



YEARBOOK A-Z



a

ACADEMICS | Covers curriculum-related experiences wherever they take students.

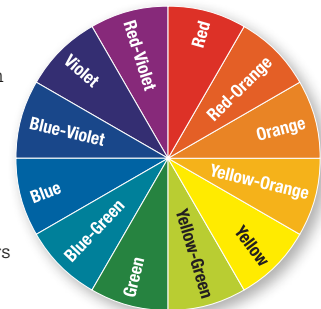
ADVERTISING | Dictated by budget and policy and can include business and recognition ads.

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. Email editions supplement the print magazine.

ANALOGOUS | Groups of colors that are adjacent to each other on the color wheel, with one being the dominant color. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. Using analogous colors will create unity and harmony in a design.



AQUEOUS COATING | A fast-drying, water-based, protective clear coating similar to varnish for application to Litho covers and interior pages. Due to its water base, aqueous coating is more environmentally friendly than varnish or UV coatings.

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



ATTRIBUTION | Giving proper credit to the person who made the quoted statement. Material that is not common knowledge or states an opinion needs to be attributed.



BACKGROUND | Colors and photographs can be used to accent the page background. This technique is often overused in yearbooks

and the result is a background that overpowers the photography and makes the text difficult to read. For maximum effectiveness, backgrounds are best used in light colors and in limited areas on the spread. Rarely should a background cover the entire two pages.

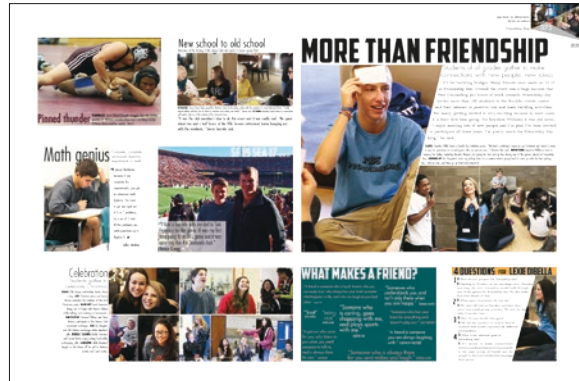
BENEFIT | The reasons customers have for buying the yearbook. While one feature of the yearbook is that it has great photos of many friends, the benefit to the consumer is that looking at photos is fun and images will evoke memories for many years.

BLACK-AND-WHITE | As in photography, a good design will always work as well in black and white as it does in color. Black-and-white images and graphic elements can be used in design to help emphasize content, add contrast, lead the eye and balance a composition, just as you would with color.



BLACK AND WHITE | Fenton High School [MI]

BLENDED CONTENT | A coverage approach in which spreads are built on topics with coverage coming from all traditional content areas.



BLENDED CONTENT | Rocklin High School [CA]

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 | Expectations for expenses and income; takes into consideration the plans to make the yearbook appealing for consumers and the costs of producing it, plus related expenses.

BYLINE | A credit line at the beginning or end of a story giving the name of the writer.

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



CAPTION | Text accompanying a photo that adds information. Captions answer readers' questions about the people, the action

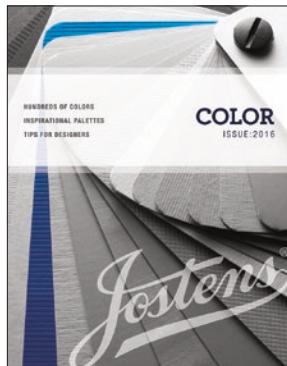
and/or the reaction in a photograph. Can range from identifying people and supplying minimal information to serving as mini-stories reporting the five W's and H and including quotes. Also called cutlines.

CENTER OF INTEREST | Primary subject that catches readers' attention first. Should be the focal point or dominant element within the photo.

CHRONOLOGICAL CONTENT | A coverage approach that uses a time element such as seasons or months to organize the content.

CLIP ART | Artwork, shapes, backgrounds, logos and borders provided for use on yearbook pages. An *Art* book is included in the Jostens Yearbook Kit and provides a visual catalog of the digital art.

CLOSING | Finishes the story of the year and brings the yearbook to closure. The closing is presented on the final spread(s) and last page of the yearbook and appears after the advertisements and index.



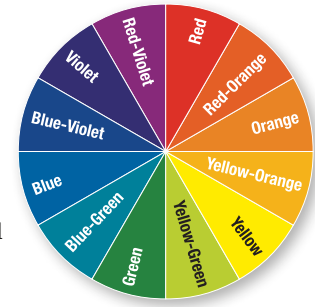
COLOR GUIDE | Hundreds of color combinations can be created by combining cyan, magenta, yellow and black — the four process colors. The *Jostens Color Guide*, included in the Jostens Yearbook Kit, allows staffs to see the color samples as printed swatches, offering more accurate representation than a computer monitor. Seventeen color palettes are shown for easy color coordination.

CONCLUSION | The final sentence or paragraph that ties the end of a story back to the lead; gives a story a sense of completeness.

CONTENT MODULE | Portion of a page or spread containing a mini-design of photos and text; can be displayed with other content modules to present different angles on the same topic.

COMPOSITION | Position or arrangement of the elements in a photo; content of a photo.

COMPLEMENTARY | Colors that are opposite each other on the color wheel are considered to be complementary colors. The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring. Complementary colors can be tricky to use in large doses.



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

COLUMN | A vertical guide for placing content elements on a spread. Wider column formats include six, eight and 10 columns across a spread; however, 24 columns across a spread is popular because of its flexibility. Narrow columns are also known as grids.

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.

COPY | Words written in a variety of formats to tell a story. 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.

