A to Z

Do you speak yearbook? You know, that confusing mix of journalism, photography, technology, design, printing, marketing and Jostens lingo. Well, don't worry. You'll quickly discover it's much easier to make a yearbook when you speak yearbook. Here's your reference guide to yearbooks from A to Z.

ACADEMICS SECTION: A section of the yearbook covering in and out of school learning activities. To increase reader interest, emphasize student-focused feature stories and avoid academic department wrap-ups.

ADMINISTRATORS: Student leaders should ask the principal and vice principal(s) to visit the staff in the yearbook room on a regular basis. The yearbook is a student publication, so it makes sense for the editors to serve as public relations tour guides for administrators.

ADVERTISING SECTION: A section of the yearbook, often placed in the back, that displays advertisements. The types and sizes of advertisements sold are generally dictated by economic need, community traditions and school policy. Business ads, club/team ads and recognition ads are the types of ads sold by yearbook staffs. Ask your Jostens representative about the Jostens Ad Service program.

ADVISER: Although no two yearbook advisers handle the job in the exact same way, the adviser's job is that of a teacher, leader, manager and coach. Effective advisers teach the staff the skills necessary to publish the yearbook and then empower the students to produce as much of the publication as possible.

The spelling of the word "adviser" often confuses yearbook staffs. Although most dictionaries call for the word to be spelled "advisor," for journalistic publications, the *Associated Press Stylebook* stipulates the word be spelled "adviser."

ADVISER & STAFF: A magazine devoted to producing and marketing yearbooks. Jostens is pleased to provide this magazine to every high school yearbook staff in the country twice a year as part of its commitment to education.

Academics Section: *Saga,* Loudoun Valley High School, Purcellville, VA
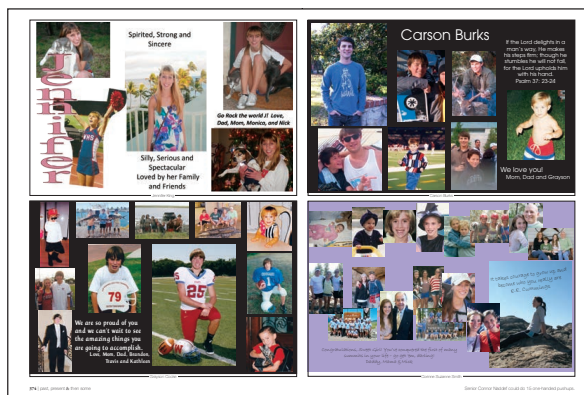
Advertising Section: *el paisano,* Westlake High School, Austin, TX

ANGLE: The focus of a story. If planned effectively, the angle drives all the content including the copy and the photography while also focusing the reader.

ASCENDER: The portion of a lower case letter that extends above the x-height.

ascender

arbo

ATTRIBUTION: Identifies the source of a quote or information and generally follows the quote.

AYT: The fonts provided with YearTech begin with "AYT" so they appear first alphabetically on the font menu. YT stands for YearTech. A guide featuring all the fonts is included with the YearTech materials in the Jostens Yearbook Kit.

design
NEW SCHOOL RULES

YEARTECH
FONT GUIDE

ABCD

jostens
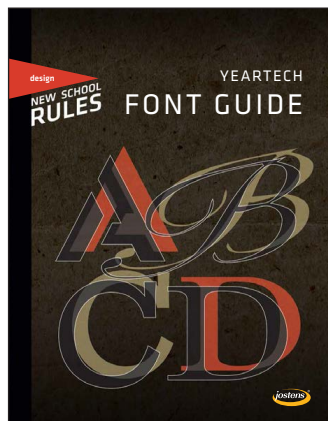
YearTech Font Guide

BLITZ PROGRAM: The Blitz Program makes it easier than ever to sell yearbooks and have fun while doing it with four two-week marketing blitzes: Back to School, Fall, Winter and Spring. You will receive a Blitz Kit that includes marketing materials to help you promote the book. Best of all, you can manage the entire process with the Sales Dashboard in Yearbook Avenue. There you will find great tools and promotion ideas plus setups to have automated promo emails or postcards sent directly to parents by Jostens.

BRAINSTORMING: A creative process used by two or more people to generate ideas or solve problems. From headline writing to theme selection, brainstorming can be used in nearly every area of yearbook publishing.

BUDGET: A financial plan for the yearbook including an estimate of income and expenses.

BYLINE: A credit line at the beginning or end of copy giving the name of the writer.

Swatches

[None]
[Paper]
[Black]
[Registration]
Process Color Photo
B&W Photo
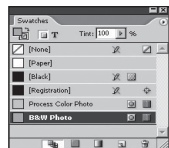
B&W PHOTO: In YearTech, a photo block must be tagged as B&W Photo if the image is to print in black and white in the yearbook.

BUSINESS MANAGER: One or more student leaders in charge of marketing and selling the yearbook.

CAPTIONS: Copy that answers reader questions about the people, the action and/or the reaction in the photograph. Effective captions answer the five W's and H: who, what, when, where, why and how. Captions might also include additional information and insights relating to the photo as well as quotes.

CHART IT!: A YearTech toolbar button that creates a completely editable pie chart for a visual display of survey data. For detailed information consult the Quick Start card with the YearTech materials in the Jostens Yearbook Kit.

CHRONOLOGY: Presenting the story of the year using a chronological approach makes sense for both your readers and your staff. Readers appreciate having the yearbook organized in the order that the year unfolded. For the staff, a chronological approach allows pages to be produced with the more logical workflow while making it easier to complete printing multiples and signatures.

CLICK-N-GO!™ DESIGN LIBRARY: YearTech and YearTech Online offer a library of trendy headlines, quote boxes, photo collections, scoreboards and other content elements ready to use on your pages. To use the Click-N-Go! Library, simply click on the Click-N-Go! button on the YearTech toolbar for Adobe® InDesign. YearTech Online users will drag and drop designs from the Image Templates tab to their pages. The *Page Surfer Preview Book*, included in the Yearbook Kit, shows the Click-N-Go! collection.

