

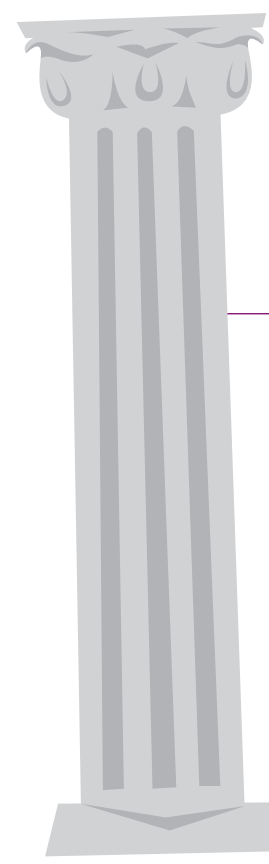
signature

sixteen consecutive pages of your book printed on one large sheet of paper



column

vertical unit of space used to divide a yearbook spread



widow

a single word left alone on a line at the end of a paragraph

gradient

a smooth transition from one color to another or from transparency to a solid

ghosting

the process of decreasing the opacity of a photo or design element to make it lighter



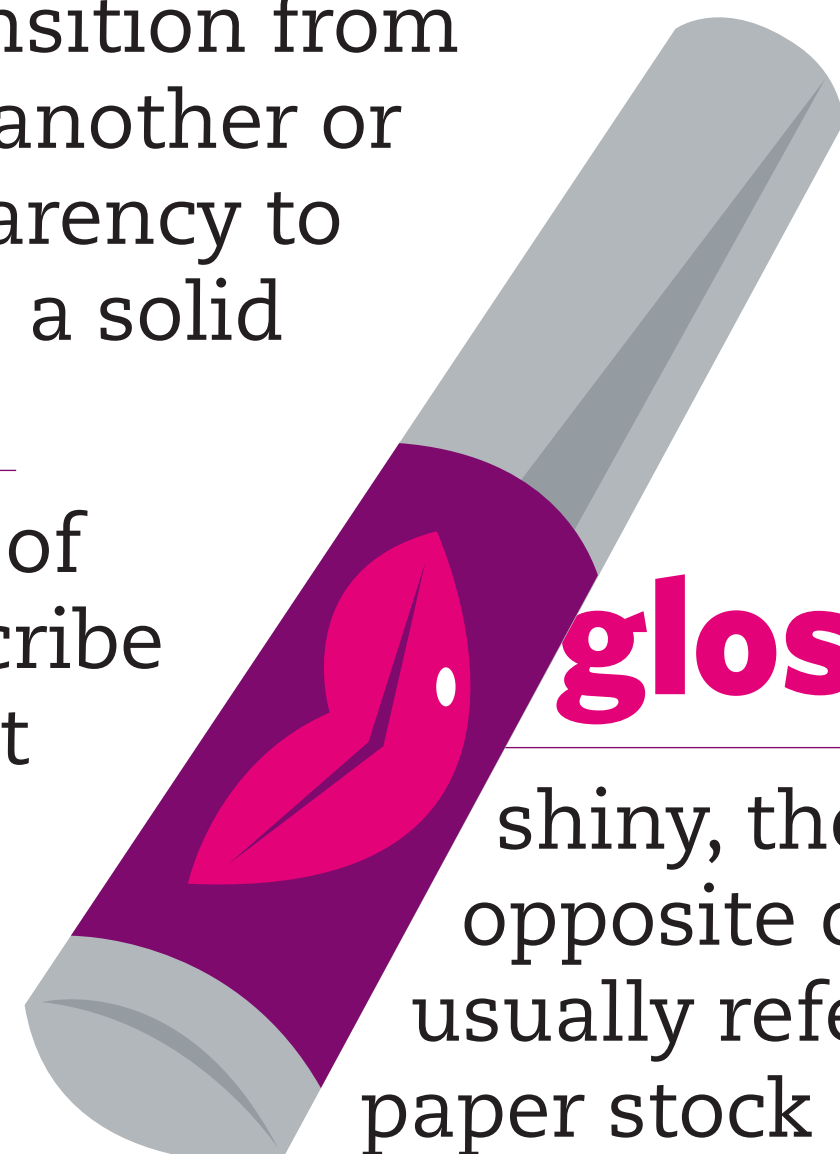
candid

an action shot as opposed to a posed photo



slug

the tag or descriptor outside of the printed area used to describe the page specifications (Don't pour salt on them either!!)



