

GLOSSARY

ACCOUNT MANAGER Your Picaboo Yearbooks sales representative.

BLEED PHOTO A photo that intentionally crosses the Crop Zone and extends off the page or across the gutter as part of a design element.

BOOK SIZE The size of your book (in inches) after it has been trimmed. PYB offers 8½x11 and 9x12. Once you select your size and begin designing pages, the size cannot be changed.

BULK SHIPPING Refers to yearbooks that are shipped to one address. Bulk shipping is free for orders of 50 yearbooks or more. See also: [Immediate Order](#).

CANDIDS Non-posed photos. Subjects are generally looking away from the camera.

CAPTION The who, what, where, when, how and why of a photo. The first sentence is in the present tense and describes the action. Secondary sentences, in past tense, provide supporting information. Also called a cutline.

CREATOR STUDIO The online application for Picaboo Yearbooks that includes a full suite of tools for managing, designing and selling yearbooks.

CROP ZONE It is the area on the outside of the page to show what will likely be trimmed during the manufacturing process. Words and objects should stay clear of this area as they will be trimmed off during the production process. On softcover yearbooks, the cover design should extend past the crop line to avoid unwanted blank space, but text must be inside the crop line.

COLOPHON An inscription in the back of the yearbook that states printing specifications such as price, number of copies printed, colors used, type, cover design, workshops staff attended, photography studios and awards won by the previous year's book.

COLUMN DESIGN Dividing the double page spread into a number of equal divisions, such as four, five, six, etc. Pictures, headlines, copy, and captions are then designed to fit within the designated column design.

COPY Text on the page—specifically the story. A story may also be referred to as body copy.

COVERAGE Refers to the topics featured on individual pages or spreads and how those topics are highlighted.

CROPPING Portions of a photo that are removed to improve its composition and make it proportional to layout space.

CLIENT SUCCESS SPECIALIST A CSS is your assigned in-house company representative who is available by phone or email for technical and production assistance.

DESIGN TOOLS Tabs to the left of the workspace that house palettes for editing photos, shapes and lines, and selecting stickers and backgrounds.

DIVIDER/DIVISION PAGE A spread used to separate each of the sections of the yearbook. It is usually theme-related in design, and the copy ties the main theme to the upcoming section.

DOMINANT PHOTO The largest photo on the page. It is traditionally two to three times larger than any other element on the page.

DPI Abbreviation for dots per inch, which is a printing term for image resolution. The higher the DPI, the higher the resolution of the image. For viewing images on a computer screen, you only need 72 DPI. For offset printing, the image must be set to 300 DPI at the desired print size. Digital printing will allow for quality printing of images from 180 to 360 DPI at the desired print size. Also referred to as PPI (pixels per inch) when referring to computer monitor resolution.

ENDSHEET A heavy paper that secures the pages of the yearbook to the hard cover. Softcover books do not have endsheets.

EXTERNAL MARGIN The white space around the outside of the spread, which is typically the same on every spread.

eYEARBOOK A digital yearbook that is compatible with PC, Mac and tablets such as the iPad and Kindle. PYB currently offers this option for free, but the adviser can choose to set a price for this option in the [Storefront](#) setup.

EYELINE An imaginary horizontal line that runs across two facing pages (should fall near the center) and guides the reader's eye.

FILE FORMAT The way an image is saved to a digital camera's memory. JPG, TIFF and RAW are the most common file formats. The PYB app will accept JPG and PNG.

FOLIO The page numbers, traditionally placed at the bottom left and right of the spread. The folio sometimes includes the topic of a spread and a theme-related font or graphic.

GLOSSY FINISH A shiny lamination used on the cover.

GRAPHIC ELEMENTS Refers to colors, white space, rule lines, shapes and special type treatments.

GUTTER The center of the spread, highlighted in yellow, where the two pages meet. Words and important elements should stay clear of this area.

HARDCOVER A glossy or matte laminated cover stretched over acid-free binder's board.

HEADBAND A band sewn or glued to the head or tail of the back of a hardcover book, or to both, often to protect and strengthen the binding but sometimes for decoration.

HEADLINE A line of type used to pull the reader into the story. It introduces the topic and serves as the main visual point of interest on the spread.

IMAGE RESOLUTION The amount of technical detail an image holds. In printing, it is measured by dots per inch (see DPI). Higher resolution means more image detail. Less resolution means less detail and will lead to fuzzy or pixelated images. In the PYB app, "low res" images result in a warning symbol (red triangle) and should not be ignored. The image should either be made smaller on the page or replaced by a "hi res" photo of 300 DPI or more.

IMMEDIATE ORDER Once the initial bulk order has been placed, the adviser has the option to change the Storefront to allow students and parents to order additional copies of the yearbook. These orders will be fulfilled immediately and mailed to the individual; shipping charges will apply.

INFOGRAPHIC Facts, statistics and survey results presented in graphic form such as charts and graphs.

