

# 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:

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