GRAND BLANC
HIGH SCHOOL
YEARBOOK

# ECHO

# HANDBOOK
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# TABLE OF CONTENTS




**PART 1**
The Class, the Staff, the Book

**PART 2**
*The Policies*

**PART 3**
Yearbook Basics

**PART 4**
Ideas & Resources

**PART 5**
Glossary of Journalism Terms

# NOT YOUR ORDINARY CLASS

## Mission

The objective of this class is to produce student journalist and to create an important piece of journalism: the yearbook, *Echo*. The *Echo* staff is to provide Grand Blanc High School with an accurate, balanced, and comprehensive historic record of the events of the year.

## Vision

Staff shall publish a journalistically accurate book with special attention to unbiased, objective reporting that shows the unique character of the school community and a complete record of the events and topics specific to the school year.




*"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."*
*-U.S. Constitution*

# WHAT WE VALUE

## The things that make this class extraordinary.

### MEANINGFUL CONNECTIONS

Working for The ECHO is a ton of meaningful work. You will be spending hours with your peers and you get to make friends for life while creating a time capsule

### AUTHENTICITY

Staff members are given the freedom to be their authentic selves and create innovative publications, online and in print.

Your obligation is to tell the story of the ENTIRE school year. This is the only permanent written record of your school. Studies prove that if an event doesn't appear in a yearbook, after five years, it's as if it never happened

Your obligation is to tell EVERYONE'S story in a UNIQUE way that is PERSONAL to them. If you could present yourself in the yearbook, how would you like to be "immortalized?" A good yearbook staff member will strive to cover each individual with care and integrity.

### PERSONAL & PROFESSIONAL GROWTH

Members of the Echo Yearbook learn essesntial life skills: time management, collaboration, resilience, and more.

Members also learn a host of business skills: communication, marketing, and sales; journalistic skills: AP style interviewing, writing, researching and editing; technical skills: photoshop, inDesign, Canva and more; artistic skills: photography, graphic design, etc.

These skill transfer across the curriculum, onto resumes and into the adult world.

This is an award winning publication program and thus, members are able to submit work completed in class to contests such as MIPA and Jostens.

# CLASS EXPECTATIONS

1. Class periods begin with editor-lead announcements, mini-lessons, and directions. Students must be in class before the tardy bell and in assigned seats during these communications. All technology should be put AWAY during this time unless otherwise directed.
2. Attendance during class is expected. Students will not be excused from class unless they have made prior arrangements with the Advisor.
3. Deadlines established by the Editors-in-Chief are expected to be met by the beginning of class on the given date unless otherwise specified.
4. If a student's work is complete, assistance in proofing, writing, and organizational tasks may be assigned.
5. After school and lunch work sessions may be necessary to meet deadlines, so plan accordingly.
6. Outside of class assignments are REQUIRED and consist of the following:
    a. Each student will be required to cover 1-2 fall sports and 1-2 winter sports, as well as 1-2 clubs throughout the year. Students must photograph the ENTIRE game and follow it up with interviews.
    b. Business Sponsorships will be sold by all *Echo* staff members to the community; grades will be given for following the three-points-of-sales procedures.
    c. These events meet outside of school hours, and are often off campus. When you are assigned to one of these, you must plan accordingly.
7. Yearbook staff shares responsibility for the entire production, sales, and distribution of the book. This means volunteering to help other staffers as well as participating in full group projects and fundraising.
8. Photo Contests: Throughout the year, the photo editor will post photo requirements for various photo contests. All students are required to submit digital images for in-class competition and evaluation and potential use in the book.

# HOW 2 YEARBOOK

## THE TWO WEEK PROCESS

### Mini-deadline A: Coverage Circle

1. You will be assigned a small group lead by a student editor
2. Your team should exchange contact information
3. During the class "coverage circle," your team will determine topics you want to cover and what angles for the modules you are given on pre-designed pages
4. Your team will decide who is working on what and when
5. If you have design edits/suggestions/questions, you may discuss them with your page designer
6. Your team will complete a worksheet to turn in for a grade

### Mini-deadline B: Photography

1. You check out photography equipment with the photo editors
2. You attend whatever event/person/topic you are covering and photograph the entire thing from start to finish
3. You upload all your photos of the event to the school drive. Specifically, you upload them to your name and accurately labeled folder
4. You will go through your photos and personally pick your top 5-10 and move them to a second folder on the school drive under the deadline number.
    a. Your editor will review these with you to help decide what should go on the actual rough draft page. Once decided, place them on the page!
    b. Check with the Coverage Editor to ensure you don't need to chose a different photo/person. If you do, now we will only need to review 5-10 photos instead of the 100 you initially took.
5. You will complete a worksheet and will get a grade for the worksheet and photos on the drive

**The photo editors may ask you to and teach you further edit your photos, or to choose a different one.*

**Pro Tip: Talk with your deadline editor and the photo editor before moving on to interviewing.*

### Mini-deadline C: Interviewing

1. After selecting your photos, you will need to interview the person/people in the image if you have not done so already.
    a. This may require locating a student schedule and gaining approval to remove them from class.
        i. It is encouraged to interview in the library, or in the 305 Scholar Space
2. Before leaving our classroom, you must have 5-10 interview questions in writing.
3. All interviews should be RECORDED to ensure accuracy
4. Your goal is to get your subject to share their story and what they felt in the photos you took. In turn, you must secure meaningful quotations.
5. You will submit a worksheet with your planned questions and upload your recording and transcript to it.

# HOW 2 YEARBOOK

## THE TWO WEEK PROCESS

### Mini-deadline D: Writing

1. You will access the copy skeleton shared to you by your deadline editor.
2. You will write your name next to the modules you are working on.
3. You will write any headlines and sub-headlines for your assigned sections.
4. You will write one or more of the following with your BEST attempt at proper formatting:
    a. Student features/stories
    b. Short Photo Captions
    c. Extended Photo Captions
    d. Photo identifications with correct name spellings
5. Correctly identifying and spelling the names of people on the spread.
6. You will then share this copy skeleton with the Copy Editors and your advisor for a grade.

### Mini-deadline E: The Rough Draft

1. Your photos should be edited and properly placed on the page
2. All photos should be TAGGED and include a photo ID
3. All copy should be edited and properly placed.
4. The folio should properly completed
5. You will then download the pdf and print the proof
6. You will then complete a final edit checklist and have TWO additional editors check it off (the section editor and your deadline editor)
    a. This will be turned in for a grade

### Mini-deadline F: The Final Deadline

1. You will make all necessary final edits.
    a. These will be explained on your rough draft checklist and/or included as comments on your Yearbook Avenue page.
2. Once all edits have been resolved, your editor will mark your page as complete signaling to the Editor-in-Chiefs and Advisor that it is ready for the FINAL review and submission

# DEADLINE EXPECTATIONS

All assignments are given as several mini-deadlines, all of which are due ON TIME: a coverage report, photo deadline, an interviewing deadline, copy deadline, rough draft deadline, and final proof deadline. Staff members will lose credit for late work (see yearbook grading scale for more information)

Extended vacations require assignments to be completed in advance.

