



# YBK BASICS

# what do we mean when we say **SPREAD?**

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



history of the Westfield game



## our time to **SHINE**

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

EVERYTHING BETWEEN THE BEAT



# what do we mean when we say MOD?

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

**5 W's of Project Enlightenment**



leaders of the World's game





**our time to SHINE**  
varsity field hockey wins back Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY TEAMMATES AND WE WORK VERY WELL TOGETHER."

**EVERYTHING BETWEEN THE BEAT**





# what do we mean when we say **DOMINANT PACKAGE?**

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

### 5 W's of Project Enlightenment



leaders of the Westfield game





## our time to **SHINE**

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

### EVERYTHING BETWEEN THE BEAT



# what do we mean when we say GUTTER?





# what do we mean when we say MAGIC BOX?

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



leaders of the World's game



## our time to **SHINE**

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

## EVERYTHING BETWEEN THE BEAT



# what do we mean when we say **GRID?**

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



leaders of the World's game



## our time to **SHINE**

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

EVERYTHING BETWEEN THE BEAT





# what do we mean when we say **PICA?**

Pica = Unit of measurement on a spread  
Each magic box = 2 picas x 2 picas





# what do we mean when we say FOLIO?



# what do we mean when we say BODY COPY?

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



leaders of the World's 10 game



## our time to SHINE

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

## EVERYTHING BETWEEN THE BEAT





# what do we mean when we say CAPTIONS?

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



leaders of the World's game



## our time to SHINE

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."



EVERYTHING BETWEEN THE BEAT



# what do we mean when we say HEADLINE?

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

## 5 W's of Project Enlightenment



leaders of the World's 10 game



## our time to SHINE

varsity field hockey wins back  
Rotary Cup from rival Langley

"THE TEAM IS LIKE FAMILY. I LOVE EACH AND EVERY ONE OF MY  
TEAMMATES AND WE WORK VERY WELL TOGETHER."

EVERYTHING BETWEEN THE BEAT





# what do we mean when we say JUSTIFY?

justify = alignment

This text is an example of FULL JUSTIFY. The text reaches both left and right sides of the text box. It creates weird spaces, so you can see why we hardly ever use it in yearbook.

Left justified

Right justified

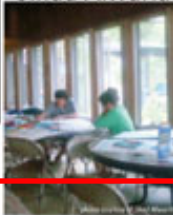


# what do we mean when we say MUG SHOT?

## Summer LEARNING

had me a blast  
seniors spend their summers getting  
ahead on their studies

Jihad Alwarith



"I did a summer program at Brown University to study environmental science. We did fun things, like costume parties and dances, but we mostly worked on projects like creating a solar water heater so we could have warm water to shower with. We also worked to create a healthy meal plan for schools using farm-raised meat from local communities. I took AP Environmental Science last year and enjoyed it, so this camp was a great way to continue my studies and prepare myself for majoring in environmental science. It was a fun experience to take part in and I wish I could go back."



Ragini Jha

"I missed the last week of school last year so spend two months at Stanford University. It was such a fun summer. I took college-level psychology and biology classes with undergraduate students and roomed with other girls my age. We spent the weekdays learning but on the weekends we could go out and see some of California. We would go out as a group to dinner and then go back to the dorms to hang out. One of my favorite things I did was putting my roommate's and my mattresses together on the floor so that we could have a sleepover with my two roommates."



Ted Lin



"I spent part of my summer at the NASA summer program. I learned about some of the projects NASA is working on, like the lunar base, and they even had an inflatable prototype for us to look at. We met some important people, like the Astronaut Jim McInerney and worked on plans to send to the Moon primary power and at the end of the summer I received a certificate of recognition. I wasn't the only Silken student to attend. Eliu Springhouse and Zina Karsak participated as well, so it was nice to go in knowing people."

Anthony Hernandez Soder  
Robert Hugel  
Alexandra Hakkaris  
Marissa Himmelfarb  
Carlyle Howard



Eric Howard  
Andrew Huang  
Janna Huang  
Shuang Huang  
Lily Hoffman



Bruck Hunter  
Nadine Hussien  
Kevin Hutchinson  
Tsun-Yung Huang  
Dorlene Jiang



Stephanie Jorrell  
Chloe Jenkins  
Ragini Jha  
Zina Karsak  
Rupen Karti



Eui Kanny  
Grishma Kizil  
Julian Kell  
Michael Kelley  
Victoria Kany



Alfred Karam  
Jawad Khoury  
Dan-B Kim  
Marie Kim  
Lee-Hyang Kim



Young-Son Kim  
Urelle Kinn  
Jacki Kopp  
Patrick Korne  
Ben Korne O'Shea



Brian Tan Koo  
Jae Kottagall  
Sunny Lefebvre  
Nicole Lefebvre  
Kevin Lentine



what do we mean when we say       **PROOF?**      

**Proof** = our final opportunity to  
make corrections

# what do we mean when we say **LADDER?**

even	odd	Topic	Events	Clubs	Sports	Academics	Student Life	Assigned	Deadline
	1	Title Page						EiCs	1
2	3	get it - opening						EiCs	1
4	5	go with it - opening						EiCs	1
6	7	GET IT DIVIDER						EiCs	1
8	9	get introduced	Newcomer Potluck Dinner	CPP (college visits) Book Club (introduce one another to new books)	freshman volleyball <small>(girls are being introduced to the sport - they never played before)</small> crew <small>learn to row program</small>	Introduce yourself on the first day of school Guest speakers (introduce you to a new topic)	welcome to McLean (new students and teachers) try a new food		1
10	11	get introduced							1
12	13	GET A NEW PRINCIPAL INTERRUPTER						EiCs	1
14	15	get spirit							1
16	17	get spirit							1
18	19	get traditions	Senior T shirts - handing out	McLeandership			The Rock Holidays		



# THEME

---

## Backbone/Inspiration for book

2010: "My Place My Time"

2011: "I am a Highlander We are McLean"

2012: "Everything in Between"

2013: "get it GO WITH IT"

2014: "Long Story Short"

Let's put it to the test!

# YBK 101