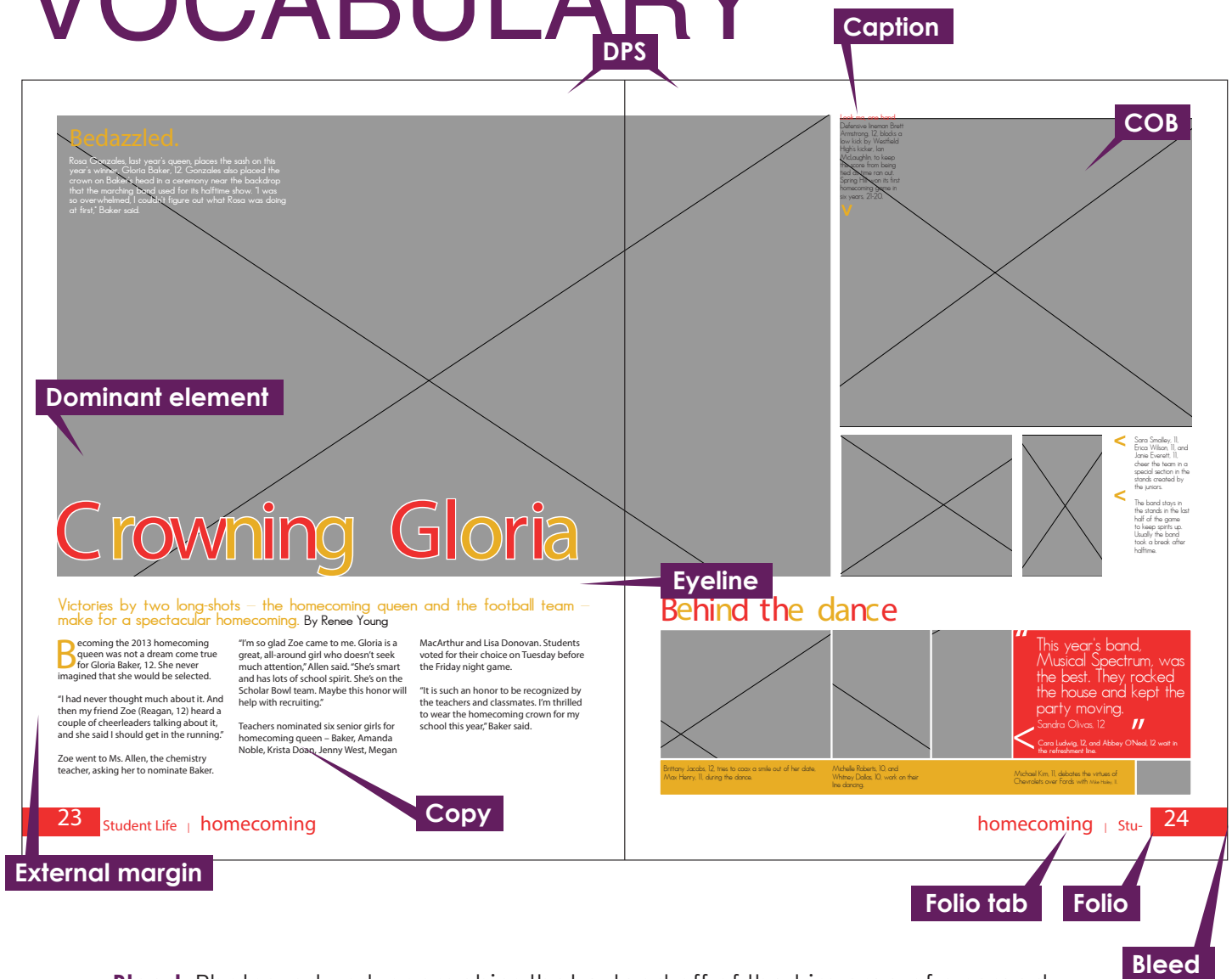


VOCABULARY



Bleed Photos, artwork or graphics that extend off of the trim area of a spread

Caption The copy that explains the Who, What, When, Where, Why and How of action in a photo; plan space for every photo to have a caption

Copy Refers to all words on a spread; copy includes captions, stories and headlines. All spreads need copy to help tell the story of the year

