






Beginning & End-of-Term Exam

MATCH THE YEARBOOK TERMINOLOGY TO ITS DEFINITION

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|---|---------------------|
| 1. ____ Serves as an entry point into the feature story | A. Primary headline |
| 2. ____ Large, catchy words, often enhanced by graphics | B. Eyeline |
| 3. ____ A mini design of photos and text | C. Folio/folio tab |
| 4. ____ A strip of white space that spans two pages to visually link them | D. Drop cap |
| 5. ____ Indicates the page number and content | E. Content module |
| 6. ____ Eight pages on one side of a press sheet, indicated by ladder shading | A. Infographic |
| 7. ____ Typically short stories or groups of facts, figures or opinions presented in a broad range of design formats. | B. Spread |
| 8. ____ Presents facts and figures, often poll/survey results, in an illustrative way | C. Multiple |
| 9. ____ Two facing pages in a yearbook | D. Signature |
| 10. ____ 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 ____ type(s) of text alignment.
- A. 1 B. 2 C. 3 D. 4
12. Alignment is important because ____:
- 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 ____ times larger than all other elements.
- A. 1 B. 2 C. 3 D. 4
14. The largest element on a spread is called a ____:
- A. Dominant area B. CVI C. Focal point D. All of the above
15. Dominant elements should be placed on a spread near ____:
- A. The edge B. The center C. The gutter D. Each other
16. Photos should vary in ____:
- A. Content B. Size C. Shape D. All of the above

17. Dominant images create visual _____:
- A. Hierarchy B. Chaos C. Blandness D. Clutter
18. A photograph taken from above the subject is called _____:
- A. Framing B. Bird's-eye view C. Selective focus D. Worm's-eye view
19. _____ 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. _____ 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 _____ parts + an optional quote.
- A. 2 B. 3 C. 4 D. 5
22. The first sentence of an expanded caption is written in _____ tense.
- A. Present B. Past C. Future D. Conditional
23. This editing mark means _____: 
- A. Fix spelling B. Insert word C. Transposed D. This isn't a mark
24. This editing mark means _____: 
- A. Make into lowercase letter B. Delete letter
C. Make into uppercase letter D. This isn't a mark
25. This editing mark means _____: 
- A. Add space B. Remove space C. Delete D. This isn't a mark
26. In a story, the nut graph is _____:
- 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 _____:
- 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

29. This type of marketing is effective because it reaches consumers electronically, making it easy and convenient to make purchases with the click of a button.

- A. Traditional marketing
- B. Targeted marketing
- C. Cause marketing
- D. Email marketing

30. A primary headline over a secondary headline is called a _____:

- A. Hammer
- B. Kicker
- C. Tripod
- D. Wicket

31. A single-line secondary headline over the primary headline is called a _____:

- A. Hammer
- B. Kicker
- C. Tripod
- D. Wicket

32. A multi-line secondary headline **besides** the primary headline is called a _____:

- A. Hammer
- B. Kicker
- C. Tripod
- D. Wicket

33. A multi-line secondary headline **on top** of the primary headline is called a _____:

- A. Hammer
- B. Kicker
- C. Tripod
- D. Wicket

WHAT TYPES OF LEADS ARE THESE?

34. Unwilling to accept the news he had just received from the doctors, he lowered his head in defeat. His mother sat speechless in the corner, one tear rolling down her face as she saw her son's chance to claim a state wrestling medal disappear because his heart just wouldn't allow it.

- A. Narrative
- B. Direct quote
- C. Descriptive
- D. Startling statement

35. Deion Sanders, Jr. knows what they say in the hallways. They say he'll be a terrible quarterback. That he's too short. That he can't see squat past the six-feet-something offensive linemen. That he's cocky. That he'll never amount to anything. They say he'll never be his dad.

- A. Narrative
- B. Direct quote
- C. Descriptive
- D. Startling statement

36. "Coach Hawkins!" Brad Hawkins, the longtime Westlake athletic trainer, recognized Coach Steven Ramsey's voice over the noise of the spectators behind him. But he had never heard Ramsey's voice like that. Hawkins ran to Ramsey, who was crouched over varsity player Matt Nader pleading with the athlete. "Hang in there. Don't leave us. Everything's going to be all right."

- A. Narrative
- B. Direct quote
- C. Descriptive
- D. Startling statement

37. Junior Josh Duckworth has a fetish. OR She never knew she had it.

- A. Narrative
- B. Direct quote
- C. Descriptive
- D. Startling statement

TRUE/FALSE

Write in the correct answer or, if filling in a bubble sheet, choose A for true or B for false.

38. _____ Eyelines aren't a method of aligning items on a spread.

39. _____ Size 8–10 pt font is best for captions.

40. _____ Primary headline fonts should be three times the size of the secondary headlines.

41. _____ A common headline writing strategy is to use rhyming words.

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