

# Journalism/Yearbook Terms to Know

**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.

**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 and ragged on the left side; and justified text is even on both the left and right sides.

**Alternative Coverage:** A short story, graphic element, or photo grouping that accompanies a larger story, also called secondary coverage or a sidebar.

**Angle:** perspective of the topic (i.e. don't just cover "football" cover "football spring training").

**Attribution:** identification of a quote's source or of information.

**AWPC Font:** part of a font collection provided to Walsworth customers in Online Design.

**Bleed Bars:** blue lines that surround the workspace in Online Design. "Bleed" refers to items that extend off the page when printed. To ensure pages elements bleed fully off the page, draw the bleed element to the outer edge of the bleed bar. Likewise, make sure no element you want to stay completely on the page touches the bleed bar, as it might be trimmed.

**Body copy:** refers to the text of the main story.

**Candid:** an unposed photo showing action.

**Caption:** a few words or lines of text that describe a photo. The term is used interchangeably with cutline.

**ClikArt:** a collection of artwork/backgrounds available to schools for use on their yearbook pages.

**CYMK:** an acronym for Cyan, Magenta, Yellow, and Black. These are the four colors used in printing full color.

**Cut Out or C.O.B.:** cut-out-background, a term for when the background is deleted from the main subject in the photo. When using Online Design, this is a clipping path feature.

**Copy:** the words that appear in the yearbook.

**Copyright:** an exclusive legal right to an originator of an item, such as a published work, photo, music or lyrics. Copyrighted material cannot be used without permission.

**Cropping:** omitting parts of an original image to remove elements that weaken a photo's composition.

**Cutline:** see Caption.

**Divider Page:** a spread that uses the theme and signals the beginning of a new section.

**Dominant (image, photo, element):** the largest element or image on a spread.

**Donor Page:** An alphabetical listing of all of the businesses that purchased page sponsorships.

**Drop Cap:** An oversized capital letter that begins the first word of a set of copy.

**Editorializing:** intentional or unintentional unattributed opinion in copy (i.e. Joe Smith make the perfect pass).

**Endsheets:** sheets appearing at the front and back that will be used to line the inside of the cover and help attach the book's insides to the cover.

**Eyeline:** natural eye movement from left to right as the viewer scans a two-page spread.

**Folio:** the page number; it may also contain artwork or descriptive copy.

**Font:** a set of letters, numbers, punctuation marks, and symbols that share a unified design. The design is called a typeface. A group of related typefaces is called a type family. Body fonts are for text (easy to read) and display fonts are for headlines (more decorative).

**Formula Color:** refers to specific blends of CMYK created by WPC that can be used on any four-color paged.

**Four-Color:** the term that is used when referring to full-color printing which used four ink colors. See CMYK.

**Full-Color:** see Four-Color.

**Graphic:** any piece of art that you want to place on your page.

**Grid:** a form of modular design that uses horizontal and vertical lines for the placement of page elements.

**Gutter:** the inner space at the center of the book where the pages are bound.

**Headline:** the heading at the top of a story to indicate the topic of the story.

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

**Ladder:** a yearbook blueprint of the contents of each page.

**Lead:** the first sentence of a story.

**Lead-in:** a graphic device at the beginning of the caption, used to draw the reader's attention to the copy.

**Leading:** the amount of vertical space between two lines of type.

**Libel:** a published false statement that is damaging to a person's reputation. A crime that could carry a severe punishment.

**Margins:** the space bordering the text and images on the page.

**Master Template:** used so that all page creation starts from the same point. Master templates are set up ahead of time with all color, style, font, and folio information.

**Mug Shot:** portraits in rows and columns on portrait pages with the names placed under each photo.

**Namestamping:** imprinting a name and/or icons on a yearbook's cover.

**Online Design:** WPC online creating software.

**Page Sponsorship:** A business advertisement that appears on a yearbook spread. The ads are sold by staffers and purchased by local businesses.

**Photo Credit:** identification of the photographer.

**Photoshop:** a software program created by Adobe for the manipulation of digital images.

**Pica:** a printer's unit of measurement used primarily in typesetting (1 pica = 1/6 of an inch or 12 points).

**Point:** a printer's unit of measurement used primarily in typesetting ( 12 points = 1 pica and 72 points = 1 inch).

**Pull Quote:** information (usually a personal quote) that is taken out of the body or main copy and enlarged as a graphic element on a page.

**Section:** a part of the yearbook. Typical sections include Student Life, Academics, Sports, Clubs and Activities, and People.

**Secondary Coverage:** see Alternative Coverage.

**Senior Ad:** An advertisement that is purchased by the family of a graduating senior. The advertisement usually includes pictures of the senior and a message. These ads are sold by staffers.

**Sidebar:** see Alternative Coverage.

**Spread:** a two-page layout in a yearbook.

**Subhead:** a small headline used to divide copy or a small headline or deck that appears below the main headline. It is also known as a secondary headline.

**Template:** previously designed pages or elements created by a staff member for the yearbook.

**Text Wrap:** copy that is wrapped around a graphic element, digital image, or other copy.

**Theme:** the idea or concept threaded throughout the yearbook, unifying its parts.

**White Space:** negative space in white there are no objects. White space is used to move the reader's eye around the elements on the spread.

**WPC:** Walsworth Publishing Company