CONTRAST | Opposing elements spark visual interest. If all content elements are the same size, format, shape, weight or color, the design risks becoming monotonous. Variety is the key to keeping the visual presentation lively. These techniques create contrast:

- **Size:** big, small
- **Format:** horizontal, vertical
- **Shape:** modular, circular, cut-out
- **Weight:** thick, thin
- **Color:** black, spot color, process color

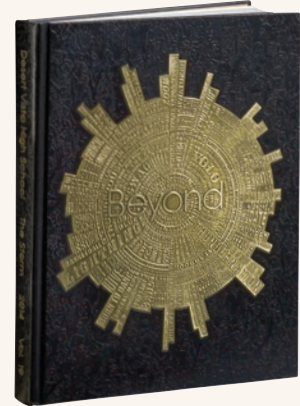
YEARBOOK A-Z



LITHO/LITHO COMBO COVER | Shawnee Mission West High School [KS]



SCREENED COVER | Thomson High School [GA]



EMBOSSSED COVER | Desert Vista High School [AZ]

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. While some staffs desire a Custom cover exclusive to their school, others prefer to select a predesigned Jostens Studio cover.

There are three types of Custom covers:

- Litho/Litho Combo
- Screened
- Embossed

There are more than a dozen cover applications:

- Debossing
- Embossing
- Facet Foil Debossing

- Foil
- Graining
- Graining (Cutout)
- Metalay
- Overtone Rub
- Padding
- Precision Cut
- Quarterbinding
- ShineFX
- Silk-screening
- Special Press Ink

- Spot UV
- Tip-on
- UV Glitter

There are four options for coating litho covers:

- Aqueous Coating
- Gloss Lamination
- Matte Lamination
- Super Matte Lamination

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 | The story of the year told through complete, balanced, relevant and dynamic verbal and visual content.

COVERAGE REPORT | An online tool available on the Yearbook Avenue website for tracking 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.

CREATIVE RESOURCES | Jostens designers are often available at workshops and take a staff's idea and develop it into a cover sketch. Virtual art sessions and production of final cover art are also available.

CROPPING | Editing the image area to be reproduced. Cropping enhances a photo's visual impact by removing dead space from the sides, top or bottom.

CUT-OUT PHOTO | A photo treatment in which the background has been cut away from the subject. This technique is most effective for photo illustrations, rather than photojournalistic images, since removing the background alters the journalistic story the photo delivers.



CUT-OUT PHOTO | Woodlawn School [NC]



d

DEADLINE | The date that completed yearbook pages are due at the Jostens plant. Meeting all deadlines is essential to keep the delivery of the yearbook on schedule.

DEBOSSING | A cover application where the design is cut into a brass die that is placed on an embossing magazine and the design is indented.

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.



DESIGN CONTESTS | Jostens sponsors two contests each spring for yearbook design. The **Jostens/Adobe Yearbook Design Contest** is for students using InDesign and the **Jostens YearTech Online Design Contest** is for students designing spreads using YearTech Online. Consult your Jostens representative for contest guidelines and entry information.

DIGITAL CLASSROOM | Within Yearbook Avenue website, the Digital Classroom houses videos, worksheets, handouts and activities for use in a yearbook class.

DIRECT MAIL | A marketing tactic that uses a sales letter or promo piece mailed to potential customers.

DISTRIBUTION EVENT | A special activity for distributing and signing yearbooks.

DIVIDER | Indicates a new section and provides design continuity throughout.

DOMINANCE | Achieved by making a content element significantly larger calling attention to itself and becoming the focal point. The dominant element, often a photograph or collection of photos, should be important enough to justify this treatment.



DOMINANCE | Williams Middle School [TX]

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



e

ECHOING COLOR | Pulling a distinctive color from the photographs, especially the dominant, and repeating it for typographic and graphic elements across the spread to promote visual unity.

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

EDITORIALIZING | When the opinion of the writer is included in what is supposed to be an objective, journalistic story. This should be avoided.

ENDSHEET | The heavy paper between the cover and the first and last pages that helps hold the inside pages into the cover.

EMBOSSING | An application that alters the surface of the cover by providing a three dimensional or raised effect. The procedure requires the use of two dies: one that is raised and one that is recessed. The dies fit into each other so that when the cover material is pressed between them, the raised die forces the stock into the recessed die and creates the embossed impression.

EVEN PAGE | Displayed on the left side of the gutter.



EYE FLOW | The natural movement from left to right with the content elements moving the eye into the center and/or toward other key elements. The goal is to keep the reader moving from element to element.

EYELINE | An imaginary, horizontal band of 1-pica spacing used as a unifying device. The eyeline runs across the two facing pages, visually linking the spread.



EYELINE | Cabot High School [AR]

EXPANDED SPACING | Generally a “rail” of three to six picas running vertically or horizontally and used to separate or isolate content.



EXPANDED SPACING | Jefferson Academy High School [CO]

EXPENSE | A cost associated with producing a yearbook. Budget planning is required so that expenses do not exceed income.

EXTENDED EDITION | A supplement that expands coverage for events including prom, spring sports and graduation that happen after the final deadline for a spring delivery book.



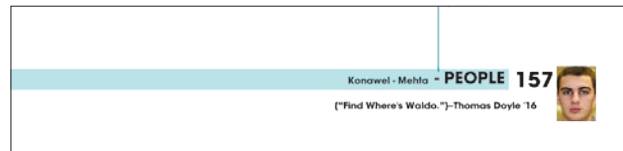
FACET FOIL DEBOSSING | Using a special die, this cover application combines heat and pressure to stamp a sharp, beveled-edge foil design into the cover.

FEATURE | A physical or emotional aspect of the yearbook product that interests potential consumers. Answers to these questions are features: What is on the cover? How many pages are in the yearbook? How much color is used?

FEATURE STORY | A traditional-story approach packed with facts, figures, descriptive details, specific examples, quotes and poignant anecdotes. Journalistic feature stories use a catchy lead followed by short paragraphs featuring meaningful quotes and transitional paragraphs containing facts and figures.

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 | Kingsway Regional High School [NJ]

FOIL | Using a flat die, this application combines heat and pressure to stamp a design in foil onto the cover. Foils are available in standard colors as well as special patterns and holographic designs.

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.

FRAMING | Composing a photo so that the subject is surrounded (framed) by content — sky, ground, people — that highlights the subject.



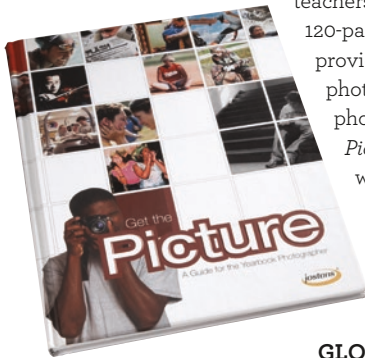
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GET THE PICTURE |

Intended for a photography class or an in-depth unit within a yearbook class,

the *Get the Picture* curriculum was created by eight nationally acclaimed scholastic journalism experts and photography

teachers. The *Get the Picture*, a 120-page, hardbound textbook provides complete instruction in photojournalism for the yearbook photographer. The *Get the Picture Teacher's CD* contains worksheets, quizzes and PowerPoint presentations to accompany the textbook. Click Yearbook Avenue > Plan > Order Supplies.



GLOSS LAMINATION | A clear

film that is applied to a Litho cover creating a protective coating. The glossy luster of the lamination makes printing colors more vivid. Matte and Super Matte film is also available.

GRAPHIC ACCENT | Content-driven graphic strategies should focus on readability. Graphic techniques used effectively make spreads interesting for readers. Graphics unify or separate content. Graphics call attention to certain elements, announcing their importance to the reader. They also indicate the difference between primary and subordinate elements. Graphic accent includes color, tints and rule lines. The three-peat graphic strategy is a guiding principle.

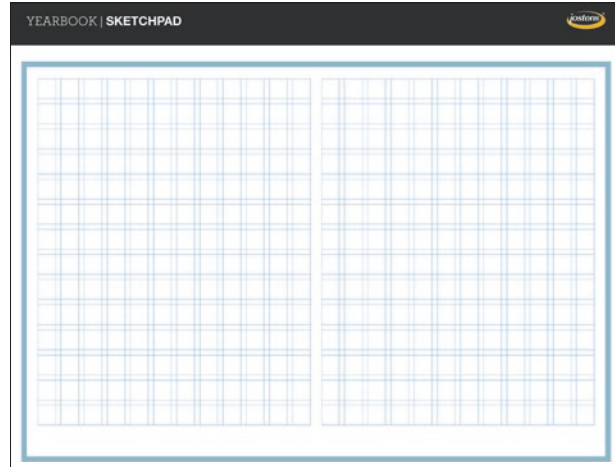


GRAPHIC ACCENT | Niles North High School [LL]

GRAINING | An application created by stamping the cover using heat and pressure and a special plate featuring a unique pattern. The result is a texture that can be felt and seen. There are 39 grains available with a variety of looks.

GRAINING (CUTOUT) | An application where the graining texture is only applied to certain areas of the cover.

GRID | A framework of vertical or horizontal columns used for organizing and aligning content.



GRID | Jostens Yearbook Sketchpad

GUTTER | The center of the spread, where the yearbook is bound with thread and glue into the spine. Typographic elements should not be placed in this area.



h

HEADLINE | The large

type designed to attract readers to stories and draw them into the spread.

A well-written headline

summarizes a story and highlights its focus. A headline should always contribute to the story and not merely label the page. Headline formats include primary and secondary. Following the inspiration of magazines, yearbook headlines are often dynamic typographic presentations.

HIERARCHY | Creates order and indicates importance through size and placement. A large headline and a smaller secondary headline placed above a story create a range of three different type sizes. This range or order is a hierarchy.



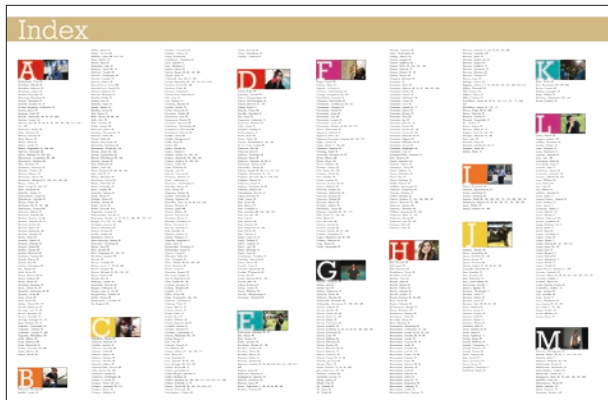
i

INDESIGN® | High-end page design software by Adobe. InDesign is teamed with the Jostens YearTech software to make yearbook publishing

easier by offering a tool palette featuring page tools, photo tools and organizational tools. Jostens YearTech software is provided in the Jostens Yearbook Kit and for download from the Yearbook Avenue website.

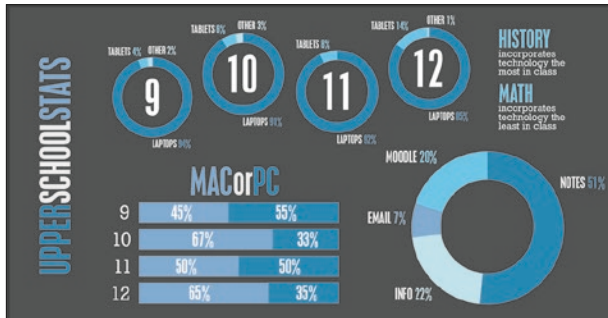
INCOME | Amount of money coming in to meet expenses, including income from yearbook sales and advertising revenue.

INDEX | An alphabetical directory of every person, team, group, advertiser and topic featured in the words and photos on the pages of a yearbook.



INDEX | Miami Lakes Educational Center [FL]

INFOGRAPH | Presents facts and figures, often poll and survey results, in a visual way that typically includes illustrative art.



INFOGRAPH | Gilman School [MD]

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.



j

JOB DESCRIPTION |

Written outline of duties for editors, staff members and adviser, updated yearly and kept in the staff manual.

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

JOSTENS YEARBOOK ADS | A full-service program that handles all the details of offering recognition and business advertisements — creating a promotional flyer, online design and processing payments by check or credit cards.

JOSTENS ADVISER UNIVERSITY |

A highly acclaimed national professional development workshop for yearbook advisers. Academic credit is available. Consult your Jostens representative for information.



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 yearbook matters including the budget, production and deadlines.

