YEARBOOK GLOSSARY

The yearbook world can be exhilarating, exhausting, fun and maybe even a little confusing. What are all these words, phrases and acronyms you're hearing, such as colophon, folio and CMYK? This glossary will help you and your staff learn commonly used yearbook terms.

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CAPTION AND COPY WRITING

ABCD caption formula:
Formula for writing captions –

- **A**ttention Getter is a mini headline
- **B**asic Information is the first sentence containing the 5 Ws and H and written in present tense
- **C**omplementary Information is additional information not seen in the photo written in past tense
- **D**irect Quote is a quote from someone in the photo

Angle: Focus or approach that is taken to a story

Associated Press style: (AP style) International wire service with its own stylebook used by reporters and editors at most media outlets, including yearbook staffs, to keep copy consistent

Attribution: Identifying the speaker of a quote or other information by full name and other information such as year in school or title; Use "Quote," Name of speaker said

Beat System: A method of gathering information where a reporter contacts someone in a specific department, office, area or activity regularly to find ideas for stories

Brainstorming: A process of generating ideas in which nothing is rejected at the first stage

Byline: The name of the writer of a story

Caption: About three to four sentences that describe a photo; also called a cutline. *See ABCD caption formula*

Catchphrase: Short phrase or expression that presents a main idea related to theme

Cliché: A phrase that has been used so often that it is no longer effective

Copy: Writing that appear in a book, a newspaper, a website or a printed page

Copy-editing marks: Marks used by editors to explain what changes need to be made to a story; also known as proofreading marks

First person: Story told from the writer's perspective, using the word "I" ot "we"

Hammer: A primary headline that uses a bold phrase or word to catch the reader's attention, followed by a secondary, explanatory headline

Human interest: Elements of a story that make it particularly appealing to readers; involves emotion

Intrusion: Taking pictures of someone in an area where that person would reasonably expect privacy, misrepresenting oneself as someone other than a journalist, taping a conversation without consent or getting access to private records

Invasion of privacy: Can be done in four ways, called intrusion, appropriation, false light and publishing private and embarrassing facts

Nut graf: The paragraph that tells the reader what the story is about and offers background information as needed for clarity; it can be one paragraph or several

Lead/lede: Intro of an article that is usually one to three sentences; should grab the reader's attention, give the story direction and set the tone

Kicker: A secondary headline that uses a word or phrase above the primary headline; the kicker leads the reader in into the primary headline and is usually smaller in font size and weight

Second person: A story written to the reader, using the word "you"

Pulled quote: Words from a story that are pulled and printed in a larger point size to create a graphic element; also called pulled quote

Caption and Copy Writing.....*continued on page 3*

Caption and Copy Writing.....*continued*

Slammer: A two-part headline that uses a boldface word or phrase to lead into the main headline; colon usually follows the first word or phrase

Spin off: A word or phrase used in the sections to apply the theme to all areas of coverage; can be a word from the theme phrase or words that express the theme idea

Third person: A story in which the writer is detached from the characters; uses he,she or they pronouns

Tone: Mood or attitude expressed through words, images and graphics

Transition: Words or phrases that help a story move smoothly from one point to the next

Verbal: Copy that reflects a yearbook's theme, such as the title and section titles

LAW AND ETHICS

Bias: Emphasis on a particular view that results in representing some information in an unfair or inaccurate manner

Copyright: An exclusive legal right to an originator of an item, such as a published work, photo, music or lyrics that protects copyrighted material from being used without permission

Copyright infringement: Using copyrighted material either in its exact form or a variation without obtaining the permission of the copyright holder

Defamatory statement: Words that harm a person's good name or reputation in a community

Editorializing: Expressing the writer's opinion in a story or caption

Ethics: A system of moral values; principles of right or good conduct

Fair use: Using a limited amount of a copyrighted work for purposes of news reporting, editorial comment, education or research; permission of the copyright holder is not needed in this case

Feedback: Information given to someone about the quality of work that person is doing; it can be negative or positive

False light: Presenting persons in a way so they appear to be something they are not by using true information in a wrong or misleading fashion

Forum publication: A school publication that has been designated as a public forum for student expression; also, student editors must clearly have been allowed to make final decisions about the content of the publication

Libel: A published statement related to an individual that can cause harm

Misappropriation: Using a person's photograph, likeness or endorsement for commercial purposes without permission

Mission statement: A statement that explains the purpose, the work and the values of the staff

Objectivity: Unbiased presentation of information based on facts rather than on feelings or opinions

Prior restraint: The act of preventing material from being published

Prior review: Administrators or others in authority not on the publications staff read everything scheduled to go into the publication prior to print

