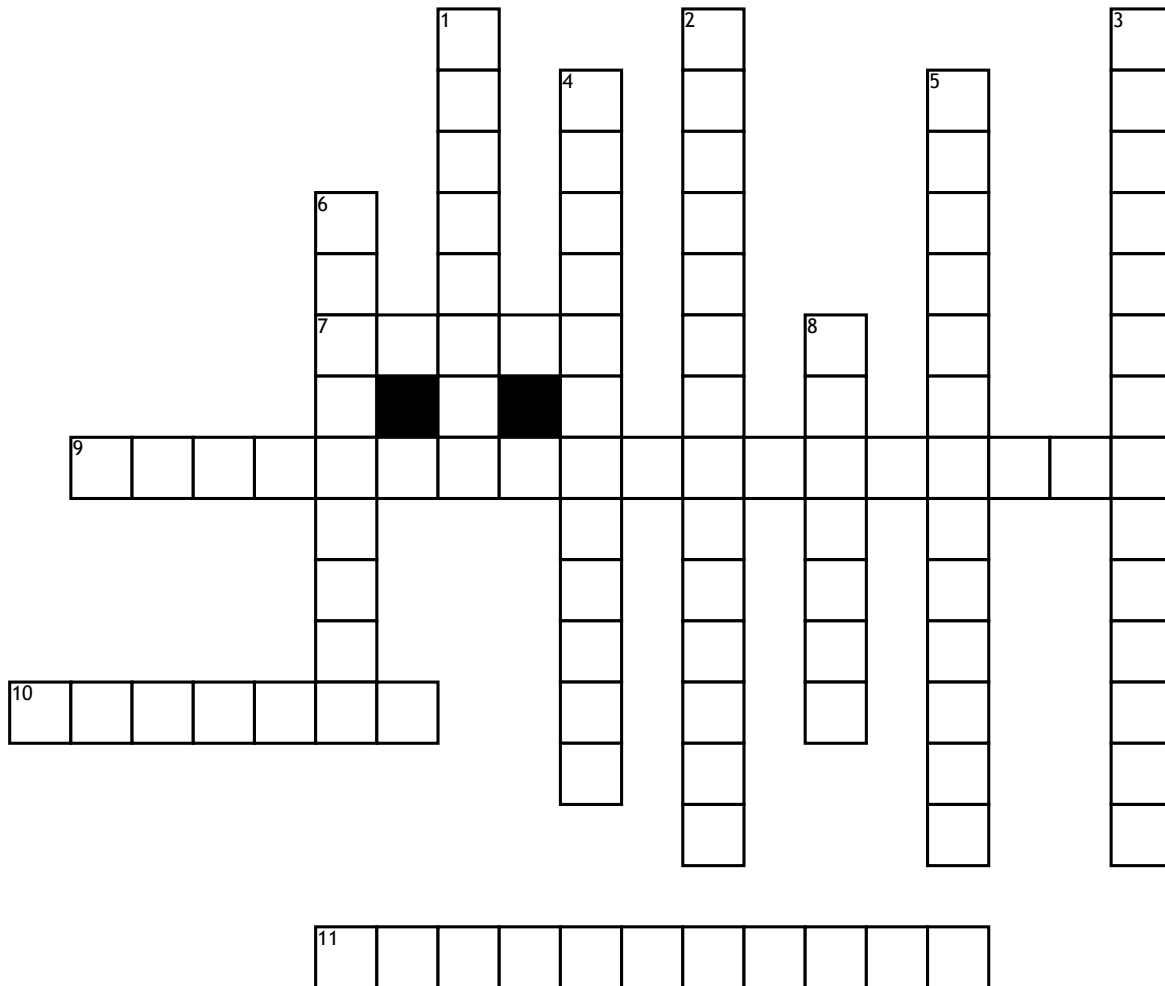


Photojournalism Vocabulary



Across

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

9. Rely on the concept introduced by the theme rather than on the words.

10. A spread that indicates a new section and provides design continuity throughout the yearbook.

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

Down

1. The heavy paper between the cover and the first and last pages that help hold the pages into the cover.

2. Introduces the story of the year and explains the yearbook's concept.

3. Finishes the story of the year and brings the yearbook to closure.

4. The main areas where the theme concept is visually and verbally reported to the readers: cover, endsheets, title page, opening, dividers, closing and parting pages.

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

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

8. 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 yearbook and highlight the coverage.