gloss

shiny, the opposite of matte, usually referring to a paper stock

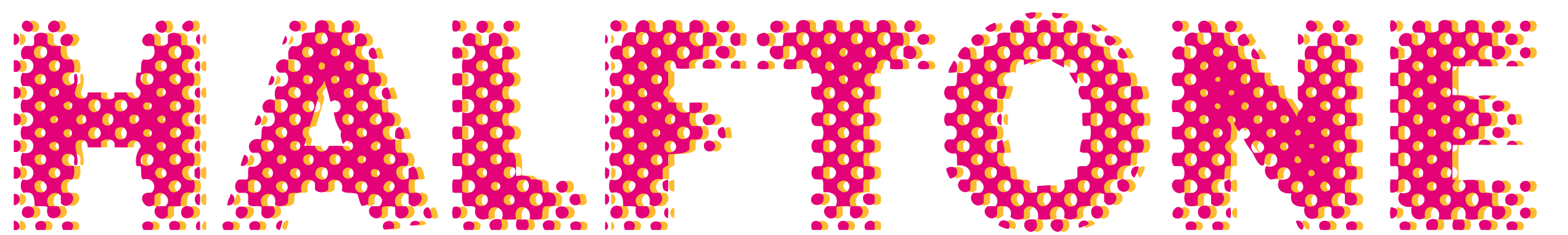


register

a "loose" or "tight" alignment of the process colors on press

bleedline

the border a photo must extend beyond for proper trimming if it "bleeds" off the page



the "dot pattern" that creates the images in traditional printing

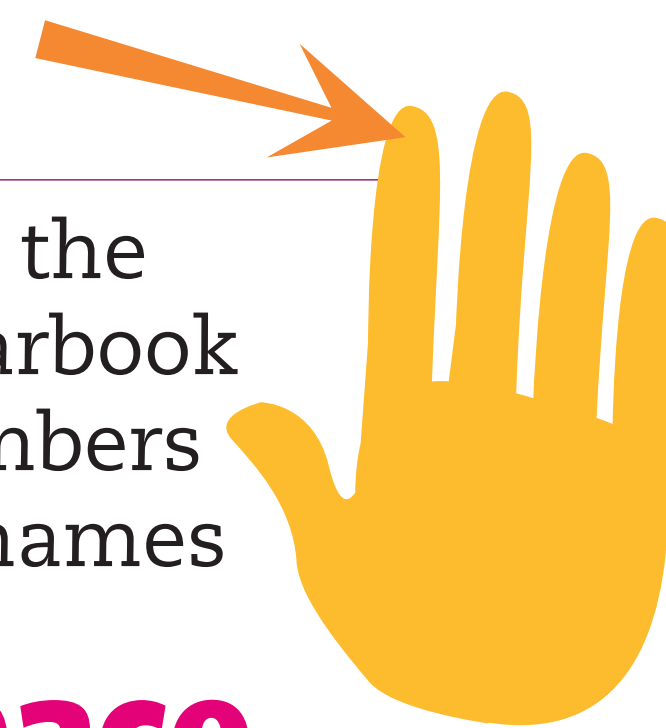
ladder

a page-by-page diagram listing of your yearbook's contents



index

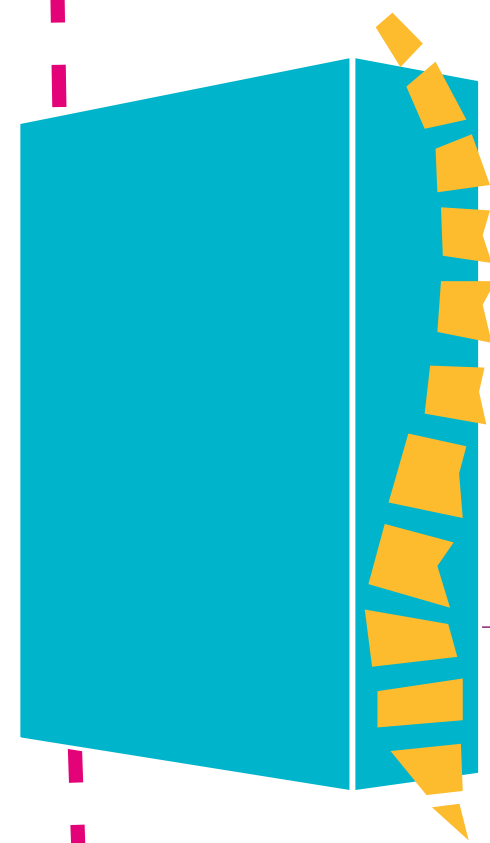
the reference at the back of your yearbook where page numbers are listed with names