Laws and Ethics.....*continued on page 4*

Public forum: A place where various viewpoints are expressed

Public official or figure: Anyone who has been thrust or who has thrust himself into the public spotlight

Slander: False or malicious verbal claim that may harm someone's reputation

Trademark protection: The law stating that no one but the owner can use trademark corporate logos or graphics for commercial purposes

Viewpoint neutral: Not agreeing or disagreeing with another point of view, unbiased

REPORTING AND INTERVIEWS

Direct quote: Exactly what the person said; appears inside quotation marks

Indirect quote: A paraphrase of what a person said; does not appear in quotation marks

Leading question: A question that plants ideas in a subject's mind, makes an assumption about the answer before the answer is given

Open-ended question: A question that gives a subject freedom to answer in his own way

Q & A: Question and answer; an article in which the interview questions and answers are given

Random sample: A poll taken by questioning a sample group, a small group taken out of a big group with all the characteristics of the larger group

MARKETING

Advertising policy: An explanation of how a publication will handle advertisements that are submitted; the type of ads that will and will not be accepted

Budget: Money allocated for a particular purpose or period of time

Business ad: Display ads purchased by local merchants

Campaign: Process of planning, executing and following up on a sales promotion

Customized Marketing: Walsworth works with schools to create personalized marketing posters, postcards, banners, stickers, bookmarks and more

Market survey: A set of questions asked of a population to determine where, when and how they spend their money

Personal ad: Advertisement placed by parents or students rather than businesses

Rate sheet: A listing of advertising prices and sizes

Target market: Focus of a sales campaign, also referred to as the market

COMPUTER TERMINOLOGY

Alias: A shortcut to a computer file that can be created on the desktop or in another convenient place for easy access. Make sure you do not get confused and try to submit alias files. They are usually identifiable by a curved arrow on the icon, an italic name or the word Alias in the file name

Apple menu: Apple symbol farthest left in the menu bar on a Mac computer; it contains accessories and shortcuts to programs and files

Application: Generic term used to describe any software that carries out a specific task; also called a program

Artifacts: Unwanted aberrations in a digital image such as blotches, dust, lint, scratches, bright highlights and noise

Augmented reality: The layering of digital information on top of the physical world, for example, a video overlay that can be triggered from an image on a printed yearbook page

Backup: The act of saving some or all of the information on a computer system to disk, thumb drive, server or the cloud for safekeeping

Bit: A contraction of "binary digit," the smallest unit of information a computer can store

Bitmap: A set of bits that represents a graphic image; on screen, the pixels of an image are assembled in a binary bitmap, or grid, which assigns each pixel a location on an X-Y axis and a bit depth of color

Blipp: A piece of digital content, which can be viewed or unlocked with Yearbook AR, and built via the Blippar platform

Browse: Searching the computer for information

Command key: The key with the Apple symbol on a Mac computer; used with one or more keys to launch a command

Control key: The key marked Ctrl on computers running the Windows operating system. This key is used with one or more keys to launch a command

Cursor: The small, blinking line that appears in text when you click with the I-beam for writing and editing purposes in a software application

Desktop: The working environment on the computer screen, including the menu bar and background area of the screen

Dialog: A box displayed on the computer screen in response to a command that involves making additional choices or setting specifications

EPS: An Encapsulated PostScript file; an alternate picture file format that allows PostScript data to be stored and edited; is easily transferred between Mac and Windows operating systems

Extension: The three-letter designation at the end of a computer file name that identifies the program used to create or needed to open a file

File management: The process of managing electronic files for maximum organization and ease of submission

Folder: A computer icon that looks like a manila file folder; used to hold documents, programs and other information

Hardware: Equipment such as computers, printers and scanners

Import: To bring a graphic, photo or text into a document

JPEG: (JPG) Joint Photographers Experts Group; a compression format for digital images

Computer Terminology.....*continued on page 6*

Computer Terminology*.....*continued

Key command: Also known as a keyboard shortcut; a combination of two or more keys which, when pressed at the same time, will initiate an operation on the computer

Megabyte: (MB) A unit of measurement equal to 1024 kilobytes or 1048 bytes

Megapixel: A million-pixel image created with high-end digital cameras and scanners; the higher the pixel count of an image, the better and larger the image

Operating system: Master program a computer needs to start up and perform basic tasks; allows the computer to perform tasks such as managing memory allocation for software and data files

PDF: Portable Document Format

Plug-in: Usually a third-party vendor-developed software that provides an extra function not available in the standard software application

Shortcut: A shortcut to a Windows file that can be created on the desktop or another convenient place for easy access to a file; usually identifiable by an arrow on the icon or the words "Shortcut to" in the file name; do not submit shortcut files