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

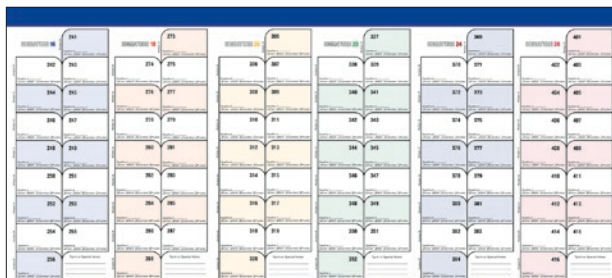


L

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. The ladder should be completed before yearbook production begins. A Wall Ladder Poster is included in the Jostens Yearbook Kit. In addition, an Electronic Ladder is provided on the Yearbook Avenue website. The shaded pages indicate one multiple. The alternating white pages show another multiple. When using a single multiple of color, the eight pages will fall on every other spread — 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. The design must guide the reader across each spread and onto the next spread in an obvious, yet creative way.



LADDER | Jostens Wall Ladder Poster

LEAD | The opening sentence or paragraph of a story, introduces the story, sets the tone and angle and grabs reader interest.

LEAD-IN | A short, catchy mini-headline or introduction to the caption, linking the photo and the caption both visually and verbally without having to use direction-giving words like “above,” “left” and so on.

LEADING | The amount of white space between the lines of type, also called line spacing. For visual impact, designers may increase or decrease the amount of leading.

LEADING LINE | A photo composition technique in which real or imaginary lines in a photo lead the eye to the dominant element, primary subject or center of interest.

LEGAL GUIDELINES FOR SCHOOL JOURNALISTS | A comprehensive legal guide for yearbook journalists is available for download from the Yearbook Avenue > Need Help > Reference Guides.

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

LITHO COVER | Offset lithography, the same process used to print pages inside the yearbook, creates a contemporary design that can fully wrap the cover — from the front lid, over the spine and across the back lid. Custom Litho covers are printed on a thick paper stock and placed onto binder’s board in the casemaking process to create a hardcover. Process-color Lithos are the most popular option, allowing full-color photography. Lamination protects the paper, increasing the cover’s durability.

LITHO COMBO COVER | When applications are added to a Litho cover, it becomes a Litho Combo.

LOOK BOOK | The largest and most comprehensive publication of its type in the world, the *Look Book* is a “best of the best” annual of creative themes, cool covers, dazzling designs, relevant coverage, storytelling copy and action-packed photography from outstanding yearbooks printed by Jostens. Each spring, all high schools working with Jostens receive a copy of the *Look Book* in the mail. Others may receive a copy by contacting their Jostens representative.



LOOK BOOK COMPANION APP | The first app created for yearbook inspiration and education, users are able to mark their favorite designs and build a personal flipbook featuring those selections. Descriptive keywords provided for each design in the *Look Book* coordinate with the organizational structure of the *Look Book Companion App*, making it easy to navigate between print and digital. The *Look Book Companion App* is available for free from the Apple App Store.



M

m

MAGAZINE INSPIRED | A design style that places emphasis on a large, powerful dominant photo with a dynamic headline and traditional feature story.

MARGIN | Establish boundaries for the content; they provide a frame of white space along the top, bottom, left and right outside edges of the spread.

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.

MATTE LAMINATION | A clear film that is applied to a litho cover creating a protective coating. The matte luster of the lamination adds durability without the high shine of a gloss lamination. Gloss and Super Matte film is also available.

METALAY | An embossing application creates a design, often a seal or a crest, from heavy-strength gold or silver metallic foil. As a special die presses a Metaline design into the cover, it also removes excess foil around the design to leave a smooth edge.

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 | A design style that expands coverage and design options by converting traditional photo boxes into content modules, opening a host of storytelling coverage options.



MODULAR | Auburn High School [AL]

MONOCHROMATIC | Different values (tints and shades) of one color. These color schemes can be very effective, soothing and authoritative. While monochromatic schemes can be the easiest to balance visually, they can lack the contrast and higher impact of other color schemes.

MONTAGE | A collection of small, related photographs grouped together as a content module. The photos are often touching or separated by thick rule lines. Typically, 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.

MULTI-SPREAD PRESENTATION | An important topic receives two or more spreads, allowing for in-depth coverage.

MULTIPLE | Eight pages on one side of a press sheet, indicated by shading on the ladder; pages are printed in multiples.

N

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NATIONAL YEARBOOK PROGRAM OF EXCELLENCE | Jostens recognizes schools that continually strive to create

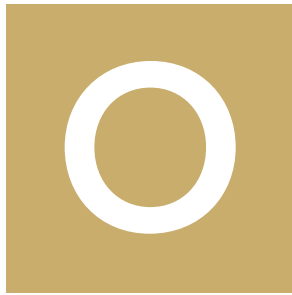
a great yearbook program for their students. The National Yearbook Program of Excellence recognizes yearbook programs for achieving the criteria in three categories:

- A meaning book for all students
- A book in every student's hands
- Effective project management



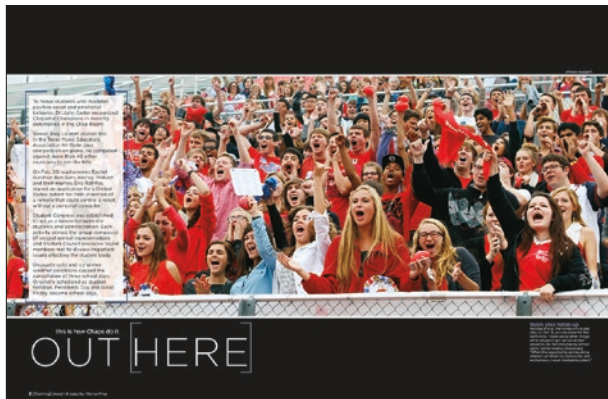
PROGRAM OF EXCELLENCE WINNERS | Waterford Union High School [WI]

NOISE | An undesirable electronic pattern in the dark areas of a digital photo.



ODD PAGE | Displayed on the right side of the gutter.

