

Yearbook Pretest

Use this as a study guide for our final exam

Final Exam – Friday, December 9, 2011 & Monday, December 12, 2011

This looks like a lot to study—but we will cover this in class as we review. You know all of this!

Parts of the Yearbook

1. closing _____
 2. copy _____
 3. cover _____
 4. coverage _____
 5. divider _____
 6. end sheet _____
 7. flat _____
 8. signature _____
 9. folio _____
 10. process color printing _____
 11. graphics _____
 12. ladder _____
 13. captions _____
 14. headline _____
 15. colophon _____
 16. story _____
- a) four color printing in CMYK - cyan, magenta, yellow, and black
 - b) contents listing the pages containing the sections, opening, closing, and index.
 - c) refers to the page number and is often an icon that follows the theme
 - d) Every spread should contain a story - called a copy block.
 - e) outside of the yearbook which protects the contents
 - f) eight pages make up a flat or multiple
 - g) heavier sheets of paper which hold the pages of the yearbook together to the cover.
 - h) Refers to topics featured on individual spreads
 - i) a spread used to separate each of the sections of the yearbook
 - j) 16 pages make up a signature
 - k) a page-by-page listing of the yearbook's contents. This is used to keep our staff organized
 - l) page that describes how the book was created and who did what as a staff
 - m) elements such as rule lines around a photo
 - n) text blocks that accompany photos and add a story element to the photo
 - o) final pages of the yearbook (typically three pages or more) where the theme is concluded
 - p) largest type on the spread; summarizes the story or copy

Responsibility

1. fairness _____
 2. accuracy _____
 3. good taste _____
 4. libel _____
 5. slander _____
 6. copyright law _____
- a) both sides of the story need to be told
 - b) ethic slurs, crude humor, and inside jokes are not to be used
 - c) false printed statement about someone
 - d) cross reference names and make sure they are spelled correctly
 - e) spoken false statement about someone
 - f) material that belongs to someone else such as "Mickey Mouse" cannot be used without permission from Disney

Content

Could you find these in a yearbook?

1. headlines _____
2. feature stories _____
3. quick reads/infographics _____
4. captions _____
5. figures _____
6. facts _____
7. opinions _____
8. time _____
9. interactive _____
10. single shot _____
11. series _____
12. montage _____
13. cob _____
14. mortise _____

- a) refers to a related photo that is inset into a larger photo
- b) one image used to tell a story
- c) refers to cutting the background and leaving just the subject
- d) collection of related photos and photos are often touching or overlapped
- e) quotes, personal narrative
- f) refers to three or more photos showing the sequence of action
- g) tells figures, facts, or opinions
- h) adds information to the photo
- i) attract readers to stories
- j) calendar, timeline
- k) fill in the blanks, matching, connect the dots
- l) top 10, summary points, definitions, profile
- m) listings, stats, chart, scoreboard, pie chart
- n) tell the 5W's and the H and begins with a catchy lead

Writing

Could you match these terms to the definition?

1. Lead _____
2. Quote _____
3. transition _____
4. Conclusion _____
5. quote with attribution _____
6. voice and person for copy _____
7. editorializing _____

- a) These paragraphs with details make the quotes more meaningful; starts a seed for the next quote
- b) word for word statements
- c) Copy should end with a strong point or quote, not an editorial comment from the writer
- d) the opening sentence or paragraph that introduces the story and sets the tone or angle
- e) giving your opinion; don't do this with copy
- f) word for word statement and includes individual's name and their grade, etc.
- g) written in active voice and 3rd person

Photography Composition Terms

Could you look at a photo and determine what composition is used?

- aerial angle shots from above
- details catches your eye before the subject (person)
- dimension (shallow or deep depth of field) often the background or FOREGROUND is out of focus for effect
- repetition texture or line repeats itself in the foreground or background
- rule of thirds subject is within a coordinate if you were to section the photo into thirds
- snapshot tells a story and usually includes 2 – 3 people in the photo
- tightly framed the background is cropped out
- establishing shot dominant photo on the page – the story begins with information about the dominant photo
- focus the sharpness of the subject in the photo
- format vertical OR horizontal shots
- grain the texture of the photo; the less grain or texture the better the photo
- perspective the angle at which a photo is shot (bird's eye view or worm's eye view_
- photojournalism the art of telling a story with photographs
- sequence shots a visual story that is told by shooting before, during, and after an event

Design Basics

Could you find design flaws on a yearbook spread using these terms?

dominant photo	largest photo on the page
secondary photos.....	other photos placed AFTER the dominant photo is on the page - you create photo boxes from the inside of the page to the outside of the page
white space	you want some white space to appear on the outside of each spread
donuts or trapped white space	you don't want is to trap white space between the dominant or secondary photos and text or headlines - when you do it's called trapped white space OR a donut
drop caps.....	first letter of first sentence that begins the story that is set in a much larger type
eyeline or eyeflow	just beneath the middle of the spread or page
copy or story.....	the written text that goes with the headline
sidebar.....	a group of photos with some kind of infographic and a related topic or a survey may be revealed
infographic.....	graph, chart, timeline, quote that usually includes a student survey
primary headline.....	largest type that relates to the copy
secondary headline.....	a headline in a smaller font size that also relates to the copy
rule lines5 rule line is the general size of rule line around a photo
columns	spreads are divided into columns for copy and photos - we will be working with a 4 column page and an 8 column spread
picas	a unit of measurement used with graphic design - 1 pica = 1/6 of an inch - all photos must be 1 pica apart from each other
captions	tells about the photo in complete sentences and uses quotes and peoples names from the photo
content module.....	a group of photos that relates to the same topic
gutter.....	the middle of the page where the spread comes together
margins.....	the top, sides, and gutter of a spread

Types of Spreads

Can you determine which type of spread is used if given one to view?

traditional spreads.....	Follows the basic design rules and use some graphics
expanded spreads.....	Follows the basic design rules, but use lots of infographics and quick reads
maximized spreads	Follows the basic design rules, but uses advanced photo editing such as cobbled photos and the layout looks more sophisticated because the designer is using advanced InDesign tools

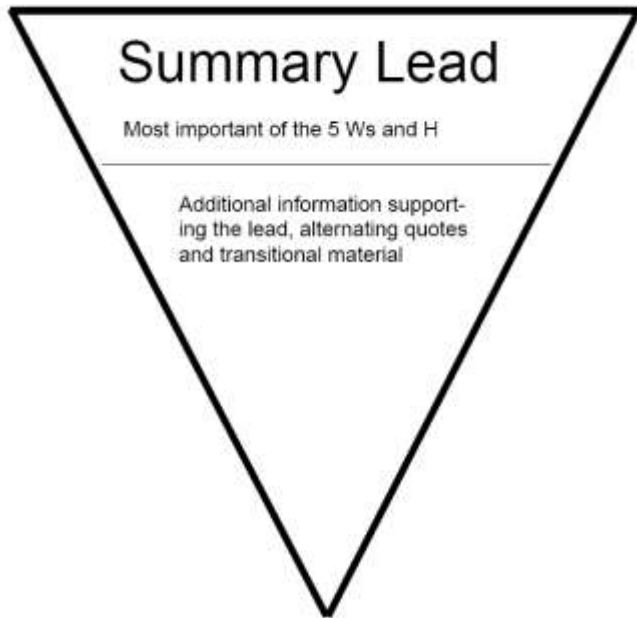
InDesign Basics

Can you find these in the InDesign toolbox

rotating text
creating outlines = text turns to art
using the select tool
using the text tool
using the swatches tool
using picture placer
transparency = screens = %s
gradients = color %s at varying points on text
tints = %s of a color
swatches = Jostens color palettes
control palette = paragraph controls AND text control










Inverted Pyramid

Write the most important facts at the beginning in case we have to cut. We cut from the bottom to the top.



Editing Symbols

Could you tell me what the edition symbol means if marked on a draft?