Software: Programs or applications used on a computer

Save as: A type of document save that allows you to rename your file; Save as rebuilds the file from scratch

Thumbnail: A smaller representation of something, such as a view of a page or a digital image

TIFF: An acronym for Tag Image File Format, a digital image format

Toggle: To switch back and forth between two things, such as pages on your desktop

Windows: A graphic user interface operating system developed by Microsoft

ADOBE PROGRAM TERMINOLOGY

Adobe Acrobat: A program that reads portable document file (PDF) formats through Acrobat, users can read electronic versions of printed documentation that maintain the attributes of the printed original

Autoflow: An InDesign feature that will automatically flow text from column to column

Contact sheet: A page containing thumbnails of image files, used for reference; Adobe Photoshop has a contact sheet feature that can be used to help organize digital images

Control Center: A palette for InDesign that offers one-click access to Walsworth Enhancements

Control palette: An InDesign palette that allows you to manipulate text or other page elements quickly and easily; found by selecting Window > Show Control Palette

Image Placer: A Walsworth InDesign plug-in for easier formatting and placement of digital images on yearbook pages

Image Tag: A Walsworth plug-in for InDesign that allows users to number image windows and easily match hard-copy photos with image windows

InDesign: A page-design program by Adobe

Master book: A Yearbook 360-Online Design or InDesign document meant to represent the entire yearbook

Adobe Program Terminology*.....*continued on page 7

Master page: A Yearbook 360-Online Design or InDesign page that is opened by clicking on the L or R page icon; anything placed on a master page will be repeated on all pages of the publication

Master template: A template that enables all page creation to start from the same point; master templates are often set up ahead of time with all color, style and folio information already saved to make page creation easier

Link: Refers to graphics or images placed on your InDesign-created page

Photoshop Actions: Use these to easily and properly save your Photoshop images and add special effects such as feathered or rippled edges, photo in text and gilclear effects

Photoshop Droplets: Quickly prepare one image or a folder or images by simply dragging and dropping them on the droplet icon

Photoshop Styles: Add textures and artistic effects to words and page elements

PSD: A file saved from Photoshop has the extension .psd, which stands for Photoshop document

Tool palette: An InDesign palette that contains all tools for drawing and manipulating page elements

PDF Builder: A button on Walsworth's Control Center for InDesign that runs the PDF Builder plug-in, which removes elements from the page that should not appear on a PDF

PAGE DESIGN TERMINOLOGY

Alignment: How text is arranged horizontally in a text block; left-aligned text is even on the left side of the text block and ragged on the right side; right-aligned text is even on the right side of text block and ragged on the left side; justified text is even on both the left and right sides; and centered is uneven on both the left and right sides

Anchor point: A small black square at the corner of an active text block or page element used to resize it; also called a handle

Ascender: Portion of a lower-case letter that extends above its x-height

Font: A set of letters, numbers, punctuation marks and symbols that share a unified design called a typeface; a group of related typefaces is called a type family

Frame: A container for graphics, images or text

Handle: Small black squares displayed on active text boxes, picture boxes and lines that are used to resize the item; also called anchor points

I-beam: The shape of the text tool; drag to select text or click to create an insertion point and begin typing

Keyline: In artwork, a line that is placed around an image

Linked text: Text that flows across two or more columns but is still connected; identified when selected by a plus (+) sign in the windowshade

Sans serif: Type without finishing strokes or "feet"

Secondary headline: A smaller headline on a spread that supplements the primary headline by adding information

Serif: Typefaces that have small additional finishing cross strokes placed at the end of the main strokes of a letter

Skew: Setting an image or text at an angle

PHOTOGRAPHY/PHOTOJOURNALISM

Action Shot: A subject or object in motion

Ambient light: Light that exists naturally on a subject or setting

Aperture: Adjustable opening that permits light to pass through the lens into the body of the camera and onto the digital sensor or film

ASA: Ratings that describe how fast the film or digital sensors can record an image; stands for American Standards Association; also ISO, or International Standards Organization

Autofocus: System that allows the camera to automatically bring the subject into focus

Average metering: A light metering system in a camera with the emphasis on the center-weighted area of the image

AWB: Auto White Balance; a mode on most digital cameras that allows the camera to automatically calculate for white balance

Backlighting: In photography, when the main light source is directly behind the subject

Bounce flash: Light that is bounced off a ceiling, wall or white piece of paper or plastic

Candid: Unposed subject; good way to show emotion and relationships between two or more people

Card reader: A device that acts as a reader for memory cards, allowing items on the card to be transferred to a computer's hard drive

