

YEARBOOK VOCABULARY

A

ACADEMICS SECTION: 15-20% of the book covered by departments, curriculum, day of the week or by skills used or learned.

ADVISER: Trains the staff to create the yearbook but does not do it for them. Gives advice and asks questions; however, the copy, the designs and the photos are produced by the students.

AHJ FONTS: A collection of more than 600 TrueType and OpenType fonts provided by Herff Jones exclusively for our customers representing every typographical style, including old style, transitional, modern, serif, sans serif, decorative, novelty and script faces.

ALIGNMENT: In page layout, alignment is the text flow setting: flush left, flush right, centered or justified.

ALL-COVERAGE DEVICE (ACD): A mod that appears throughout the book, related to the theme but not necessarily the page it's on. It's generally a quote package where kids answer questions inspired by the theme. It may or may not include photos.

ALTERNATIVE STORY FORMS (ASF): Alternate ways to tell a story such as in the use of brief profiles, He Said/She Said, collection of quotes, or short narratives. This content is often modular. (See Mod.)

ANGLE: A writer's specific focus on a broader topic.

ASCENDER: The upper strokes of those lower case letters that extend above the x-height, for example, b, d and h.

ATTRIBUTION: To credit a quotation to the source.

B

BASELINE: The line upon which most letters "sit" and below which descenders extend.

BLEED: Extending pictures or graphic elements beyond the edge of the page on one or more sides. For color, graphics, graphic text and photos; not copy.

BODY COPY: The text relating to the general topic of a spread. Also main story.

BOLD: Thicker, heavier type used for emphasis with a lighter typeface.

BRAINSTORMING: A technique of solving specific problems, amassing information, stimulating creative thinking, developing new ideas, etc., by unrestrained and spontaneous participation in discussion.

BORDER: Plain or ornamental frame around any typographic element.

BY-LINE: Author's name appearing as part of the body copy.

C

CALIBRATION: The process by which you "tune" your hardware and software to be in sync with the printing plant.

CANDID: A photo that captures action at an event and is not staged or posed.

CANVA: Integrated into eDesign, Canva allows users to edit photos, drop out backgrounds, create custom clip art, backgrounds and more.

CAPTION: Explanatory material that not only identifies the who, what, where, when, why and how of a picture, but also tells something extra to amplify the message. May tell the reader what happened before or after the picture. Should give the reader information about the activity that is not obvious from looking at the picture.

CHARACTER STYLES: The palette in InDesign and eDesign where type specifications can be stored and applied to text.

CHRONOLOGICAL: Book organization and/or coverage that follows a time line. Chrono books are often organized by week, month or season.

CLIP ART: Illustrations which can be purchased and used by "clipping" from supplied camera-ready material.

CLOSE REGISTER: Any different elements set closer than one pica apart.

CLOSING: The final pages of the yearbook (typically three pages or more) where the theme is concluded.

CMYK: Cyan/Magenta/Yellow/Black. The four ink colors used to print full color pages.

COLOPHON: A statement recording the names of the designer (staff) and printer, kinds of type and paper used, size of the edition, and other information about the production of the book.

COLOR MATCHING SYSTEM: System of numbered ink swatches that facilitates communication about color (i.e., Pantone Matching System).

COLUMNS: Page layout system, basic content area of the page is divided into two, three or more columns vertically.

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

CONTRAST: In photos and images, the difference in darkness or density between one tone and another.

COPY STARTERS: Typographic techniques for starting copy and caption blocks. Options include inset initial letters, raised initial letters, enlarged first words and overlaps.

COPYRIGHT: The exclusive right for the creator or owner of original literary, artistic or photographic material to make, distribute and control copies of that work for a specified number of years, as guaranteed by law.

COUNTER: The area of a letter that is entirely or partially enclosed. Letters containing closed counters include A, B, D, O, P, Q, R, a, b, d, e, g, o, p, and q.

COVER: Outside of the yearbook which protects its contents.

COVERAGE: The scope or range of activities and events which can be considered for inclusion in a yearbook. Often used when referring to both the topics featured and how the topics are arranged and highlighted.