OPENING | Introduces the story of the year and explains the yearbook's concept. Includes the title page and the first spread(s) of the yearbook.



OPENING | Westlake High School [TX]

ORGANIZATIONS | Covers the activities of school groups, emphasizing the value of membership and experiences.

OVERTONE RUB | This application can create an antique look and enhance the detail of embossing, graining and Metalines. The cover is first coated with a solvent and ink solution. After the cover has dried, it is rubbed with a mixture of alcohol and shellac, removing just enough of the ink solution to highlight the design detail.



PADDING | This application creates a softer, more cushioned feel to the cover by

adding a layer of padding between the binder's board and the cover material.

PAGE SURFER | An extensive collection of predesigned, ready-to-use yearbook templates. The collection includes **Modular Design Templates** with color-coded mix-and-match elements to expand coverage and use more photographs. **Theme Templates** provide a coordinated "whole book" look with many themes and design styles.



PAGE SURFER BOOK | Theme Template

PAGE SURFER BOOK | Available in the Jostens Yearbook Kit, this preview book provides a visual catalog of all the predesigned templates available from Jostens.

PARTIAL CUT-OUT PHOTO | A variation on the cut-out background photo [COB] in which only a small part of the background has been cut away from the subject, allowing an arm, head or small part of the main subject to appear as though it is "sticking out" of the modular photo.

PARTING PAGE | The final page of the yearbook with a design similar to the title page; makes a powerful and final verbal and visual statement of the theme or concept.

PEOPLE | Covers students, faculty and staff in photos that serve as the record of the school population and in feature stories.

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 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 learn more about the Photo Contest and to submit entries, visit jostens.com/photocontest.

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



PHOTO EDITING | Brings together photographer and designer and involves selection, cropping, sizing and the display of photos to optimize storytelling.

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 photo illustration is planned and often posed or electronically altered to illustrate a story when a photojournalistic image isn't possible. A photo illustration should always be clearly labeled so that the readers are not misled.

PHOTO INTENSIVE | A design style that places emphasis on including as many photographs on the spread as possible. This approach often features little if any verbal content.

PHOTO PACKAGE | A collection of related photos, each telling a different aspect of the story.



PHOTO PACKAGE | Coronado High School [NV]

PHOTO STRIP | This technique expands the number of photos featured on a design. A photo strip can relate to the story being presented on a particular spread, or run continuously through a section or entire yearbook as a whole-book link. Photo strips can also be coordinated with the yearbook's theme/concept.

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.

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.

PHOTOJOURNALISTIC PHOTOS | Tell stories, show action and reaction, provide a variety of subjects and points of view.

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.

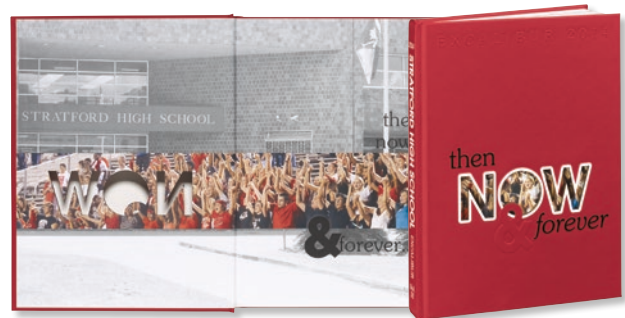
PICA | A unit of measurement in graphic design equal to one-sixth of an inch, used for measuring the width and height of content elements.

PLANNED SPACE | An area of space that separates and frames, attracts attention to content and gives distinctive, pleasing appearance to the design. Adds unity, movement and emphasis to a spread.

POINT | Increment used to ensure precise design measurement. A point is 1/72 of an inch and is used for measuring typography and rule lines.

POINT OF VIEW | The perspective from which a story is told. Most journalistic stories are written in an objective, third person [he, she, they] point of view. The writer's personal opinion is not present, unless the story is clearly labeled as an opinion piece or personal narrative [first person, I, we]. In traditional feature stories, opinion should appear only in the direct quotes from sources.

PRECISION CUT | An application that cuts detailed designs through the cover board and the front endsheet. Unlike a die cut, a precision cut is done after the yearbook is bound, which eliminates the need to cut away a portion of the endsheet.



PRECISION CUT | Stratford High School [SC]

PRESS ASSOCIATION | 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
www.columbia.edu/cu/cspa/
- **National Scholastic Press Association**, Minneapolis, MN
www.studentpress.org/
- **Journalism Education Association**, Manhattan, KS
www.jea.org/

PRIMARY HEADLINE | The main headline. Uses a few well-selected, creatively designed words to capture reader's attention and deliver the dominant message as well as an overview of the page content.

PROCESS COLOR | The primary colors of cyan, magenta, yellow plus black used in full-color printing.



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. YearTech Online pages are proofed online before submitting.



QUARTERBINDING |

Allows two different cover materials to be used on the same cover. One material is

used for the back cover, extended over the spine and across part of the front cover. Combining materials of different colors and textures add contrast to the design.

QUICK READ | Offer an alternative to traditional feature stories because their short, visual formats appeal to readers. A quick-read story may supplement a traditional feature story as a sidebar, or a collection of quick-read stories may be used instead of a traditional feature story. There are many creative quick-read formats:

- **Figures:** table, index, listing, stats, chart, scoreboard, pie chart
- **Facts:** fact box, listing, top 10, summary points, informational map, diagram, definitions, profile
- **Opinions:** quotes, question-answer, for/against, personal narrative, journal, advice
- **Time:** schedule, calendar, timeline
- **Interactive:** fill-in, matching, connect the dots, color an object, check test, crossword puzzle, word search, quiz

QUOTE | Word-for-word statements from sources, showing a reaction to, an explanation for or an interpretation of an activity, event or issue. Quotes with full attribution (person's name, year in school or other identifier) add human interest to a story.

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.



RADICAL WRITE | For two decades, countless high school publications students have learned the art of journalistic writing from *The Radical Write*, the popular textbook written by Bobby Hawthorne. Jostens is honored to publish this acclaimed textbook. A website for teachers featuring exercises, activities and supplemental materials is available at radicalwrite.com. Visit Yearbook Avenue > Plan > Order Supplies.