Symbol	Example	Meaning
	She edit ed my paper.	delete
^	I ate a ^{car} rot with dinner.	insert
	I can not go to class.	close up
#	Please help [#] me proofread this.	insert space
	The editor came in. She smiled.	add a period
	The flag is red white, and blue.	add a comma
	Its important to phone ahead.	add apostrophe
	Source: J. McCuan, "It's Good to Be King," <i>Inc. Magazine</i> , Dec. 2003.	add colon
	We offer proofreading services for authors and publishers; editing services for professors and students; and writing services for businesses.	add semicolon
	She said, "Read the webpage."	add quotation marks
	He opened an individual retirement account (IRA).	add parentheses
	The story will now begin. ¶ It was a dark and stormy night.	start a new paragraph
L	It's useful to insert a line break when beginning a new section. L Website readers like to skim.	insert a line break
	Proofreaders and copyeditors have a lot in common.	run together
$\frac{1}{M}$	I am going to the beach $\frac{1}{M}$ the one on Long Island.	add long em dash
$\frac{1}{N}$	The long $\frac{1}{N}$ winded poet began to speak.	add short en dash

Stet		leave as is
Tr		transpose
Sp		spell out
lc /		make lower case
Cap		CAPITALIZE
sm cap		make SMALL CAPS
—		italicize
Bf		make bold
^		make subscript
v		make superscript
 		Align
awk		awkward phrasing
frag		sentence fragment

Checklist for Yearbook Spreads

Use this to check your spreads BEFORE they go to section editors, then editor-in-chief and managing editors.

Photos

- .no rule line this year → all photos have rounded corners with a 1 point curve
- Include grades with names within captions – example Brittney van der Woude (8) OR Eighth graders Maddie McCredie and Brittany Johnson
- Avoid using the same kids pics – ESPECIALLY POSED SHOTS – DON'T USE THEM
- Lighten dark photos → using Photoshop
Open photo in PS
Choose Menu Commands:
Image Adjustments Auto Levels
Image Adjustments Auto Contrast
Image Adjustments Brightness and Contrast – Adjust B and C for photo composition
Save as the SAME name and to the same folder UNLESS you changed the photo to a black and white image
To change to BW image:
Choose Menu Command:
Image Mode Grayscale – at prompt click Yes
Save AS a new name since we need to keep original copy as color (CMYK) but to the same file folder

Style Guide

- captions** → Helvetica Medium 9 pt – Auto leading or use 10 pt
captions aligned toward the photo (rag left or rag right) or aligned left and placed below photos or package of photos
no “above” captions – captions go to the side or below photos or groups of photos
- Two Words** begin each caption and are in **Condenser** point size 18 pt
- Headline** → **Condenser** 100 pt or <
- Subheads** → *RocketScript* 72 pt or <
- Copy/Story** → Use Helvetica– not Palatino) – 10 pt Leading 18 pt but adjust so copy fits
- Quick Reads** → Helvetica pt. 10
- spread credit** → name on the left page aligned right – designed by your name in Helvetica 9 pt
below should be the Fall – Winter – Spring – Summer – or People in **Condenser** pt. 18
- photo credit** → Oblique (italics) Helvetica pt. 9 – *photo by name*

Writing Styles

- Captions must make sense 10 years from now and identify all in photo → tell readers who, what, when, where, why - do not state the obvious – use (8) i.e. after student name when identifying in a caption – Not grade 8, i.e.
- Story/Copy → Use Quote/Transition (QT) format – paragraphs tell a story with quotes and transitional sentences. Start a new paragraph with each quote. Use a dominant photo that relates to copy block. Rest of photos should be tied to spread by the headline.
- Highlight text and select Paragraph – Uncheck hyphenation so that words are not stretched across a line of copy
- NEVER USE these types of Quotes or Captions-** Answer the 5Ws and the H.
It was fun.
Did you just take my picture?
Smile.
Name here is studying.
Name here is dancing.
Name here likes school.
Name here has fun at the basketball game.

Style Guide

You Gotta Have Style!

Best Style Guide – Strunk and White's *Elements of Style*

Could you correct a sentence that used incorrect style?

What is attribution?

Attribution is giving proper credit to the person who said the information or statement.

Always place attribution immediately following the statement or in the middle of a long quote.

"Hawaii is truly an island paradise," Mrs. Dowd said, "and I couldn't believe my eyes when I walked into the Grand Wailea Hotel."

How do you place attribution in a student quote?

Said should follow a student's name and year classification.

"During my last lap I found I had more energy than I did throughout the entire race," Taylor Criswell (8) said.

Use (6), (7), or (8) to classify students after their names. **For a group, use 8th graders...**

How do you place attribution in an adult quote?

Said should follow the adult's name and title. This includes teachers, coaches, principals, and other adults having a title.