CREATIVE ART SERVICES: Printing company artists who render custom artwork for your cover, endsheets, etc. or touch up school art and prepare of final artwork before printing.

CROPPING: Editing and/or marking a photograph to indicate to the printer the part which should be included in the yearbook. Also the editing out of background, foreground and sides of a photograph to remove parts that distract from the center of interest.

CUSTOM EMBOSSED COVER: Cover with raised or uneven surface of your specific design.

CUTOUT: Picture or drawing cut out in a desired shape for accent in layout. Also called a COB (cutout background).

CUT-IN: A dramatic overlap in picture packaging in a design.

CYAN: Bright blue ink that is used as a process color.

D

DESATURATE: The process in image editing software of removing the color in an image so that it prints in black and white. Different from grayscale, desaturated images print darker and richer because they create black using cyan, magenta, yellow and black. It's a 4-color black, rather than a single color black.

DESCENDER: The lower stroke of those lower case letters that extend below the baseline, for example, g, p and y.

DIGITAL IMAGES: Pictures captured with a digital camera or scanned from a traditional photograph. The optimal resolution for printed digital images is 300 dpi.

DIVIDER (DIVISION PAGE): A spread used to separate each of the sections of the yearbook. A divider is usually theme-related.

DOMINANT PHOTO: The largest, most dynamic photo on a spread. Typically the dominant photo is two- to two-and-a-half times larger than any other photo on the spread.

DOUBLE-PAGE SPREAD: Facing pages with continued subject matter. Also called a spread.

DPI: Dots per inch. A measure of screen or printer resolution; the number of dots in a line one inch long. (In yearbook, we use 300 dpi as a standard.)

DROP CAP: Another term for initial cap.

DUOTONE: Process whereby an original black and white picture is printed in two colors, usually black plus one additional color, for specific effect.

E

EDESIGN: An online yearbook publishing program which allows you to work on any computer, providing flexibility and unlimited design options.

EDITOR: Any leader in charge of the yearbook or a portion of the book.

EDITORIAL COVERAGE: The opposite of reference section facts and stats. Focuses on events, people explanation and context.

EDITORIALIZING: When a reporter draws a conclusion for the reader, it is considered an editorialized statement. The reporter should remain objective and allow readers to establish their own opinions based on the information presented by the reporter.

ELLIPSES: Three periods (...) used to indicate an omission of words or a pause. Should be typeset as a word ... with a space before and after each period.

EMBOSS (DEBOSS) (BLIND EMBOSS): Special process to create a raised image on a surface using a metal die to press a design into the surface of the cover or endsheet. Deboss goes down, emboss goes up, and blind emboss or deboss does not register to any printed element.

ENDSHEET: Heavy sheet of paper glued between the cover and the book block that attaches the book to its cover. There is an endsheet in both the front and back of the book.

EXTERNAL MARGIN: The outside margin of a page as established by a layout map. At least one element should touch the external margin on each side of the spread.

EYELINE: To unify a spread, a horizontal line is established across the spread above or below the center mark to give movement to the reader's eye. Should be broken once by a photo element.

F

F/STOP: The settings that indicate the size of the opening in the camera's lens. A number that equals the focal length of a lens divided by the diameter of the aperture of a given stop. Theoretically, all lenses at the same f-number produce images of equal brightness.

FEATURE COPY: A story or package that not only tells the basic who, what, where, when, why and how of the story, but also has a definite human-interest angle. It should employ many of the feature writer's techniques such as sensory details and poetic devices.

FIRST-PERSON NARRATIVE: A story written by someone involved in the topic being covered.

FIVE W'S AND H: Essential questions to get the complete story. Who, what, when, where, why and how constitute the basis for solid reporting.

FLAT: 1. Eight pages. On a 16-page signature, each side is called a flat and is printed at one time. Also called a multiple. 2. An adjective describing an item lacking in contrast.

FLOP: To intentionally print a picture from the wrong side of the negative in order to have the subject appear to face in the other direction. Be careful not to flop photos that have written words or subjects which would be backwards or unnatural.

FLUSH LEFT OR RIGHT: An indication that one side of copy is even while the opposite side is ragged.