Students who participate in a field trip when an assignment or deadline is due must make arrangements with their spread partners and editors then complete assigned work prior to leaving. Please mark any personal vacations or field trips on our classroom calendar for staff reference.

Students are expected to complete their assigned portion of a double page spread from the onset of the topic, take photos, conduct interviews, write copy, and make several rounds of edits.

**"WRITING IS NEVER DONE, IT'S JUST DUE."**

**~NATHANIEL HAWTHORNE**

# GRADING POLICIES

Editors will check deadlines with oversight from the adviser, who will assign final point values and post grades on Jupiter.

Students will lose 20% for each day a deadline is not met completely or on time. This applies to copy, photo, and final deadline dates. Exceptions/extensions are made only with prior discussion and approval of the advisor.

Since students will get photo and writing credit for the work they have completed on each page, group members may not receive the same grade.

Students who are dissatisfied with a grade may meet with the advisor for grade re-evaluation, but must submit the specific reasons for refuting the grade in writing.

Other class assignments, such as book sales, business sponsorships, and headline notebook work will have varying point values, usually between 10-50 points.

Every **DEADLINE** is worth **150 POINTS!**

**Coverage Circle: 10 points**

**Photo: 20 points**

**Interview: 20 points**

**Copy: 20 points**

**Rough Draft: 30 points**

**Final Proof: 50 points**



# MEET THE EDITORS

## CO-EDITORS IN CHIEF

AKA: The EIC's,
the Editors in Slay

The ones who run this publication and approve everything—except your excuses. Every page runs through their radar before it is blessed and sent to print. They are the gatekeepers of quality, and the keepers of peace. No cap, they are the heartbeat of the whole operation — making sure this year's story isn't just told, but owned.



Georgie Schaffer is a is senior and has been in yearbook since her freshman year. She has a passion for photography, especially sports. When she is not snapping photos and reviewing yearbook spreads, you can find her in the pool swimming or playing water polo. Come talk to her if you need help with anything yearbook. You can reach her at: georgiekschaffer07@gbstu.org



Celeste Lloyd is a senior and is going into her third year with the program. In this role, Celeste is responsible for guiding her team, overseeing the development of the book, and ensuring final publication represents the unique spirit and experiences of the school community. Outside of yearbook, Celeste enjoys reading, shopping, and spending time with friends, balancing her leadership responsibilities with the activities that keep her grounded.
Celeste Llyod can be reached via email at: Celestemlloyd69@gbstu.org.

# PHOTO

## THE PHOTO EDITORS

Aka: The Photogs, the Pixel Perfectionists

Chosen by the photo gods to make you look iconic. These are the visionaries who turn candid chaos into pure art. Every pixel, every filter, every crop gets their signature glow-up treatment. They're the behind-the-scenes heroes making sure your highlight reel is flawless and elements of our book are framed in the main office.



Senior Samantha Gross, one of the photo editors, is in her second year of yearbook. Sam got her position as photo editor by being kind and always being on task with her work. She loves the art of photography and being creative when taking photos for the book. One fun fact about her is that she loves to read! You can contact her at samanthargross42@gbstu.org



Jordyn Eichelberger is a senior and currently serves as one of the photo editors for the yearbook staff. With two years of experience in yearbook, she joined to preserve meaningful and memorable moments that tell a story beyond words. A unique fact about Jordyn is that she is the youngest of 13 grandchildren and will be the last to graduate high school. You can reach her at: jordynneichelberger85@gbstu.org

# DESIGN

## THE DESIGNERS

### AKA: Layout Lords

**The layout legends serving looks on every spread. They set the tone for the whole book, making sure every section hits different and keeps readers scrolling for more. They don't just design pages; they curate journalistic experiences.**



Alivia Booker (Liv) is a senior stepping into her third year on the yearbook staff. Liv earned the Head Designer position because of her strong eye for detail, her ability to create layouts that stand out, and her dedication to making the yearbook not just a book, but a piece of art that reflects the school's story. She is known for putting in extra effort to make sure every page is polished and meaningful, often going above and beyond to help other staff members with their designs. Outside of yearbook, Alivia loves to read and shop, two hobbies that spark her creativity in different ways. . She can be reached by email at: alivialbooker68@gbstu.org



Kamryn McDowell is a senior. She has been part of the yearbook staff for two years and is happy to be an editor this year. Kamryn enjoys creating clothing, designing interiors, and has a strong passion for all things creative. Beyond design, she is deeply interested in law and aspires to become an attorney. She can be reached by email at: kamrynrmcdowell45@gbstu.org.



Kendall Wilson is a senior in her second year on the Echo Staff. She has an eye for design and won a scholarship to MIPA this past summer where she learned inDesign and expanded in her skills. When she is not being creative, you can find her on the volleyball court at GBHS, or visiting family across the country. She can be reached via email at: kendallnwilson93@gbstu.org

# COPY

## THE COPY EDITORS

AKA: The Punctuation Princes & Princesses

**Their kingdom: semicolons and sass. The grammar gurus and typo terminators making sure every word hits right.**



Emmerson Minder is a senior in her fourth year of the Echo yearbook staff. She is the head copy editor for her second year and has been a copy editor since her sophomore year. She loves to interview and write. Come to her for any and all of your copy questions! In her free time, she loves to travel and spend time with her friends and family. Feel free to contact her at: emmersonkminder15@gbstu.org.



Angela DeArcos, or Max (preferred), is a senior in his second year of yearbook. With a love for writing and typing he is always willing to learn about how to become a better editor and help those in need. Fun Fact: he has 2 pet rats and is planning on more! Contact him for any of your editing needs: Angelamdearcos82@gbstu.org



Ava beach is a senior and one of the 2025-26 copy editors. This is her second year in yearbook. A fun fact about Ava is she loves to write. If anyone ever needs help with anything come to her especially with copy. Ava can be reached at: avanbeach65@gbstu.org



Kylee Young is a dedicated senior entering her second year on the yearbook staff. This year marks her first role as a copy editor. Her experience and commitment to the yearbook demonstrate a strong passion for journalism and a meticulous approach to ensuring accuracy and quality in the publication. Kylee can be contacted via email at: kyleeayoung78@gbstu.org

# MANAGERS



## COVERAGE MANAGER

### AKA: The Tea Tracker, Section Supreme

The one who knows who is featured in the book where, when, and why. They make sure everyone gets their five seconds of yearbook fame. Sports? Clubs? Academics? They're the ones making sure every module is giving ✨main character energy✨

Alia Gildersleeve is a senior at Grand Blanc High School serving as the Coverage and Section Manager. She has been part of the yearbook staff for two years, gaining experience in writing, editing, and capturing the moments that define student life. Alia took on this position because of her passion for storytelling through sports coverage and her dedication to making sure every event and student is represented. A fun fact about her is that she is dyslexic, though it mostly affects her with numbers. Alia can be reached at: aliadgildersleeve56@gbstu.org



## BUSINESS MANAGER

### AKA: the CEO of Revenue

The business brain behind the aesthetic chaos. The reason we can actually afford to publish this book. They're out here teaching us how to close sponsorship deals and manage money moves.

Christian Henne is a junior in his second year on the Echo Staff. He has a mind for business and will be heading up our fundraising efforts. When he is not reaching out to sponsors, planning the next big event, or talking to the board of education about yearbook, he can be found hanging out with friends, landscaping, or expanding his knowledge of photography. Christian was the second receipient of the Echo scholarship to MIPA where he learned more about photography and how to use it in the world of business. Reach out to Christian with any of your business questions via: christianshenne95@gbstu.org



## MARKETING MANAGER & PUBLIC RELATIONS EDITOR

### Aka: Promo Prodigy

The ultimate hype squad captain. The one making sure your mom actually knows how to buy a yearbook. From fire promo posts to hallway posters that go viral in our hearts, this person handles the buzz, builds the brand, and makes sure the whole school's obsessed with the book before it even drops.

David Clayton is a senior and a dedicated member of the yearbook staff, now entering his third year. This year, he is returning as the Marketing Editor, a role that reflects both his experience and his natural strengths in communication and creativity. As Marketing Editor, David is responsible for promoting the yearbook across the school, building excitement among students, and making sure the book reaches as many people as possible. Outside of yearbook, David enjoys spending time with friends, shopping, or exploring new places. Music is another big part of his life.
David can be reached via email at: davidfclayton00@gbstu.org

# MEET YOUR ADVISOR



## AKA: The Yearbook Yoda.

The one who will teach you more than design rules or caption edits — the one who will show you how to lead with love, how to collaborate with any crew, and most importantly, how to care about the story you are telling. The adult in the room who reminds you that you are a journalist; every picture tells a story, and every story deserves to be told with purpose, truth, and pride.

Born and raised in Michigan, Alison VanOverbeke has traveled around the globe to become the teacher she is today. She graduated from GBHS in 2004, earned her BA in Secondary English education from the University of Michigan--Ann Arbor (2008), and her MFA in Creative Nonfiction from Columbia College Chicago (2013). She is also a certified Yoga and SEL Instructor through the Breathe for Change Program (2020)

Ms. Van has taught every grade from PK-12, as well as the college level course, Writing & Rhetoric, throughout Michigan, Hawaii, and Illinois. She has been advising the *Echo* yearbook since 2024. She has undergone training with Jostens and the Michigan Interscholastic Press Association (MIPA). She is excited to facilitate the creation of the best book to date.

When VanOverbeke isn't teaching, you can find her reading, creating, or hiking. Van is married to another GBHS grad (Chad). Together they have a little dog, Marley, and an adventurous toddler, Finn.

# WHAT'S WHAT IN THE ECHO

## Opening Section: Sets the tone of the book through verbal and visual development.

- Endsheets/Table of Contents
- Title Page
- Opening
- First divider for first section

## Chronological Sections: Provides coverage of students and staff in their lives AT SCHOOL and OFF CAMPUS

- Open your eyes to the stories of today–what motivates us, how we spend our time,and what defines us.
- Investigate lessons that happen in all kinds of classes, not just honors classes.
- Spend time in a classroom to discover the intent of the lesson (avoid dropping into the class or pulling a student out of a class).
- Humanize the coverage by determining an angle and investigating it.
- Photograph individuals and groups–a variety of subjects in the environment, both candid and creatively posed photo

## Specialty DPS:

- Specialty pages are interrupters stragically placed throughout the book
- They appear every 10 pages or so

## People Section: Every student's portrait appears here

- Modules and spinoff coverage allows you to find ways to cover topics that are specific to this year and this grade in particular

## Sports Sections according to Season: Cover each sport equally and fairly

- Include highlights and emotions, but remember to include facts, too.
- Use action photos
- Cover all athletes, but also the "bench warmers," trainers, statisticians, coaches, and fans
- Look for athletes who have special skills, records, or special roles on the team

## Reference Section:

- Senior Ads
- Group photos of clubs, sports, and organizations
- Business Sponsorship Index
- Index of people
- Closing page

# PART TWO: ECHO



## PART 1
The Class, the Staff, the Book

## PART 2
The Policies

## PART 3
Yearbook Basics

## PART 4
Ideas & Resources

## PART 5
Glossary of Journalism Terms

# ACCURACY & JOURNALISTIC INTEGRITY

## JOB DUTIES

Staff members will be committed to producing accurate work with respect to the following processes

## PHOTOGRAPHY 01.

Staff members will select photos that do not disparage or embarass another student or faculty member. If you are unsure about a photo, you will seek out advice from your editors and/or show the photo to the subject.

## INTERVIEWING 02.

Interviews will be conducted with thought and professionalism, and will be reported truthfully and without bias

## WRITING 03.

Staff members will apply journalistic writing styles as outlines in the style manuel for their work.

## EDITING 04.

Pages will be edited for coverage content, grammar, spelling, and style.

1. Staff members will edit their work first, with special attention to identification and name spellings
2. Editors and advisor will edit the work during copy deadlines and return it for staffmembers to revise
3. Editors will revise work as it is input
4. Editors will edit work before it is shipped to the plant
5. Adviser, Editors, and Staff members will proof and edit the page proofs from theplan

*Capture*

Students & Staff
in a way that is

*Personal*

# POLICIES OF THE ECHO

## TEAMWORK:

Yearbook class requires all members to know, respect, and support one another, as all our work builds upon one another's. Class members must be able to work together, keeping past issues and experiences with class members out of yearbook business.

## DISCRETION:

Staff members are expected to use discretion at all times while working in the yearbook room or on yearbook-related assignments. Items discussed in the yearbook room, formally or informally, remain yearbook business. Please refrain from spreading rumors or gossip about the yearbook that will be counterproductive to sales or production. Students who are not on the yearbook staff may not hang out in the yearbook lab. Staff members will be polite and respectful of the student body, the faculty, and the staff when conducting business and will keep disruptions and noise to a minimum. Yearbook communication (such as announcements, letters to parents, fliers, social media posts, etc.) will be proofed and approved by the adviser before publication

## OBITUARY:

We will not publish an obituary in the yearbook for any student, faculty or staff member who dies in a single year, that is not the purpose of a yearbook. If families agree to have their loved one memorialized, the Echo yearbook will treat all deaths in a respectful and tasteful manner focusing on the beauty within the life of the deceased person, highlighting awards, accomplishments, etc. *Echo* will respect the family's wishes if they don't want the death of a student or staff-member recognized. The names of students, faculty or staff who died from September to the deadline in February will be listed in the yearbook or in the supplement in May.