Catchlight: Reflection of light in a subject's eye, which adds depth

Center of interest: Point or feature that draws the eye's attention

Contrast: Difference between highlights and shadows in an image

Depth of field: Balance existing between in-focus and out-of-focus zones; small in-focus zone (shallow depth of field); large in-focus zone (wide depth of field)

Diffused flash: Light that is modified by a semi-opaque, milky white media

Diffused light: Lighting that has a wide source such as an overcast day or light coming through a frosted window

Digital image: An image that is either scanned or taken with a digital camera and can be manipulated using a program such as Adobe Photoshop, or placed on your page electronically

Direct flash: The flash unit is mounted on the camera and aimed directly at the subject

Direct light: Light from the sun or from a light bulb that causes harsh shadows

DSLR: Digital Single-Lens Reflex, a type of camera

Duotone: An image in which two colors are used to create the image. Sometimes the colors are blended so they appear as one hue. Sometimes the colors are not blended, and you can pick out the two colors used in the image

Dynamic range: A measurement of tonal range between highlights and the shadows. A scanner should register and convert the tonal range as well as the fineness of the individual gradations. This determines how well the scanner can reproduce detail in dark areas

Exposure: The light captured in an image. It changes in various light settings and is controlled by the camera settings. If the exposure isn't correct, the image will be overexposed or underexposed

Flash synchronization: The coordination of camera exposure and the burst of light from a flash that is achieved through the use of the proper shutter speed and the proper attachment of the flash to the camera

Photography/Photojournalism.....*continued on page 9*

Focal length: Optical distance between the center of the lens and the point behind the lens where the light rays focus (wide-angle, normal or telephoto)

Focus: How clear and sharply defined an image is; in-focus images: sharp and well-defined; out-of-focus images: blurry

Focus lock: A camera feature that allows the photographer to set focus on a point and change positions if the subject in the viewfinder moves.

Focus point: The point in the camera's viewfinder where the automatic focus system determines focus; some cameras have multiple focus points and allow the photographer to select them manually

Framing: A compositional technique in which the center of interest is viewed through something else. The most effective frames are natural, often created by slightly out-of-focus objects or people in the foreground.

F-stop: A reference to the lens aperture opening size, which controls light and depth of field

Group Interaction: Image with three or more people showing dynamics of their behavior together; examples: players in a game, fans in the stands, students at a play rehearsal, clubs doing community service

Hand-held light meter: A light meter that is a separate device to allow the photographer to measure light that is reflected off of the subject or light that is falling on the subject

Highlight: Area of a photo that is the lightest in contrast

Histogram: A graph in photography software displaying the distribution of an image's brightness levels

ISO: Ratings that describe how fast the film or digital sensors can record an image; stands for International Standards Organization; also ASA, or American Standards Association

Leading lines: Lines within a photo that lead the eye to another point into or out of the image. The lines can be made from things like arms, stair railings, power lines, fences, bridges or a shoreline

Lens: One or more pieces of optical glass designed to focus rays of light to form a sharp image on the film plane or digital sensor of a camera; lenses that come with a camera usually have a focal length zoom of 18-55mm and an aperture range of ƒ4-ƒ5.6

Luminance: The intensity of light that is emitted from a light source

Low resolution: Images with less than 150 dpi are considered low-resolution images. These images will not print correctly in your yearbook, appearing blurry or pixelated

Matrix metering: A light metering system that splits the image into a matrix of zones in which each zone is evaluated individually

Mid-tone: An area of a photo that has middle tone values

Mode dial: Dial that lets the photographer control the exposure

Moire: An unattractive pattern in a printed picture resulting from rescreening a printed halftone

Normal lens: Typical lens supplied with a camera with a focal length zoom of 18-55mm and an aperture range of ƒ4-ƒ5.6; they approximate the human eye's angle of view

Out of proportion: An image that has been stretched so the horizontal and vertical percentages are not equal; will appear stretched or skewed when printed

Panning: Photography technique used to follow a moving subject with the camera, blurring the background and keeping the subject sharp

Photo credit: The name of the person who took a photograph; accompanies the photo when printed in the yearbook

Photography/Photojournalism.....*continued on page 10*

Photoshop: A software program by Adobe for the manipulation of digital images; Photoshop allows you to alter, improve or format digital images, or create special effects

Pixel: A basic unit of digital imaging; individual dots (pixels) make up the image on the screen

Playback button: Push to display the images for review on the camera LCD

Portrait files: Photos obtained from the school photographer; often on a CD, SD card, flash drive or available online for download

Reflected light: Light that bounces from a wall, ceiling, or photo reflector

Repetition: Lines or shapes in a photo that reoccur within the image, creating a pattern

Resolution: In digital imaging, refers to the number of pixels or dots that make up an image; an image's resolution must be high enough to reproduce well on the printed page

Rule of thirds: If you were to divide an image into nine equal sections (like a tic-tac-toe board), the focal point falls where the lines intersect. Putting the subject slightly off center makes the image seem more dynamic

Scaling: How images are manipulated once they are placed on the page; for example, if a 225 dpi image is placed on the page and then enlarged to more than 150 percent, the image will no longer have sufficient resolution for proper printing

S curves: A technique that uses elements in a photo shaped in curves to grab the viewer's attention

Selective Focus: Technique that creates visual emphasis by making either the background or foreground sharper

Shadow: An area of a photo that is very dark or almost black in tone

Sharpness: Degree of an image's clarity in terms of focus and contrast

Shutter: A mechanical curtain that opens and closes, controlling the amount of time that light enters a camera's film plane; each decrease in shutter speed doubles the exposure, and each increase in speed decreases the light by half

SLR: Single Lens Reflex is a camera that allows the image to be seen through a viewfinder with a mirror that is moved out of the way of the light path when the shutter button is pressed; a traditional camera with manual settings

Spot Metering: A light metering system that limits the measuring of light to a small area at the center of the viewfinder to enable the photographer to measure specific areas of an image

Telephoto: A lens that makes a distant subject appear larger than with a normal focal length lens of 50mm and has a narrower field of view than a normal focal length lens; typically a telephoto lens is 200mm or larger

Vantage Point/Point of View: Place and position from which a photo was taken; used to create visual interest

Viewfinder: Eyepiece in a camera that allows the photographer to compose the photo as the camera will record the image

White balance: A feature on digital cameras that corrects for color cast due to man-made lights

White point: An area of an image that should be white

Wide angle: A lens with a shorter focal length of 28mm or smaller and a wider field of view

Zoom: A lens that allows the photographer to adjust the focal length over a wide range

LCD: Liquid crystal display; area on the back of digital cameras for viewing image playback, menus for camera features and settings

COLOR PALETTE

Analogous color: A color that is near another on a color wheel

Black and white: Items in a single color (black) as opposed to full color

Color coding: Using colors to separate yearbook sections, for example, using green for sports, blue for academics and red for student life spreads

Color depth: Refers to color, which is measured in bits; color depth controls smoothness and is required for rich skin tones

Colorspace: A system used to describe all available colors graphed on a set of axes, such as RGB and CMYK

Color wheel: A circular diagram that shows color relationships; on the wheel, related, analogous colors are next to one another and complementary colors are across from one another

Complementary colors: Two colors directly across from one another on a color wheel, such as blue and orange, yellow and purple, red and green

CMYK: Acronym for Cyan, Magenta, Yellow and Black, the four colors used in printing full color

Formula Color: Refers to specific blends of CMYK created by Walsworth that can be used on any four-color page in your book

Four-color: A term that refers to full-color printing using the four ink colors – Cyan, Magenta, Yellow and Black (CMYK)

Fill: The inside color of a page or graphic element

RGB: Acronym for Red, Green and Blue, the three colors used in video display, for example, a computer monitor

Spin-off color: A color added to a spread that matches — or nearly matches — a color in a photograph

Split-complementary colors: Using a color with the two colors on either side of it on the color wheel

Spot color: A pre-mixed ink used to add a single color to a page

Tint: A shade of a solid color

Triad color scheme: Using three colors equally spaced around the color wheel together on a spread

Process color: A color derived by printing overlapping dots of Cyan, Magenta, Yellow and Black; when combined, the eye merges the colors to simulate a single color; thousands of colors can be simulated by mixing percentages of the four process inks

Grayscale: A tonal scale graduated from white to gray to black used to reproduce black and white photos

Gradient: An effect created by two or more colors that blend into each other

Swatch: Color samples placed in the Swatches palette and used to apply color to page elements

TYPOGRAPHY

Body copy: The text of the main story

Body fonts: Typefaces that can be used for body copy and captions; body fonts are usually plainer, less decorative and smaller than display fonts, 12 point or less

Bold: Or boldface, a name given to a type style that is thicker and heavier than the text type used, often used for emphasis; This is an example of bold text

Caps and small caps: Two sizes of capital letters in one size of type, commonly used in most Roman type faces

Character: Each letter, figure, punctuation mark and space is counted as one character for copyfitting

Character style: A type style that can be applied to individual characters

Headline: Type set in larger point size, usually 14 points or higher, and placed above the story to attract the reader's attention and provide information about a story's or a spread's content

Descender: Portion of a lowercase letter that extends below its baseline

Flush left/ragged right: Type aligned so the left side of the column is straight and the right side is uneven

Flush right/ragged left: Type aligned so the right side of the column is straight and the left side is uneven

Glyph: A specific form of a character as defined in a font

Italic: A printing type in which the letters slant to the right, usually used for emphasis; This is an example of italic text.