FOIL: Metallic or colored film that is applied usually to a cover by means of a single die from above.

FOIL STAMPING: Application using heat and pressure, of a thin metallic film and a die.

FOLDOUT: A sheet larger than a regular page that is glued into the book.

FOLIO: Page number and spread identification, usually positioned in the bottom corner.

FONT: Complete set of type of one face and one size, including upper and lowercase letters, punctuation, and numerals.

FOUR COLOR: Process of color printing using cyan, magenta, yellow and black. Also known as CMYK.

G

GHOST: Photographic images printed lightly to form a background for other elements.

GLOSS: Refers to papers and coatings that have a shiny, reflective appearance.

GLYPH: The specific shape, design or representation of a character in a particular typeface.

GRAIN: Texture of pattern on surfaces of materials.

GRAININESS: In an enlarged image, a speckled or mottled effect caused by high ISO or low resolution.

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

GRAYSCALE: A term describing black and white images.

GRID: An arrangement system consisting of horizontal and vertical lines in which all text blocks, images and pictures are contained, used to prevent the disorganized presentation of design elements.

GUTTER: The fold between two pages where the pages are bound into the cover. Be careful not to put words or heads in the gutter.

H

HAIRLINE: Very fine rule or line. Approximately 1/4 point wide.

HALFTONE: Photo screened for printing resulting in gradation of tones formed by dots of varying size and density.

HARD COPY: A printed copy of your digital design.

HEADBANDS: Decorative cloth edging applied to top and bottom of the book's spine.

HEADLINE: A line of large type used to tell the reader what is to follow, introducing the topic and main point of interest in the copy.

HIERARCHY: The size and arrangement of design elements according to their importance. Hierarchy leads the reader around the page. (See Visual Hierarchy.)

HIGHLIGHT: The lightest or whitest parts in a picture, represented in a halftone by the finest dots or by the absence of all dots or lines.

I

INDENT: Placing space before or after words in type line (example, paragraph indent).

INDESIGN: Widely used professional layout and design software sometimes used by yearbook staffs to create their pages. Similar to eDesign.

INDEX: List of names, places and subjects included in the yearbook and the page numbers where they can be found.

INFOGRAPH (INFORMATION GRAPHIC): Art piece in which statistical information has been condensed for the reader.

INTERNAL MARGINS: The space between elements on a page or spread.

INTERVIEW: A conversation between a reporter and a source. The purpose of an interview is to obtain information and quotations a reporter can publish.

ISOLATION: White space used to separate elements on a spread.

ITALICS: Type that slants, resembling script; often used as a contrasting face.

J

JPEG/JPG: Joint Photographic Experts Group. A compressed image file that is usually used for the Internet. Images from a digital camera are usually formatted as JPEGs.

JUMP COVERAGE: Stories that continue from one spread to the next like a magazine. Spreads are linked by a headline, logo, footer and/or similar design style.

JUSTIFY: Setting type so that both sides of a column are straight or flush. Compare Ragged left, Ragged right.

K

KERNING: Adjustment of space between certain combinations of type characters to tighten or loosen fit and improve appearance.

L

LABELS: Usually an obvious word or set of words which serve only as an identification. Too often, labels are used as major headlines or leads for stories. Their impact is weak.

LADDER: The spread-by-spread planning of the yearbook beginning as a rough draft. Should be polished and refined to the most minute detail of coverage when completed.

LAMINATION: A protective film applied to lithograph covers. It can be glossy, suede or matte.

LASER CUT: A design element on the yearbook cover that is cut out to reveal the endsheet below.

LAYOUT: A plan or drawing which shows size and position of all elements. Various styles exist.

LEAD: The opening paragraph of a story which sets the tone for the article giving it purpose and direction.

LEAD-IN: The first words of a caption or story which draw attention to the copy and which are often set apart typographically for emphasis.

LEADERS: Rows of dots or dashes, evenly spaced, designed to carry the reader's eye across rows of a table or from chapter title to its page number in the table of contents.

LEADING: (Pronounced as lead of a pencil.) The distance between type lines, measures in points from the baseline of one line of type to the baseline of the next line. Compare line spacing.

LETTERS PACING: The space between letters; can be increased or decreased to achieve special effects. Usually used to refer to the addition of space between letters. (See Kerning.)

LIBEL: Any printed communication — words or pictures — that exposes one to public hatred, shame, contempt, disgrace or damage one's reputation in the community or injures the person's livelihood.

LIBRARIES: Storage files within InDesign and eDesign that allow the staff to organize images, graphics, layout templates, module designs or headlines for easy access for staff members.

LIGATURE: Two characters of type that are joined together in a typeface, i.e., th, fi, fl. Modern publishing has mostly eliminated the need for adding these characters.

LINK: A connection made between a digital photo or graphic file (TIF/JPG/EPS/PNG) and a page layout file (in InDesign). The layout file only stores a low resolution screen image, so the computer will refer to the original image link. If the link to the original image is broken, the linked image or object will not print correctly. Because of this, you must send all original image files and your layout file to the plant if you use InDesign.

LINKAGE: The unification of the two pages of a spread. This is usually achieved by running a picture through the gutter, a headline or rule across the gutter and by maintaining consistent internal margins.

LITHOGRAPH: Photos, graphics and/or type printed on an offset press. We refer to "litho covers" as those printed on the press.

LOGO: The use of distinctive typography and/or artwork as a trademark for a theme or design concept.

M

MAGAZINE: Special section that adds coverage in a different way than the rest of the book. It may be theme-related or current events-oriented.

MAGENTA: Hot pink ink that is used as a process color.

MARGIN (EXTERIOR AND INTERIOR): [Exterior] Space forming border of a page or sheet (the outside margin of a page as established by a template). At least one element should touch the external margin on each side of the spread. [Interior] The space between elements on a spread. Typically there is a smaller interior margin between photos and a larger interior margin between different module elements on the layout.

MATTE: Describes a printing paper with a relatively dull, non-reflective surface. Opposite: glossy.

METALLAY: A process by which a thin sheet of metal is embossed and sealed onto the cover of a yearbook by means of modeled dies applied under heat and pressure.

MOCK-UP: An early, handmade version of a design for proofing purposes. Often used to proof covers with special applications such as laser cut, embossing, or silkscreen.

MODULAR GRID DESIGN: An easy way to incorporate expanded coverage through the use of modules. At Herff Jones, we call this Square One.

MODULE (MOD): A package (sidebar, feature, set of quotes, etc.) used to expand coverage on a spread. Modules often relate back to the theme/concept of the book.

MOIRÉ: Undesirable pattern in halftones and screen tints made with improperly aligned screens. Often results from printing from (or scanning) a printed picture instead of using an original photo.

MUG SHOT: Portrait, a photo of a person's head and shoulder area only.

N

NATURAL SPREAD: The middle two pages of a printer's signature, which are the only two pages printed side by side. Designers may bleed photos across a natural spread without having to worry as much about the images being lost in the stitching.

NEGATIVE: Image on film in which tonal gradation is opposite from original print.

O

OPENING: The first two to four pages of the yearbook that introduce the theme.

ORGANIZATION SECTION: 10-15% of the book used to cover official school clubs and their activities. Some of these groups (like band, chorus, yearbook) might also be classes.

ORPHAN: When the first line of a paragraph sits at the bottom of a column by itself, looking out of place. Opposite of a widow. (See Runt, Widow.)

P

PAGE: A side of a leaf of a book; a single panel of a signature.

PANEL: Related specifically to the grouping of portraits, panels exist when two or more photos are grouped together in a solid rectangle. The photographs have an inner spacing of one to four points instead of a full pica.

PARAGRAPH STYLES: The palette in InDesign where type specifications and paragraph specifications can be stored and applied to text.

PDF: Portable Document Format. Most files can be saved or exported to a PDF format which allows anyone to open the file and view it as originally created. A high-resolution PDF comes as close to the final printed version as possible.

PEOPLE SECTION: 25-30% of the book with either distinct sections for the each grade level and faculty or a combination of all underclasses grouped together, but with the senior class and faculty separate.

