

# YEARBOOK BASICS: VOCABULARY

**CLOSING:** Final pages of the yearbook (typically three pages or more) where the theme is concluded. Should follow ads and index.

**COLOPHON:** A list of the technical printing information about the yearbook, including price, number of copies, colors, fonts, photography company and awards won by previous year's book. The colophon often appears at the end of the index.

**CONTENTS:** Listing of the pages containing the opening, sections, index and closing. The contents is usually printed on the front endsheet or in the opening, but not on the title page.

**COPY:** The story. Every spread should contain a story, also called a copy block. Alternatives to traditional narrative copy include lists, quotes, personal narratives, surveys and other material that accurately tells the story.

**COVER:** Refers both to the topics featured on individual spreads and how the topics are highlighted. For example, typical coverage in a student life section would include summer, the first day of school and homecoming. In addition, typical homecoming coverage would include photos, copy and captions detailing the event.

**DEPTH COVERAGE:** Using more than one spread for a topic and linking the additional spreads to the first with a headline or similar design. Also called jump coverage.

**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.

**ENDSHEET:** Heavier sheets of paper which hold the pages of the yearbook to the cover. Endsheets may be plain or designed to reflect the theme. The front endsheet typically contains the contents listing.

**FLAT:** Eight pages on one side of a signature. In the first signature of the yearbook, for example, pages 1, 4, 5, 8, 9, 12, 13 and 16 make up one flat. Pages 2, 3, 6, 7, 10, 11, 14 and 15 are printed on the other side of the signature.

**FOLIO TABS:** The page number and the topic of a spread placed as a unit traditionally at the bottom left and bottom right of the spread.

**FOUR COLOR:** Printing in cyan (blue), magenta (reddish pink), yellow and black or CMYK. These inks combine to create full-color pictures.

**FRONT LID:** Front cover of the yearbook which includes the name of the book, the year and the theme. The theme should be developed visually and verbally. Also called the front flap.

**GRAPHICS:** Elements such as color, white space, rule lines, gray screens, large initial letters and special type treatments which enhance the book's design.

**INDEX:** A complete alphabetical listing of all students, teachers, advertisers, topics and events covered in the yearbook.

**LADDER:** A page-by-page listing of the yearbook's contents. Yearbook staffs use the ladder to stay organized and to plan for deadlines.

**OPENING:** The first two to four pages (or more) of the yearbook which introduces the theme.

**SECTION:** A traditional yearbook is typically broken up into six sections: student life, academics, organizations, people, sports and ads/index. These sections are used as an organizational tool for the staff and the reader.

**SIGNATURE:** A 16-page grouping made up of two 8-page flats. Yearbooks are printed in signatures which are then folded, stitched and trimmed to be collated and bound into the yearbook.

**SPINE:** Area of the yearbook connecting the front and back covers. The name of the school, name of the book, city/state, volume number and year should appear on the spine in a way that reflects the theme.

**SPIN-OFF:** A "mini theme" used as a section title. Spinoffs may help carry the theme throughout the book.

**SPOT COLOR:** Printing in (at least) one additional color besides black. Spot color is an effective way to add emphasis to a black and white page.

**SPREAD:** Two facing or side-by-side pages in the yearbook such as 2 and 3, 4 and 5, 6 and 7, etc.

**THEME:** A verbal statement and a visual look which tie all parts of the yearbook together. The theme should fit your school and your year.

**TITLE PAGE:** Page one of the yearbook. It should include reference to the theme, plus the name of the book, the name of the school, the complete school address, the volume number and year. The school telephone number, web address and enrollment may also be listed there.

## HOW TO YEARBOOK