the height, in points, of the lower-case "x" in a font

trapped white space

an area on a spread that has empty space trapped between other elements on the page (also called unplanned white space)



spine

the thin part of your yearbook that sticks out when it's on the shelf, the part of the cover that protects the binding

mug

individual photos of students in a yearbook



gutter

the area where the two pages of a spread meet



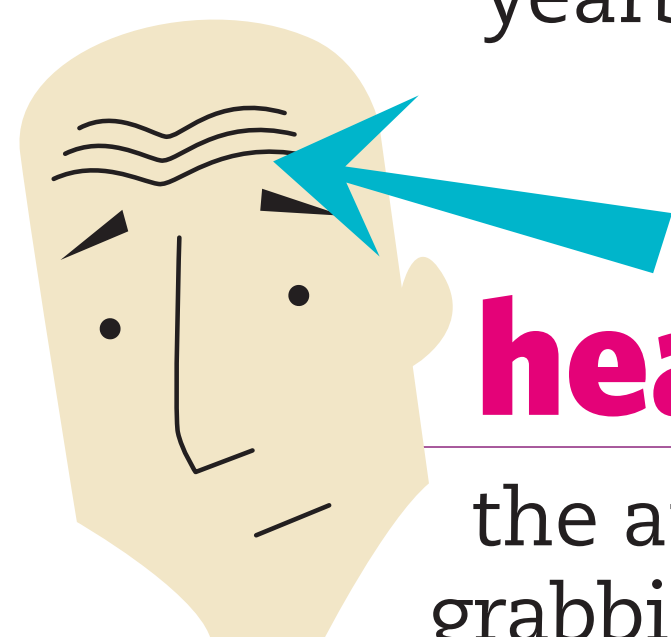
cob

(cut-out background) when an object has been silhouetted out of its background



headline

the attention-grabbing title on your spread



kicker

an extended secondary headline that reinforces the main headline with more info



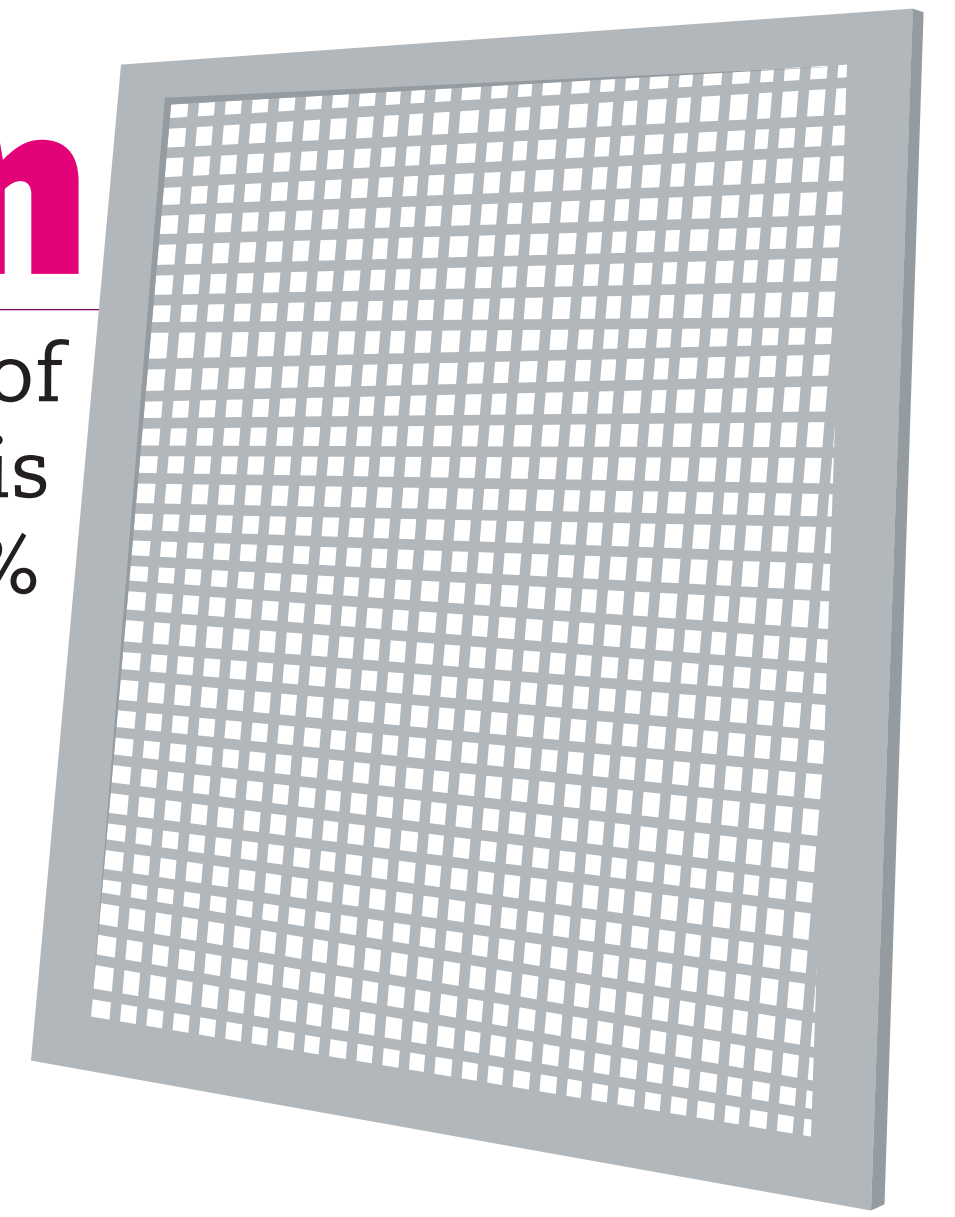


process colors

the four colors (cyan, magenta, yellow and black) used in offset printing to achieve all necessary hues