INTERNAL MARGIN The spacing (traditionally a pica) between each element on a spread.

LADDER DIAGRAM A page by page topical outline of

GLOSSARY

LADDER DIAGRAM A page by page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

LAYOUT The design of a spread, placement of photos, etc. In the PYB app, the **Layouts** tab can be used to select a pre-designed template.

MATTE FINISH A non-shiny lamination on the cover.

MEDIA TRAY The horizontal tray at the bottom of the PYB app. It toggles between the section's photos or the pages of the section you are working on.

NAME STAMP A way to personalize yearbooks by embossing a student's name on the cover using slightly raised lettering.

OPENING Two to four pages after the title page that traditionally introduce the theme.

PAGE COUNT The total number of pages in a yearbook. PYB currently offers even-numbered page counts between 20 and 400 pages.

PROJECT DASHBOARD A dashboard view of your project including pricing, online sales, team members, sections, pages, photos and more.

SECTION/PAGE MANAGER A bird's eye view of all the pages in your yearbook. It allows you to move sections, add pages, delete pages, and move pages.

PAGE MARGIN A purple line in the PYB app that signifies the start of the external margin.

PARENT ADS These are ad spaces ($\frac{1}{8}$, $\frac{1}{4}$, $\frac{1}{2}$, and full page ads) that family members can purchase, design, and submit to advisers to celebrate student achievements and support the school, using their own photos and personal messages.

PERFECT-BOUND A thermally activated technology that binds the cover and pages together at the spine with a strong flexible glue. Paperback novels, larger magazines and all PYB Softcover yearbooks are bound this way.

PERSONALIZATION If your school or organization has opted to use PYB's unique personalization program, students or parents can personalize the last four pages of their book for free as well as add up to 8 additional pages for small fee per page.

PICA The unit of measurement used in publication design. It is equal to 12 points or $\frac{1}{6}$ of an inch.

PNG The abbreviation for Portable Network Graphics (pronounced "ping"). It allows for photos or graphics with a transparent background. In the PYB app, stickers without backgrounds are PNG files.

PORTRAIT FLOW The process in which PYB automatically extracts the data and portraits from the PSPA Disc and flows the photos and student names onto the designated pages of the yearbook.

PORTRAIT PAGES Refers to pages devoted to individual photos of students grouped alphabetically by grade level. Sometimes referred to as mugs or panel pages.

PRE-ORDER Advisers can begin selling the yearbook in their designated **Storefront** while it is still in production. This helps the school plan ahead and know approximately how many books will be sold.

PRE-ORDER QUEUE Pre-orders from the **Storefront** that are waiting to be sent into production. The adviser will "release" the queue once they are ready to place their bulk order.

PSPA A disc of portrait photos provided to the school by the school portrait photographer. The Professional School Photographers Association (PSPA) has established Digital Data & Image Format Guidelines for use by school photographers to make the portrait disc data format the same for every school and make it compatible with most yearbook company software. Depending on the portrait photographer, a download link may be provided instead of a physical disc.

RETROSPECT A recap of the year's current events available for use in your yearbook. To use, type the keyword "retrospect" in the backgrounds search and apply to the desired pages.

SECTION A traditional yearbook is typically broken up into six sections: student life, academics, people, clubs and organizations, sports, and ads. Yearbook advisers can, however, create as many different sections as they would like.

SHAPE A rectangle, circle, square or oval applied to your page for added decoration. Located by clicking the "Add More" button.

SIDEBAR A topic that is featured on the spread but stands out due to a change in the background color and font. Also referred to as secondary coverage, a module or "mod" for short.

SOFTCOVER A glossy or matte laminated 1.5 mm cover printed on a highly durable 10 pt. cover stock.

SPINE Area of the yearbook connecting the front and back covers. It traditionally includes the name of the school, year, volume number, etc.

SPREAD Two facing pages in the yearbook. Also referred to as a double page spread or DPS.

STICKERS Embellishments you can add to decorate a page. Also known as clip art.

STOREFRONT A website dedicated to selling your specific school's yearbook.

SUB-HEADLINE A secondary headline which accompanies the main headline and provides specific, detailed information. It is generally two to three times smaller than the headline.

TEMPLATE A master page that maintains consistency within a design or section.

THEME A verbal statement and a visual look which tie all parts of the yearbook together and tell the story of the year.

THUMBNAILS Small images representing each of your yearbook pages. You may drag thumbnails within a freeform section to change the location of a page.

TITLE PAGE Page one of the yearbook. Typically includes the name of the book, school address, phone number, web address, year, volume number, school population, etc.

WHITE SPACE Empty area of a spread that is not covered by pictures/type.

WORKSPACE The printable work area inside the app.

WRAP ZONE The area between the dashed black line and the red outline on the hard cover layout. This represents the area that will be wrapped around the inside covers of the yearbook cover.