RAIL | Expanded spacing used to frame or separate.

Created when a vertical or horizontal column/grid is left empty or mostly empty.

READER-ENTRY POINT | A point at which a reader starts to read copy or look at visual elements on a spread. Multiple entry points draw in different types of readers.

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

RESEARCH | Reveals what yearbook buyers want and need. Surveys and focus groups can produce helpful information, but personal contact often provides the best opportunity to determine what students want in the yearbook.

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.

R

REFERENCE PHOTO | Group shots and portraits that provide a record of the school population and the membership of organizations and teams.

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 | The school community can upload, view and share photos on the ReplayIt website or app. ReplayIt adds value to the yearbook — at the end of the year, all of the content is sealed into a digital Time Capsule that students can access for years to come.

REPETITION | Designs featuring repetition become unified and cohesive, creating predictability that creates comfort for the reader. Repetition can be achieved by employing color, shape, fonts, lines and photographic techniques. The three-peat graphic strategy is a guiding principle. Used just once, a graphic technique might appear random. When used at least three times, the graphic becomes part of a noticeable strategy.



REPETITION | Starr's Mill High School (GA)

REPETITION OF PATTERN | A photo composition technique in which texture, lines or other visuals repeats in the photo.

RULE LINE | Thick or thin, most often straight, used vertically or horizontally, rule lines are measured in points and can be printed in black, color or reversed out of a screened or solid area. Lines can be any width ranging from hairlines (thin) to 12-point (bold). Lines are used to unify and separate.

RULE OF THIRDS | A method of dividing the photograph into thirds vertically and horizontally creating four intersection points. The main subject falls into one of the intersecting points, a little off-center in the photo.



S

SALES DASHBOARD | Located under the "Sell" menu on the Yearbook Avenue website, the sales dashboard provides step-by-step

guidance on promoting the yearbook including timelines, status updates and ideas.

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.

Sans

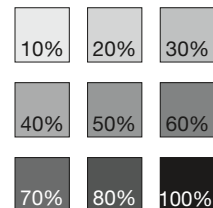
no serifs

SCOREBOARD | Because the yearbook is a reference book, a scoreboard is an important quick-read story that must be included for each sport. The score for each game must be listed along with the team's overall win/loss record for easy reference. A scoreboard avoids rehashing the season schedule in the other stories, allowing for interesting features about the players and the season.

SCRAPBOOK | A design style that uses an artistic, style without following an established section template. When using a scrapbook style, designs often vary significantly from spread to spread, even within the same section.

SCRAPBOOK PHOTO | Posed subjects offer a more casual way to document students' lives.

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



SCREENED COVER | Silk-screen or foil are frequently applied to materials to create a look similar to the Custom Embossed cover, but with a smooth design that isn't raised or indented into the material.

SECONDARY HEADLINE | The second tier of information in a headline that adds specific information or details; often written in sentence style.

SERIF | Tiny mark at the end of a letter stroke. A style of typeface characterized by these tiny marks or feet. Times is a common serif font.



7-MINUTE STARTERS |

A collection of short lessons that help teachers begin each class or meeting with a rich and valuable learning experience. Each 7-Minute Starter includes a lesson plan that references Common Core State Standards and 21st Century Skills, a short learning activity and an implementation activity that has practical application in the yearbook. The 7-Minute Starters are available for download from the Digital Classroom on the Yearbook Avenue website.



SHINEFX | A new cover application that is similar to UV but this application is thicker, giving a beveled feel to the edges. This thick, clear coating can create textured surfaces and really enhances Litho covers when combined with Super Matte lamination.

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 | A grouping of pages that are printed on the same press sheet and folded into a 16-page mini-booklet; signatures are bound to make a complete book.

SILK-SCREENING | This application is also popular for T-shirts. The design is created on a mesh screen using thousands of tiny holes that allow ink to flow through onto the cover. The inked image is then baked on. Because of the resolution of the screen, photographs can't be screened; however, line art and typography work effectively. Additional colors are added by repeating the process.

SOCIAL MEDIA GUIDE | Learn how to connect with your school community of students, parents, teachers and administrators by using social media to gather meaningful content, expand your coverage and promote your yearbook. This helpful guide outlines four key steps to get started. The publication is included in the Yearbook Kit and available for download from Yearbook Avenue.

SPACE | Experienced designers know that space is a powerful tool, if strategically planned. In addition to maintaining a consistent framing margin around the spread, three levels of spacing provide flexibility:

- **Standard spacing**, generally 1 pica, is the default spacing used for consistency. The use of a column grid guarantees consistent, standard spacing between content elements if they start and stop on the columns.
- **Tight spacing**, generally 1 to 6 points, is often used between photos or other related elements for visual unity and to save space.
- **Expanded spacing**, generally a “rail” of 3 to 6 picas, is used to separate or isolate content from the rest of the content on the spread.



SPACE | Heritage High School [CO]

SPIN-OFF | Key words, phrases or ideas that support the main theme or catch phrase through word choice or concept and are used for each section of the book or content modules. These unify the book and highlight the coverage.

SPECIAL PRESS INK | Many types of special effect ink applications can be used to customize a cover. Sometimes the inks can be applied as a standard ink color, but often the inks may require an additional application or technique. Some examples of special effect inks are: metallic inks, glitter inks, fluorescent (neon) inks, glow-in-the-dark inks, thermochromatic effects and photochromic effects.

SPREAD | Most common allocation of space, two facing pages presenting a variety of elements to tell a story; even and odd pages appearing as a unit.

SPORTS | Covers interscholastic competition and other athletic activities involving students.