CLIP ART: Artwork, shapes, backgrounds, logos and borders provided in both black and white and process color for use on yearbook pages. Clip art is provided on the DVD for staffs using YearTech. YearTech Online customers access clip art on Yearbook Avenue.

COB PHOTO: Using programs such as Adobe Photoshop or InDesign, the background of a photo is cut away around the subject. Cut-out-background photos are popular in modern designs.

CAPTURING WHO WE ARE
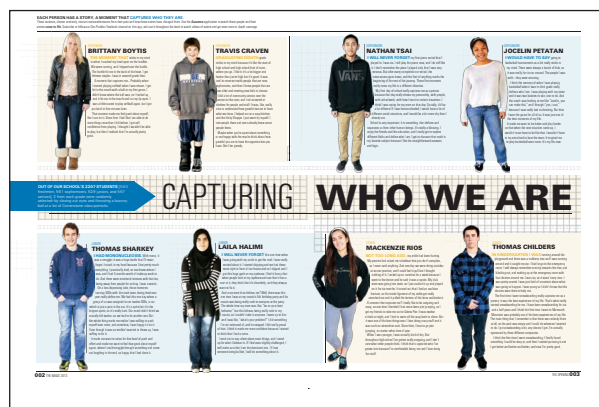
Cut-Out-Background: *The Image,* Dos Pueblos High School, Goleta, CA

COLLAGE: A special technique in which a photo illustration is created by using parts of several different photos. Software, like Photoshop, gives a collage a more refined look. Collages are most appropriately used for recognition ads.

COLOPHON: A reader service that lists the staff, acknowledgements, printing specifications, awards and press association memberships.

COLUMNS: Vertical guides for placing content elements. Wider column formats include six, eight and 10 columns on a spread; however, as many as 26 columns might fit across the spread. Narrow columns are also known as grids.

COPY: Words written in a variety of formats to tell a story or describe an event. Also called a story or article.

COPYRIGHT: Exclusive rights 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. The use of copyrighted material without first obtaining permission from the copyright holder is copyright infringement.

COVER: The first thing a reader sees when receiving a yearbook, so it should make a positive first impression. Verbally, the theme is often introduced on the cover, either directly or subtly. Visually, shapes, graphics, art or even photography might be introduced on the cover and carried inside the book. While some staffs desire a cover exclusive to their school, others prefer to select a Jostens Studio cover.

A wide range of cover-production techniques are available including:

Cover lithography	Metalay/Metaline	Lamination
Embossing	Quarterbinding	Padding
Foil stamping	Silk-screening	Tip-on
Graining	Overtone rub	Precision cut

COVERS BOOK: This visual guide to covers showcases the Jostens cover lineup along with detailed information for staffs designing custom covers including cover-production techniques. Available in the Jostens Yearbook Kit.

COVERAGE REPORT: Both YearTech Online and YearTech feature Coverage Report tools that track who is featured in the book and how many times, making it easier to meet the goal of featuring every student at least three times. Those using YearTech and YearTech Online can access the Coverage Report under the Create menu. Great for ReplayIt.com ties also.

CREATIVE RESOURCES: Designers are often available at workshops and take a staff's idea and develop it into a cover sketch. Production of final cover art is also available. If you are interested in using these services, contact your Jostens representative.

CROPPING: Editing a photo to eliminate distracting or unwanted portions of content. Easily accomplished in Photoshop.

DEADLINES: The dates that completed yearbook pages are due at the Jostens plant. Meeting all deadlines is essential to keep the delivery of the yearbook on schedule.

DELIVERY: There are two basic yearbook delivery options. Delivery is often dictated by school tradition.

Spring Delivery allows for distribution at the end of the school year, but requires a shorter production time for the staff to submit pages.

Summer/Fall Delivery provides a longer production cycle allowing the staff to include year-end coverage, but requires distribution in the late summer or fall.

DESCENDER: The portion of a lowercase letter that falls below the x-height.

year

descender

DIGITAL CLASSROOM: Within Yearbook Avenue, the digital classroom houses videos, worksheets, handouts and activities for use in a yearbook class.

DIGITAL IMAGES: The majority of staffs are shooting images digitally or scanning traditional prints for digital submission. Picture Placer, a YearTech toolbar button, makes it easy to place digital images. Staffs using YearTech Online can upload their digital images to their Image Library through Yearbook Avenue.

DISTRIBUTION EVENT: A special activity for distributing and signing yearbooks. At many schools, a distribution party is a fundraiser with a $1 to $5 admission charge.

DIVISION PAGES: Indicate new sections and provide continuity throughout the yearbook; a key area for developing the theme and relating it to the yearbook's sections. Pre-designed division pages, some designed to complement Jostens covers, are available and previewed in the Art Book. For electronic placement on YearTech pages, Jostens division pages are included on the DVD with the YearTech materials in the Jostens Yearbook Kit. YearTech Online users will find division pages in the Image tab in Page Designer.

DOMINANCE: When an element or elements attract immediate reader attention. Usually achieved on a design when a photo, or collection of photos, is displayed larger than other elements. Dominance is achieved in a photograph when the main subject commands reader interest and serves as a center of interest.

DUOTONE: A photographic effect that reproduces a photo in black and white and one additional spot color for a special graphic impact.

EDITOR: A student leader in charge of the entire yearbook or a portion of the book.

EDITORIALIZING: To be avoided in journalistic yearbooks, this happens when the opinion of the reporter/writer is included in a story. The reporter/writer should remain objective. Opinion is a major component of journalistic writing, but should reflect the viewpoints of those involved or familiar with the topic. In journalistic writing, direct quotes with attribution are used for reporting opinions.

ENDSHEETS: The heavy paper between the cover and the first and last pages that is used to hold the signatures onto the cover. Endsheets may be designed by the staff and often complement the cover. Studio endsheets are also available and previewed in the *Covers Book.*

EYELINE: Used to unify a spread, an eyeline is created when elements are aligned so the one-pica spacing extends across the spread, above or below the center mark, to give movement to the reader's eye. The eyeline might be broken by a design element, such as a dominant photo.

EXTENDED EDITION: Extended Edition supplement is an easy, affordable and hassle-free way to provide the complete story to your students with expanded spring coverage for events including prom, spring sports and graduation. Jostens even makes its distribution hassle-free if you choose to have us ship the Extended Edition directly home to students. Contact your Jostens representative for more details.

