

Design Defined

Make sure and study this. There may be a quiz. And you never know when the quiz will pop up. That's why they call it a pop quiz.

- 1 **Double page Spread (DPS)**
Two pages in a yearbook that face one another when the book is open. Often referred to as a "DPS."
- 2 **Gutter**
The fold between two pages where the pages are bound into the cover. Also the two picas on either side of the center perforation on a layout sheet or the middle line on a YearTech template.
- 3 **Trim Line**
The outside edge of the pages as identified by a heavy blue line. This is where Jostens will trim your final pages.
- 4 **Exterior Margin**
The white space between the layout grid and the trim line. Don't put things in there you don't want cut off.
- 5 **Dominant Photo (The Stopper)**
The center of interest. A large and dynamic photo that's goal is to get the reader to stop and read.
- 6 **Subordinate Photos**
Smaller, secondary photos placed near or around the dominant photo.

- 7 **Folio**
page numbers. These appear in some books as 88-Prom, Prom 89 or with a piece of artwork next to the page number. Also know as a folio tab.
- 8 **Headline (The Hook)**
An introduction to the contents of the DPS. Usually the largest type on the page and the most eye-catching design element. It's purpose is to hook you in and bring you to the...
- 9 **Body Copy, QuickRead, SideBar (The Target)**
This is the content of the page. The story of the year for the club or the sport you are covering. In other sections it may just be an interview or a survey. There should always be something of interest on the page for the reader to read.
- 10 **Pica**
Unit of measurement in printing—6 picas equals an inch.
- 11 **Point**
Unit of measuring height in type—72 points equals an inch.
- 12 **Horizontal**
A photograph that is wider than it is tall.
- 13 **Vertical**
A photograph that is taller than it is wide.
- 14 **Caption**
Printed matter that describes or identifies a photo.
- 15 **Art or graphics**
Any illustrative material put on a page. Its purpose is to guide the reader to the target.

