A-Z
Yearbook Dictionary

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Yearbook Dictionary:

Advertising Pages

Parents and businesses can create custom advertisements promoting their children or businesses. It is a great way to fundraise additional money for the yearbook. Advertising can be uploaded as a JPG or GIF and then placed on a page.

Advisor/Project Leader

The person who is responsible for creating the yearbook. He or She will assign roles (such as contributor, proofer, editor, staff, photo/rep, staff admin) and give final approval of all pages before the yearbook is printed.

Autograph Pages

Normally the last two pages of a yearbook where students can sign and leave special notes to each other.

Background

When you add color or an image that covers an entire page. Other elements, such as photos or text, are often put on top of the background.

Bleed

When the color of the page extends beyond the trim of the book. In our designer, background and images should extend past the red trim line to the edge of workspace to avoid a white line around the edges of a page. Text and important parts of images should be within the blue safety line.

Candid Photos

When a photo is taken without creating a posed appearance. A photo of students playing basketball, for example, would be a candid.

Caption

Explains the action of the photo. If there are people in the photo, you should include their names. If the activity in the photo is not obvious, you should include that as well. Remember that someone could be looking at the yearbook decades later and you want to be sure they understand the context of the photo.

Clip Art

Illustrations, pictures, shapes, borders, and backgrounds that are used in designing your pages. We give you access to thousands of pieces of clip art. Many of them are designed to go with particular themes. You can also upload your own clip art.

CMYK

This stands for the colors cyan, magenta, yellow and black. It is used by some printers. Currently, you can only upload RGB images to our site. If you have an image that is CMYK, you should convert it to RGB before uploading it. JPEG RGB is the default image format for photographs from digital cameras, cell phones, and other mobile devices.

Copyright	The exclusive legal protection given to the creator of original work. Please do not include any images that you do not have the right to print. You are responsible for all content that is included in your yearbook project and for securing the copyrights to any trademarked or licensed content.
Cover	The cover sets the tone for the book. Some schools might want a more playful cover while others might want a more traditional look. Whatever style you choose, it should be carried over to the rest of the book. We offer many different cover styles you can customize, or you can create your own from scratch. We also provide clip art and page layouts that complement the cover you choose.
Cropping	To make an image smaller or cut away unnecessary objects in the image. Some quick tips: Leave out any unneeded details. Don't always center the main subject. When cropping close-up photos, try not to be too tight on the face. Cutting off legs and feet at joints creates an unnatural look. In a series of photos, keep the cropping consistent.
Deadline	The day the yearbook is due to be submitted for printing.
Delivery Date	The date the yearbooks are expected to be delivered to a specific location. Once your order is shipped, we will provide you with a tracking number and an estimated delivery date.
Division Pages/Divider	These page types introduce the next section in a book. For example, a divider page might be after the last 4th grade class page and introduce the 5th grade class. Or it could begin a section of sports and activities pages.
Folio	Another name for page numbers.
Font	A specific set of characters that that share a common weight, width, and style. Generally, you should limit your book to three or four fonts and make sure that they look good together.
Gutter	The extra space that is added to margins to allow for the yearbook binding.
Hard Cover Binding	A book that has boards on the front and back covered in paper.

Headline	A heading that is in a large type size. You should aim to be consistent throughout your book with the sizes and fonts used with headlines, as well as the capitalization rules that you use. A headline can be a heading, such as "Faculty & Staff" or "After School Activities." It is sometimes paired with a subhead that is approximately half the type size and often in italics.
Image	Photo of someone or something. In our builder, clipart and illustrations you upload are also treated as images.
JPEG	A common format for digital images. Most candid images are JPEG files.
Layout	The design framework of a page. It could include spaces for embellishments, text, and images. Using layouts will give your yearbook a consistent feel and help with issues such as the spacing between elements.
Margin	The blank spaces that separate the main body text from the edges of the page.
Page Ladder	The page-by-page plan of your book. We provide you with a page ladder template so that you can organize your book and have a good idea of the number of pages you are going to need.
Perfect Bound Binding	A book in which the pages and covers are glued together within a spine.
Pica	It is equal to 1/6 of an inch. It is used for spacing in a yearbook.
Portraits	Posed photos often taken by a school photographer.
Portrait Flow	Using the portrait flow within our platform, the yearbook staff can upload portraits all at once and then easily flow them onto pages based on the teacher and/or the grade. School photographers usually provide the yearbook staff with a set of portraits organized in a common format called PSPA.
PSPA Format	A standard format school photographers use to organize student images. It stands for the Professional School Photographer's Association. It was the first group to establish file standards for school portrait photography. It no longer exists.

Proof	It is a version of all yearbook pages. The advisor/project leader must approve the final proof before the book is sent for printing.
Proof Reading	The process of reviewing and editing the yearbook pages before it is sent to be printed. At least two people should carefully look over every page for typos, design flaws, and other issues. Ideally, each teacher should check the spelling of the names of students in his/her class and make sure that no students are inadvertently left out. Sometimes, schools will hire an outside copy editor to review the book before it is printed.
Resolution	The total number of pixels in an image. Generally, higher resolution images will print sharper than low-resolution images. Within our page builder, a small yellow triangle with a black exclamation point in the middle will appear on the upper left of an image when it is below our recommended resolution.
RGB	When the colors red, green and blue are used in the image file. You should only upload images that are RGB. JPEG RGB is the default image format for photographs from digital cameras, cell phones, and other mobile devices.
Sections	These help to organize your yearbook so that nothing is left out. Examples of sections: First Day of School, Staff, 5th Grade, Sports, & Assemblies.
Spread	Two side-by-side pages.
Saddle Stitch Binding	An economical book format in which folded sheets are held together with staples.
Spine	The backbone of the book.
Template	A premade design for a page in which images and text can be easily added.
Title Page	This is the first page of the book. It might include the school name and a photo of the school.