"The new middle school will allow for smaller class sizes and a better student teacher ratio," Mrs. Clabaught, science teacher, said.

....Mr. Yonker, principal, said.

...Senora. Blanton, Spanish teacher, said.

What is THE word for attribution?

Use SAID not says. Avoid attributive words such as commented, explained, noted, or stated.

When writing copy/story what should you avoid?

Avoid using our school name, mascot, or "this year" in copy.

Do not let your opinion slip into the story and avoid using editorialized words. Present the facts without your commentary.

The reporter should NOT be in the story. Avoid the use of I, you, me, kids, etc.

When writing copy/story what should you include?

Use descriptive, life-like nouns and powerful verbs.

Write in third person- active voice

To make pieces more accurate and entertaining, try to use a variety of words and avoid repetition.

Style Usage

numbers

Spell out numbers one through nine, use numeral figures for 10 and above.

I saw 10 ships and seven sailors.

Always write out numbers if they start a sentence. **Four women ran.**

Use figures for ages. **She is 52 years old. The dog is a 2-year-old.**

Use figures for dates. **Election Day is November 3.** Do not use 'rd' or 'th' at the end of dates.

Use figures for years.

Use figures for money. There is no need to add the decimal point and zeros when dealing with money values.

\$4 5 cents

Spell out cents to indicate an amount under \$1. **The ticket cost 75 cents.** Use the word million for amounts over

\$1 million. **The building is valued at \$6 million.**

time

CORRECT: 7 p.m. 7:30 a.m. 12 noon 12 midnight

INCORRECT 8 o'clock 8:00 am 8AM 12 p.m. 12 a.m. 6 P.M.

abbreviations

Always spell out club or organization names the first time. Use abbreviations on the second reference. **Fellowship of Christian Athletes then -**

FCA

Exceptions would be those that are easily recognized such as FBI or YMCA.

Don't use periods in upper case abbreviations. Example: **NJHS, FCA, and CeVMS.** For lower case abbreviations, use periods, as in m.p.h.

Abbreviate months when followed by dates. **The party was on Dec. 15.**

Do not abbreviate months if it is not followed by a specific date. **The remodeling took place in November 1991.**

capitalizations

Do not capitalize courses, unless they are proper nouns. **Spanish class, language arts, Algebra I, U.S. History, math, science, World Cultures.** Clubs or organization offices should not be capitalized. Do capitalize the club's name: **French Club vice president Paris Hilton** Capitalize races and nationalities. Capitalize specific regions, **West Coast, the Midwest, the Southwest**

sports scores

Always use numerals and post the winning score first. Separate the two scores with a hyphen, with no space between the scores. EXAMPLE: **The Jaguars overpowered the Mustangs with a 34-7 victory Friday night. In score boxes, list our school's score first.**

Taboos (cliques)

"All our hard work really paid off."

"It was fun."

"When asked" "I interviewed" Do not mention the interview in your story.

Overuse of "you" or "one"

"get" "got" "gotten" "boring" "stuff" "things" "a night to remember" there is"

use of school names

Use the name Cedar Valley (not CeVMS or Cedar Valley Middle School) only when specifically distinguishing between this school and another school, as in sports stories or other activities in which Cedar Valley is involved with other schools. Otherwise, avoid the use of the school name since anyone reading the paper or yearbook already knows they are reading about Cedar Valley Middle School. NEVER use "here at Cedar Valley"

punctuation

Use comma before attribution. **"I've carried on good conversations with students serving detention," Mr. Roberts said.**

Use commas to separate items in a list. Avoid using a comma before and in the series. **We ordered sodas, pizza and salad.**

Use a period to end statements. Never use an exclamation point to emphasize a statement.

Use a period between initials. **C.J. Stevens (8) finished first.**

quotation marks (" ")

Use quotation marks around a speaker's words.

The punctuation (periods, commas, question marks) should come before the question marks in most instances.

leads

The lead is the first paragraph of your story and will often determine if the reader will continue reading.

A good lead will entice the reader by giving him/her a flavor of the story and a desire to go on.

If you are having trouble writing the lead, try writing other parts of the story and come back to the lead later.

