

# 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



Rules of the field 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?

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Lives of the field hockey game

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what do we mean when we say

# DOMINANT PACKAGE?

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# what do we mean when we say GUTTER?

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# what do we mean when we say MAGIC BOX?

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# what do we mean when we say GRID?

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# 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?

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what do we mean when we say

# BODY COPY?

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Answers to the  
5W's of the game



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# what do we mean when we say CAPTIONS?

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

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# what do we mean when we say JUSTIFY?

justify = alignment

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Left justified

Right justified

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

# 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 Drexel 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 more water to share with. We also worked to create a more sustainable environment. We had speakers come from local communities. I took AP Environmental Science last year and enjoyed it, so the course was a great opportunity for me to continue and prepare myself for inspiring 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 to spend summer at the University of California, Berkeley. It was during the summer, I took college level physics 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 meeting my roommate and my roommates. I also got to meet the friend that we could have a connection with on my neighborhood."



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 dome for us to look at. We met some important people, like Director Jim May, and worked on projects to solve the Moon's gravity problem and the use of the surface. I learned a lot about science and technology. It wasn't the only McLean students to attend. Ellie Springsteen and Zara Kamali participated as well, so it was nice to go in knowing people."

Anthony Hernandez-Torres  
Robert Hoag  
Alexander Hulbert  
Mansha-Remont  
Carly Heard



Lil' Kenny  
Giovanna Ric  
Julian Hall  
Michael Kelley  
Victoria King

Grace Howard  
Andrea Huang  
Janice Huang  
Shengqin Huang  
Ely Huffman



Angel Ramirez  
Joseph Khoury  
Dan B Kim  
Marie Kim  
Tae-Hyoung Kim

Brick Hunter  
Nadine Hussin  
Kevin Hutchinson  
Suan Young Heung  
Tanner Jang



Young Sun Kim  
Linda Kress  
Jacki Krieger  
Patrick Kress  
Ben Kudra-O'Bryan

Stephanie Jovell  
Uzodinma Jekwe  
Ragini Jha  
Zara Kamali  
Kenny Kent



Brian Sun Kim  
Jen Kotagalih  
Savvy Lubomir  
Natalie Luttmann  
Kenny Luttmann

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 (girls are being introduced to the sport - they never played before) crew (learn to row program)	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

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## Backbone/Inspiration for book

2010: "My Place My Time"

2011: "I am a Highlander We are McLean"

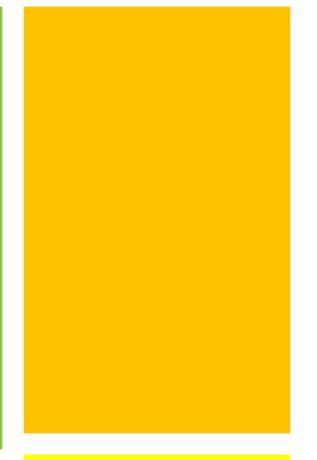
2012: "Everything in Between"

2013: "get it GO WITH IT"

2014: "Long Story Short"



Let's put it to the test!



**YBK 101**