PHOTO BALANCE: This means that photos used on a spread will provide the reader with a well-rounded, complete visual representation of the concept being presented.

PHOTO COMPOSITION: The arrangement of objects in a photograph.

PHOTO CREDIT: A note acknowledging the source of a published photograph.

PHOTO ESSAY: A series of photos which tells a story. A photo essay must begin with a dynamic photo and have a beginning and end to the story.

PHOTO ID: 1. An identification card with a photograph of the card bearer. 2. Where only the names of students in a photo are written as part of the caption without other description (Group Photo ID).

PHOTOJOURNALISM: The study and practice of creating story-telling photographs that are used in publications.

PHOTOSHOP: Industry standard photo manipulation software generally used by yearbook staffs to size, crop and enhance digital images.

PICA: Unit of measure (for visual elements) in the printing industry. There are six picas in an inch.

PLACEHOLDER TEXT: Also known as greeking, nonsense text (Lorem ipsum) used to simulate actual text placement and size during planning stages.

PMS: Pantone Matching System. The printing industry uses PMS formulas and inks to standardize and ensure consistency in printed colors. Ink colors are written PMS plus a number (PMS 365).

PNG: Portable Network Graphics is a file format for image compression in Photoshop that maintains transparency and is compatible for most Internet-based uses, like eDesign. PNG files that are uploaded to eDesign will not receive the Herff Jones Color-Plus enhancement.

POINT: Unit of measure (for height of type) in the printing industry. 72 points equals one inch. 12 points equals one pica.

POINT SIZE: The size of a typeface. Caution: different faces of the same point size may be different heights.

PRIMARY HEADLINE: The main headline which first captures the attention of the reader. It generally is larger and bolder than other type on the spread.

PROCESS BLEND: Percentages of the CMYK process inks blended in printing to create the full range of colors. They are cyan (blue), magenta, yellow, and black (CMYK).

PROFILE: A story/bio highlighting one specific person. Profiles often stand alone without being connected to a particular section or topic.

PROOFREADING: Checking copy for spelling, grammar, accuracy and readability.

PROPORTION: Elements whose sizes correspond in such a way that they will fit each other through reduction/enlargement.

PULL-QUOTE: Words "pulled" from text and displayed as quotations.

Q

Q&A: Stands for Question and Answer and indicates that the copy reflects the dialogue of a conversation.

QUARTERBINDING: Covers that are wrapped with 2 different cover materials. Traditionally, only a quarter of the front cover is bound with a contrasting material.

QUOTES: Through the interviewing process, the reporter obtains direct statements from their readers to be included word-for-word in copy.

R

RAGGED: Type set in unjustified condition. The normal condition is flush left, ragged right although copy may be set flush right, ragged left or centered line-for-line.

RAIL: A grid of white space left empty to create isolation on a layout.

RAISED INITIAL: Initial letter projecting above first line of text.

READER ENTRY POINT: A graphic, color or type element that draws the reader into the copy or caption on a layout.

READER SURVEY: A survey that samples opinions on a current or related topic, sampling a wide variety, avoiding bias and keeping data accurate.

READER SERVICE: Both visual and verbal elements of the book that help readers navigate the content and find what they are looking for. These include repeated graphics, folios, indexes, tables of content, etc.

RED-EYE REMOVAL: The process of removing the red-eye reflection sometimes caused by using a flash.

REGISTER: To position printing in proper relation to edges of paper and other colors on same sheet. Such printing is said to be in register.

RESOLUTION: The detail a digital image holds. For yearbook printing, the resolution should be no larger than 600 and no smaller than 300 ppi.

REVERSE: The technique where type is blocked out of a photo or dark background so that it appears in white.

RGB: You see light as combinations of Red, Green & Blue. All color files related to the Web and the computer monitor are created in RGB.

ROUNDED AND BACKED: Process that contours the spine so the book will lay flat when opened to a particular spread.

RULE LINES: Lines of varying point size that can be used graphically to box in elements or draw attention to elements.