## TECHNOLOGY:

Staff members are expected to follow the district policy. In addition, staff is reminded of the following: If a cell phone is needed to meet a deadline, please get clearance from the teacher first. Workstations must be cleared off at the end of each hour. Please treat all equipment with care, cleaning screens of fingerprints and keeping all food and beverages far from workstations. Please notify the teacher of any malfunctions immediately. Students who are not on the yearbook staff may not use yearbook workstations This will protect expensive equipment and will maintain the integrity of workstations.

## ARTIFICIAL INTELLIGENCE (AI) ACCEPTABLE USEAGE:

All staff members must use AI in a responsible and ethical manner. Using artificial intelligence tools to create content not original to the student is strictly prohibited. This includes but is not limited to

- Submitting AI-generated writing as your own (e.g., copying and pasting text written by AI or retyping text written by AI)
- Using AI to complete assignments without doing your own thinking and effort
- Relying on AI to answer comprehension questions or write responses for you
- Using AI to get around the writing process instead of learning and practicing your own skills

AI is a tool to *support* learning, not replace your own thinking and creativity. Misusing AI will be treated as a form of academic dishonesty. For example, AI may be used to help generate ideas, interview questions, and/or to improve upon grammar and spelling.  If you're ever unsure whether something is okay to use, just ask!

# POLICIES OF THE ECHO

## EDITING:

Writing and photos in the Echo shall be free of statements or implications which are offensive to good taste or public decency based on the opinion of the staff or adviser. The staff will not utilize photos or writing that is racist or sexist, which refers to products that are illegal for high school students, or violates other journalistic principles (libel, obscenity, invasion of privacy, disruption). Your work will be revised and edited by your adviser, editors, and class members. You will re-work your copy to accommodate suggestions and corrections so that when you sign your name to a spread, it will truly be your work and will be something to be proud of.

## Senior Portraits:

Senior portraits will be taken and submitted only by the photographer chosen by the senior class sponsor in the style(s) approved by the sponsor.
Senior portraits must be taken by the last make up day provided by the company to be guaranteed publication. Seniors who miss that deadline can not expect to be included in the yearbook.

## Junior/Seniors:

Juniors who intend to graduate early may take a picture for the senior section. But they must be an officially recognized early graduate by the registrar's office.

## Underclass Portraits:

Underclass portraits will be taken and submitted only by the school's contracted photographer.
-Students who miss both the regular and makeup portrait days will not be included in the yearbook.
-Students who took more than one pose (returned on makeup day to take a second pose), the poses for the yearbook pages will be chosen by the staff.
The staff will make an effort to choose the pose that they believe looks the best.
-If a student wishes to be excluded from the yearbook, he/she must submit a written request to the yearbook staff and it must be signed by one of their parents or guardians.
-Students who enroll at GPHS after the last picture days will not be included in the yearbook.

## Accounts Payable:

-No ads will be placed in any publication until payment is made.
-If a check written for a yearbook is returned, then we reserve the right to hold that yearbook until payment is made. If payment is not made, we reserve the right to sell that book to another customer.

## Sales:

-All book and advertisement sales are final. Once a book has been bought, no refund will be given.
-Damaged books will be exchanged. (Only if the damage is the fault of the printer, and not the student.)
-Every student will sign a receipt upon purchase saying they received their book
- The staff will make every effort to maintain accurate sales records and receipts, but mistakes will happen and it is the purchaser's responsibility to provide a digital proof of purchase.

# POLICIES OF THE ECHO

## ADVERTISEMENTS

-All advertising must meet district guidelines for obscene or offensive material. All copy or text, and art will be judged by these standards. Any ad found to be in violation must be changed or it will not be published.
-The publications reserve the right to refuse any ad that is libelous, illegal, obscene, irresponsible, inappropriate or in poor taste. The publications also reserve the right to edit any ad before publication to ensure the standards and quality of our product.
-Any student, parent, staff member or organization will be allowed to purchase ads. Nonstudents, businesses or any person not currently attending or related to an attending student may purchase ads, but the publications ask that those ads be direct business related ads or be used to congratulate student or school successes.
-The publications may limit the number of type styles offered to ad customers and set guidelines for format and style. The publications reserve the right to edit all submitted copy or photographs.

## DISTRIBUTION

-The staff will keep a list of all students who purchased a yearbook. This list should contain the name of every student who purchased a book via our publishers, Jostens. But it is the student who must provide that proof if it is not in our system.
-Each student will be asked to show a receipt or a valid form of ID to pick up their book. They must also sign for their book when they pick it up. A book will not be distributed to anyone whose name is not on the list, unless they can show proof of purchase.
-In order to pick up a book for someone else, you must either be their parent or guardian or you must have that person's identification and a written note from that person.
-The newspaper will be given out free of charge to the student body and faculty. Parents and others can purchase a subscription.

## NAMES, PRONOUNS, & CLASSIFICATION

-The publications will use only the official names and classifications (Freshman, Sophomore, etc.) provided to us by the office at the beginning of the school year in September. Any name changes should be done through the main office before that time.
-Students who use nicknames may expect to be listed under their official name, but may be listed under their 'nickname' if it is used in a quote from another student.
-Echo staff will attempt to use all preferred pronouns and will rely on what is present in the online student portal.

## Social Media Policy

Yearbook posts to all social media platforms are expected to maintain the same standards of conduct online as they would in school. This includes being respectful, avoiding negativity, profanity, and cyberbullying.

# POLICIES OF THE ECHO

## RETRACTION POLICY

*Most* mistakes and errors in the yearbook are virtually impossible to correct after printing. If an incorrect photo is in the people section, *Echo* will offer professional quality photograph stickers to the student to put in their own yearbook as well as any friends or family members. The photo is printed by our publishers, Jostens. Refunds for the entire book will not be given.

## IMAGE MANIPULATION

The publications of GPHS will not engage in digital image manipulation in order to change facts, libel someone or alter reality. Photos may be touched up for presentation, lightened, darkened or otherwise made presentable for publication. Images may be cut out or isolated, but the policy of the staff is that any manipulation or use of a students image MUST be done in as tasteful a way as possible.

