

# Yearbook Terms



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## Words to draw layouts by.

**art:** any printed graphic or material which gets mailed to the publishing company.

**bleed:** a picture taken past the external margin on the page, extending off the page.

**body copy:** the text of the story on the page

**colophon:** a statement recording the names of the staff and the printer, kinds of type and paper used, size of the edition, and other information about the production of the book

**color halftone:** photo printed in color other than black

**color print:** photograph in full color

**color separation:** Separation of color original photo into the four primary printing colors: cyan, yellow, magenta and black. Four halftone negatives are then used to create full color photographs in 4-color process printing.

**column rule:** Line used to separate columns of type

**cover:** binder's board covered with printed or silk-screened materials which protects the pages. Usually includes the first representation of the theme or concept, as well as the name of the book, the name of the school, and the year.

**cropping:** the proportional sizing of a photograph to focus on the subject of the photo

**deadline:** date when something is due, i.e., stories, layouts, etc.

**die cut:** process whereby a hole is literally cut into a cover or endsheet using a metal pattern.

**dominant photo:** photo which is 2 to 2 1/2 times larger than any other picture

**double page spread (dps):** two facing pages designed as a single unit.

**dummy layout:** a rough draft of a layout showing the amount of space to be occupied by copy, photos, artwork, etc. It's used for roughing layouts so corrections and changes can be made. It's also used to organize ideas and photo requests.

**duotone:** process whereby an original black and white picture is printed in black, plus one additional color for a special effect.

**endsheet:** Heavy sheet of paper that attaches the book to the cover. There is an endsheet in both the front and back of the book.

**eyeline:** to link a spread, a horizontal line is established across the spread above or below the center to give movement to the reader's eye.

**flat:** one side of a signature; the eight pages which are printed on one side of a signature

**folio:** tag at the bottom of the page which numbers and names the spreads

**font:** typeface used consistently within a section

**four color:** the full color using four processes to obtain all colors

**gutter:** crease in the center of the book between two pages.

**internal margins:** 1 pica separation between elements

**job number:** number assigned by the publishing company to the school. The number must appear on every layout and every piece of artwork or photograph

**ladder:** the overall map which shows the placement of every layout in the yearbook

**lead in:** the sentence or paragraph which catches the attention of the reader; the first few words of a caption, usually emphasized in some way.

**logo:** the use of distinctive typography and/or artwork as a trademark for a theme or design concept.

**pica:** unit of measurement used in yearbook production. 6 picas=1 inch

**signature:** 16-page section on which 8 pages are printed on one side, 8 on another

**spine:** the part of the binding that connects the two flaps of the cover.

**theme:** The central idea or concept: the narrative or pictorial thread that unifies the various parts of the book