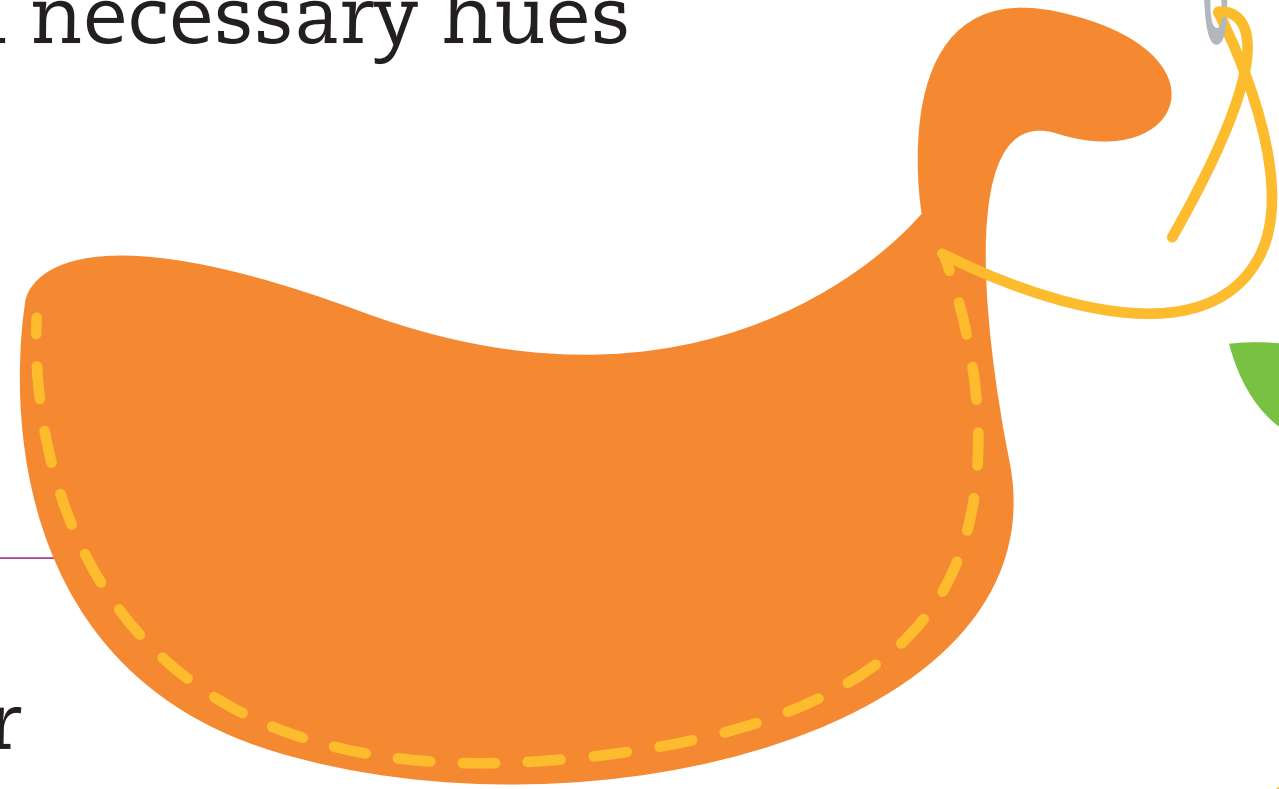
screen

a tint or opacity of a swatch color that is less than 100%