RULE OF THIRDS: A photography composition method that places a grid of visual hot-spots dividing an image or view into thirds both vertically and horizontally (sometimes in a camera viewfinder). Composing in this method allows you to position the camera so the center of interest lands on one of them creating a more visually exciting photograph. Can also be accomplished through cropping.

RUNT: When the last line in a paragraph ends with a single word; this often happens with hyphenated words. (See Widow, Orphan.)

S

SADDLE STITCH: To fasten a booklet by stitching or stapling it through the middle fold of the sheets.

SANS SERIF: Letters not having serifs. (See Serif.)

SCANNER: 1. Electronic device used to make color separations and sometimes halftones and duotones. 2. A device that converts images into digital form so that they can be stored and manipulated by computer software.

SCOREBOARD: Copy listing the season record of a sports team.

SCREEN: 1. A tinted tone of a color. 2. Method of printing ink in a lighter hue.

SECONDARY HEADLINE (ALSO SUBHEAD): Coupled with a primary headline, this type supplements the main element and adds additional information giving more insight into the story of the text copy.

SECTION: A traditionally organized yearbook is divided into six sections: student life, academics, organizations, people, sports and ads/index. These sections are used as an organizational tool for the staff and reader.

SERIF: The stroke on the endpoint of letters. Type which is designed with these strokes.

SHIP DATE: Date on which books are scheduled to leave the plant. (The delivery date can be a week or more later, depending on the shipping company.)

SHUTTER: A mechanism that opens and closes to admit light into a camera for a measured length of time.

SIDEBAR: A small feature story which complements the main story on the spread.

SIGNATURE: A large sheet of paper sized for offset printing on which several pages have been printed. After it has been folded, contents appear in correct sequence. Yearbook signatures usually contain 16 pages, eight on each side.

SILKSCREEN: A technique for applying opaque ink to a book cover by forcing the ink through desired areas of a fine mesh screen with a squeegee.

SMALL CAPS: Smaller capital letters provided with many fonts.

SMYTH SEWN: Signatures sewn together with nylon thread through the folded side so the book will lay flat. Hardbound yearbooks are usually Smyth-sewn as opposed to saddle-stitched or perfect bound.

SOURCE: The person a reporter interviews. This person is a "source" of information.

SPINE: The part of the binding that connects the two flaps of the covers.

SPIN-OFF: A "mini theme" used as a section title. Spin-offs help carry the theme throughout the book. sports section: 15-20% of the book featuring every team (varsity, JV, frosh/soph); includes candid, copy, team photos and scoreboards.

SPOT COLOR: A second applied color added to a black and white page or a fifth applied ink used on a full color page. Generally, spot colors are used when a color must be very specific, like Coca-Cola red, or Kraft blue. Also used when a color cannot be created through typical CMYK blends, such as neons and metallics.

SPREAD: Facing pages which are linked visually and conceptually. Compare double-page spread.

STORY: A narration of an incident, or the events in the life of a person as a subject for narration.

STUDENT LIFE SECTION: 25% of the book that includes all official school activities as well as a mix of features that help anchor the book in the community and in the coverage year.

STYLE GUIDE: A list of guidelines a writer uses to maintain consistent punctuation and capitalization.

SUBHEAD: Secondary headline or title. Where the main headline grabs the readers attention, the secondary headline explains or summarizes the main point/content of the story.

SUPPLEMENT (SPRING/SUMMER): Section of pages sent to the printer shortly after school is out, to be added to a spring delivery book, making it a record for the entire year.

SWATCHES PALETTE: The area in InDesign and eDesign where colors are stored for use on a layout.

SWISS GRID: A 3-pica square grid format that can be activated in eDesign to help students with a design framework on their spreads.

T

TALKING HEAD: A small head-and-shoulders photo combined with that person's quote, name and grade.

TEMPLATE: A master design that maintains consistency within a section.

TERMINAL: The end (straight or curved) of any stroke that doesn't include a serif.

TEXT WRAP: eDesign and InDesign allow copy to follow the outline of which follows the outline of an adjacent element (picture or artwork) in lines of varying lengths. (See Wrapped Copy.)

THEME: The central idea or concept; the narrative or pictorial thread that unifies the various parts of the yearbook.