Cut-out background (COB) A photo where part or all of the background is removed

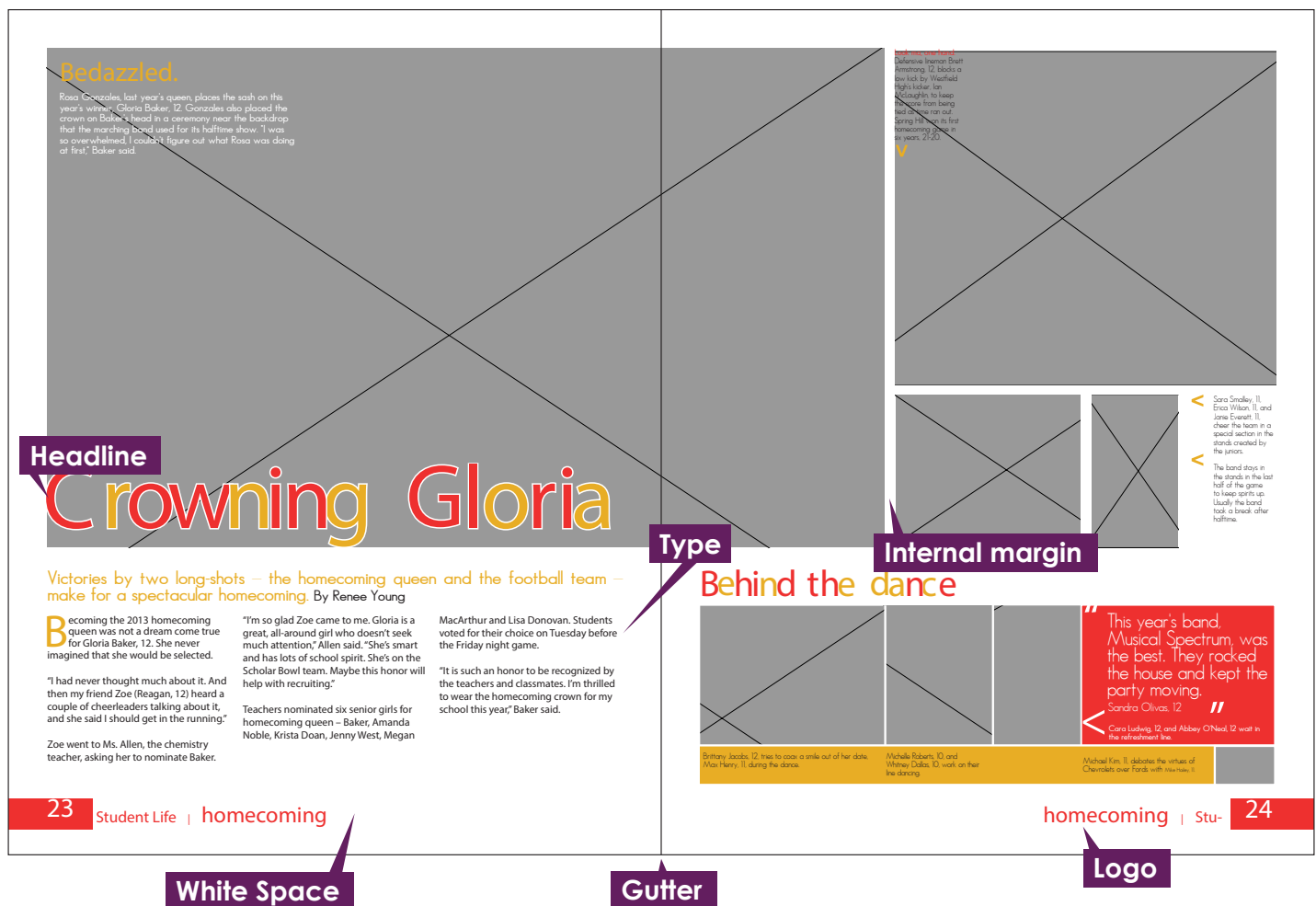
Dominant element The largest eye-catching photo or collection of photos or elements on a spread

Double-page spread (DPS) Two facing pages; the left page is an even number

External margin A margin of white space that will frame the edges of the spread

Eyeline A one-pica line that connects the left and right pages; all design elements should sit on or hang from this line

Folio Page number on a yearbook spread; accompanying words or phrases identifying the content are called folio tabs



Gutter The place where the left and right pages meet; the gutter is often one or two picas wide and is folded as the book comes together.

Headline Word or words set in large type that attracts the reader to the spread; headlines traditionally are placed above copy blocks

Internal margin/spacing A consistent amount of white space between elements; traditionally, this has been one pica. For this design unit, it shall remain one pica.

Logo Artwork used to represent a company; logos can be a unifying graphic for the yearbook theme

Pica A journalistic unit of measurement; one pica = 1/6 of an inch

Type Printed letters or characters

White space/negative space The absence of any element