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? __________________________________________________

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 __________.
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:

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________