

Yearbook Elective Class: Quiz

Mrs. AbiSamra - November 7, 05

Time: 50 minutes - Over 150 points

Logistics: Over 17

1. The yearbook class's full web site address is: <http://acsyearbook.tripod.com>
2. What is the password that you need to write in order to access the documents on that web site? **Staf06**
3. How many extra hours per week should yearbook students spend in February? **6**
4. How many spreads per year at least is every student responsible for? **7**
5. Each student has to make sure all the events he/she is in charge of are **covered**.
6. How many candid photos per week should you take starting in November 05? **15**
7. What should you do immediately once you encounter a problem on the computer you are working on? **Write down, on the computer problems form (back of door), what kind of computer problems I am having.**
8. Which 3 books should you bring to class every time? (over 3)
"Idea Book," "Yearbook Fundamentals" and "Your Curriculum"
9. At the end of class, where should you place everything you worked on? (over 3)
At the end of class, I should put everything I worked on in the folder allotted to me under yearbook06.
10. Which 3 things should you do before you leave the classroom? (over 3)
Log out, place my chair back in its place and make sure nothing is left behind
11. When is the deadline for first contact regarding advertisements? **November 10**

Photos: Over 15

12. Which 2 subfolders should you create under yearbook06 before you start editing photos? **A subfolder for the spread I am working on and another subfolder for the "Edited Photos."**
13. What 3 things should you do for each photo on Photoshop before you use it on your spread? (Over 3)
 1. One: Image => mode = **CMYK**
 2. Two: Image => size = **after unchecking "resample" => size 300 dpi**
 3. Three: Save as => **TIFF**
14. A good photo should: (over 2)
 1. Grab attention
 2. **Tell a Story**
 3. Show action
 4. **Trigger Memory**
 5. Get an emotional response
15. When can you use posed photos? **For mug shots and team/group photos**
16. What are the 4 tips for photographers? (over 2)
Get Close! Get Close! Get Close! Get Close!
17. Different **Angles** make pictures more interesting.
18. When we take a picture we need to capture both the action and **Reaction** .
19. What does the rule of thirds mean? (over 2)
The action of the shot should never be dead center, but off to the side.
20. Once you have been assigned or you have volunteered to take photos for a specific event, how soon should you download those photos on the desktop of the computer allotted to you? **The following school day**
21. Once you have been assigned or you have volunteered to take photos for a specific event, and you have downloaded those photos on the desktop of the computer allotted to you, what information about the photos should you include in a word document inside the photo folder? **Who, What, When, Where + 6 different quotations (from coach, participants, audience) that answer Why and How.**

Design: Over 31

22. Make sure that, when you open a new document, you set the **page size to A4** instead of "Letter."
23. Make sure you have **8** columns on each page (vertically + horizontally).
24. Make sure you lock the guides: go to **View** then lock guides.
25. Every yearbook design contains **Photos** with captions, body **Copy** with headline(s) and **White** space.
26. Make sure you have an **Eyeline** per spread.
27. Make sure you have a very effective **Dominant Photo** per spread (20% of the spread). The dominant photo should touch the **top** or **bottom** margin, or even both.
28. Make sure at least 1 photo **bleeds** off each page of a spread (never **bleed** top or bottom), especially if this photograph needs added space and looks appealing.
29. Group photos and individual portraits should not **bleed** across the gutter.
30. Make sure the photos are placed in a way that makes the reader look towards the **gutter/center**.
31. Place from **5** to **9** photos on each spread. Diversify shapes and size to create contrast. Avoid **squares!**
32. Make sure no less and no more than **1 pica** separates all the elements on the spread.
33. Make sure you stick to the **fonts and font sizes agreed upon:**
 - **Copy/body:** **Bookman** or Adobe Garamond Pro- size **10** (Opening & Closing dividers: size 12-14 - Theme copy: 12-16)
 - **Captions:** Helvetica size **8**
 - **Headlines:**
 - Primary: **Lucida Black Letter** Size 42-72
 - Sub headlines: **Eurostile** size 16-24
34. Make sure that, on every spread, you respect the following:
 - Contrast
 - Proximity
 - Alignment
 - Repetition
35. Make sure you ONLY use **CMYK colors!!**
36. All white space should be to the **borders/outside** of the layout.
37. What does justified type mean? **The left and right-hand margins are aligned vertically**
38. Do not use graphic elements without any purpose! Use graphics to:
 - **Unify**
 - Separate
 - Direct
 - **Emphasize**

Interview: Over 6

39. The interview is the **main/major** source of information for any story.
40. Before you go to interview somebody, you need to know their **background**.
41. To get good quotes, the interviewer needs to ask good **open-ended** questions.
42. Write the **lead** on the most significant thing the interviewee said.
43. Be sure to give "**setting**" of the interview (time and place) in second or third paragraph to take the reader there.
44. Arrange material in order of **importance**.