## SPORTS & CLUB COVERAGE

-The *Echo* staff will make every effort to include all clubs, organizations, and sports team at GBHS, but these groups must make an effort to work within the deadlines of our production schedule.
-Each sports team must send the *Echo* staff a complete schedule (listing game opponents, sites, times, etc.) as soon as it is available, and as complete a schedule as possible should be sent to the staff by the start of the season. This is to ensure photo coverage of the sport's events.
-Each club/organization/sport will be contacted and scheduled for a group photo appointment. If a group misses their appointment, they must provide the yearbook with a current group photo or they will not be included in the yearbook.
-Clubs and organizations should provide the staff with a minimum of ten days notice of their events or provide the yearbook with photos of their events. (This however, does not guarantee that we will cover these events or publish the pictures in the book.)
-The staff reserves the right to determine the coverage and design of every layout in every publication, including purchased color and advertising sections. These publications are the product of the staff, they will be taking them to contest and they cannot allow for layout or coverage to be decided by others.

## Sponsorship Policy

Selling sponsorships is an integral part of Yearbook class; not only is this what primarily funds our program, but it also keeps the cost of the book lower for our entire community, as well as teaches student vital skills in buisness, including, but not limited to: professionalism, multimodal communication skills, and sales. Specifically, students are taught a three point sales approach: email, call, follow-up. Students are required to complete 2 sales per quarter. students ARE NOT being graded on how much money any one sponsor provides; they are being graded on completing 4 sales. If a student has made three or more different attempts to make a sponsorship sale, via differnt modes (Example: email, call, walk-in), and are able to show proof of it, they should complete (or have their declined sponsorship complete) the Declined Sponsorship / Contact Sheet available in Google Classroom. Two of these sheets is equivalent to one completed sale.

# PART THREE: PHOGRAPHY



**PART 1**
The Class, the Staff, the Book

**PART 2**
The Policies

**PART 3**
Yearbook Basics

**PART 4**
Ideas & Resources

**PART 5**
Glossary of Journalism Terms

# ELEMENTS OF DESIGN

"Inspiring Quote Here"

**COLORS**
Blah Blah Blah

**FONTS**
Blah Blah Blah

**GRAPHICS**
Blah Blah Blah

**THEME**
Blah Blah Blah

**LAYOUT**
Blah Blah Blah

The ECHO Handbook

# PHOTOGRAPHY 101

## 5 Pro Tips:

1. Choose the Right Lens

2. LIGHTING IS EVERYTHING

3. COMPOSITION MATTERS

4. GET SET with SETTINGS

5. FOCUS ON WHAT MATTERS

## Learn More:

DSLR Cameras: What it is and How to Use it

Photo Tips & Tricks for SPORTS

Basics of Layout Pro - 2024

Photoshop Cob

**Layout Pro Cob**

# INTERVIEWING TIPS

The following are some great tips from Picaboo Yearbooks:

Interviewing classmates and teachers in your school is a fantastic way to get some insider information for the yearbook. But there are okay ways to interview and then there are great ways to interview. Here are some tips to make sure your experience is the best it can be.

**Be prepared**
Know what you want to ask your interviewee ahead of time. If you want to find out about the upcoming events for prom, ask around beforehand and find out what this person's role is with the event planning. That way, you will be able to tailor your questions specifically for this person's expertise.

**Ask Questions that Elicit Answers**
The worst thing you can do in an interview is ask "yes" or "no" questions. These closed-off questions are not at all effective in an interview because they don't allow interviewees to really share their thoughts, feelings and experiences. Generally, questions that start with "Do," "Will," "Is," "Can," and "May" will result in a yes or no response. So, switch it up. Instead of saying "Do you like the events planned for prom?" which would elicit a "yes" or "no" response, ask "What are your thoughts about the events being planned for prom?" Do you see how that will give you a more fully rounded response?

**Relax and Be Comfortable**
If you are uptight in the interview, so will your interviewee. Your goal is to make yourself and the person you're interviewing feel as comfortable as possible. Select an area with comfortable furniture. Make sure it is free from noise so there will be minimal distractions.

**Try to Make the Conversation a Dialogue**
Ask questions, and then let the person respond. Then after he or she has responded, it's your job to respond to that response. Don't just jump to the next question, make sure the they know that you really listened to the response and appreciate it. Simply saying an "Uh-huh," "I See," "Oh Really?" "That's very interesting" will help show them that what he or she had to say is important. You can also ask follow-up questions. This really shows that you were listening!

**Don't Talk Over Your Interviewee**
Ask the question and then give time for the person to answer. Do not jump in and talk over him or her. If you have something to say, wait until he or she has finished speaking.
Of course, these are just a few ways to make your interview experience a positive one.

# Learn More:

Interviewing Tips - 2024

# CAPTION WRITING BASICS

The following a great resource provided by Balfour & Co:

After headlines, captions are the most read copy in the yearbook. And yet, they tend to be a neglected part of reporting. Because captions provide the story behind the photos, they are vital readers' aids and resources.

Whenever possible, write an expanded caption for dominant and secondary photos. A simple ABCD approach guides students to write storytelling captions:

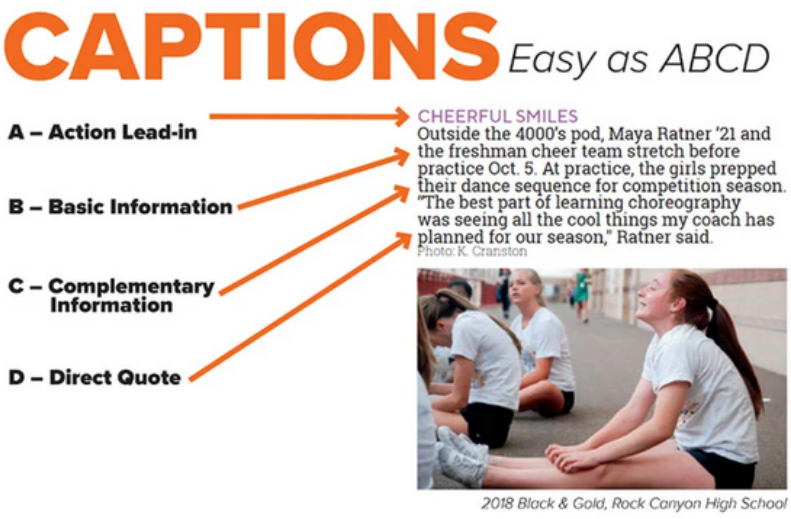
**A – Action Lead-in:** a miniature headline for the caption that draws the reader in; often just two or three words.

**B – Basic Information:** the who, what, when and where information to let the reader know what's happening in the photo (without stating the obvious); written in present tense.

**C– Complementary information:** a second sentence providing new and interesting information about the photograph; includes facts, statistics or other details about the game, event or subject; written in past tense.

**D – Direct quote:** additional sentence(s) completes the caption by providing insight about the moment captured; focuses on emotions, thoughts, opinions, reflections or reactions; paraphrase facts and include with the complementary information (C).

Over time memories fade, but a yearbook with great captions will bring the year into focus for your readers by identifying people, describing action, recording reactions and providing details.




