

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://_____
2. What is the password that you need to write in order to access the documents on that web site? _____
3. How many extra hours per week should yearbook students spend in February? _____
4. How many spreads per year at least is every student responsible for? _____
5. Each student has to make sure all the events he/she is in charge of are _____.
6. How many candid photos per week should you take starting in November 05? _____
7. What should you do immediately once you encounter a problem on the computer you are working on? _____
8. Which 3 books should you bring to class every time? (over 3)

9. At the end of class, where should you place everything you worked on? (over 3)

10. Which 3 things should you do before you leave the classroom? (over 3)

11. When is the deadline for first contact regarding advertisements? _____

Photos: Over 15

12. Which 2 subfolders should you create under yearbook06 before you start editing photos? _____
13. What 3 things should you do for each photo on Photoshop before you use it on your spread? (over 3)
 1. One: _____
 2. Two: _____
 3. Three: _____
14. A good photo should: (over 2)
 1. Grab attention
 2. _____ a _____
 3. Show action
 4. _____
 5. Get an emotional response
15. When can you use posed photos? _____
16. What are the 4 tips for photographers? (over 2)

17. Different _____ make pictures more interesting.
18. When we take a picture we need to capture both the action and _____ .
19. What does the rule of thirds mean? (over 2)

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? _____
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? _____

Design: Over 31

22. Make sure that, when you open a new document, you set the **page size to** _____ instead of "Letter."
23. Make sure you have _____ columns on each page (vertically + horizontally).
24. Make sure you lock the guides: go to _____ then lock guides.
25. Every yearbook design contains _____ with captions, body _____ with headline(s) and _____ space.
26. Make sure you have an _____ per spread.
27. Make sure you have a very effective _____ per spread (_____% of the spread). The dominant photo should touch the _____ or _____ margin, or even both.
28. Make sure at least 1 photo _____ off each page of a spread (never _____ top or bottom), especially if this photograph needs added space and looks appealing.
29. Group photos and individual portraits should not _____ across the gutter.
30. Make sure the photos are placed in a way that makes the reader look towards the _____ .
31. Place from _____ to _____ photos on each spread. Diversify shapes and size to create contrast. Avoid _____!
32. Make sure no less and no more than _____ separates all the elements on the spread.
33. Make sure you stick to the **fonts and font sizes agreed upon:**
 - **Copy/body:** _____ or Adobe Garamond Pro- size _____ (Opening & Closing dividers: size 12-14 - Theme copy: 12-16)
 - **Captions:** Helvetica size _____
 - **Headlines:**
 - Primary: _____ Black Letter Size 42-72
 - Sub headlines: _____ size 16-24
34. Make sure that, on every spread, you respect the following:
 - Contrast
 - _____
 - _____
 - Repetition
35. Make sure you ONLY use _____ **colors!!**
36. All white space should be to the _____ of the layout.
37. What does justified type mean? _____

38. Do not use graphic elements without any purpose! Use graphics to:
 - _____
 - Separate
 - Direct
 - _____

Interview: Over 6

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

Copy: Over 56

45. Writing is a skill that takes _____, _____ and more _____ .

46. Copy writers should _____ the events they are covering!
47. Make sure that every copy starts with a "Catchy opening sentence" => _____ them
or _____ them!
48. Make sure that every copy starts with a _____.
49. In the introduction, emphasize the _____ and _____.
50. Keep in mind that good writing contains numerous, story-telling _____.
51. Every copy needs to have an _____ (the point you want to make) so that it can be readable and entertaining.
52. **Indent:** _____ spaces, not _____.
53. Are titles underlined or italicized? _____
54. What are the four characteristics of a feature story?
1. Lead (which means _____)
 2. _____ short paragraphs
 3. _____ to _____ sentences per paragraph
 4. One _____ 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)
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 _____ the quotations in a _____ way and linking the quotations together with _____ transitions.
57. Where do the period and comma belong in quotations? _____
58. Why should the name of the person who said the quotation be listed before the verb?

59. What does the sentence "Do not editorialize" mean? _____
60. "A copy writer is a name dropper who looks for every _____ to include specific students in the story, either by reference or with a direct quote."
61. Good yearbook copy is _____ to the school and _____ to the year.
62. Write to express, never to _____ .
63. What makes a story interesting are the _____-the-scenes details and the personal anecdotes of students.
64. Use _____ 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 _____, observation and _____s.
66. Good copy usually contains these elements:
1. all sides of the story without editorializing
 2. _____ tense
 3. _____ voice
 4. _____ person
 5. short sentences

6. short paragraphs
7. numerous, story-telling _____
67. A good reporter may interview _____ or more people, looking for a balance between stars and _____-the-scenes crew, _____ and girls, _____ and students, seniors and underclassmen.
68. A person's title should be capitalized when it _____ his name.
69. How to get started:
 1. go to the sources for _____ 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 _____ will want to know
 3. write the _____ (25 words or less)
 4. write the story, putting together quotes and interesting facts
 5. use the "transition, _____, 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 _____ for more editing

Headlines: Over 8

70. Headlines should not _____ that will be found elsewhere.
71. Choose headlines that _____ the dominant photo/story.
72. Start with a big _____ initial (large letter embedded in the copy) at the top of the story.
73. Use action verbs in the _____ tense.
74. Use a _____ instead of the word "and."
75. Use clever play on _____ to intrigue the reader.
76. All yearbook staffs should strive to create visually and _____ 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 _____ and right _____ the picture was taken.
78. Captions are mini stories; minimum _____ to _____ sentences; all captions should have the same _____ throughout the book.
79. **Every caption should include the following:**
 - a- A _____ (capital letters, bold)
 - b- who, what, _____, when, why + _____
 - c- _____ info (before or after the photograph)
 - d- a direct _____ from somebody in the photograph or from someone who attended the event being covered.
80. The first sentence is in the _____ tense and the rest in the _____ 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: _____ them!
82. Do not stack more than 2 captions or place captions _____ 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:
