



# IT'S ELEMENTARY

## YEARBOOK VOCABULARY

If you've never been involved in yearbook, you'll quickly learn that it has its own "language." Here are some words that will be helpful to know.

### **BLEED**

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

### **BLEED LINE**

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

### **CANDID**

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

### **CAPTION**

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 its corresponding photo as possible.

### **CLOSING**

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

### **COPY**

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.

### **COVER**

The outside of the yearbook which protects the printed pages.

### **DEDICATION OR PARENT AD**

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.

### **COVERAGE**

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

### **FOLIO**

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

### **GUTTER**

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.

**KIT**

A complete package of yearbook supplies and information sent by Herff Jones to help you create and sell your book.

**LADDER**

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

**LAYOUT**

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

**NAME PLATE**

A metal plate engraved with student's name and used to personalize a yearbook. The plate can be gold or silver and comes with an adhesive backing so student can attach it to their yearbook.

**NAME STAMP**

The personalization of a yearbook by stamping an individual's name on the cover in a colored foil.

**PICA**

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.

**PORTRAITS**

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

**SPREAD**

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

**TEMPLATE**

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.

**THEME**

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.

**TITLE PAGE**

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.

**YEARBOOK**

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.

**YERD**

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.