FIVE W's AND H: The six key questions a journalist must answer for the reader: who, what, when, where, why and how.

FOLIO TAB: For reader reference, a small identification that appears with the page number and reflects the specific content of the spread.

Folio Tab: *Titan Nation,* Tesoro High School, Las Flores, CA

FONT: A complete set of characters (letters, numbers and symbols) that share a common weight, width and style. Each font has a unique name such as Helvetica or Times. Jostens provides more than 200 fonts for use in the book. The YearTech font card or the YTO font card previews all fonts available.

GATHER TO SUBMIT: A YearTech function that is built into the Prepare for Submission button. If the spread is ready to send to Jostens, run Gather to Submit. This process will find links and save pages and links to the Submit Folder inside the proper deadline folder. The process will not complete until all the links can be located. For detailed information, consult the Quick Start card with the YearTech materials in the Jostens Yearbook Kit.

GET THE PICTURE: A photojournalism curriculum. Everyone on the yearbook staff can take great photographs with assistance from the Jostens *Get the Picture* curriculum.

The only curriculum on the market focusing exclusively on yearbook photography, *Get the Picture* features an easy-to-read textbook accompanied by a Teacher's CD.
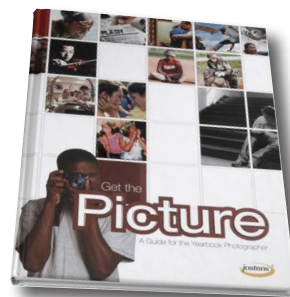
Get the Picture: A Guide for the Yearbook Photographer is a 120-page hardbound textbook designed to instruct and inspire students to take yearbook photos. The book is extensively illustrated with outstanding student photos, including a 20-page gallery to introduce the text.

GRAPHICS: Enhancements including spot color, process color, tints, lines and screens added to a design for a specific reason:

• To unify/separate content elements.
• To emphasize/de-emphasize deserving content.
• To direct reader to and through content.
• To create a style for the theme, section or spread.

Graphic Enhancements: *Dragon*, Round Rock High School, Round Rock, TX

GRIDS: Narrow columns used to organize the placement of content elements. Grids can be used both vertically and horizontally.

GUTTER: The area in the center of a spread where the pages go into the binding. The gutter must be taken into consideration when designing a spread. Photos may cross the gutter with planning. Typography cannot be used in the gutter.

HEADLINE: Words, often in a large point size, designed to attract immediate attention, highlight the content and lead readers to the story. Frequently enhanced with typographic and graphic techniques, a headline often includes a primary and secondary headline.
- A primary headline is larger and grabs the reader visually and verbally.
- A secondary headline is subordinate in size and provides specifics.
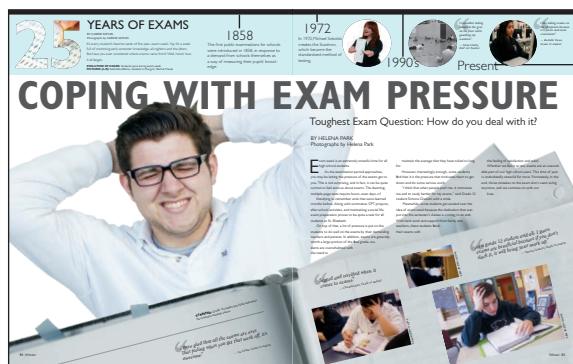
Primary and secondary headline: *Abstract,* St. Elizabeth Catholic High School, Thornhill, ONT

IMAGE LIBRARY: Staffs creating their book using YearTech Online upload their photos to their personal Image Library. Photos can be organized into categories for easy drag and drop placement onto pages.

INDESIGN®: High-end page design software by Adobe. Jostens YearTech is available for InDesign as well as full technical support. For more information on Adobe products consult www.adobe.com or call Marketing Services. Schools must submit a purchase order to buy software.

INDEX: A reference listing every person and topic included in the copy or photography along with the corresponding page numbers.

INFOGRAPH: An informational graphic that displays statistical information in a visual way for quick reading.

INTERVIEW: A one-on-one question and answer session with a person closely associated with an event, activity or topic. By asking carefully crafted, open-ended questions, the responses will provide information and interesting comments for direct quotes.

JOB DESCRIPTIONS: Written description of duties for editors, staff members and adviser, updated yearly and kept in the staff manual. Refer to the *1, 2, 3 Student Guide.*

JOB NUMBER: A five-digit number assigned to each school and used to identify all materials shipped to the Jostens plant.

JOSTENS AD SERVICE™: Ads create interest, build buzz and foster school spirit. And sales to students' families and friends can be a fabulous fundraiser for any yearbook. However, managing all the details—like handling the photographs, designing the ad layouts and accepting payments by check or credit card—can be a challenge. With the Jostens Ad Service program, you can simplify ad sales and design for yourself while making it easy for friends and family to purchase.

JOSTENS DIRECT SOLUTIONS™ (JDS): A full-service direct marketing program, offered by Jostens, that manages yearbook sales. This service provides promotional materials, parent mailings, order and payment collection and processing, customer service, order tracking and reporting services. Two options are available:
- The In-School Program uses an order-taking event at the school to capture orders and then sends parents a statement via mail to collect payment.
- With the School List Program, you provide Jostens your student list and we send the yearbook offer directly to the student's home.
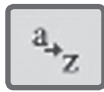
JOSTENS INDEXER: A YearTech toolbar button that allows you to easily create an index using InDesign. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.

JOSTENS REPRESENTATIVE: Your Jostens representative will visit your staff on a regular basis. Plan for these visits by keeping an on-going list of non-urgent questions. Your representative is knowledgeable on all aspects of yearbook production. The Jostens representative keeps the administration, adviser and staff updated on all business matters including the budget, production matters and deadlines.

JUMP COVERAGE: Related stories that continue from one spread to the next like a magazine.

LADDER: A page-by-page planner and deadline tracker used to identify content, record deadlines, plan color placement and track pages submitted and proofed. The Ladder is organized by spreads, multiples and signatures. A Wall Ladder Poster is included in the Jostens Yearbook Kit. In addition, an online Ladder is provided on Yearbook Avenue.