# Resources:

How to Write a Yearbook Caption

How to write an ABCD Caption

Headline Writing Tips

It's Not Over Until you Edit

Proper Formatting

Editing Process

# LET'S GET DOWN TO BUSINESS

## Sponsorship Resources:

How to Sell Sponsorships - 2024

Intro Letter/Email

Sponsorship Packages (SY 2024-25)

Sponsorship Contract

Declined Sponsorship Form

Thank you Letter

# PART FOUR: IDEAS & RESOURCES




**PART 1**

The Class, the Staff, the Book

**PART 2**

The Policies

**PART 3**

Yearbook Basics

**PART 4**

Ideas & Resources

**PART 5**

Gloassary of Journalism Terms

# AP WRITING STYLE GUIDE

AP writing style is primarily used in journalism and news writing, emphasizing clarity, brevity, and accuracy.

## Names/Titles/Classes

| | |
|---|---|
| For all people (adults and students), use full names on first reference. On second reference, use only the last name. No descriptors like Mr., Mrs., Miss, etc. should be used. | ➔ Jane Smith, a high school junior, … later Smith realized …<br>➔ English teacher Cooper Franks… |
| If two people with the same last name are quoted in a story, use first and last names. | ➔ ... Jane Smith explained. Jenny Smith also believes ... |
| Use a person's full name and title the first time you mention him or her in an article. If the title is three words or less, put it in front of the person's name. If the title is four words or longer, set it off with commas following the person's name.<br><br>Formal titles are only capitalized when they appear immediately before a name. Just make sure it's a formal title and not merely a job description (teacher, coach, counselor, etc.).<br><br>Once people have been fully identified, refer to them by last name only. | ➔ Under Mayor Bob Jackson, the town seemed to thrive, but basketball coach Joe Jones told another story.<br>➔ United Nations President Philemon Yang said… ➔ Pete Hoekstra, United States Ambassador to Canada, made remarks about….<br><br>➔ A young girl was saved from drowning by Farmington physical education teacher Katie Gabrielli….<br><br>➔ President Barack Obama said…….<br>Hours after Obama's announcement…. |
| Sophomore, junior, senior and freshman are lowercase unless at the start of a sentence. | ➔ For sophomore Sarah Smith, it was… |
| Titles of departments and names of classes are not capitalized unless they are also a language or nationality. | ➔ math, science, English, Spanish |

## Dates

| | |
|---|---|
| Abbreviate months when used with days, and use numerals (1, 2, 3, etc.) not ordinal numbers (1st, 2nd, etc.). Exceptions are March, April, May, June and July–write them out, don't abbreviate. But always spell out months with no dates. | ➔ Write Sept. 4, 2024, not September 4th, 2024.<br>➔ But when using only the month and year, spell out the month September 2024.<br>➔ October is her favorite month. |

# AP WRITING STYLE GUIDE

## Time

| | |
|---|---|
| Use lowercase a.m. and p.m. with periods. Always use numbers (except for noon and midnight) with a space between the time and the a.m. or p.m. Exact hours should not include ":00." | ➔ The robbery occurred at 6:30 a.m.<br>➔ The Homecoming dance starts at 7:45 p.m. ➔ Lunch is at noon. |
| If a time range entirely in the morning or evening, use a.m. or p.m. only once. If it goes from morning into evening, you need both. | ➔ The career fair is from 8-10:30 a.m.<br>➔ The SAT is scheduled from 8 a.m. to 12:15 p.m. |

# Feature & Sidebar Ideas

**Student Life**
Fashion- plain or fancy?
Bargain shop vs. big spender
Comfort clothes
Common scents (cologne)
Dying your hair
Tanning booths
Tattoos
What's hot- what's not
Hats
Backpacks
Braces
Contact lenses
Hairstyle choices
Self – expression with clothing
Comfortable clothes
Slang and definitions

**Relationships**
Locker partners
Twins
Foreign exchange families
Best friends
Grandparents
Nieces/nephews
Big families
Being in a wedding
Younger/older siblings

**Dating**
Coping with break-ups
First dates
Blind dates
Date under $15
Favorite date locations
Dating disasters

**Entertainment**
Movies in review
Animated movie favorites
Favorite radio stations
Reruns on TV
Music preferences
Celebrity dream dates
Extreme sports
TV show extremes

**How we spend our time…**
early morning routines
Saturday a.m. bumming
Rainy days
Organizing time
Wake up in the a.m. – how?
Mondays
Chores
Hunting
Curfews
Adult responsibility
Doing laundry
Getting grounded
Clowning around
Boredom busters
Personal websites

**Food…**
Home – cooked meals
Fat grams in school lunches
Family meals
Weird food tastes
Crazy food cravings
Cafeteria bests/worsts
Favorite fast food
Favorite pop/candy
Vegetarian/vegan eating

**Work – related…**
Job interviews
Future careers
Untraditional careers
Babysitting
Working for relatives
Best/worst part – time job

**News…**
Local news
World news
Environmental concerns
**Driving**
Getting traffic tickets
New wheels
Modes of transportation
Getting lost while driving
Bumming a ride
Riding the bus (freshman thru seniors)
Fender benders

**Miscellaneous**
First impressions
Superstitions
Getting ripped –off (theft)
What's under your bed?
Halloween
Zodiac signs
Crowded halls
New students
What makes you happy?
Concerts
Sweet sixteen?
MSU vs. U of M
Cell phones
Internet experiences
E – mail
Heroes
Coping with losses
Being on crutches
Loyalty
Recycling
Allergies
Bad habits
White lies
Odd pets
Body language
Hidden talents
Holiday hypes
Nicknames
Unusual names
Cliques
Surviving as freshman
Best birthdays
Common cold
Moving away
Stuffed animal pets
Clean/messy bedrooms
Putting your foot in your mouth
Pet peeves
Being left – handed
Gift – giving
Voting

**Clubs**
How to join
Elections
Campaigning
Responsibilities for officers
Time commitments
State/national competitions
Meeting new friends
Fundraising
Working for charities
Conferences
Food drives
Faculty sponsors
Parent involvement
Dances/decorations
Initiations
When people don't need help
Missing meetings
Sense of participation
Big clubs/small clubs
Club traditions vs. new activities
Masking signs/posters
Timeline/behind the scenes prep
Sample agendas
Products created
Activities
Old traditions
New traditions
History of the club
Publicity students/recruiting new members

# More Feature & Sidebar Ideas

**Seniors**
Graduation gifts
Proudest moments
Open houses
Regrets
Close/far – away colleges
Senior year costs
Senior interviews
College visits
After graduation
Early graduation
Special school senior events
Big dreams
Keeping in touch
Will H.S. friendships last?
New goals
Are they academically prepared?
20 – Year predictions
Spring break
Advice to underclassmen
Senioritis
Senior privileges

**Academics**
Teachers
The "perfect teacher"
Teachers' sayings
Team – teachers
New teachers
Teacher stress
Substitute teachers
Teachers' personal stories
When teachers' where kids
Teachers' report cards
Teacher role models