Justified: Type aligned so each side of a column is straight or flush

Kerning: The amount of horizontal space between two characters

Leading: The amount of vertical space between two lines of type

Paragraph style: Formatting of characters and paragraphs applied to paragraphs written or placed in InDesign

Subhead: A small headline used to divide copy or a small headline or deck that appears below the main headline; also known as a secondary headline

Type: Printed letters or characters

Type family: All of the variations of a typeface in all its weights and point sizes; for example, Helvetica, Helvetica Italic, Helvetica Bold, Helvetica Bold Italic, ect.

Typeface: All type of a single design, such as Helvetica or Times

Typography: Using type elements as design for headlines, copy, captions and graphics to project a desired image

Text: Body copy that tells the story

Text wrap: Type set to fit around a picture or other element of a spread design

Text frame: Text is arranged into text frames, which can be moved or resized like any other page element

Widow: One word or a short amount of type on a line by itself at the end of a paragraph at the beginning of the next column or page; a bad break that should be avoided

Quote box: An area of a spread containing one or a series of quotes and a graphic or image

Point size: A measurement for type; there are 12 points per pica and 72 points per inch; the height of a line of text measured from ascender to descender

Orphan: One word in a line by itself at the bottom of a column of type; a bad break that should be avoided

Drop cap: The first letter of a paragraph enlarged to create a graphic effect

PAGE DESIGN

Artwork: Illustrations, drawings, logos or other artistic renderings submitted for printing in the yearbook

Balance: Arranging objects that are not equal in size, tone and color, such as images, headlines, copy and graphics, in a manner to create equilibrium on a spread, page or cover

Baseline: The imaginary line on which letters in a line of text rest; the bottom of the x-height of letters rest on this line while descenders fall below the baseline

Bleed: Extension of images, graphics or backgrounds beyond the trim marks on the edges of a page, leaving no white margin

Bleed bars: Bars, usually blue, found at the edges of Walsworth's templates and Designer Series layouts to help you determine how far to extend a bleeding element off the page. You should always draw bleeding elements to the outside edge of the bleed bar

Border: A line or an ornamental strip used to create a box

ClikArt: A collection of artwork available to Walsworth Yearbooks customers for use on their yearbook pages. ClikArt comprises all line art, grayscale and color artwork available in the collection

Clip art: Professionally prepared art that is cut out and used as part of a design, such as advertising logos, mascots or symbols

COB: Cut-out background, a term for when the background is deleted from the main subject of the photo

Columnar design: Vertical division of a page or spread, with non-printing lines, that establishes a basic width for copy and captions; images begin and end at column breaks Command: An instruction that causes the computer to perform an action

Crop: Eliminating unwanted elements in a photo, either using the camera's viewfinder before the image is shot or using photography software afterward

Cut-out background: Also known as COB, a term for when the background is deleted from the main subject of the photo

Composition: Arrangement of elements in a photo or on a yearbook spread that make it visually pleasing

Design element: Items on a printed page, such as pictures, text, headlines, artwork and white space

Dominant: A photo or an element that commands the reader's attention on a spread by size or importance

Dots per inch: (DPI) The number of halftone dots in an inch, used to measure the amount of resolution of a digital image

Entry point: A photo, drop cap, splash of color or any other design element that encourages the reader to "enter" the spread and begin looking or reading

Eyeline: Horizontal line, actual or implied, running across a spread above or below the exact center to create unity

Graphic: Artwork or photographs that are used on the page

Grid: A form of modular design that uses horizontal and vertical lines to specify the placement of page elements

Hangline: Horizontal lines in grid design that aid in the alignment of elements

Hierarchy: A gradient of importance

Horizontal scale: A type setting that determines the thickness of letters

Page Design.....*continued on page 14*

Internal margin: Amount of space between all elements on the spread; often one pica, it should be consistent throughout a spread

Line art: Graphics containing only black and white with no shades of gray

Logo: Original, distinct typography or artwork used as a trademark or unifying device

Modular design: A design format in which different elements on a spread are designed as self-contained units

Chronological: Yearbook organization that puts the events of the year in the order in which they occurred

Overlay: Digital element(s), such as videos, images or 3D models, that are launched when the app views a Trigger image

Palette: A feature of Yearbook 360-Online Design or InDesign that gives you easy access to various commands; for example, in Yearbook 360-Online Design, the tools to adjust objects are in the Objects palette

Palette menu: Used to access the features of a palette; can be accessed by clicking the arrow in the upper right corner of any palette

Panels: Student photos that are drawn in columns and rows with identifying information to the outside of each row

Pica: A printer's unit of measurement used primarily in typesetting; one pica equals 1/6 of an inch, or 12 points

Proportion: A size relationship; whether a horizontal or vertical photograph, the ratio of width to height should be 3:5

Proximity: Closeness in placement that implies a relationship between items; helps organize a spread

Rail: A very narrow vertical column usually created by combining two or three vertical grids; often used to insert white space into a design

Repetition: To unify a design and provide visual interest by repeating elements; in photography, a technique that uses repetition of elements, or a break in the repetition to grab the viewer's attention

Reverse: Making an area white on a dark background

Reverse type: White type on a black or dark background

Stroke: The line around any page element

Style: A set of established rules governing the production of the book so that design, fonts, colors, copy, theme, etc., will be consistent throughout the book

Tracking: The adjustment of white space between selected characters and words

Trapped white space: An area of white space that appears between elements on a spread; not a desirable element of design because it can separate elements and draw attention to itself

Template: Pages already set up in a design program, either by Walsworth or a staff's designers, to be modified and saved by designers without affecting the original template

Vertical grids: Skinny columns, usually between eight and 24 per page

Visual: A logo or design graphics that reflect the theme and carry it across the theme pages; a visual element can be a non-verbal theme

X-height: Height of the body of a lower-case letter; does not include ascenders or descenders

White space: Absence of elements in an area on a spread

YEARBOOK ANATOMY

Closing: Page or pages at the end of the yearbook that verbally wraps up the book; contains theme elements

Colophon: Information placed at the back of the book containing facts about the production of the book such as printer, copies ordered, paper specifications and general acknowledgements

Chronological coverage: Yearbook organizational system where events are covered in the order they happened; can be arranged by week, month, season or semester

Divider: Pages in a yearbook that separate one section from another and provide information about the section's content; also known as division pages or section divider pages

Endsheets: The pages at the front and back of a book used to line the inside of the cover and help attach the book's insides to the cover

Double-page spreads: (DPS) Two facing pages designed as one unit

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

Gutter: The vertical space between the inside margins of facing pages

Index: An alphabetized list of names and contents that indicates the pages on which each person or item is referenced, usually located in the back of the yearbook

Infographic: Visual presentation of facts in an artistic graph or chart; used by itself or as an illustration; usually based on the results of a poll or survey

Margins: The white space around the spread; copy and photos must stop at the edge of the margins unless photos bleed off the page

Module: (Mod) A self-contained package of a pre-determined size, such as a top 10 list, a quiz, a photo cluster, a quote or other stand-alone coverage

Mugs: Student portraits with names and other identifying information under them

Nested index: An index in which all references for a single name or entry are listed together, with a return between entries

Opening: Pages in the yearbook that verbally explain the theme and the theme graphics continue

School profile: Name, mascot, colors, enrollment and other factual details about a school

Scoreboard: Used in the sports section to record scores, season records and individual or team records

Secondary coverage: A sidebar or secondary story that more fully develops or focuses on a limited aspect of the primary story

Section: A part of the yearbook; typical sections include student life, academics, sports, clubs and activities and people

Sidebar: Short, secondary copy block that supplements the main story on a spread; also referred to as alternative secondary coverage or a modular package

Spread: Two facing pages designed as one unit; also called double-page spread

Story-driven coverage: Yearbook organizational method that focuses on telling the story of the year through compelling stories

Yearbook Anatomy.....*continued on page 16*

Yearbook Anatomy.....*continued*

Supplement: An additional section of the yearbook that is printed separately from the book itself; often printed for spring-delivered books to cover subjects such as spring sports and graduation, which happen after the school's final deadline

Theme: Idea or concept threaded throughout a yearbook, unifying its parts

Title page: Page one of the yearbook, containing the title, volume number, year, school name, mailing address, telephone number and school enrollment, or other significant information

Traditional coverage: Yearbook organization using the usual sections of student life, sports, academics, people, clubs and community/advertising

Umbrella coverage: Yearbook organization method that groups the events of the year by topics

PRINTING VOCABULARY

Binding: Joining the assembled pages of a printed piece together

Book size: Refers to the size of the pages in your yearbook; Walsworth offers three book sizes: 7 (page measurement of 7 ¾ x 10 ½ inches), 8 (8 ½ x 11 inches) and 9 (9 x 12 inches)

Book specifications: Description of cover, paper, number of pages, number of copies, trim size, etc., that is the basis of a printing contract

Deadline: Time when items are due, such as copy and pictures to the editor or pages to the printer

Deboss: The process of indenting artwork, letters or a design into a base cover material without color applied; generally used as a panel for a tip-on photo