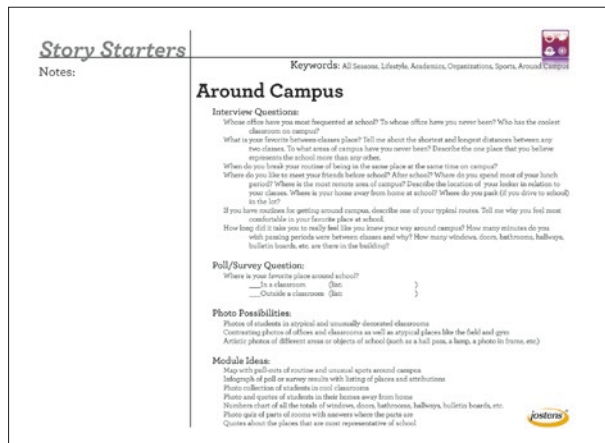
SPOT UV | This popular application is applied to specific areas of the cover in a very thin layer that adds high gloss. UV can deepen the color of the printed area. Drying is virtually instantaneous when exposed to UV light as part of the process. Spot UV can also be applied to interior pages.

S **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.

STANDARD SPACING | Generally 1 pica, is used as the default spacing for consistency.

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

STORY STARTERS | These content idea sheets assist reporters and photographers by providing interviewing questions, survey questions, photo possibilities and module ideas for dozens of story topics. The Story Starters are available for download from Yearbook Avenue > Digital Classroom > Story Starters.



STUDENT LIFE | Covers activities in and out of school that directly impact students' lives. It is a place to look at students as individuals, not as members of classes, clubs or teams.

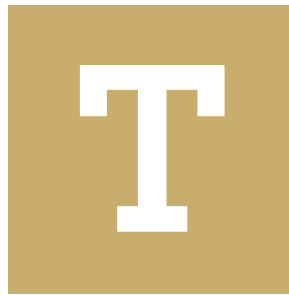
STYLE GUIDE | Spells out the rules for writing as it applies to the yearbook. For consistency in writing, everyone on staff should refer to a general style manual and to one created for their book.

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:** Yearbook Avenue > Plan > Order Supplies.
- **Phone:** 1.800.972.5628, 7:30 a.m. to 4:30 p.m. CST.
- **Email:** merch@jostens.com; include item number and quantity as well as your school name, job number and a contact telephone number

SUPER MATTE LAMINATION | A clear film that is applied to the cover creating a protective coating. The super matte finish of the lamination reflects less light than matte and gloss lamination creating a subtle, tactile effect that is often enhanced by the use of Spot UV varnish and other cover applications. Super Matte lamination adds a soft feeling making a Litho cover feel more like material. Gloss and Matte film is also available.

SURVEY TOOL | Located on Yearbook Avenue > Create > Survey, this online polling tool allows staffs to choose a pre-designed survey template or design a custom survey for any topic. Direct your school community online to take the survey with automated results tabulation or print it out and distribute it.



TACTIC | The marketing strategy used to inform potential consumers about the yearbook, including point of purchase, direct mail, email, telemarketing, personal reminders, flyers, videos, announcements, direct marketing and websites. Tactics are matched to the needs and demographics of potential consumers.

TAG | Image tagging software, including facial recognition technology, available on the Yearbook Avenue website allows staffs to identify everyone in the photographs making tracking, captioning and indexing images easy.

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
- Decorating the yearbook room
- 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

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 Photoshop
- Adobe Illustrator
- Adobe InDesign

TEMPLATE | Master pages that maintain consistency within a design or section. Templates are original designs created by the yearbook staff or pre-designed by Jostens as part of the Page Surfer collection.

THEME | A central idea or concept that sets the tone for telling the story of the year. Repeated throughout the yearbook on cover and endsheets and in opening, closing and dividers, it unifies the storytelling message of the book and gives it personality.

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.

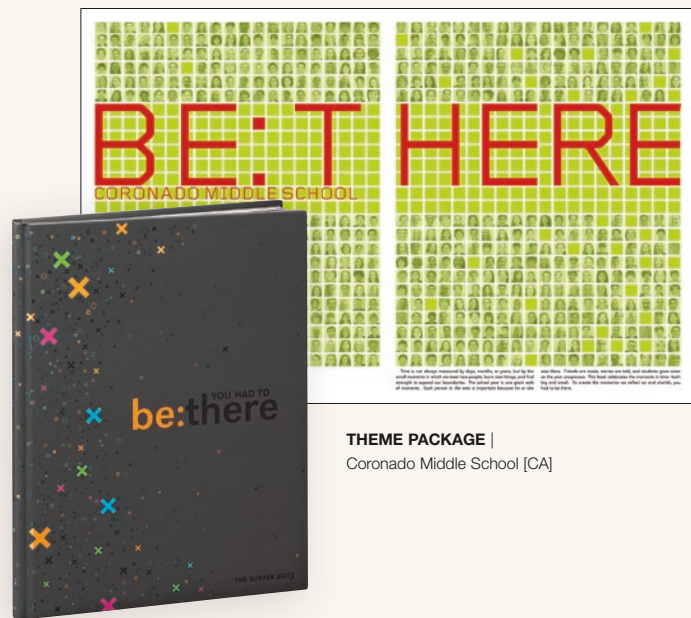
THREE-PEAT GRAPHIC STRATEGY | A graphic technique incorporated into a design at least three times for visual unity.

TIGHT SPACING | Generally one to six points, is often used between photos or other related elements for visual unity and to save space.

TIME CAPSULE | Time Capsule is a digital supplement that expands coverage. At the end of the school year, all photos that were uploaded to ReplayIt are sealed in an online Time Capsule that students can enjoy for years to come.

THEME PACKAGE | The main areas where the theme concept is visually and verbally reported to the readers:

- The **theme** package starts with the cover, which makes a striking first impression.
- The **endsheets** act as a bridge between the cover and inside pages.
- The **title page** officially introduces the book.
- The **opening** and **closing** spreads provide the stage for the theme drama.
- The **dividers** carry the theme throughout the book and mark each new section.
- 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.
- **Reference items** such as folio tabs, index, contents listing and colophon are often part of the package.



THEME PACKAGE |
Coronado Middle School [CA]



T

TINT | A screened area of ink (colors or black) used for a background, lines and type. Black tints yield a range of grays.



TINT | Whitney High School [CA]

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. Consult your Jostens representative before submitting a tip-in.