**Interruptions**
Getting teacher off subject
Excuses, excuses
Fire drills/severe weather drills
Announcement interruptions
Shortened class periods

**Study time…**
Memorization techniques
Times and places for study
Study groups
Procrastination
Losing sleep to study
Falling asleep during studying
Cramming

**In the spotlight…**
Embarrassing situations
Getting called on in class
Reading aloud in class
Show and tell

**The down side…**
Progress reports
Cheating in school
Pop quizzes
Clock – watching
Stress

**The up side…**
Rewards for grades
Reading for fun
GPA
Academic achievers/class rank
Extra credit
Open book tests
Popular projects

**Miscellaneous**
Biology dissection
Taking notes in class
Passing notes in class
Going to the library
Videos
Writing papers
Old textbooks/ new textbooks
Taking tests
Counselors
Getting tutored/ being tutored
Taking attendance
Real – life training
ACT test
MEAP hype
Lab periods
Learning outside of school

**Outside Classroom Photo Ops**
Volunteering
Summer institutes/camps
Summer school
Drivers' education
Field trips
Guest speakers
Foreign travel
Amusement park favorites
Blood drive
4 – H fair
Part – time jobs
Out – of – school sports
Exercising
Mall/shopping
Spring break
TP – ing
Hang outs
Karate/ tae kwon do
Living in Michigan in the winter
Working concession stands

**Sports**
Practices
Try-outs
Learning the plays
Game pressure
Avoiding injury
Watching from the sidelines
Team captain duties
Team pictures
New/ old uniforms
School colors
Mascots
Home vs. away games
Missing last period for games
Bus rides
Favorite opponent stadiums
Safety requirements
The cost of sports
Private lessons
Indoors vs. outdoors play
Field maintenance
Parental support
Booster clubs
Student support
Cheerleaders
Bands
Individual player sports
Winning vs. losing
Motivation/ awards
Calling the plays
Half time activities
Locker room talks
Manager/ trainers
Pressure/stress
Staying in condition
Superstitions
Pre-game warm-ups
When scouts are watching
Weight lifting
Summer camps
Biggest rivalry
Drug tests
Upsets
Athletic scholarships
Making weight goals

# Words are Important

## USE THESE

### Other Caption Openers...

| | | | |
|---|---|---|---|
| Trying to collect | While taking a breather | To achieve this | While throwing the |
| Acting as | Looking for | Stressed out over | Despite his efforts |
| After scoring the point | Wishing that | With the aid of | Before speaking |
| On her way to | In anticipation | As the bus arrives | Taking advantage of the |
| Discussing the | To add a little fun | Scooping it up | To answer the question |
| After a long night | After the ceremony | While scoring the final | Reaching for |
| Tired of | Behind the scenes | With victory so close | Frustrated after the |
| Searching for | Unable to | In a discussion with | Just before the |
| Amused with | Upon learning to | Completing the pass | Discussing the |
| While a junior | Trying to hide his | Completing the task | With crown in hand |
| Searching for | While waiting for his | With an effort to | Surrounded by |
| In her spare time | As senior | While looking at the | Rarely seen without a |
| Right in step with | Carefully considering | Seeing the team with | Engulfed in her work |
| Before going out | Taking time out | Seeing his friend | Toasting his class |
| Completing the | During a | Moving away from the | Instead of working |
| Accompanied by | Caught in the spirit of | Getting ready for the | Industriously working |
| To create the look | As the crowd | By watching the | Not pleased with |
| While enjoying the | With dinner time | By working with | In order to win |
| Working on the | approaching | To understand the situation | Twisting into a |
| In the hope | After finishing | To clarify the problem | Trying to stay |
| During the parade | In honor of | Paying special attention to | In a desperate attempt |

## NOT THESE

**These make our hearts hurt**

- ☐ "WE CONGRATULATE" — You aren't in the position to congratulate. You simply report other peoples' words.
- ☐ "EVERYONE AGREED" — No, they didn't. You didn't ask every one. Until you can use scientific results, stop using the word "everyone" completely.
- ☐ "WHEN ASKED TO RESPOND" — Your job is to ask questions, and to stay invisible. Just use the answers to the questions.
- ☐ "HARD WORK AND DEDICATION" — The most overused words in all yearbooks, and trees die in vain.

**Hallmark called, and they said stop being so sappy**

- ☐ ALL IN ALL
- ☐ IN THE END
- ☐ BECAME A FAMILY
- ☐ BONDED LIKE SISTERS
- ☐ TO LAST A LIFETIME
- ☐ YOU MAY NOT KNOW
- ☐ BEHIND THE SCENES

**Personalize those generalities**

- ☐ MANY, SOME, SEVERAL and STUDENTS should never stand alone. Instead, follow them with "such as STUDENT NAME" and you will see your copy improve immediately.
- ☐ Steer clear of "ONE." This isn't English.

**Avoid these leads**

- ☐ HAVE YOU EVER WONDERED — "Have you ever wondered what it felt like to cheer in front of a huge crowd?"
- ☐ IMAGINE — "Imagine trekking through ancient ruins"
- ☐ NO MATTER — "No matter their political beliefs, students could always find interesting clubs to join."
- ☐ IN THE END — "In the end, they maintained positivity."
- ☐ FROM X TO X — "From winter to fall, the school's surroundings allowed students to enjoy every season."
- ☐ WHETHER YOU'RE X OR X — "Whether you're a freshman or senior, there are opportunities to get involved."
- ☐ SO IF YOU'RE – "So if you're looking to make friends for life, join this club."



# Keyboard Shortcuts

## Mac OS

### ⌘+ Basics

- A =Select All
- C =Copy
- V =Paste
- X =Cut
- Z =Undo
- H =Hide
- N =New
- P =Print
- F =Find
- G =Find next
- M =Minimize
- E =Eject
- D =Bookmark
- O =Open a file
- R =Reload page
- S =Save
- ⇧S =Save as
- W =Close tab
- T =Open tab
- +/- =Zoom
- 0 =Reset Zoom
- , =App Settings
- ⌘+⌥+M+H =Minimize all apps

### ⌘+⇧+ Finder

- C -Computer
- H -Home
- F -Recents
- I -iCloud
- A -Applications
- G -Go to Folder

- ⌘+Space =Spotlight search
- ⌘+⌥+D =Show/Hide Dock
- ⌘+^+Space =Emojis/Symbols
- ⌘+^+Q =Lock screen
- ⌘+Tab =Switch between apps
- ⌘+⇧+T =Re-open closed tab

### ⌘+⇧+ Screenshots

- 3 Take full screen picture
- 4 Take selected screenshot
- 4 then Space pick window
- 5 Capture or record screen

### Hold at Startup

- ⇧ Safe Mode
- ⌥ Boot Manager
- D Diagnostics
- T Target Disk
- C Bootable Drive
- ⌘+R Recovery
- ⌘+⌥+⎋ Force quit an App
- ⌘+⌥+^+⏻ Force Shutdown

⌘ command ⌥ option ^ control ⇧ shift ⎋ esc ⏻ power

See a full list of shortcuts here

# PART FIVE: USEFUL REFERENCES

**PART 1**
The Class, the Staff, the Book

**PART 2**
The Policies

**PART 3**
Yearbook Basics

**PART 4**
Ideas & Resources

**PART 5**
Glossary of Journalism Terms

# Glossary
## Journalism Terms

**Angle**-The approach that reporter takes in writing copy more interesting.
Artwork-Any hand produced illustrative or decorative material submitted for printing.

