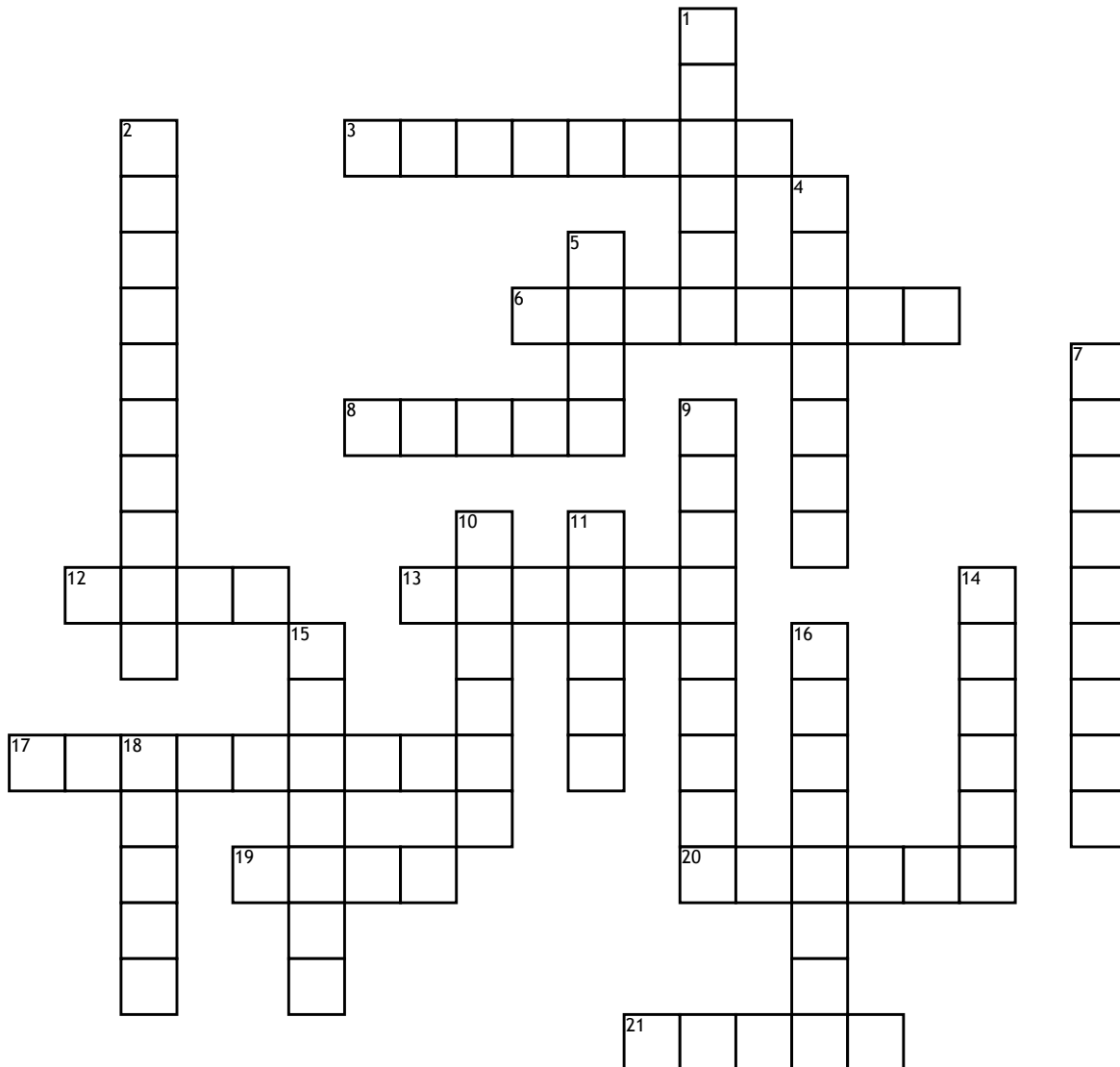


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Yearbook Vocabulary



## Across

3. A basic layout design that you can plug images and copy into. You can create your own template or use editable templates provided by Herff Jones.

6. 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.

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

12. 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.

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

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

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

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

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

## Down

1. The center of the spread where the two pages meet. Text and faces in a photo should not cross over the gutter as they will likely disappear when the pages are bound together.

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

4. The last page of the yearbook. If your book has a theme, this is the place to wrap it up.

5. Yearbook + Nerd = Yerd. A Yerd is someone who loves the process of imagining one of their school's most comprehensive projects and then creating it for all members of the school community.

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

9. A posed photo of a person that usually only includes the person's head and shoulders. Also referred to as "mug shots."

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

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

14. An unposed photograph, often taken without the subject's knowledge. Candid photos usually catch someone in the act of doing something.

15. Relatively short copy (text) used to describe a photo. The caption should clearly identify the subject of the picture, without detailing the obvious, and should be placed as close to it's corresponding photo as possible.

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

18. A statement or idea which clearly communicates the action, tempo, mood and personality of the students at your school this year. A theme unifies the message of the yearbook.