




Beginning & End-of-Term Exam

MATCH THE YEARBOOK TERMINOLOGY TO ITS DEFINITION

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|---|---------------------|
| 1. <u>D</u> Serves as an entry point into the feature story | A. Primary headline |
| 2. <u>A</u> Large, catchy words, often enhanced by graphics | B. Eyeline |
| 3. <u>E</u> A mini design of photos and text | C. Folio/folio tab |
| 4. <u>B</u> A strip of white space that spans two pages to visually link them | D. Drop cap |
| 5. <u>C</u> Indicates the page number and content | E. Content module |
| 6. <u>C</u> Eight pages on one side of a press sheet, indicated by ladder shading | A. Infographic |
| 7. <u>E</u> Typically short stories or groups of facts, figures or opinions presented in a broad range of design formats. | B. Spread |
| 8. <u>A</u> Presents facts and figures, often poll/survey results, in an illustrative way | C. Multiple |
| 9. <u>B</u> Two facing pages in a yearbook | D. Signature |
| 10. <u>D</u> A grouping of pages printed on the same press sheet and folded into a 16-page mini-booklet | E. Quick read |

MULTIPLE CHOICE

11. There are D type(s) of text alignment.
- A. 1 B. 2 C. 3 D. 4
12. Alignment is important because D:
- A. It creates clean designs. B. It creates relationships between objects.
C. It guides the reader. D. All of the above
13. Dominant elements are usually at least B times larger than all other elements.
- A. 1 B. 2 C. 3 D. 4
14. The largest element on a spread is called a D:
- A. Dominant area B. CVI C. Focal point D. All of the above
15. Dominant elements should be placed on a spread near B:
- A. The edge B. The center C. The gutter D. Each other
16. Photos should vary in D:
- A. Content B. Size C. Shape D. All of the above

17. Dominant images create visual A :
- A. Hierarchy B. Chaos C. Blandness D. Clutter
18. A photograph taken from above the subject is called B :
- A. Framing B. Bird's-eye view C. Selective focus D. Worm's-eye view
19. C is a photo composition technique that places the main subject off-center to allow for more visual movement within the photo.
- A. Framing B. Leading lines C. Rule of Thirds D. Selective focus
20. D is a photo composition technique that produces a shallow depth of field to creatively place emphasis on parts of the image.
- A. Framing B. Partial focus C. Rule of Thirds D. Selective focus
21. Expanded captions have B parts + an optional quote.
- A. 2 B. 3 C. 4 D. 5
22. The first sentence of an expanded caption is written in A tense.
- A. Present B. Past C. Future D. Conditional
23. This editing mark means C : 
- A. Fix spelling B. Insert word C. Transposed D. This isn't a mark
24. This editing mark means A : 
- A. Make into lowercase letter B. Delete letter
C. Make into uppercase letter D. This isn't a mark
25. This editing mark means C : 
- A. Add space B. Remove space C. Delete D. This isn't a mark
26. In a story, the nut graph is A :
- A. A paragraph on the most interesting information
B. The attention-grabbing first sentence
C. An illustration, photo or chart that accompanies the story
D. A summary of what the story is about
27. A photograph taken from below the subject is called D :
- A. Framing B. Bird's-eye view C. Selective focus D. Worm's-eye view
28. This type of marketing is about taking the consumer by surprise, making an indelible impression and creating social buzz, often with displays that interact with everyday environments.
- A. Traditional marketing **B. Guerilla marketing**
C. Cause marketing D. Social media marketing

42. True A transition in a story can include facts, indirect quotes or partial quotes.
43. True In a lead paragraph, a direct quote connects to the nut graph.
44. False A survey has a larger sample size than a poll.
45. True Polls are frequently used by the professional media to sample public opinion.
46. True Ten is a common sample size for surveys.
47. False It's okay if captions contain some generalities.
48. True Every caption should include the 5Ws and H.
49. True Promotion incentives create a sense of urgency.
50. True A good theme should be recognizable, relevant and repeatable.
51. True A conceptual spin-off features key words pulled from the theme statement.
52. False A written statement cannot be considered libel if the writer was making a joke.
53. False Under fair use, yearbooks and newspapers can use other people's photos, music and artwork because it is considered educational and within a school setting.
54. True Every photo should have a caption, even if it is only an identification of the people in the photo.
55. True The organization of a yearbook staff echoes corporate organizational structure.
56. False Knowledge of theme development is rarely used in the corporate world.
57. False It is okay to use famous art or photos of celebrities in your publication because only the people at your school will know.
58. True A yearbook builds school spirit and chronicles the year, so it is important to include every student at least three times.
59. False You should only take pictures during an event, not before or after.
60. True 10 point font is utilized most consistently for news feature stories as well as alternative story size.
61. True Unplanned white space weakens the design on yearbook spreads.
62. False It is bad to adjust spread layout templates to fit the content you have because they were designed that way for a reason.
63. False Photos, text and graphics in a modular block don't have to be related.
64. True It is okay to use placeholder names in captions or articles because they will be switched out later.
65. True Pages should be submitted to the plant as double page spreads if they are to count towards a deadline.
66. False It is okay to take photos directly off of Facebook for yearbook spreads because the resolution is good.
67. False The yearbook theme should be a secret until the book is distributed.
68. True An eyeline is a horizontal line of white space that spans a double page spread.
69. True Clichés should be avoided at all costs.
70. True A pica is a common unit of measurement in desktop publishing.