Die cut: Geometric shape cut through a book cover or one page so that an element such as part of an image or element shows through

Emboss: Process of raising artwork, letters or designs out of a base cover material; if no color is applied, it is referred to as blind embossed

Enamel: Shiny coating or finish applied to paper

Flat: The front or back of a signature; consists of eight pages

Foil: Metallic or colored film applied to the cover

Icons: Hot-foil stamping of symbols of sports, activities and interests used with namestamping and iTags

Job number: The number assigned to your Walsworth account

Ladder: A yearbook blueprint that helps you plan your book by listing the contents of each page

Matte: Flat coating or finish applied to paper

Metalgloss: Process of embedding a piece of heavy-gauge metallic foil into the surface of a cover, resulting in a design with a raised metallic effect

Mock-up: A detailed, full-sized example of a cover, spread or ad design prepared for customer or staff approval

Namestamping: Imprint of a name and icons on a yearbook cover using hot foil

Natural spread: Two facing pages that are printed side-by-side on a flat

Paper grade: Description of the quality of a paper

Printing Vocabulary.....*continued on page 17*

Printing Vocabulary**.....***continued*

Paper stock: Type of paper characterized by coating, grain, texture and color

Pound (#, lb.): Description of the weight of paper; the weight of a ream (500 sheets) stated in pounds serves as a description, for example, 80 lb. paper

Proof: A hard-copy printout or electronic version of a file used to check what will be printed in your book.

Quarterbound: The vertical division of the front cover of a book into parts, each with a different base material

Signature: A single sheet of paper that, when folded and trimmed, will produce 16 consecutive pages

Silk screen: A technique for applying an opaque ink to a book cover by forcing the ink through a screen; it has no bleeds or blending of inks

Spine: Backbone of a book, the narrow portion of a cover between the front and back

Tip in: An insert placed between two signatures either by machine or by hand after the book is sewn

Tip on: A printed photograph that is glued into a debossed surface on a book cover

Trim size: The finished horizontal and vertical measurements of a yearbook

UV coating: A liquid gloss plastic finish applied to pages or items on a page after printing

WALSWORTH-SPECIFIC VOCABULARY

ceBuzz: 16-page, four-color current events supplement with a target audience of elementary and middle school students

Enhancements: A general term used to refer to all of Walsworth's plug-ins

***Idea File* magazine:** An educational magazine for yearbook advisers and staffs from Walsworth Yearbooks that comes out twice during the school year

iTags: Plastic tags personalized with names and icons of school sports, activities and interests and placed on books or other possessions; can be used for fundraising

Online Sales: Enables schools to put yearbook and ad sales online for the convenience of buyers; credit cards and PayPal accepted 24/7 and adviser can easily access convenient reports from anywhere

Panel Maker: A Walsworth plug-in for InDesign that simplifies the creation of panel and mug pages

Portrait Editor: A program supplied to Walsworth customers to allow viewing & editing of the information from your school photographer

***Possibilities*:** Biannual idea book from Walsworth with examples of the best of our customers' work

Retrospective: Double-page spread of the top national, sports and entertainment stories of the year; can be used for endsheets or placed between a signature in the yearbook

Supplement: An optional section of a yearbook included to accommodate coverage that takes a unique or specialized angle to one or more aspects of students' lives; also called a mini-mag

Virtual Covers: Staffs can meet with a Walsworth cover artist online in their classroom via a webcast to discuss and create their cover, view the artist's work and approve a cover sketch

Walsworth -Specific Vocabulary**.....***continued on page 18*

Walsworth Fonts: Part of a font collection provided free of charge to Walsworth customers. These fonts do not have to be submitted with page files

Yearbook AR: Walsworth's free augmented reality app, which allows yearbook staffs to overlay digital content onto a yearbook page, cover or endsheet

yearbookhelp.com: A dedicated help website by Walsworth Yearbooks that contains the information and answers about every yearbook topic, making it easy for advisers and staffs to understand why a task is done and how to do it

Yearbook 360: A personalized online home for yearbook resources, from reports on the book's status and sales information to tips, links and downloadable resources

Yearbook 360-Online Design: Walsworth's web-based yearbook creation program that enables students to create beautiful yearbooks with greater ease using one of the most sophisticated cloud-based design applications in the world

Yearbook Snap: Walsworth's mobile app that lets students and parents submit their photos from school events and elsewhere to the yearbook staff

***Yearbook Suite*:** Twelve-set curriculum, Common Core-aligned, written and designed in a workbook format to help students learn all aspects of yearbook, also will be available as an app

Year-In-Review: 16-page, four-color supplement of current events aimed at high school and college students