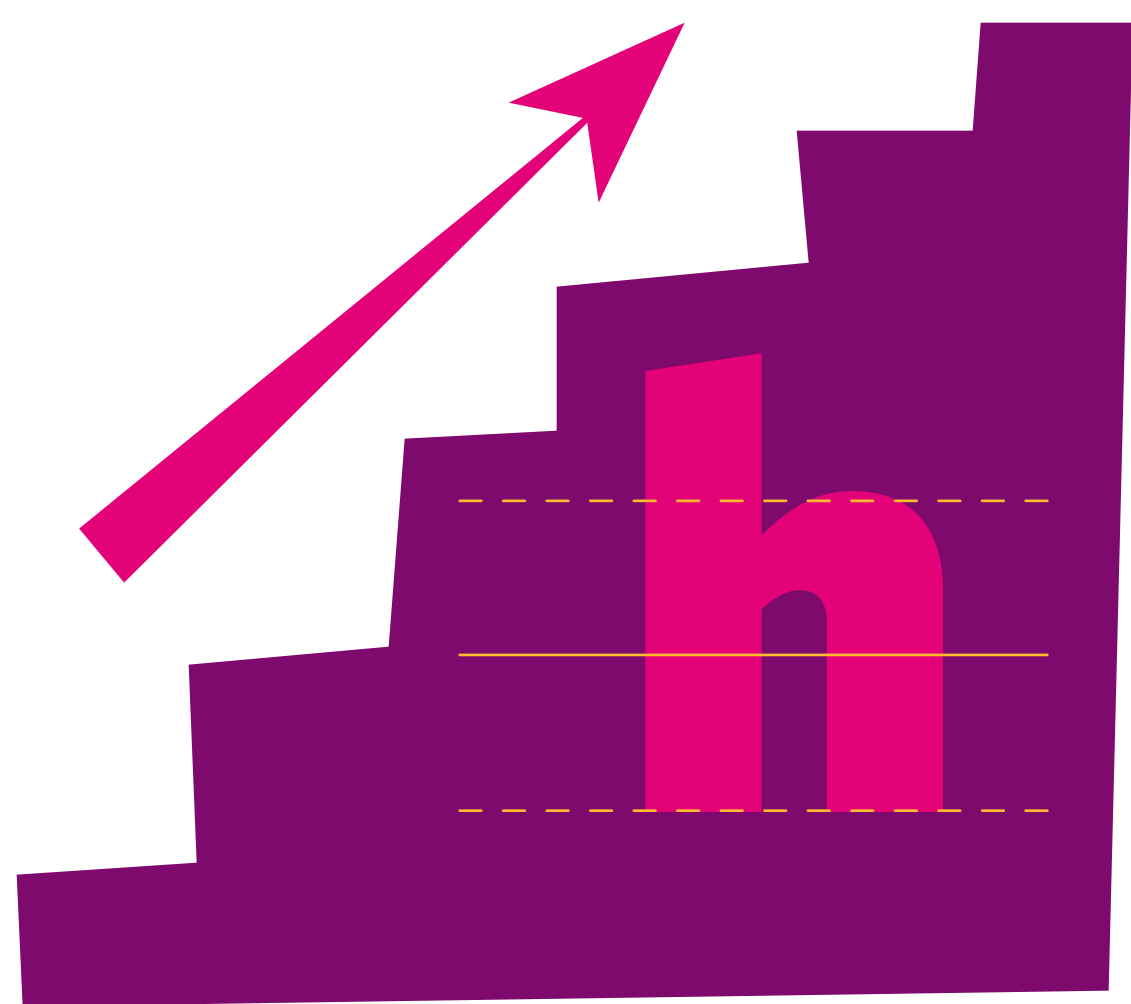
saddle-stitched

the binding method used to hold your yearbook together



