

Bespoke Party Booths for Schools – A Glossary

- **Activity Photo:** Any photo that is not a portrait. Activity photos can include unposed (candid) subjects or posed subjects such as club, team or class photos.
- **Background:** Graphic design used to fill and enhance the yearbook page design.
- **Bitmap:** Type of graphic composed of pixels in a grid. Each pixel or “bit” contains colour information for the image. Bitmap graphic formats have a fixed resolution. Resizing a bitmap graphic can result in distortion. Common bitmap formats are GIF, JPG, TIF and BMP.
- **Bleed:** When any image or element touches the edge of the page, extending beyond the trim edge, leaving no margin, it is said to bleed. It may bleed or extend off one or more sides.
- **Bold:** A typeface with thicker strokes than regular. Bold is used for emphasis to make certain words and phrases stand out from surrounding text and is often used for caption lead-ins. **This is an example of text in bold.** Compare with the term: FONT
- **Borders:** A graphic design placed along the outer edges of a yearbook page.
- **Scanner-Ready:** Pages that are fully prepared to be scanned. Schools “build the book” by gluing photos, type and/or artwork to layout boards with rubber cement. Also referred to as paste-up pages. This is definitely the hard way to do things.
- **Candid Photo:** An activity photo in which the subjects are informal, spontaneous and unposed.
- **Caption:** Text written in reference to a photo that explains to the reader what is happening in the photo.
- **Clip Art:** Artwork that is used to enhance the yearbook page or the cover.
- **CMYK:** Cyan (blue), Magenta (red), Yellow, and Black. The four colours required to print process colour (full-colour pages).
- **Colophon:** An inscription page found at the end of a yearbook listing details that pertain to print specifications of the book. This old-fashioned idea still has some charm.
- **Copy:** Text in a book. It can be “body copy,” “caption copy” or “headline copy.”
- **Crop:** To eliminate (opaque, mask, cut or trim) portions of an illustration or photo to fit a specific area or to capture only a portion of the photo on a yearbook page.
- **Custom Layout:** Original page layouts created by a school as opposed to template layouts.

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- **DPI: Dots Per Inch.** Used to measure resolution for scanning and printing. Generally, more dots per inch means a higher resolution, a greater amount of visible detail in the image, and a larger file size.
- **Desktop Publishing:** Process of using the computer and specific types of software to combine text and graphics to produce the yearbook.
- **Die-Cut:** Student portraits supplied by the school photographer that are individually cut into a specific size ready to be pasted down on layout boards or sent to the plant in a “bundle” for yearbook portrait page reproduction.
- **Digital Image:** A photo composed of pixels (captured on a digital camera, scanned, or created from scratch with image-creation software).
- **Double Page Spread:** The left and right-hand pages of a yearbook that are visible at one time (e.g., pages 2–3 or pages 4–5.)
- **Download:** To take photos from a digital camera and transfer them to a computer. Can also mean transferring files from an e-mail or from a Web site into one’s own computer.
- **Endsheets:** Sheet of heavy text stock paper that is used to attach the inside pages of a hard cover yearbook to the cover. One half of the endsheet is adhered to the inside cover, while the other half creates a page in the book. Customer may select blank (white), montage, or pre-printed designs, or create a custom design.
- **Flat:** Eight pages on one side of a large sheet of paper that are printed simultaneously. One side of a printing signature (two flats make up a signature). Also known as a multiple.
- **Folio:** Clip art image that is printed beside each page number in a yearbook.
- **Font:** A complete set of characters (letters, numerals and special characters) of a specific type style and size. While “Times New Roman bold italic 12pt.” is a font. “Times New Roman” is not!
- **Four-Colour Printing:** A reproduction of colour made by means of photographic separations. Four-colour printing uses cyan (blue), magenta (red), yellow and black inks, each requiring its own negative and plate.
- **Full-Colour:** Another term for four-colour process.
- **Foil Imprinting:** Tissue-thin material faced with metal or pigment used in book stamping with a stamping die. Foil has a high gloss, metallic shine. Foil Names are available in silver, gold, black or white. Foil School Name & Year imprinting can be available in silver, gold, kaleidoscope, black and white.

