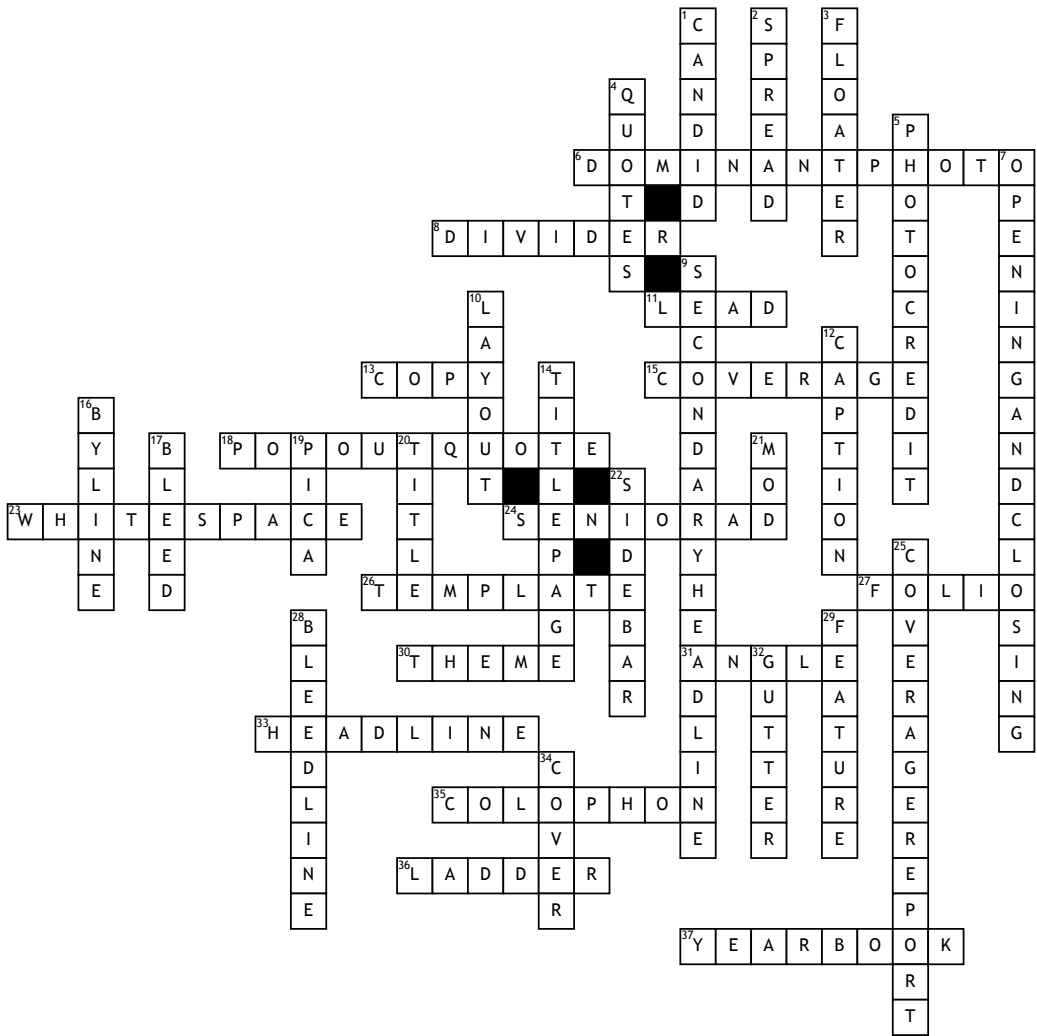


YEARBOOK VOCABULARY



- Across**

6. The first picture to be placed on the layout. Should be two to two and half times larger than any other picture on the spread.

8. A spread used to separate each of the sections of the yearbook. Usually theme-related.

11. the opening paragraph of a story; it sets the tone for the story, giving it purpose and direction.

13. Refers to all text on the page. It may be a traditional story or less formal text such as quotes, surveys, top ten lists, etc.