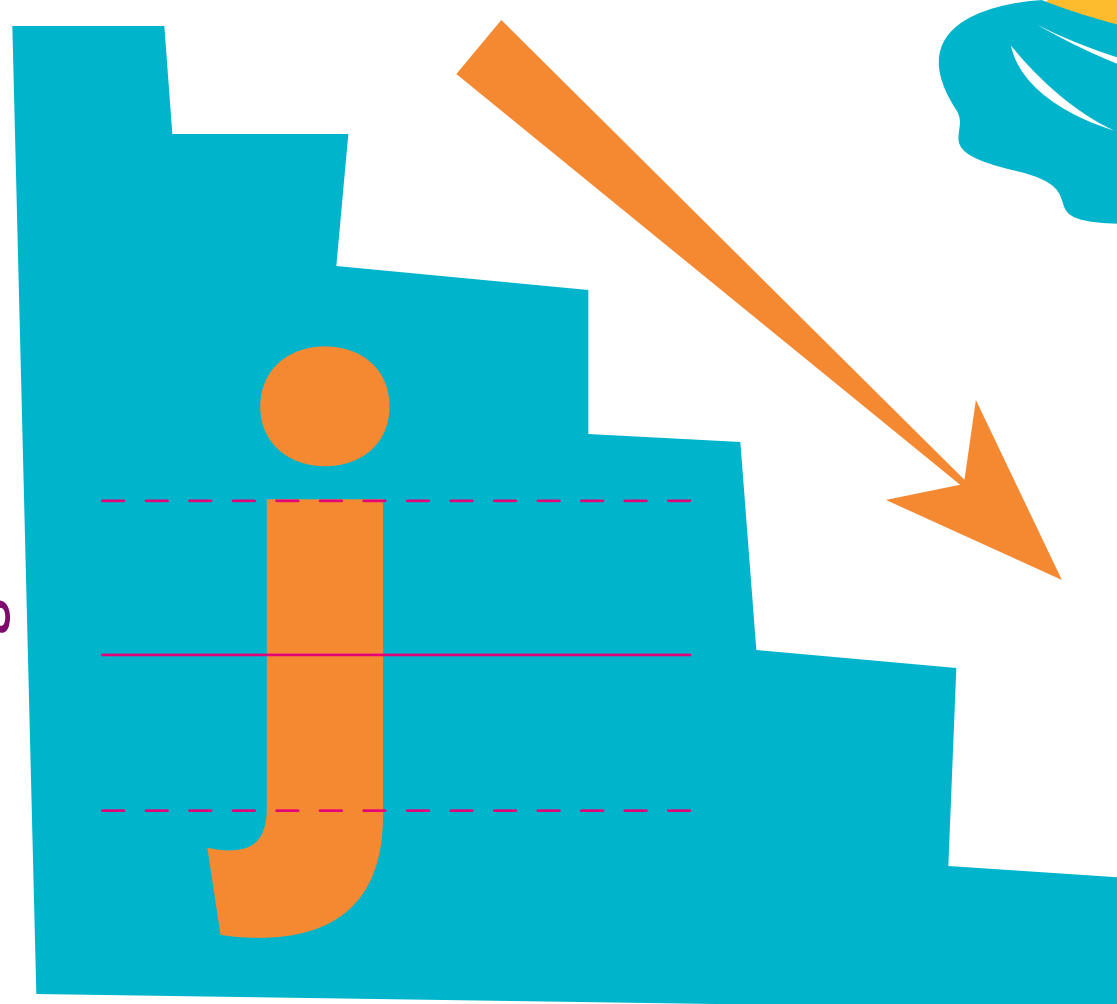
isolation

drawing attention to a specific element in design by surrounding it with white space