TIP-ON | A printed photograph or artwork with an adhesive back that is applied by hand to the cover. Best used with Custom Embossed covers with a raised frame to help protect the edges of the tip-on. Lenticulars and chenille letters are often applied as a tip-on.

TITLE PAGE | The first page of the yearbook makes a positive first impression and provides critical reference information.

TRADITIONAL | A design style that follows a time-tested approach to yearbook design. Approximately five to seven photos and a headline and traditional feature story comprise the spread with perhaps a single sidebar module.

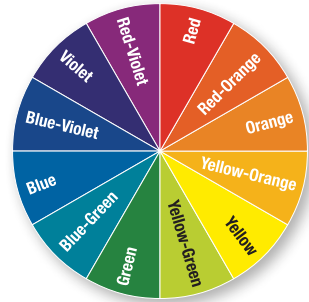


TITLE PAGE | Desert Vista High School [AZ]

TRADITIONAL CONTENT | Sections feature traditional content areas including student life, academics, sports, organizations, people, advertising and the index.

TRANSITION | Details (facts and figures, descriptions) that give context to quotes and make them more meaningful. Transition paragraphs inform readers and help them understand what sources are talking about. Transitions contain the set-up for the next quote.

TRIADIC | Consists of three colors that are equally spaced on the color wheel, forming an equilateral triangle. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues. To use a triadic harmony successfully, the colors should be carefully balanced — let one color dominate and use the two others for accent.



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"

TYPOGRAPHIC | A design style that places emphasis on the creative use of typography to deliver a story. Because yearbook readers prefer photography, typographic designs are used in a limited way for special impact.



UNPLANNED SPACE | An area of space that detracts from content, weakening the design. Gives the appearance of disunity to the design.

UV GLITTER | Available in silver, gold and rainbow, UV Glitter is a cover application that allows the color of the background images to show through, adding a shimmery effect and sparkle. UV Glitter is applied on Litho Combo covers in combination with Super Matte lamination.



VIRTUAL BOOK | The Virtual Book on the Yearbook Avenue > Showcase > Virtual Book, provides an at-a-glance view of how your yearbook

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 REDUNDANCY | A weakness in photo planning and editing resulting in two or more photos showing the reader the same content.



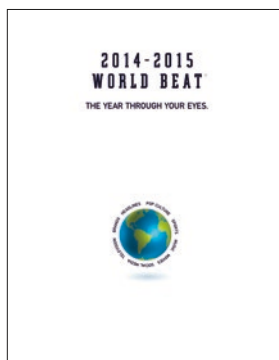
WHITE SPACE | An unoccupied part of a design; so named because the white background is visible. All white space should be planned and includes margins, interior spacing and rails.

WHOLE-BOOK LINK | A concept-related content element such as a photo strip, a folio presentation, a listing or quote box that runs consistently throughout the entire yearbook or a section. A whole-book link not only serves as a unifying element, but greatly expands coverage.



WHOLE-BOOK LINK | Holmes Middle School [M]

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 and pop culture mini-magazine. 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:

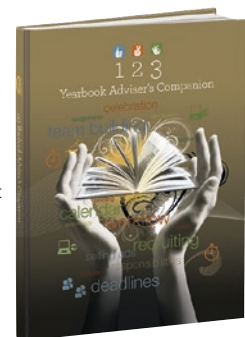
- **Picture book:** Photos of readers and their friends.
- **History/memory book:** Documenting the school year.
- **Reference book:** Confirming students enrolled at the school, spelling of names or scores of athletic events.
- **Educational book:** An educational opportunity for the staff, often produced 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
- Clear Protective Cover
- Autograph Section
- Photo Pocket Sheet

YEARBOOK ADVISER'S COMPANION (1,2,3) |

The perfect complement to the 1,2,3 *Yearbook Journalism Curriculum*, the 1,2,3 *Yearbook Adviser's Companion* takes the "what-to-do" of journalism education to the "how-to-do-it" stage for new and experienced advisers. The 104-page hardbound guide shares best practices in people, time and project management that advisers can adopt and adapt to make their programs more successful. Visit Yearbook Avenue > Plan > Order Supplies.



YEARBOOK A-Z

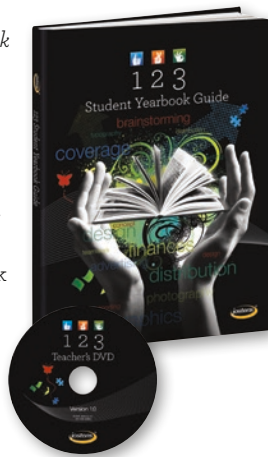


YEARBOOK AVENUE | A website exclusive to Jostens customers. Users have 24/7 access to production information that is updated nightly including:

- 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

YEARBOOK AVENUE SELLING TOOLS | Resources that make 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) | The *1,2,3 Student Yearbook Guide* is a 104-page, colorful, hardbound textbook featuring concise text presented in a 1,2,3 format and supplemented by dozens of visuals from the nation's best yearbooks. The *1,2,3 Teacher's DVD* provides all the tools an educator needs to teach a yearbook course. PowerPoint presentations, quizzes, worksheets and grading rubrics coordinate with the *1,2,3 Student Yearbook Guide* textbook. Visit Yearbook Avenue > Plan > Order Supplies.



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 LOVE | An educational and inspirational website, yearbooklove.com, is packed with educational resources on a variety of topics: coverage, photography, design, writing, team building, color, promotion, inspiration and celebrate.



YEARBOOKER'S FIELD KIT | The first app of its kind for yearbook project management and production, the *Yearbooker's Field Kit* allows advisers and staff members to work on their yearbook using an iPad. The *Yearbooker's Field Kit* app is free to download from the Apple App Store, but requires a job number, user name and password available only to Jostens customers creating yearbooks online using the Yearbook Avenue website.



YEARETECH | 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.

YEARETECH ONLINE | Jostens revolutionary online creation tool available through the Yearbook Avenue website. YearTech Online allows staffs to plan, create and submit their entire book online.



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.