**Yearbook Language**

**ACADEMICS SECTION** Covers all aspects of curriculum-related experiences.

**ACTION PHOTOS** Capture the important moments when they’re happening; they show an activity or event in progress.

**ADVERTISING SECTION** Dictated by budget and policy and can include business and/or recognition ads.

**ANGLE** An angle narrowly defines a topic, making specific verbal and visual storytelling possible.

**CAPTIONS** Text blocks accompanying photos that add information. Captions answer readers’ questions about the photograph. Can range from identifying and supplying minimal information for people in photos to serving as mini-stories telling the 5W’s and H including quotes. Also called cutlines.

**CHRONOLOGICAL CONTENT APPROACH** A coverage approach that uses a time element such as seasons or months to organize the content.

 **CONTENT MODULE** Portion of a page or spread with mini design of photos and text. Can be displayed with other content modules on a spread to present different angles on the same topic.

 **COVERAGE** The story of the year told through complete, balanced, relevant and dynamic verbal and visual content.

**FEATURE STORY** A single-story approach packed with facts, figures, descriptive details, specific examples, quotes and poignant anecdotes. Journalistic feature stories use a catchy lead followed by short paragraphs featuring meaningful quotes and containing facts and figures.

**HEADLINE** The large type designed to attract readers to stories and draw them into pages. A well-written headline summarizes a story or highlights its focus. Headline components include primary and secondary.

 **INFOGRAPHIC** Presents facts and figures, often poll and survey results, in a visual way that often includes illustrative art.

**LADDER** A diagram or online tool used to plan content/coverage, deadlines and color. Also a place to list staff assignments.

**MULTI-SPREAD PRESENTATION** When an important topic receives two or more spreads, allowing for in-depth coverage.

**MULTIPLE** Eight pages on one side of a press sheet, indicated by shading on the ladder; pages are printed in multiples.

 **ORGANIZATION SECTION** Covers the activities of school groups, emphasizing the value of membership and experiences. Also called clubs or groups section.

**PEOPLE SECTION** Covers students, faculty and staff in portraits and feature stories that serve as the record of the school.

**PHOTOJOURNALISTIC PHOTOS** Tell stories, show action and reaction, provide a variety of subjects and points of view.

**QUICK READS** Typically short stories or groups of facts presented in a broad range of writing and design formats. Quick read stories include figures, facts or opinions. They can be chronologies or interactive formats.

**REFERENCE PHOTOS** Group shots and portraits that provide a record of the school population and the membership of organizations and clubs.

**SIGNATURE** A grouping of pages that are printed on the same press sheet and folded into a 16-page mini-booklet; signatures are bound to make a complete book.

**SPORTS SECTION** Covers interscholastic competition (teams and individual sports) and other athletic activities students are involved in.

**SPREAD** Most common allocation of space, two facing pages presenting a variety of elements to tell a story; even and odd pages appearing as a unit. STORY The main text, story or article. Also called copy. Stories come in a variety of formats and include facts, figures and quotes.

**STUDENT LIFE SECTION** Section of a yearbook that covers activities in and out of school that directly affect the lives of students. Focuses on students as individuals.