

A FEW WORDS TO KNOW

Depth of field

- ▶ Change in focus between the nearest and farthest objects in an image.

Digest coverage

- ▶ Coverage that is broken into bite-sized chunks. Comes from the idea that it is easy to digest. Short for “the Reader’s Digest version.” Or, a shortened condensed version of a story. Brevity in reporting allows for more modules to appeal on a spread.

Distribution

- ▶ Yearbook Day, the best day of the year, the day you give students the books they have purchased. You worked for this day. Celebrate!

Divider

- ▶ A spread used to separate each of the sections of the yearbook. A divider is usually theme-related in design and the copy links the main theme to the ensuing section.

Dominant photo

- ▶ This is the largest and highest quality photo on the spread.

Dominant story

- ▶ The most prominent story on a spread. Typically goes along with the dominant photo in the photo package and has the largest headline.

Editorializing

- ▶ When reporters provide their opinions to readers. Editorializing must be avoided in yearbook copy. Reporters should remain objective and allow readers to establish their own opinions based on the information presented.

Endsheet

- ▶ Heavier sheets of paper that hold pages to the cover. Endsheets may be plain or designed to reflect the theme. The front endsheet typically contains the table of contents listing.

Enterprise photography

- ▶ To walk around looking for interesting candid subjects or events to shoot.

External margins

- ▶ White space around the border of a spread. All layouts should have a consistent external margin. While the top and side margins in the book are the same, the bottom margin is usually 2 to 4 picas longer.

Eyeline

- ▶ The horizontal separator on a spread from which mods hang or sit. It carries your eye across the page.

F-stop

- ▶ Stands for focal stop. The size of the aperture is measured in f-stops.

Feature

- ▶ Formerly called an interrupter or showstopper spread, coverage which is presented in a different fashion to break up the visual monotony created by templates.

Feature story

- ▶ A story worthy of standing alone. These are personal profiles or just well-told stories.

Folio

- ▶ The spread identifier including page number, usually placed in the external margin.

WHAT'S THE POINT?

Print your pages at full size (100 percent) to gauge the size of the type. No longer is body copy set as large as 12 point, and captions 9. Fold a page from your favorite magazine in half; put it next to your printed page. Make your type close to the same size.