THEME DEVELOPMENT: The process of gathering ideas for consideration and presentation of a workable theme and how it will be used throughout the yearbook.

THEME PACKAGE: A mock-up of your cover, endsheets, title page, opening spread, dividers and closing spread, and opening copy.

THUMBNAIL SKETCHES: Small sketches showing varied approaches to a layout or design.

TIFF: Tagged Information File Format. Digital images for yearbook pages need to be saved as TIFFs.

TINT: A screened area of color or black, such as 10%, 30%, 60%.

TIP-IN: Tip-ins are an addition to yearbooks and are used for mini-mags, supplements and gatefolds.

TIP-ON: A separately printed piece of self-adhesive material which must be applied to blank area of the cover (usually debossed) or page by hand.

TITLE PAGE: The opening page of a book bearing the book title, year of publication, school name and school location.

TRADITIONAL ORGANIZATION: Refers to yearbooks that are divided into the standard six sections (regardless of order): student life, academics, clubs/organizations, sports, people and reference/index.

TRANSITION: A factual sentence a writer uses to link one quotation to another in a piece of copy.

TRANSPARENCY: Overlaying an image, type or color block on another element and still being able to see it underneath.

TRAPPED WHITE SPACE: A gap of white space in the center of the spread generally created by violating the consistent interior spacing. Considered undesirable as it does not contribute to effective visual communication.

TRIM EDGES: Three sides of a book that are trimmed before casing it in a cover.

TRIM SIZE: The final trimmed dimension of a book's pages; standard yearbook trim sizes are 7³/₄" x 10¹/₂", 8¹/₂" x 11" and 9" x 12".

TYPE STYLE/FAMILY: All the variations of a specific typeface design, such as Helvetica, Helvetica Italic, Helvetica Bold, Helvetica Extra Bold, Helvetica Condensed, Helvetica Outline.

TYPO: Typographical error.

TYPOGRAPHY: The art and technique of working with type elements, regardless of the process used to create them.

U

UPPERCASE: Capital letters of the alphabet. Copy written in all uppercase letters is referred to as "all caps."

UMBRELLA COVERAGE: Coverage on a spread that is centered around a topic rather than an event, group or team.

UV APPLICATIONS: One of several coatings for yearbook covers and pages added to create impact and highlight the theme. UV applications include: Chalkboard, Glitter, Gloss, Glow-in-the-dark, Matte, Photochromic, Raised, Rough and Thermo.

V

VISUAL HIERARCHY: The scaling of elements on a layout which creates a clear order of dominance. The reader should instantly know which elements to look at first, second and third. (See Hierarchy.)

VISUAL REDUNDANCY: Repetition of visual elements that creates boredom rather than excitement. (Ex. a soccer layout where every picture is someone kicking the ball head on.)

VISUAL VARIETY: The opposite of visual redundancy. Certain elements (such as type treatments, use of white space or graphic devices) may be repeated or similar, but are not in exactly the same position so as not to create the expectation of repetition.

VOICE: Developing a style, both verbally and visually, that is consistent, repeated, recognizable and relevant to the concept. The voice of a yearbook is often described as its personality.

W

WEIGHT: The degree of darkness/boldness projected by a particular font, page or column of body copy.

WELL: A U-shaped white space tucked into a design for copy.

WHITE SPACE: Blank area of any page that is not covered by type or pictures. Planned white space, such as margins, is important to making spreads easy to read and understand. It is also used to create moods and impact in design.

WIDOW: Occurs when the last line of a paragraph is not able to fit at the bottom of a page or column. Instead, it sits at the top of the next page, looking out of place. The opposite of an orphan. (See Orphan, Runt.)

WRAPPED COPY: eDesign and InDesign allow copy to follow the outline of an adjacent element (picture or artwork) in lines of varying lengths. (See Text Wrap.)

X

X-HEIGHT: Height of the body of lowercase letters, not counting ascenders and descenders. The x-height of several fonts that are the same size can vary significantly.

Y

YEARBOOK: The annual publication telling as complete a story as possible of one school during one year in pictures and printed words.

Z

ZOOM LENS: A lens adjustable to a range of focal lengths.