ascender

the part of a letter that extends above the x-height

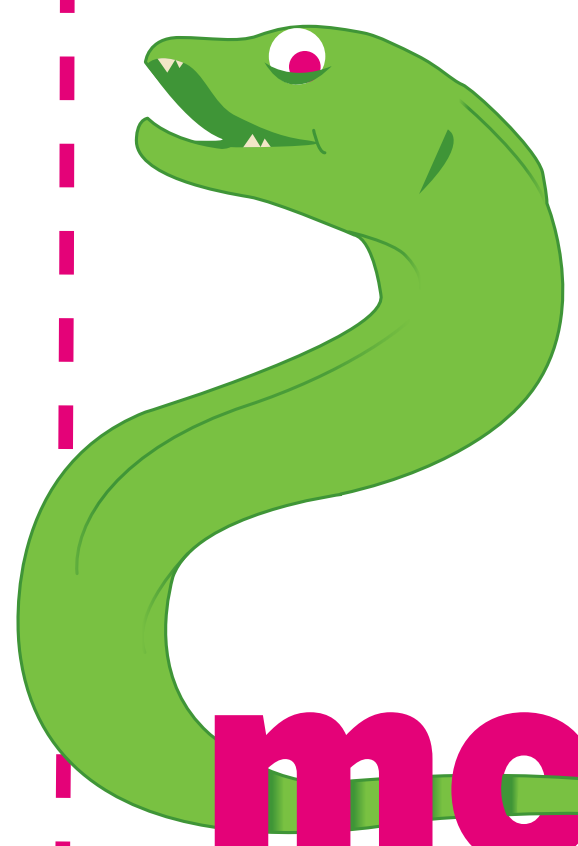


descender

the part of a letter that extends below the baseline

hairline

an ultra-thin rule line used in design to separate elements



meire

a pattern created in an image that disturbs the eye (These guys are nasty)



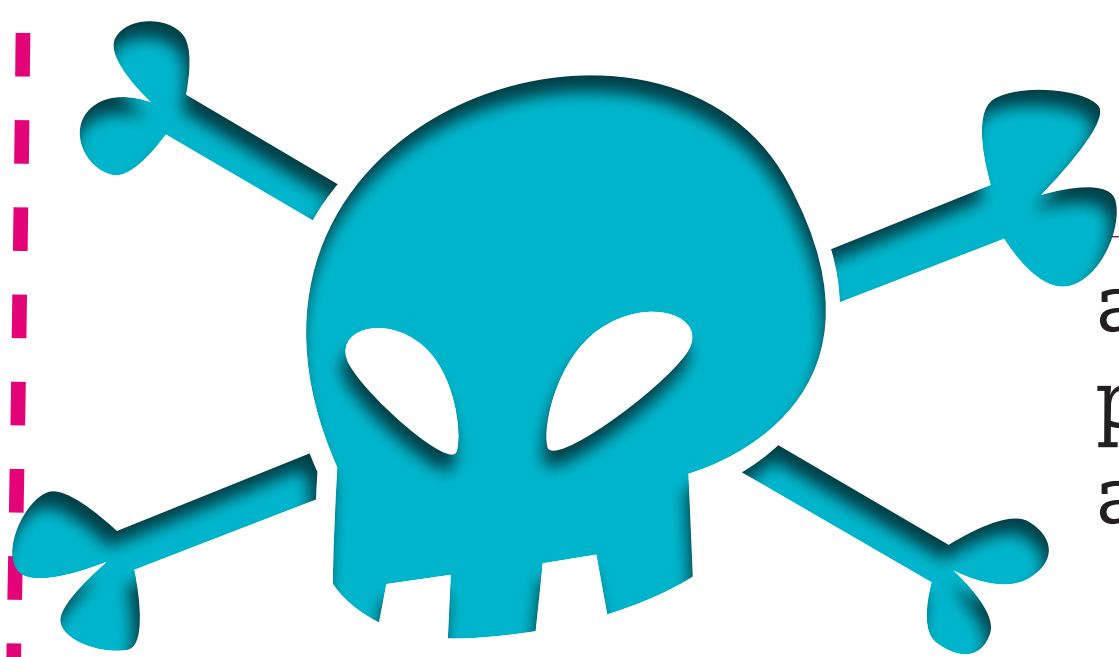
matte

not shiny, the opposite of gloss



blind embossing

the process of embossing a material (and not printing on it) to give a subtle effect