The shaded pages indicate one multiple. The alternating white pages show another multiple. If you are using a single multiple of color, the eight pages will fall on every other spread in the yearbook, they will not be consecutive. When allotting space on the ladder, there are several options:

- Content module: occupies a portion of a page or spread, often displayed with other content modules presenting different perspectives on the same topic.

- Page: a single page of content with the opposite page featuring a different topic.

- Spread: the most common allocation of space, two facing pages presenting several content modules, each with a different angle on the topic.

- Multi-spread jump coverage: when an important topic receives two or more spreads, allowing for in-depth coverage. Content placement and packaging is critical since the reader doesn't see all the content at once. The design must guide the reader across each spread and onto the next spread in an obvious, yet creative way.

The Ladder should be completed before yearbook production begins. For more information on planning the ladder, consult the *1,2,3 Student Guide*.

LEAD: The first paragraph of a story that sets the tone, hooks the reader and establishes the angle. The most effective leads are short and often a single sentence.

LEAD-IN: A mini-headline for a caption that provides a catchy verbal link to the content of the photo. Generally one or two words or a short phrase that preview or tease the content of the photo.

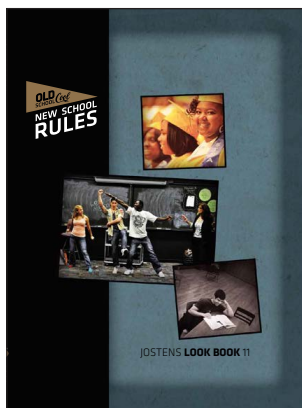Lead-In: *Marksmen,* St. Mark's School of Texas, Dallas, TX

LEADING: The amount of white space between the lines of type. For visual impact, designers may increase or decrease the amount of leading.

LEGAL CONCERNS: In regard to libel, copyright and privacy, student journalists must follow the law. You'll find more information in the Jostens Yearbook Kit.

LIBEL: A false printed statement of fact that attacks a person's reputation or good name.

LINK: When placing a graphic or photo larger than 48K, InDesign links to the file and stores a preview of the graphic for screen display. When your pages are printed, the original graphic must be available and linked or only the low-resolution version of the graphic will print, often resulting in bitmapped images.

LOOK BOOK: Jostens exclusive hardcover publication featuring award winning designs from the InDesign contest and YTO design contests, cover ideas, layouts and photo contest winners is the *LOOK BOOK*. This new volume 11 debuted in March 2013 and is supplemented by the Look Book app for iPads. The book may be purchased from Marketing Services, item #2023 for $17.

MARGINS: Planned white space used to organize a design. There are two types of margins:

- External margins act as a frame around the outside edges of the spread and should be kept free of content elements with the exception of bleed photos and folios.
- Internal margins, or internal spacing, is the white space between content elements. Consistent spacing is the key. One pica is suggested.

MARKETING PLAN: Outlines the details of a yearbook sales campaign and highlights reasons for consumers to buy the yearbook. The plan includes goals/objectives, target audience, theme, timelines, sales dates, events, strategies and materials needed.

MINI-DEADLINE: By breaking down larger deadlines into smaller, more manageable mini-deadlines, stress is reduced and pages get completed on a timely basis.

MODULAR GRID DESIGN: A content-driven approach to design in which content modules featuring photos, captions, stories and headlines are arranged within a framework of vertical and horizontal grids.

Modular Grid Layout: *2984 Voices*, Green Valley High School, Henderson, NV

MONTAGE: A collection of small, related photographs grouped together as a content module. The photos are often touching or separated by thick rule lines. Often, a single caption block explains and identifies all the photos in the montage.

MORTISE: A special technique that places photos on a design so they overlap or touch. Or, smaller photos might be inset into a larger photo. This strategy works most effectively when the content of the photos justifies the treatment.

MULTIPLE: Yearbooks are printed on large sheets of paper called signatures. A multiple, also called a flat, contains the eight pages on one side of the sheet. Since there are two sides to the press sheet, there are two multiples per signature.

NOTE IT: A YearTech toolbar button that opens a library of non-printing notes that can be used for editing comments, reminders, suggestions, etc. Just drag and drop. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.

ORGANIZATIONS SECTION: A section of the yearbook covering the day-to-day activities of clubs and placing emphasis on the value of membership and on action.

Organizations Section: *Prowler,* Justin Wakeland High School, Frisco, TX

PAGE ENHANCER: A YearTech toolbar button that allows you to flip and mirror a single page or rotate and flip a spread. For detailed information consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.
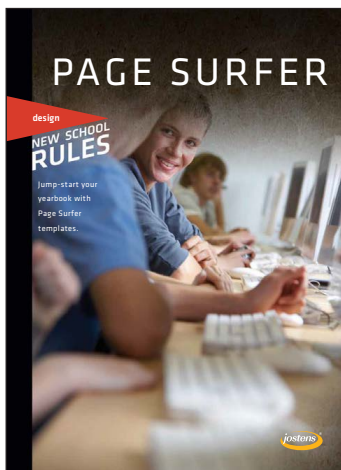

PAGE SURFER: Hundreds of pre-designed layouts are available for use in every section of the yearbook. The *Page Surfer Book* also previews the Click-N-Go! design library elements. Page Surfers are available in electronic form as part of Jostens YearTech and YearTech Online.
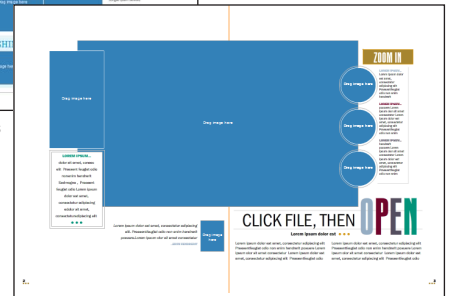
PAGE SURFER PLACEMENT: A YearTech toolbar button used for selecting a pre-designed yearbook spread and placing it on a YearTech page. For detailed information consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit. Page Surfer templates are placed on YearTech Online pages using the Page Designer.
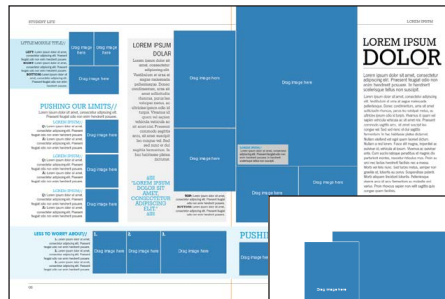
Page Surfer Templates

PAGE WIZARD: A YearTech toolbar button used each time a new spread is started. Your job number and school name are entered the first time Yearbook Page Wizard is used, then the information is automatically added to every spread. Page Wizard will ask for color information on the spread you are creating. Options provided include:

- Black and white: all photos will be automatically tagged as black and white.
- Process color: all photos will be tagged process photo.
- Second color: does not impact the tagging of photos. For detailed information, consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit.

PANEL MAKER: A YearTech toolbar button used to efficiently build portrait pages. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.

PARENT BOOSTERS: Recruit parents to serve as yearbook boosters to help with deadline work sessions, bring snacks, provide rides, etc.

PEOPLE SECTION: A section of the yearbook including student, faculty and staff portraits combined with lively and interesting features.

People Section: *Rebelation,* Champlin Park High School, Champlin, MN

PERSONALIZATION AND ICONS:
A popular yearbook accessory putting a personal touch on yearbook covers with a foil stamp name and up to four affiliation icons.
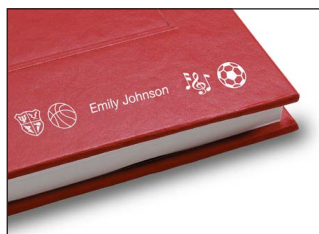

PHOTO BLOCKS: When designing spreads using YearTech, photo areas must be tagged in one of two ways:

- Black and white photos are tagged B&W photo.
- Color photos are tagged process color photo.

PHOTO COMPOSITION: The content of a photo. The best photojournalistic images capture action and reaction and often incorporate the following techniques:

- Dominance of the main subject creating a center of interest. Real or imaginary leading lines directing attention to center of interest.
- Repetition of patterns in the foreground or background.
- Framing the center of interest by content.

PHOTO CONTEST: A yearly competition for middle school and high school student photographers sponsored by Jostens. To view the winning photos and for information on entering the contest, visit www.yearbookavenue.com.

PHOTO CREDIT: A credit line underneath a photo or as part of the caption giving the name of the photographer.

PHOTO IDENTIFICATION: Text accompanying a photograph identifying individuals and perhaps providing a brief explanation of the content, generally not a complete sentence or as detailed as a caption.

PHOTO ILLUSTRATION: A special technique in which a photo is "created" to illustrate a story. This might require the posing of subjects or objects. Electronic tools might be used to alter or recreate the image. The content of the illustration should be planned. What does the reader learn from the illustration? Don't allow the point of the illustration to be lost in creativity. Responsible journalists label photo illustrations for the reader.

PHOTO LABELS: Prior to sending photo prints to the plant, they need to be identified with a photo label. There are two different labels preprinted with your job number. They may be ordered from Marketing Services.

- Place large labels on the bottom center of candid photos to be printed in black and white or process color.
- Place the small labels on the back of portraits. These labels are also used by YearTech Online customers.
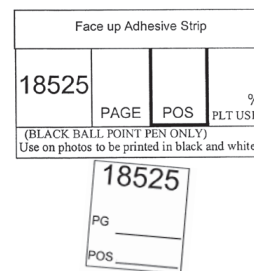

PHOTO POCKET SHEET: A sheet of six low-tack, adhesive-backed photo pockets that provide students with a unique way for adding personal memories of their year to their yearbook. For more information refer to the *Covers Book* in the Jostens Yearbook Kit.

PHOTOJOURNALISM: The art of telling a visual story with photographs. Photojournalists capture life as it happens, with an emphasis on emotion in motion. Photojournalistic images are not staged or posed. Electronically altering photojournalistic images poses ethical issues since this violates the trust that readers place in journalists.

PHOTOSHOP®: A professional imaging software by Adobe used by staffs with the desire to electronically alter or edit images and other high-end creative options beyond image preparation and placement. For information on Adobe products, consult www.adobe.com or call Marketing Services. Schools must submit a purchase order.

PICTURE PLACER:
A YearTech button that handles digital image placement. Picture Placer eliminates the need to leave the InDesign program for resolution calculating, cropping, sizing and converting.
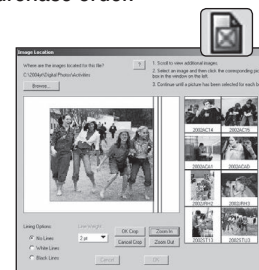
PICA/POINT: Units of measure used in graphic arts. A pica is equal to 1/6 of an inch; used for measuring photo boxes and spacing. A point is equal to 1/72 of an inch or 1/12 of a pica; used for measuring typography and rule lines.

6 picas = 1 inch

72 points = 1 inch
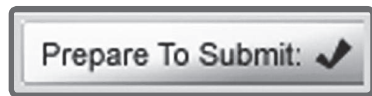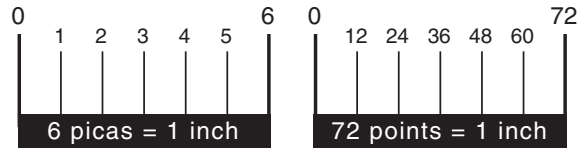
PREPARE FOR SUBMISSION (PFS): A YearTech toolbar button used to check a spread that is ready to be sent to the plant. Prepare for Submission reviews your spread and identifies items that may need your attention focusing on items near the trim line, fonts and graphics. It also tags, numbers and measures photo windows. When completed, a dialog box will appear to begin the Gather to Submit function. If the spread is ready to submit, click "yes." At this point, no additional changes may be made to the spread. For detailed information, consult the YearTech Guide in the YearTech Kit in the Jostens Yearbook Kit.