**Backbone**-The bound edge of a book; also called the spine.

**Bleed**-A photograph that extends the edge of the page on one or more sides, leaving no external margins.

**Blow up**-An enlarged photograph. Also called a dominant.

**Body Copy**-Copy which is used to tell the story in the past tense; usually typed in 10 or 11 pointtype.

**Bold Face**-Thicker, Heavier type used for emphasis with a lighter type face.

**Byline**-Line at the beginning or end of copy giving the name of the person who wrote the copy.

**Candids**-Unposed photographs. Most of the yearbook photographs are candids.

**Caption**-Copy that describes the person, action or scene of a photo. Should answer the five W'sand be written in the present tense.

**Center of Interest**-The focal point of a picture, page, or spread.

**Character**-A letter, numeral, punctuation mark or other part of the alphabet and spaces betweenwords.

**Clip Art**–artwork that is not copyrighted and is in the public domain available for use.

**Colophon**-Information regarding the preparation of the yearbook, including the name of theprinter, where the book was published, number of copies sold, specifications of weight and typeof paper stock, fonts selected and cover specifications.

**Copy**–printed text, such as headlines, sub-headlines, captions, and stories.

**Cropping**–using a special pencil/crayon on a photo to outline the area to be printed andeliminate unnecessary objects/backgrounds from the photo.

**Cross Gutter**–a photo that extends across the middle of the spread from the left page to theright. This photo should be balanced so that it does not cross the gutter unless it uses more thanfive picas on each side of the gutter.

**Dividers**–Division pages which are double-page spreads and which separate major areas ofcontent within a yearbook.

**Dominant**–the main photo used on a spread; usually that photo has strong action and attractsmost of the attention.

**Double Page Spread**–A DPS is two facing pages inthe yearbook

.**Dropped Initial**–when the first letter of text is enlarged and sometimes ornate and is used tointroduce a story or headline

# Journalism Terms Continued

**Endsheets**–strong paper stock which is glued to the first and last pages of a book and then ispasted to the front and back cover. Endsheets hold the bound pages inside the cover.Eyeline–a unifying device. An even band of white used across two facing pages for linkage.

**Flush Left**–to line up copy at the left margin.

**Flush Right**-to line up copy at the right margin.

**Folio Tab and Folio Art**–any artwork and short copy used with the page number to develop the personality and to identify section and/or spread content.

**Font**–the typeface or style of letters used.

**Ghost**–lightening up a photo or artwork. This is done often so that you can overprint on the image. Use this effect sparingly.

**Gutter**–the middle of two pages where the paper runs into the spine.

**Job Number**–An identification number placed on all photos, artwork, and anything else that is tobesubmitted to the plant for printing. Our number is 00368.

**Kerning**–The spaces between the letters

**Ladder**–a planning chart that represents the pages, multiples, and signatures in a yearbook. Ittells what will be on each page of the yearbook.

**Lead-in**–a one or two word mini-headline or introduction to the caption of the photo, it makesthe photo-caption connection without having to use direction-giving words such as “above,” “atleft,” etc.

L**eading**–the space between lines of type. (pronounced led-ing, not leed-ing)Mug Shot-Individual portrait photographs.

**Multiple**-8 pages, every other page of a signature

**Name Stamping**–a personalization option in which a person’s name is stamped onto the cover of a book using a lead impression die.

**Natural Spread (DPS)**-The two center pages of a signature that are printed side by side. The best place to bleed a photograph is across the gutter.

**Overprinting**–printing over an area that has already been printed.

**Pica**-A unit of measurement equal to 12 points or 1/6 of an inch.

**Point**-A unit of measurement equal to 1/72 of an inch or 1/12 of a pica. Type size is measured inpoints.

**Primary Headline**-The main headline of a spread which captures the reader’s attention.

**Process Color-**The printing of yellow, magenta, cyan, and black to reproduce full-color photographs in place. Also known as four-color.

# Journalism Terms Continued

**Proofs**-A “blueprint” from the company of what the page will look like including the photographsin place.

**Quotes**-Direct statements included in the body obtained during an interview or through writtenword.

**Reverse**-Type which is printed over a dark background. The printing plate has been reversed sothe type is white.

**Rule Line**-A black line which is used to accent copy or photographs or other elements on a page.

**Sans Serif**-A type that has no short finishing strokes at the end of the main strokes.

**Scatter Copy**–used in place of stories because it is shorter and can be used in sidebars orsmall areas of a layout, it offers factual and interesting information.

**Sidebar**–When used on a layout, it addresses a topic related to the theme of the page in closedetail with quotations, statistics, photos, and graphics.

**Screen**-Reproduction of color brightness but in percentages, such as 10% and 60%.Spot Color–a color in addition to black; it’s applied to the page to highlight text/photos in colorSub Headline-Supplements primary headline and adds additional information.

**Serif-**A small finishing stroke at the end of the main stroke of a letter.

**Signature**-Sixteen sequential pages (eight are printed on one side of the paper).

**Spine**-The backbone of the yearbook; the part which connects the front and the back.Spot Color-The use of different percentages of one color in black and white pages.

**Spread**-Facing pages in a bookalso called a double page spread (DPS).

**Standout Quote**–A quotation which is “pulled” from the story and highlighted by being placed in the center or on the side of the story in bold, larger type.

**Tip-in**–an insert glued to a bound page of the book. Commonly found in groups of four or eightpages and used for autographs or specialty coverage.

**Title Page**–the first page of the yearbook that provides essential information including the title of the book, volume number, year, school, and address, and other information deemed important by the staff (telephone number, enrollment, etc.)

**Trapped White Space**–an area of white space that separates two or more photographs or copyblocks and gives the appearance of disunity on the layout. Avoid trapped white space by keeping all white space larger than a pica on the outside of the spread.

**Unjustified**–type which is set with one straight and one ragged margi

# THE ECHO YEARBOOK

Grand Blanc High School
12500 Holly Rd,
Grand Blanc, MI 48439

www.facebook.com/gbyearbook/
www.instagram.com/gbyearbook/
www.tiktok/gbyearbook
/www.jostens.com