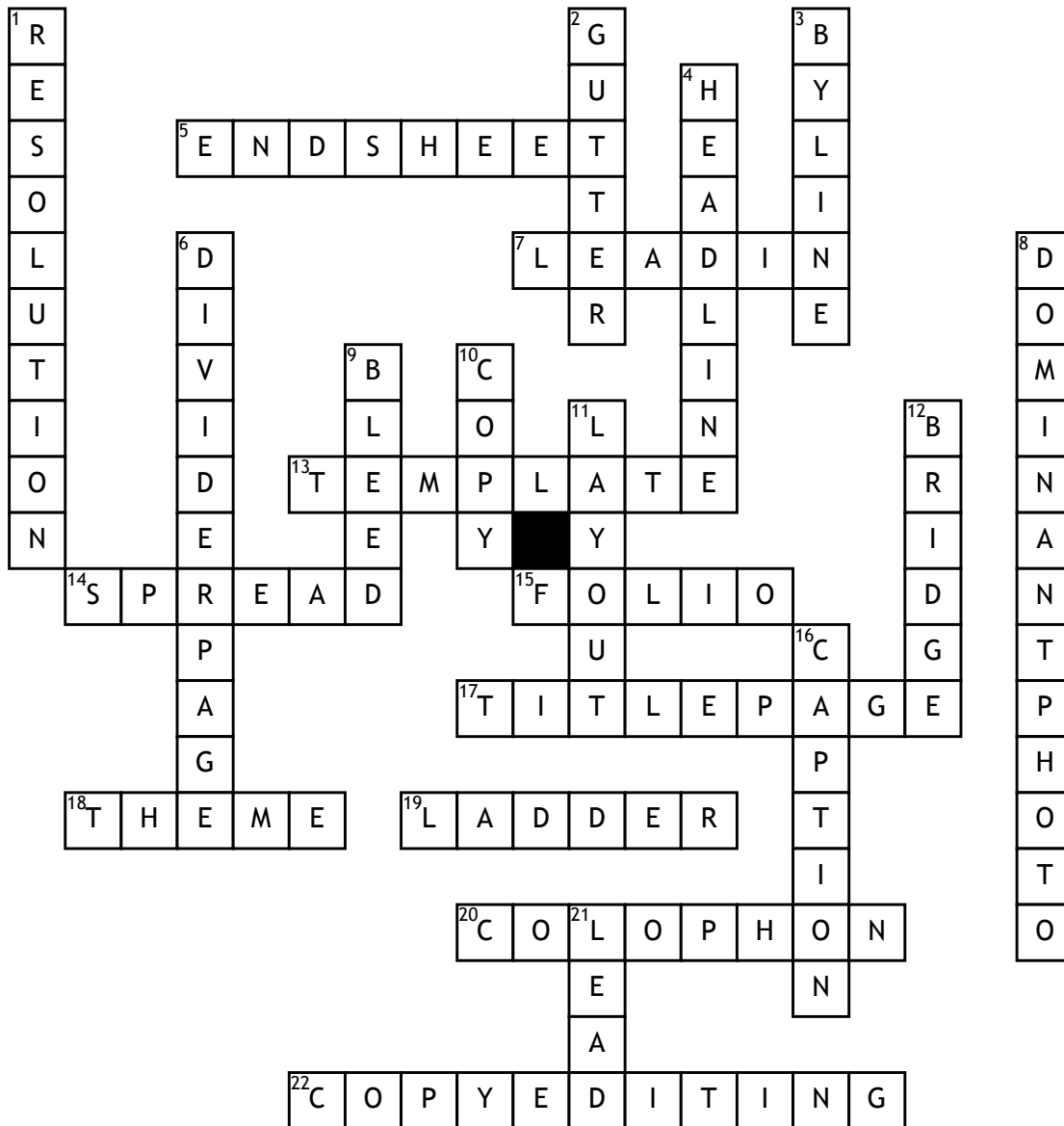


# Basic Yearbook Terms



## Across

5. Heavy sheet of paper that attaches the book to its cover. There is an endsheet in the front and back of the book.

7. The first words of a caption or story which draw attention to the copy and which are often set apart typographically for emphasis.

13. A master page that maintains consistency within a design or section.

14. Two facing pages in a publication.

15. A page number, best located at the bottom of each page to the outside and parallel to the bottom of the page.

17. a page (usually page one) containing the title, year of publication, school name, location (address, city, state and zip code), phone and fax, student and staff population of the school and volume number in Arabic numbers.

18. a central idea or concept.

19. A chart representing the pages in a signature or a book, used for planning book sections, page content and color placement.

20. A statement giving publishing credit and technical information: type faces and sizes used, paper stock, layout styles, graphic devices, number of copies, cost to students, printer, professional photography and honors earned, membership in professional organizations.

22. The processing of proofreading copy and making necessary corrections and changes.

## Down

1. The sharpness or clarity of an image.

2. The inner space between the two pages of a spread where the paper runs into the spine.

3. line at beginning or end of copy giving name of person who wrote it.

4. A line or large type used to tell the reader what is to follow, introducing the main point of interest of the copy.

6. A page or double-page spread that separates different sections of the book

8. When an element or elements attract immediate reader attention. Usually achieved by making a photo or visual package two-and-one-half to three-times larger than any other element on the spread; also occurs with use of color, isolation and extreme shape or cropping.

9. a picture that extends beyond the margin of the page, extending off the page

10. To a journalist, the words written to tell a story or describe an event; to a printer, all written materials and photos to be printed.

11. A plan or drawing which shows size and position of all elements.

12. An element used to connect areas separated by a grid of white space. Headlines and quote boxes are commonly used as bridges.

16. Should tell the reader something s/he does not know from looking at the picture. Always written in present tense.

21. The opening paragraph of a story which sets the tone for the article giving it purpose and direction.