PRESS ASSOCIATIONS: State, regional and national organizations devoted to serving scholastic journalism teachers and their students by offering conventions, workshops, publications, mentor programs, critiques and contests. National Organizations include:
- Columbia Scholastic Press Association, New York, NY http://www.columbia.edu/cu/cspa/
- National Scholastic Press Association, Minneapolis, MN http://www.studentpress.org/
- Journalism Education Association, Manhattan, KS http://www.jea.org/

PROCESS COLOR: A process that uses four colors of printing inks — cyan, magenta, yellow and black — to reproduce photographs in full-color. CMYK is an acronym used to refer to process color.

Process Color: *Echo*, Grand Blanc High School, Grand Blanc, MI

PROCESS COLOR LIBRARIES: Hundreds of color combinations can be created by combining the four process colors. The Jostens *Color Guide*, included in the YearTech and YearTech Online Kits, allows staffs to see the color samples as printed swatches, offering more accurate representation than a computer monitor. Seventeen color palettes are shown for easy color coordination.
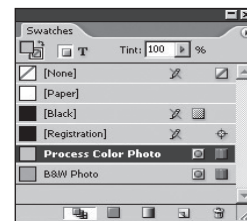
PROCESS COLOR PHOTO: In YearTech, photo blocks must be tagged as Process Color Photo if the image is to appear in color in the yearbook.

PROOF: A final opportunity to review YearTech pages and make last minute, critical corrections before printing. Proofs need to be checked, corrected and returned to the plant within three business days to avoid production delays. YTO pages are self-proofs.

PROOF ACTION FORM: A communication tool found attached to YearTech proofs. If Jostens discovers elements that need to be corrected, notes will be made on this form guiding your staff to fix the problem to avoid delays and extra charges.
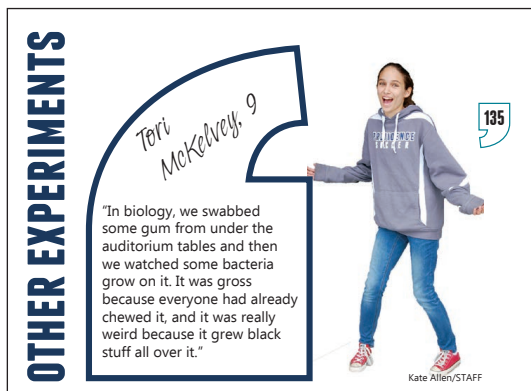
Common problems include:
- Fonts not available in YearTech
- Elements extended outside the trim line
- School supplied digital images or artwork still needed
- Missing Material and/or replacement material needed

PUBLICATION CONSULTANT: A customer service representative in the Jostens plant who works closely with staffs and Jostens yearbook representatives to answer any questions regarding page creation, submission guidelines, proof questions, book status and specification changes. Each school is assigned a consultant and provided a toll-free number for calling.

QUICK-READS: Shorter stories using a variety of different formats to offer the reporter/writer and designer flexibility not readily available with the traditional quote/transition approach.

QUOTES: Words printed in quotation marks and reported exactly as they were spoken. Quotes may be included in copy, captions or quote boxes.

OTHER EXPERIMENTS

Tori McKelvey, 9

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"In biology, we swabbed some gum from under the auditorium tables and then we watched some bacteria grow on it. It was gross because everyone had already chewed it, and it was really weird because it grew black stuff all over it."

Kate Allen/STAFF

Quote: *Cornerstone*, Providence Christian Academy, Lilburn, GA

QUOTE/TRANSITION FORMAT: A traditional feature story format that weaves together a series of direct quotes and fact-packed transitions and opens with an exciting lead.

RAIL: A narrow column of planned white space, generally three to six picas wide, used to frame or separate content. Using modular grid design, rails can be vertical or horizontal.

READER ENTRY POINTS: Visual techniques used by designers to guide the reader into the content.

READER SURVEY: An effective tool for receiving customer feedback on your yearbook, allowing for improvements to be incorporated in the following yearbook. Yearbook distribution is a good time for distributing and collecting a survey.

RECOGNITION ADS: Recognition ads offer family and friends the opportunity to purchase advertising space in the yearbook containing personal messages and photos. Recognition ads are a great source of revenue for many staffs. Ask your Jostens representative about the Jostens Ad Service program.

RED EYE REMOVAL: A YearTech toolbar button that allows you to correct red eyes on photos without leaving InDesign. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.

REFERENCE PHOTOS: Portraits, group shots and team photos that record school enrollment and class, club or team membership.

RGB: Red, Green, Blue. The computer's native color space. Using RGB allows a wider gamut of colors. Always use RGB colors when working with YearTech.

REPLAYIT! Now everyone in your school community can see and share photos all year long. With ReplayIt, students simply upload photos at ReplayIt.com and see the memories as they happen. Users can share photos from Facebook accounts or directly from their computers. The ReplayIt app for iPhone and Android makes it easy to share shots on the go. Best of all, ReplayIt adds extra value to your yearbook because, at the end of the year, all the content is sealed into a digital Time Capsule that yearbook buyers can access for years to come.

RULE LINES: A graphic device used to unify or separate content elements. Rule lines are measured in points.

1 point

2 point

3 point

6 point

12 point
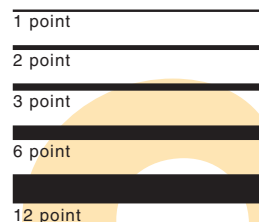
RULE OF THIRDS: A method of dividing the photograph in thirds vertically and horizontally so that the center of interest falls into one of the intersecting points rather than in the center of the image.

SANS SERIF: The characters of a type font that have no short finishing strokes at the end of the main strokes. Helvetica is a common sans serif font.

SCRAPBOOK PHOTOS: Posed, looking-at-the-camera images used for a storytelling purpose.

SCREENS: Tints of black or color used to emphasize design elements. Tints are indicated in percentages with 100% being solid.

SERIF: Tiny mark at the end of a letter stroke. A style of typeface characterized by these tiny marks or feet.

SHIP DATE: The date that your yearbook is scheduled to be completed and shipped to your school. The ship date is set based on the submission of all deadlines on time and with the proper number of pages as well as the prompt return of all proofs.