15. Refers to the topics featured in the yearbook and how they are covered.

18. A phrase or quote pulled from a story and used as a graphic element. It highlights a key topic or point in a story and is usually placed in larger, more distinctive type.

23. Blank area where no elements are placed. Planned white space is an important part of the spread.

24. An ad purchased by a family member to recognize a senior student. The ad typically includes a photo and a personal message from the family member.

26. A basic layout design that you can plug images and copy into. You can create your own or use editable ones provided by Jostens. If necessary you can use these but try to be as original as possible.

27. The page number. If desired, the topic of the page can be placed near the page number.

30. The overall idea of the book. This can be a design element, and group of colors, a certain shape, etc. Theme can also help decide the yearbook title. A theme unifies the message of the yearbook.

31. The approach a writer takes in a story, which results in a more interesting copy
33. A line of larger type used to tell the reader what is to follow, introducing the topic and main point of interest of the copy.

35. A statement recording the names of the staff and printer, book specifications, size of the edition, and other information about the production of the yearbook.

36. A page-by-page listing of the yearbook's contents that is used to plan and track coverage.

37. A type of a book published annually used to record, highlight, and commemorate the past year of a school. It is often the only permanent record of the students, staff and events of a given school and year.
- Down**

1. An unposed photograph, often taken without the subject's knowledge. Usually catch someone in the act of doing something.

2. Two facing pages in a yearbook, such as 2 and 3, 4 and 5, 6 and 7, and so on.

3. The staff members that are not assigned any pages or have finished their assignments and are tasked with going to take photos or get quotes.

4. Direct statements obtained through the interviewing process by the reporter, to be included word-for-word in copy or captions.

5. Part of the photo caption that states the name of the photographer or the organization responsible.

7. The beginning and end of the book. Usually they wrap up and introduce the theme. Each page has a short poetic paragraph about the theme and about the book in general.

9. Used to make a blend between headline and story.

10. Arrangement of pictures, captions, headlines and copy on two facing pages.

12. Relatively short copy (text) used to describe a photo. Should clearly identify the subject of the picture, without detailing the obvious, and should be placed as close to its corresponding photo as possible.

14. Page one of the yearbook. It usually contains at least one photo the name of the school, school address, school phone number and year. If a theme is used, it should be introduced here as well.

16. The author of the story

17. Photo or other content (graphics, clip art, lines, etc.) that extends past the page's edge.

19. The standard measurement in yearbook. Equals 1/6 inch. Typically there is one or 1/2 of space between photos and copy.

20. This goes along with the theme. This is the name of the book that the staff decides together. The name is on the front cover and is continually expressed throughout the book.

21. Areas of secondary coverage in the yearbook that include "packages" of elements such as quote boxes, lists, photos, secondary sources, etc. that relate to the spread, but are different from the main copy

22. A small feature story which complements the main story on a spread.

25. The list of all students in our school and how many times they are tagged in the book. Our goal is 3x coverage for at least 50% of the student body

28. The bold pink line on the outside of the page area. Bleed photos need to extend to the outside edge of this line.

29. Type of story written focused on one or more persons

32. The center of the spread where the two pages meet. Text and faces in a photo should not cross over this as they will likely disappear when the pages are bound together. Yearbook Avenue doesn't allow text to cross over.

34. The outside of the yearbook which protects the printed pages.

Word Bank

DOMINANT PHOTO	COVER	THEME	LEAD	OPENING AND CLOSING	LADDER
CAPTION	FOLIO	YEARBOOK	COPY	TEMPLATE	QUOTES
FEATURE	BLEED LINE	PHOTO CREDIT	SPREAD	WHITE SPACE	CANDID
COVERAGE	HEADLINE	FLOATER	GUTTER	SIDEBAR	LAYOUT
TITLE PAGE	SECONDARY HEADLINE	DIVIDER	POPOUT QUOTE	BYLINE	ANGLE
BLEED	PICA	SENIOR AD	TITLE	MOD	COLOPHON
COVERAGE REPORT					