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- **Italic:** Style of letters that slope forward, in distinction from upright; used for words requiring emphasis. *This is an example of italic letters.*
- **JPEG:** Joint Photographic Experts Group. A bitmap file format used by Web browsers that uses compression to make images take less file space.
- **LPI:** Lines per inch. A unit of measurement used to describe resolution by specifying the number of lines that are printed in an inch. The higher the number of lines, the higher the print quality.
- **Ladder Diagram:** A tool used to plan the contents of each page of the yearbook—an important first step in creating the yearbook. The choice of tool is not as important as the idea that projects need to be planned and managed.
- **Layout Board:** Sturdy paper boards that contain guidelines and grids used to design scanner-ready page layouts.
- **Low Resolution (Lo-Res):** Low resolution images require less memory than high resolution images and are only acceptable for monitor display. Resolution is calculated in “dots per inch” (dpi). A standard low resolution scan is 72 dpi.
- **Montage Page:** Created by pasting overlapping photos onto a layout board—a fun way to feature a lot of student photos on a yearbook page.
- **Multiple:** Eight pages that are printed simultaneously on one side of a large sheet of paper. One side of a printing signature (two multiples make up a signature). Also known as a flat.
- **Personalised Covers:** A yearbook cover enhancement in which an individual’s portrait, name, school name and year are printed directly on the cover.
- **Natural Spread:** Two facing pages in a book that are printed together within a flat. Because they are printed at the same time, photos that extend across the gutter of the yearbook should be placed within a natural spread. In saddlestitched books, one natural spread will appear in the center of the yearbook. In Smythe sewn books, each 16-page signature of the book will include a natural spread.
- **PDF:** Portable Document Format. An Adobe® electronic document format that allows the distribution and display of a document as originally designed and formatted without having the software application or fonts loaded on the viewing computer.
- **PMS Colour:** Pantone Matching System. An established set of standard colours commonly used among printers and publishers. Printers can purchase inks in PMS colours and the standards ensure consistency between batches and press runs. All one-, two-, or three-colour covers are printed using PMS colours.

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- **PPI: Pixels Per Inch.** A unit of measurement that describes the amount of data contained within a digital image.
- **Pagination:** The specific arrangement of pages for the assembly of a printed book. Page arrangement vary according to how a book is bound (saddlestitch or Smythe sewn).
- **Perfect Bound:** A soft cover yearbook with Smythe sewn binding.
- **Pica:** A printer's unit of typography for length of lines and depth of type pages. Six picas equal approximately one inch so 72 picas equal one foot..
- **Pixel:** The smallest unit of data in a digital image (the little squares you see when you zoom in on a photo). Together, pixels constitute a digital image. A pixel contains information related to colour and placement within the larger image.
- **Point:** A printer's unit of measurement used principally for designing type sizes. There are 12 points to a pica and 72 points to an inch.
- **Portrait:** An individual photo of a student or staff member that is used in the portrait pages of the yearbook.
- **Process Colour:** Cyan (blue), Magenta (red), Yellow and Black. When these inks are applied together in various percentages, it is possible to create thousands of colours.
- **Proof:** Mailed to schools or viewed as a PDF online, depending on the yearbook program, to ensure that the yearbook page will print as expected before going to press.
- **Publication Agreement:** The agreement between a school [the customer] and the supplier. This states the terms and conditions to publish the school's yearbook. It includes yearbook program information, cover selection, deadlines, etc.
- **RGB:** Red, Green, Blue. The colour scheme used for colour images on computer monitors.
- **Resolution:** The number of pixels (picture elements) per unit of linear measurement (inch) on a computer monitor or the number of dots per inch in output form.
- **Reverse:** Type that appears in white on a black or colour background, or in a dark area of a photograph.
- **Rule:** A solid coloured straight line. The weight or thickness of the line is measured in points. May be used around a photo.
- **Saddlestitch:** A binding method that nests one 16-page signature on top of another and then fastens them with wires (stitches) through the middle fold of the sheets.

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- **Scanner:** An input device that digitizes printed images, creating digital images that may be manipulated electronically.
- **Signature:** Printed sheet containing 16 total yearbook pages, eight pages on each side of the sheet. Signatures are folded, trimmed and bound to create a finished yearbook.
- **Signature Order (Sig Order):** The process of placing pages in proper order by signature, determined by the number of pages in the book and the binding method.
- **Smythe Sewing:** A book-binding process in which 16-page signatures are folded and trimmed to create a 16-page section. These 16-page sections are stitched together and inserted into the cover. Smythe sewn pagination charts show specific placement of each page number on signatures and flats.
- **Square-Back Binding:** A hard cover binding process that utilizes state-of-the-art production technology to create a flat, durable spine.

- **TIFF:** Tagged Image File Format. A type of image file format, TIFF files can be colour or greyscale. The quality of the image is determined by its resolution or dpi. When exporting images for use in Adobe® PageMaker® or QuarkXPress®, choose this format first. If it does not work well, the EPS format will be fine. If using graphics, such as line art, an EPS file format is recommended.
- **Trim Size:** The final size of a yearbook page.
- **WYSIWYG:** What You See Is What You Get. Describes the process in yearbook printing in which yearbook pages are printed exactly as submitted.