SIGNATURE: Yearbooks are printed on large sheets of paper called signatures. Each side of the sheet is called a multiple. When folded, a signature becomes a 16-page mini-booklet and is bound together with other signatures to make a complete book.

SPORTS SECTION: Offers before, during and after game coverage that has school-wide appeal with emphasis on both team and individual sports.

Sports Section: *The Prowler*, Westmoore High School, Oklahoma City, OK

STAFF MANUAL: A timesaving reference guide that gives every staff member the independence of answering many of their own questions before asking, freeing the editors and advisers to deal with other inquiries. A staff manual often includes goals and objectives, policies, organizational chart, job descriptions, ladder diagram, explanation of theme spin-offs, design specifications, style guide and staff directory.

STORY: Words written in a variety of formats to tell a story or describe an event. Also called an article or body copy.

STUDENT LIFE SECTION: Covers activities in and out of school that affect readers' lives in addition to lifestyle coverage.

STYLE GUIDE: A reference sheet that promotes consistent handling of text throughout the publication, frequently based on the *Associated Press Stylebook*. Areas often addressed in the style guide are attribution, word choice, spelling, number usage, abbreviations, capitalization and punctuation.

SUPPLIES: Additional supplies might be necessary in addition to the materials in the Jostens Yearbook Kit. There are three ways to place an order:

- Online: log on to www.yearbookavenue.com and enter your personal login and password. Click on the Home page > plan > order supplies. Orders are shipped to school address only. Regular UPS ground shipping.
- Phone: call 1.800.972.5628, 7:30 a.m. to 4:30 p.m. CST.
- Email: send your email to merch@jostens.com. Include item number and quantity needed for each item as well as your school name, job number and a contact telephone number.

TEAM BUILDING: A very important part of the yearbook process. The yearbook staff is a team that must work together. Here are some proven team building techniques:

- Birthday parties
- Staff T-shirts
- Staff cheer
- Wall of fame
- Sporting contests
- Homecoming float building
- Secret pals
- Scavenger hunts
- Notes from editors
- Staff deadline parties
- End-of-the-year banquet
- Cookout
- Summer workshops
- State/national conventions
- Staff retreats
- Press passes
- Holiday party
- Decorating the yearbook room

TECHNICAL SUPPORT: Jostens provides help with software and technology problem solving. Call 1.800.328.2435 for assistance with the following publishing software for both Windows and Macintosh:

- Jostens YearTech
- Jostens YearTech Online
- Adobe InDesign®
- Adobe Photoshop®
- Adobe Illustrator®

TEMPLATE: A master page that maintains consistency within a design or section.
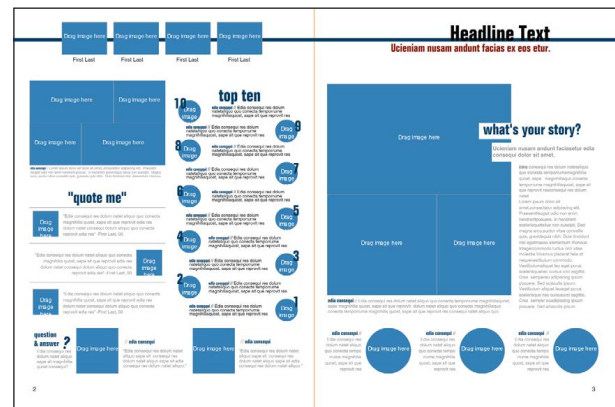
Template: Modular template from Jostens Page Surfer design library.

THEME: Unifies the yearbook, giving the story of the year a unique personality and approach. For a list of theme ideas to assist with your brainstorming, log on to Yearbook Avenue.
- The theme might utilize a catch phrase to make a strong statement.
- Word spin-offs use key words from the catch phrase as part of the titles used for each section.
- A concept offers a subtle alternative to a catch phrase.

Theme: *Saga,* Shawnee Mission West High School, Overland Park, KS

THEME DEVELOPMENT: The best themes wed verbal and visual elements into a seamless whole. Verbal development "cool tools" include a catch phrase, section spin-offs, headlines and stories. Visual development "cool tools" include photography, typography and graphics.

THEME PACKAGE: Areas of the yearbook where the theme is traditionally visually and verbally developed:
- The theme package starts with the cover, which makes a striking first impression.
- The endsheets act as a bridge between the cover and the inside pages.
- The title page officially introduces the book.
- The opening and closing spreads provide the stage for the theme drama.
- The parting page, the last page of the closing as well as the last page of the yearbook, makes a last memorable statement on the theme.
- The divider spreads carry the theme throughout the book and mark each new section.
- Reference items such as folio tabs, index, contents listing and colophon are often part of the package.

THREE-PEAT STRATEGY: Strategically weaving visual and verbal techniques into the spread or the section design by repeating it three or more times. To be effective, the visual and verbal techniques must contribute to the content.

TIME CAPSULE: When students buy the printed yearbook, they get the digital Time Capsule at no extra cost. Time Capsule gives students access to all the photos that were uploaded to ReplayIt for years to come.

TIP-IN: A four or eight page set of pages that are not numbered as part of the total pages in your book. A tip-in can only be placed between signatures. For detailed information consult the *YearTech Guide* in the YearTech Kit in the Jostens Yearbook Kit. Consult your Jostens representative before submitting a tip-in.

TRAPPED WHITE SPACE: An outdated yearbook design term still in use. Trapped space refers to a distracting, unplanned pocket of space, often created by uneven spacing between content elements. In modern design, white space is often "trapped," but is effective if it is strategically planned space such as a rail.

TRENDY & COOL DESIGNS: A collection of designs in the popular Page Surfer collection of ready-to-use templates. The *Page Surfer Book*, included in the Jostens Yearbook Kit, includes these designs.

TRIM SIZE: The final trimmed dimensions of a yearbook. Yearbooks come in three standard trim sizes:
- Size 7: 7 1/2" x 10 1/2"
- Size 8: 8 1/2" x 11"
- Size 9: 9" x 12"

When installing YearTech, it is especially important to select the correct trim size for your yearbook. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit. Consult your Jostens representative or your plant publication consultant if you are unsure of your trim size.