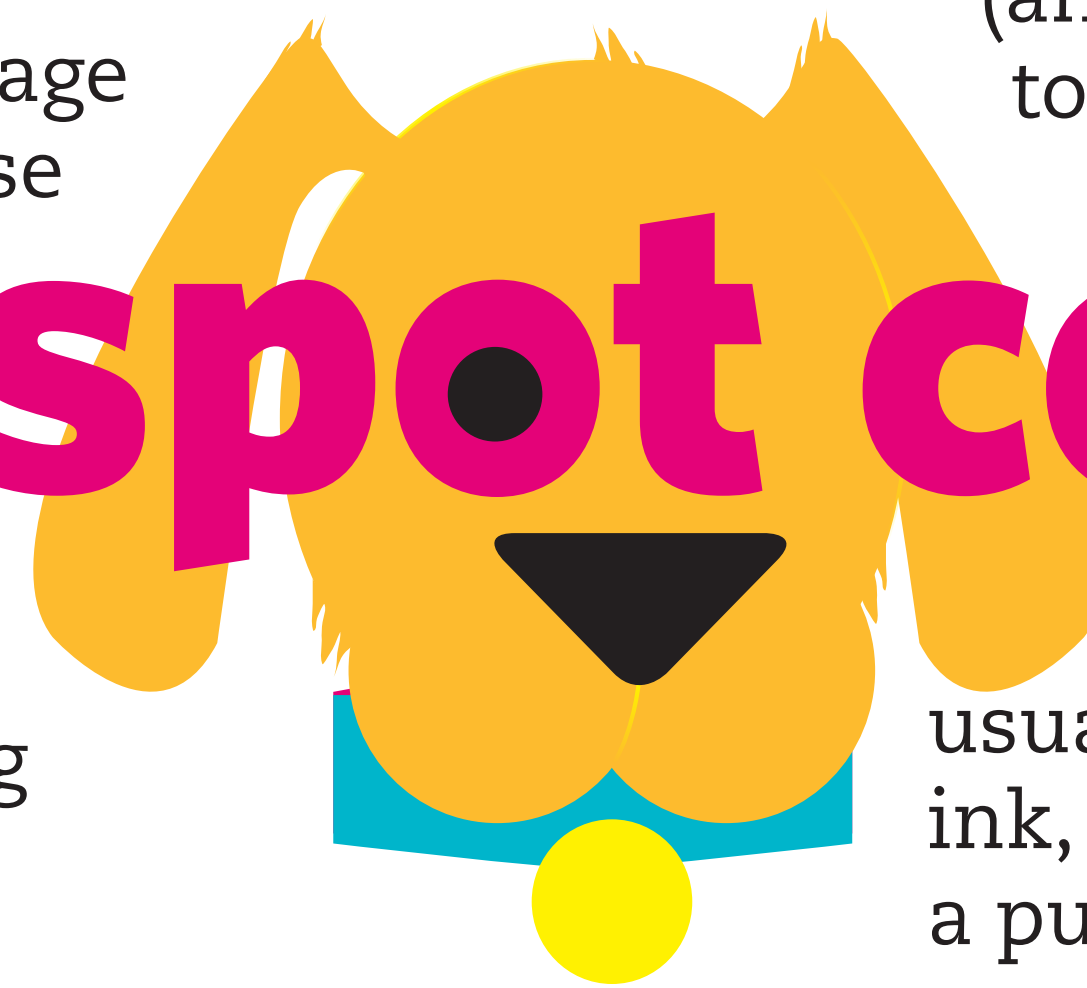


die cut

a shape cut through paper or a cover revealing a design underneath

spot color

a special color, usually a PANTONE® ink, used to give a spread a punch of color



a photo that uses two colors to achieve a tonal range, usually done with a spot color

DUOTONE



pasteboard

the area outside of the spread in a design program

crop

the process of trimming some content from a photo