Good leads will incorporate strong action verbs and avoid using passive verbs (use voted not has voted – use screamed not was screaming)

Avoid using "there is" "there are" "it was fun" "it was great"

Dashes – Do you know your dashes?

m-dash – the dash size across an M- looks like this - (—) m dash

This dash is used instead of a semicolon and separates two complete thoughts (sentences). Our first deadline is fast approaching—managing editors will be spot checking to see which staff members have placed photos and quotes on their spreads.

n-dash – the dash size across an N

This dash separates a hyphenated word.

one-sided two-faced

You will find these special symbols in InDesign – Insert – Special – Find m—dash or n-dash depending on the usage.

hyphen - dash is placed using the keyboard dash

This dash separates game scores (no space between the dash and the score (89-90).

basic types of leads

Types of Leads (you will not be tested over these types of leads)

Cartridge Lead..... Mayor Clint Hillary resigned his post today.

Punch Lead Gig Em!

Summary Lead..... Firemen cut open the doors of Mr. Dowd's wrecked Hummer with acetylene torches to free Dowd after he crashed into the new toll booth.

Quotation Lead..... "They're corrupt and inefficient," Ms. Root claimed today as she announced her candidacy for the city council.

Question Lead..... "Can you believe the Horns?"

Visual Lead..... Spiderman, red-faced, muscles bulging, sweat streaming from his corpulent 160 pound body, grunted with pain, as he hoisted Mrs. Dowd high above his head to win the Keep Austin Weird Weightlifting Championship. The two were atop the Frost Bank Building in downtown Austin.

Leads

What is a lead?

A lead is a simple, clear statement that makes up the first paragraph or two of your story. It advertises what is coming in the story. What is the first step in writing a lead? The first step is determining a story's relevance. Once a reporter has finished interviewing and gathering information, it's time to think about how to begin the story.

What are the six basic questions that every story must answer?

- ▶ Who
- ▶ What
- ▶ When
- ▶ Where
- ▶ Why
- ▶ How

How long should a lead be?

Leads should be short and usually fewer than 25 words.

DO

- ▶ Pick your opening words carefully, so that every lead doesn't sound the same.
- ▶ Avoid including the school's name in the lead. Your readers are reading a school yearbook. They will know the stories are about the school.
- ▶ Avoid starting off with A, An or The. They're just plain boring.
- ▶ Pick vivid, active verbs. They'll make your leads more interesting. Use the thesaurus.
- ▶ Limit your leads to 30 words.
- ▶ Eliminate wordy phrases. You don't need to say "will be going" when "will go" or "goes" will work just fine.
- ▶ Choose facts and details carefully. Your lead should sum up the most important points of the story.
- ▶ Identify the people named in the lead accurately, but only use the identifying information that is critical to the story. If Patty Johnson is a journalism teacher, cheerleader sponsor, teacher's representative and language arts department chair, your readers will be overwhelmed by those titles. If it's a story about the yearbook, identify her as the journalism teacher. For a story about extracurricular contract negotiations, you can first identify her as "teacher" and then add that she is the cheerleader sponsor, and is on the committee for a new code of conduct policy.
- ▶ Avoid the first and second person (I, we, me) and implied second person ("See the game Today!").
- ▶ Think through each word carefully to make sure your lead is interesting, exact, and not too wordy.

DON'T

- ▶ Too many numbers can bog down a lead. You can tell readers how the numbers will affect them in your lead then provide details later in the story.
- ▶ A quote lead may not be the best choice. Quote leads often lack context.
- ▶ Try not to start with dates, times or places ... unless those are the most important news. Start with people and what they are doing or have done.

quotes

Use the most meaningful, storytelling quotes that present facts and descriptions.

Use SAID for attribution. Avoid using “felt,” “noted,” or “cried.”

Put quotes in paragraphs by themselves.

transitions

Transitions link quotes by relating one to the other while adding information. Transition paragraphs should supply facts that make the quotes more meaningful. This will easily move your reader from one idea to another.

conclusions

Leave the reader with an overall thought or impression of the story. This can be achieved by using a quote that contains the overall flavor of the story.

revising

One of the most important steps to writing is revising and rewriting. Keep in mind that even the greatest writers edit and rewrite their material several times.

Ratiocinate all stories for “to be” verbs, “got” verbs, repeated words, sentence beginnings.