

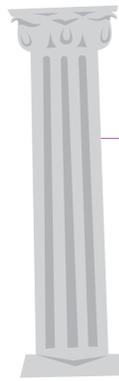
## signature

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

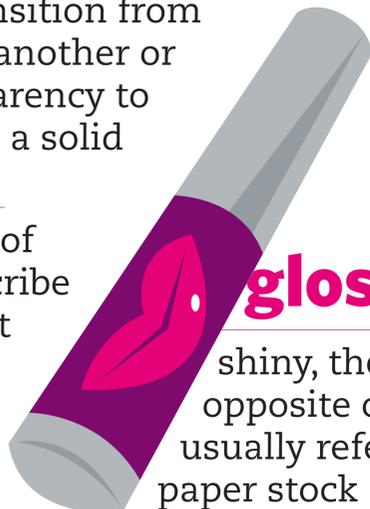


## slug

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

## bleedline

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

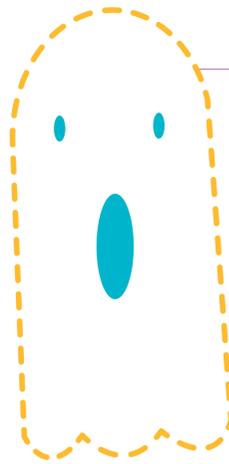


## gloss

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

## ghosting

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



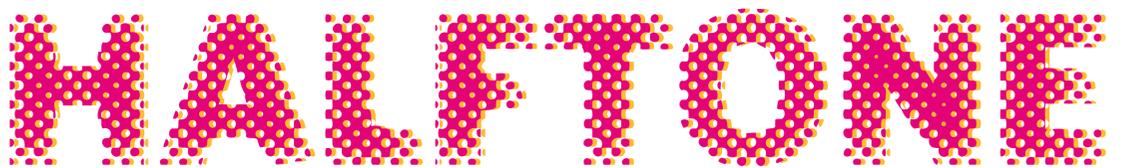
## candid

an action shot as opposed to a posed photo



## register

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



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

## ladder

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



## index

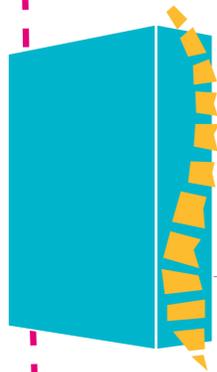
the reference at the back of your yearbook where page numbers are listed with names



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



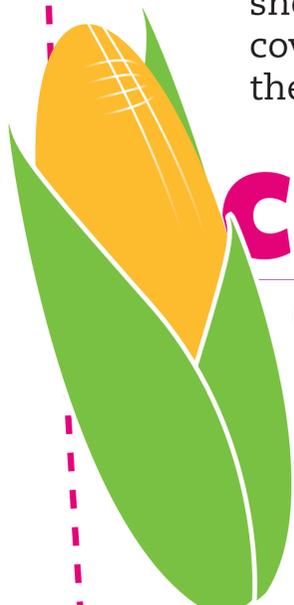
## gutter

the area where the two pages of a spread meet



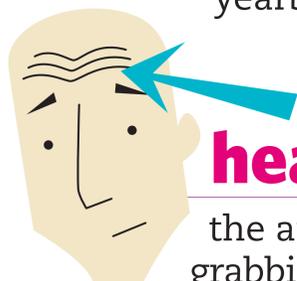
## cob

(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



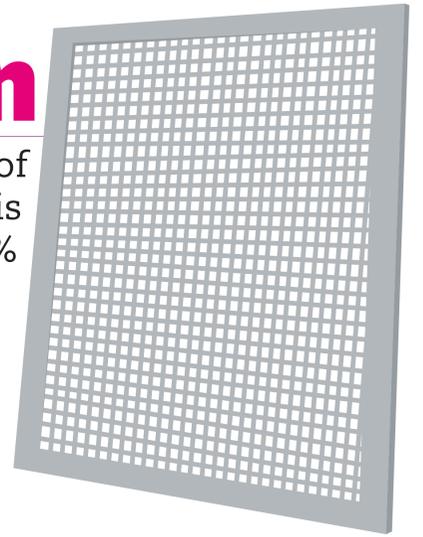


## process colors

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

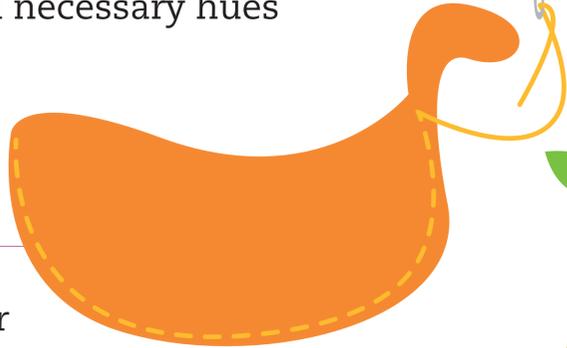
## screen

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



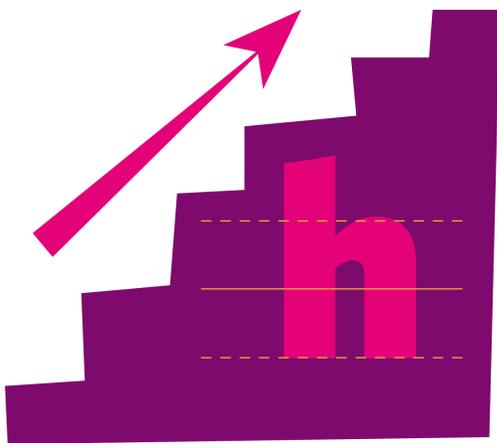
## saddle-stitched

the binding method used to hold your yearbook together



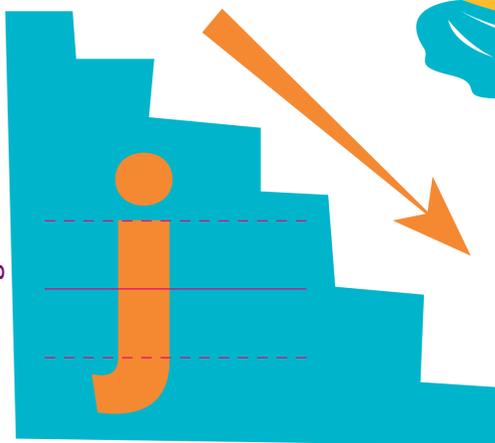
## isolation

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

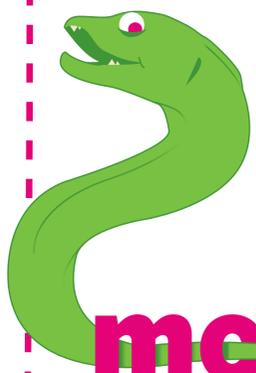


## descender

the part of a letter that extends below the baseline

## hairline

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



## moire

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



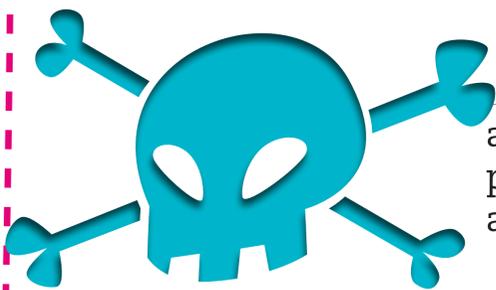
## matte

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