Copy: Over 56

45. Writing is a skill that takes **practice, practice** and more **practice**.

46. Copy writers should **attend** the events they are covering!
47. Make sure that every copy starts with a "Catchy opening sentence" => **Hook** them
or **Lose** them!
48. Make sure that every copy starts with a **Lead**.
49. In the introduction, emphasize the **Why** and **How**.
50. Keep in mind that good writing contains numerous, story-telling **quotes**.
51. Every copy needs to have an **angle** (the point you want to make) so that it can be readable and entertaining.
52. **Indent:** **3** spaces, not **5**.
53. Are titles underlined or italicized? **Italicized**
54. What are the four characteristics of a feature story? (over 5)
1. Lead (which means **introduction**)
 2. **5** short paragraphs
 3. **2** to **4** sentences per paragraph
 4. One **quotation/quote** per paragraph, except for the introduction
55. List 3 types of leads (the ones you like the most), explain them and give an example (your own!) for each: (over 9) **Check books**
1. Lead 1:
 - a. Type:
 - b. Definition:
 - c. Example:
 2. Lead 2:
 - a. Type:
 - b. Definition:
 - c. Example:
 3. Lead 3:
 - a. Type:
 - b. Definition:
 - c. Example:
56. Writing copy requires **organizing** the quotations in a **logical** way and linking the quotations together with **factual** transitions.
57. Where do the period and comma belong in quotations? **Inside the quotation**
58. Why should the name of the person who said the quotation be listed before the verb?
The person is more important than what he/she said
59. What does the sentence "Do not editorialize" mean? **Do not give your personal opinion**
60. "A copy writer is a name dropper who looks for every **opportunity** to include specific students in the story, either by reference or with a direct quote."
61. Good yearbook copy is **unique** to the school and **unique** to the year.
62. Write to express, never to **impress** .
63. What makes a story interesting are the **behind**-the-scenes details and the personal anecdotes of students.
64. Use **interjections** like: look, let's face it, let's back up, trust me.
65. No copy should be written "off the top of the head" or from the yearbook room only.
Each story requires **research**, observation and **interviews**.
66. Good copy usually contains these elements: (over 4)
1. all sides of the story without editorializing
 2. **Past** tense
 3. **Active** voice
 4. **Third** person
 5. short sentences
 6. short paragraphs
 7. numerous, story-telling **quotes**
67. A good reporter may interview **6** or more people, looking for a balance between stars

and behind-the-scenes crew, boys and girls, teachers and students, seniors and underclassmen.

68. A person's title should be capitalized when it precedes his name.

69. How to get started:

1. go to the sources for interviews and research (you can make sure all relevant facts have been gathered once you have answers to the 5 Ws and H of journalism).
2. decide what readers will want to know
3. write the lead (25 words or less)
4. write the story, putting together quotes and interesting facts
5. use the "transition, quote, transition" format
6. make sure the closing logically concludes the story and ties in with the lead.
7. edit, edit, edit
8. submit the story to the copy editor for more editing

Headlines: Over 8

70. Headlines should not contain material/information that will be found elsewhere.
71. Choose headlines that match the dominant photo/story.
72. Start with a big Dropped initial (large letter embedded in the copy) at the top of the story.
73. Use action verbs in the Present tense.
74. Use a comma instead of the word "and."
75. Use clever play on words to intrigue the reader.
76. All yearbook staffs should strive to create visually and verbally interesting headline packages that are powerful and distinctive.

Captions: Over 14

77. The caption writer's job is to let the reader know what happened just before and right after the picture was taken.
78. Captions are mini stories; minimum 3 to 4 sentences; all captions should have the same size throughout the book.
79. **Every caption should include the following:**
 - a- a title (capital letters, bold)
 - b- who, what, where, when, why + how
 - c- background info (before or after the photograph)
 - d- a direct quote from somebody in the photograph or from someone who attended the event being covered.
80. The first sentence is in the present tense and the rest in the past tense.
81. You cannot comment, question, or talk to the picture; you cannot use joke captions! However, the people in the photo or those who attended the event captured in the picture can: quote them!
82. Do not stack more than 2 captions or place captions between photos.

What have you learned? Over 10

83. After having read all the assigned readings, state at least 3 things that you will start doing now that you did not do before: (Answers will vary, but they have to be substantial)