

CSPA Magazine Fundamentals: Vocabulary List

KEEP THIS LIST IN YOUR CLASS BINDER FOR REFERENCE AND TO STUDY FOR QUIZZES, WHICH MAY BE ANNOUNCED OR UNANNOUNCED.

A

1. advertising- in managing, calling services, sales or events to the attention of the public, especially by paid announcements (abbreviated as ads).
2. ascender- in design, upper stroke of lower-case letter extending above x-height, i.e., b, d, h. Compare descender.
3. asymmetrical balance- in design, pleasing proportion in a page or spread achieved by strategic arrangement of unequal elements. Also called informal balance.

B

4. balance- in design, stability of elements in a page or spread, creating a pleasing and harmonious affect.
5. baseline- in design, imaginary horizontal line (bottom of x-height) that touches all type characters in that line.
6. bleed- in design, an extra amount of printed image that extends beyond trimmed edge of sheet or page
7. body type- in design, typeface used for main text of printed piece as distinguished from headline, title, or caption.
8. budget- in managing, estimate of income and expenses that serves as a financial plan.
9. byline- in editing, identification of author at beginning or end of copy.

C

10. C-1, C-2, C-3, C-4- in printing, numbering system for magazine's front cover (C-1), inside front cover (C-2), inside back cover (C-3), and back cover (C-4) when cover is on a different paper stock than the body of the magazine.
11. CMYK- acronym for cyan, magenta, yellow, black. In printing, four color process with four separate negative plates linked.
12. colophon- in writing, short statement of technical information and publishing credits; may include typefaces and sizes, paper stock, layout styles, graphic devices, cost, number of copies, printer, honors earned, memberships in organizations.
13. column- in design, vertical division of a page.
14. consistency- in design, a set pattern rule or style followed while preparing a magazine.

15. contrast- for images, differences in tonal gradation between image's highlight and shadows. In design, using elements large vs. small, horizontal vs. vertical, heavy vs. light on pages and spreads.
16. copy- in writing, all words
17. copy editing- in writing, process of proofreading to make necessary copy changes and corrections.
18. credit line- for images, phrase that acknowledges source of an image.
19. crop- for images, portions to be reproduced, as indicated by vertical and horizontal corner lines called crop marks. To trip portions from an original image.

D

20. descender- in design, lower stroke of lowercase letters extending below baseline; i.e., g, p. Compare ascender.
21. dominance- in design, one or perhaps a cluster of many elements on page or spread large enough to attract immediate attention from the reader.
22. double-page spread- in design, facing pages with continues subject matter (abbreviated dps).
23. drop cap- in design, large initial letter embedded in copy used to introduce copy, caption, or headline.

E

24. editor- in managing, any leader in charge of portion or whole publication.
25. element- in design, copy blocks, headlines, captions, images or white space for a layout.
26. endmark- in design, graphic or icon indicating end of a story in a publication.
27. eyeflow- in design, natural eye movements from left to right as English is read. The best designs involve pleasing eyeflow.

F

28. flush left- in design, several lines of type set even on left side and ragged on right side. Compare flush right, justified.
29. flush right- in design, several lines of type set even on right side and ragged on left side. Compare flush left, justified
30. folio- in design, page number usually at bottom of page.
31. font- in design, complete set of letters, numerals, ligatures and punctuation marks of a typeface.

G

32. ghosting- in design, photographic images printed lightly to form background for other elements.

33. gutter- in design, space between two pages of spread where paper dips into magazine's spine. See spread.

H

34. hard copy- in desktop publishing, printed copy of text stored in computer memory used as a permanent visual record. In printing, typed manuscript sent to printer for typesetting.

35. hole- in design, "wasted" or unplanned white space in a layout.

I

36. indent- in design, starting the first line of flush left paragraphs a few spaces to the right. Often used with an initial letter. See flush left, drop cap.

37. index- in publishing, detailed listing of every topic and person cited, with page numbers.

J

38. justified- in design, copy set with left and right margins flush, forming a straight-sided column. Compare flush left, flush right.

K

39. kerning- in design, increasing or decreasing space between pair of characters within a word.

L

40. ladder diagram- in printing, chart representing pages in a signature or magazine, used for placing content and color. Also called content ladder.

41. layout- in design, plan or drawing showing size and position of all elements. Often built on column or grid format.

42. leading- in design, distance between lines of type, measured in points baseline to baseline. Pronounced "ledding".

M

43. margins- in design, blank space around outside portion of page (external margins) or between elements on page (internal margins).

44. masthead- in publishing, list of information headed by miniature nameplate, including staff, school, address, e-mail, phone numbers, policies, subscription rates, method of distribution.

45. medium- for images, particular artistic technique determined by materials required.

N

46. nameplate- in design, title of magazine placed on cover and title page.

P

47. photo essay- for images, series of photos that tell a story.

48. pica- in design, unit equal to 12 points or 1/6 inch, measuring column widths, images, and internal margins. See point.

49. planned white space- in design, white space used intentionally as a graphic element.

50. point- in design, a unit equal to 1/72 inch or 1/12 pica that measures type vertically. See pica, point size.

51. point size- in design, system measuring typeface from top of highest ascender to bottom of lowest descender. See ascender, descender, point.

52. promotion- in managing, publicity, especially for selling subscriptions.

53. proofreader's mark- in printing, a graphic instruction made by proofreader to indicate errors.

54. proofreading- in editing, checking copy for spelling and grammatical accuracy.

55. pull quote- in design, words "pulled" from the text and displayed as quotation. Also called internal quote.

R

56. readability- in design, relative ease with which printed page can be read.

57. revision- in editing, final version of manuscript altered in form or content by author or staff. Also, portion of a manuscript so altered.

S

58. saddle-stitch- in printing, binding by stitching with wire staples or thread through centerfold. Also called staple binding.

59. sans serif- in design, type distinguished by characters with no short finishing strokes at end of main stroke. See serif.

60. serif- in design, small finishing stroke at end of main stroke of letter. Also, style of type distinguished by character having serifs. See sans serif.

61. spread- in design, two facing pages seen as single visual unit.

62. stet- in copyediting and proofreading, Latin for "let it remain."

63. style book- in editing, written guide that lists magazine's rules for mechanics and style. Also called stylesheet.

64. symmetrical balance- in design, balanced achieved by equal weights and matching placement on either side of imaginary center line. Compare asymmetrical balance.

T

65. teasers- in design, short messages, excerpts or photos on magazine cover, title page or table of contents.

66. theme- in editing, central idea or concept that unifies message and gives magazine personality.

67. title- in design, display line set in larger or different typeface than text, summarizing and drawing attention.

68. typo- in editing, a typographical error.

U

69. unplanned white space- in design, white space between elements on a page or spread that creates a visual distraction.

V

70. visual redundancy- in design, repetition of visual elements, creating boredom rather than excitement.

W

71. white space- in design, area of layout not occupied by copy, photos or artwork where paper is visible. Also known as negative space. See isolation, planned white space, unplanned white space.