

which protects the pages. Usually includes the first representation of theme or concept, as well as the name of the book, the name of the school, and the year.

Cropping: the proportional sizing of a photograph to focus on the subject of the photo.

Deadline: date when something is due, i.e. stories, layouts, etc.

Die cut: process whereby a hole is literally cut into a cover or end-sheet using a metal pattern.

Digital Camera: Camera which uses electronic technology to capture the image and retain the data in the form of bits rather than imaging silver bromide paper (film).

Dominant photo: photo which is 2 to 2 1/2 times larger than any other photo

Double page spread (dps): two facing pages designed as a single unit

Downloading: the ability of transferring data from one piece of hardware to another.

DPI (dots per inch): used to describe the quantity of data, or resolution, of a printer, scanner, monitor, graphic file or image.

Dummy layout: a rough draft of a layout showing the amount of space to be occupied by copy, photos, artwork, etc. it's used for roughing layouts so corrections and changes can be made. It's also used to organize ideas and photo requests.

Duotone: process whereby an original black and white picture is printed in black, plus one additional color for a special effect.

Endsheet: heavy sheet of paper that attaches the book to the cover. There is an endsheet in both the front and back of the book.

Eyeline: to link a spread, a horizontal line is established across the spread above or below the center to give movement to the readers' eye.

Flat: one side of a signature; the eight pages which are printed on one side of a signature.

Folio: tag at the bottom of the page which numbers and names the spreads

Font: typeface used consistently within a section

Four color: the full color using four processes to obtain all colors

Greyscale: pixels of varying levels of gray (used on black and white digital images).

Gutter: crease in the center of the book between two pages

Internal margins: 1 pica separation between elements

Job number: number assigned by the publishing company to the school. The number must appear on every layout and every piece of artwork or photograph.

JPEG (Joint Photographers Experts Group): a standard digital image file format; this file format will compress information within a file and discard information not critical to the display of the original.

Ladder: the overall map which shows the placement of every layout in the yearbook

Lead in: the sentence or paragraph which catches the attention of the reader; the first few words of a caption, usually emphasized in some way.

Logo: the use of distinctive typography and/or artwork as a trademark for a theme or design concept

Pica: unit of measurement used in yearbook production. 6 picas = 1 inch

Pixel: Small squares used to represent graphics that have a specific size, location and color value. Measurement used in monitors.

RAM (random access memory): Memory used to run the operating system, programs and files. The amount of RAM a computer has will determine how many programs can be open at once and the

>>> Vocabulary

speed in which they run.

Resolution: a measurement of how many pixels a scanner can sample in an inch of a given image. Think of resolution as a checkerboard with 300 squares along each side, its resolution would be 300x300. That scanner would sample a grid of 300x300 pixels for every square inch of the image, and send a total of 90,000 samples per square inch back to the computer. In higher resolution you would get more samples and in lower resolution it would be less samples.

RGB (red, green and blue): the three transmissive or additive colors that make light. Used in monitors and televisions.

Signature: 16 page section on which 8 pages are printed on one side, 8 on another

SPI (sample per inch): scanners will scan in SPI, but manufacturers often refer to the SPI as DPI (dots per inch).

Spine: the part of the binding that connects the two flaps of the cover.

Theme: the central idea or concept; the narrative or pictorial thread that unifies the various parts of the book.

TIFF (tagged image file format): a file format for graphics suited for representing scanned images and other large bitmaps. TIFF is a neutral format designed for compatibility with all applications.

Unsharp Mask: a digital process that enhances the sharpness of an image by artificially increasing the contrast at the edges where different tones meet.

USEFUL Vocabulary

>>> A-D

Art: any printed graphic or material which gets mailed to the publishing company.

Auto-exposure: automatic settings on cameras for selecting the correct amount of light to be exposed to the film.

Bitmap (bmp): standard Windows image format -- NOT RECOMMENDED for publishing.

Bleed: a picture taken past the external margin on the page, extending off the page.

Body copy: the text of the story on the page.

CMYK (Cyan, Magenta, Yellow and Black): The four colors that are used in printing.

Colophon: a statement recording the names of the staff and the printer, kinds of type and paper used, size of the edition, and other information about the production of the book.

Color halftone: photo printed in color other than black.

Color print: photograph in full color.

Color separation: separation of color original photo into the four primary printing colors: cyan, yellow, magenta and black. Four halftone negatives are then used to create full color photographs in 4-color process printing.

Column rule: line used to separate columns of type.

Compression Ratio: used in digital imagery; usually described in terms of High Mode, Super High Mode, Better, or Best. For example, Best mode may allow 3 photos at a higher resolution to be stored on camera where as Better mode may allow 12 photos at a lower resolution. Higher ratios can result in reduced image quality.

Cover: binder's board covered with printed or silk-screened materials

in this
module

Presented by Melissa Ingraham