TYPE EFFECTS: A YearTech toolbar button that provides typographic techniques such as arcs, zoom effects and more in color and grayscale without leaving InDesign. For information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.

VERBAL CONTENT FORMATS: When planning coverage options, consider these verbal content formats:

- Headlines: Primary, dominant word(s), secondary.
- Feature story: Traditional quote/transition format.
- Captions: Indents, summary, quote, expanded, collection, group ID.
- Facts: Factoids, list, summary points, map/diagram.
- Figures: Table, pie chart, bar chart, scoreboard, index.
- Time: Schedule/agenda, calendar, timeline.
- Opinion: Quote, in-depth quote, question/answer, first-person account, journal entry, how-to advice.
- Interactive: Fill in the blanks, match text/photos, connect the dots, color an object, answer quiz questions, search for words, complete crosswords.

VIRTUAL BOOK: The Virtual Book on the yearbookavenue.com home page gives you a great at-a-glance view of how your book is coming together from the reader's perspective. You can use the navigation buttons to turn the pages—or you can click and drag the bottom page corners to flip through the pages just like a reader would.

VISUAL CONTENT ELEMENTS: When planning coverage options, consider these visual options:

- Dominant photograph(s): Most important storytelling photo content.
- Secondary photographs: Often related to dominant photo(s) but show different aspects of the story.
- Photo options: Photojournalistic (action/reaction), reference, scrapbook.
- Photo treatments: Subjects (single person, small group, large group), shapes (vertical, horizontal, square, circular, shapes).
- Special techniques: COB (cut-out-background), mortise, photo illustration.
- Photo collections: Montage, collage, series.
- Logo: Art, typography.
- Illustration: Art created to present the story.

VISUAL HIERARCHY: A design strategy that allows readers to get a sense of the importance of the content based on its size, weight and placement.

VISUAL REDUNDANCY: A weakness in photo planning and selection resulting in two or more photos showing the reader the same content.

WORKSHOPS: Throughout the nation, Jostens representatives host a variety of workshops. Many are multi-day, residential workshops; others are one-day seminars. Staffs often leave the workshop with a theme developed, cover designed and ladder planned. Ask your Jostens representative for information about local workshops.

WORLD BEAT®: A yearbook accessory offering a colorful, 16-page current events section featuring:

National/World News
Technology/Science
Lifestyle/Trends
Entertainment
Music
Sports
Familiar Faces

For more information
and pricing, contact your Jostens representative.

X-HEIGHT: Type dimension from top to bottom of characters without descenders and ascenders.

YEARBOOK: Serves many different functions, a yearbook tells the story of one school year in a responsible and creative way. Often journalistic, a yearbook is really several books in one:

- Picture book: Photos of readers and their friends.
- History/memory book: Documenting the school year.
- Reference book: Confirming students enrolled at the school, spelling of names or scores of athletic events.
- Educational book: An educational opportunity for the staff, often produced as part of an academic class.
- Fun book: Exciting for students to read and produce.

YEARBOOK ACCESSORIES: Enhancements offered by Jostens that offer additional content for the yearbook or personalize the cover. For more information refer to the Jostens Yearbook Kit.

- Personalization and Icons
- Hear the Year
- Photo Pocket Sheet
- World Beat

YEARBOOK AVENUE: An online resource center exclusive to Jostens customers. Users have 24/7 access to production information that is updated nightly including:

- Detailed page information
- Easy-to-use online Page Ladder
- Deadline and proofing information
- Sales planning, tracking and reporting
- Easy cover proofing
- Payment and deposit record
- Jostens Direct Solutions information
- Helpful information and tips on topics relating to each step in the yearbook process
- Online creation tools for those customers creating their book using YearTech Online

For more information on Jostens Yearbook Avenue, contact your Jostens representative or plant consultant.

YEARBOOK AVENUE SELLING TOOLS: Software that makes it easy for staffs to organize and track yearbook, accessories, personalization and advertising sales. The Yearbook Avenue Selling Tools are located on the Yearbook Avenue website.

YEARBOOK CURRICULUM (1,2,3): A complete course in yearbook journalism with lesson plans, handouts, schedule and evaluations. (See page 36 of the Planner.)

YEARBOOK KIT: Contains the supplies and materials needed for yearbook production. Jostens ships the Yearbook Kit each year in the spring/summer for the upcoming school year.

YEARBOOK PLANNER:
A colorful, fun, easy-to-use day planner for keeping advisers and staff members organized. To order additional copies, call Jostens Marketing Services at 1.800.972.5628 or order online at www.yearbookavenue.com.

YEARTECH: Industry-leading desktop publishing software that makes creating yearbook pages using InDesign as easy as possible by providing a toolbar to automate frequent yearbook design tasks. Jostens YearTech software is provided in the Jostens Yearbook Kit.

YEARTECH ONLINE: Jostens revolutionary online creation tool available through Yearbook Avenue. YearTech Online allows staffs to plan, create and submit their entire book online. To find out more, contact your Jostens representative.

YEARTECH ONLINE TOOLBAR: The YearTech Online Page Designer provides users with powerful tools to create exciting pages for the yearbook. There is one standard toolbar and separate photo, text and shape toolbars that appear depending on which page element is selected.

YEARTECH TEMPLATE: A file installed with YearTech that serves as a building block for all the pages in the book. For detailed information, consult the Quick Start card in the YearTech Kit in the Jostens Yearbook Kit.
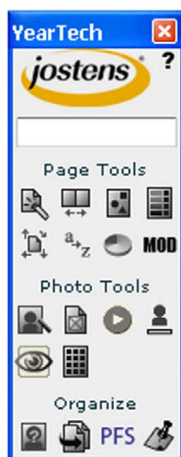
YEARTECH TOOL PALETTE:
The power of YearTech is found in its tool palette, which allows its features to be easily accessed. The palette contains page tools, photo tools and organizational tools.

YearTech Tool Palette: Available for InDesign

Z PATTERN: The path a reader follows when looking at a design. The eye generally enters in the upper left area, moving across, diagonally down and to the right. This tells yearbook designers that the upper left area of a spread is a prime location for exciting and important content. The spread's lower, right corner isn't a prime location because content might not be read if the reader prematurely turns the page.