

Great yearbooks have a...

COLOPHON

What is a colophon?

Webster's says a colophon is "an inscription placed at the end of the book with the facts relative to its production." But in yearbooks, colophons have become much more. They include all kinds of information that others who do yearbooks (and you in the future) will appreciate knowing.

What does a good colophon include?

A good colophon should include the following at a minimum:

- 1— The printing and cover specifications of the yearbook, including, but not limited to, the cover material, method of creation, endsheet materials, number of pages and copies and type of paper your book is printed on.
- 2— The method of production (i.e., computers, software, paste-up, etc.) and number of staff members. You may also want to include camera and digital information for photos.
- 3— Type specifications for your book. Which fonts did you use at which size and where?
- 4— Awards you have won and workshops you attended.
- 5— Staff listings are becoming more common as part of the colophon as well.
- 6— Your budget, the cost of your book to each student and your ad sales are all possible inclusions.
- 7— It's a great place to list your acknowledgements and thanks to those who helped you create the yearbook. Check out the combo colophon and acknowledgements at left from the 2008 *Sammamish* from Issaquah High School, Issaquah, Washington.

When should you create the colophon?

You can gather the materials for it at any time, but the colophon should go with the final deadline in case there are changes that need to be inserted.

Who should compile the colophon?

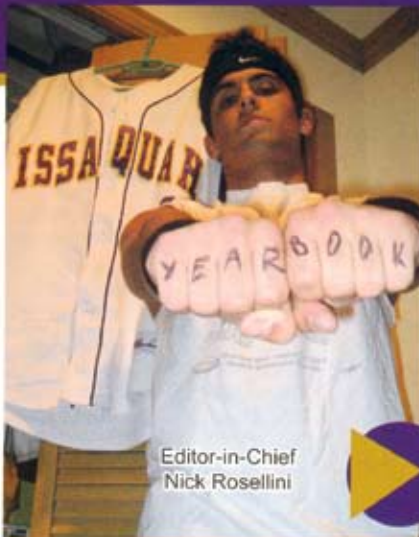
Usually this job belongs to the editor and the adviser, with some input on acknowledgments from the entire staff. If you need help with some of the more technical things on the list, you can call me...your friendly Jostens yearbook rep.

Where does the colophon go in your yearbook?

We have seen it in the following places: at the end of the ad section, at the end of the index, on the back endsheet, on the last page of the yearbook and on the yearbook staff page.

Why should we have a colophon?

It is a good way to let the reader know how much work and how many decisions went into creating your yearbook. And if you include acknowledgments, a colophon is a great way to say thanks to the people who helped create your yearbook.



Editor-in-Chief
Nick Rosellini

RECOGNITION

Staff, thank you all for the hard work you put in and the stress you endured this year. **Matt**, thanks for being a dude and for always working hard. **Megan**, thanks for being reliable and for killing dangerous paper animals. **Lindsay**, I hate you but not actually. **Jordan**, you were the standout rookie and a good friend. **Lauren**, I really hope you come back next year because you're talented. **Jessie**, if it was my decision I'd want you to be editor-in-chief your senior year. You're that good. **Michelle**, thanks for talking to me all year and being another awesome rookie. **Teresa**, you handled some of the hardest pages masterfully. **Casey**, you did a great job editing and handling your workload. **Brooke**, thanks for always being helpful and fun to talk to. **Emee**, you turned in some of the best pages out of anyone. **Jillian**, you are a dirty prankster and a hilarious person. **Jenna**, thanks for always picking up the slack. You'll be a great editor-in-chief. **Amanda**, your dry sense of humor always made me laugh. **Kristen**, I wish we had seen more of you this year. I pray you get well. **Kate**, after only two short years you've become one of my most reliable staff members.

Alicia, thanks for bravely taking on probably the biggest section editing position. **Angle**, thanks for putting in more effort than just about anyone. Jarv, four years have flown by. Thanks for all of your help and everything you have taught me from getting rid of passive voice to Photoshop to being a leader.

Colophon: Pages created with Adobe InDesign CS 2 on 32 Dell Optiplex GX620 computers. Photos taken with three Olympus Camedia C-750 Ultra, three Olympus Camedia C-720s, four Fuji FinePix E9000s, one Canon Powershot 640, four Canon Digital Rebel XTs, one Rebel XT1, and various personal cameras. Scanning done with a Canon CanoScan 9950F scanner. Mug shots by Doran Studios (except seniors) and team photos by Trevor Photography and the yearbook staff. The theme, "The Quah," was contrived at WWU in Bellingham. Washington at Jostens Yearbook West. Editor-in-chief Nick Rosellini created the cover in Adobe InDesign CS 2. Staff members and Elen Jarvinen (adviser) created our 268 page book plus 16- and 2-page supplements. Jim Bellomo was our Jostens Representative. The book was created from August 2007 to May 2008. There were 1185 book sales at \$50 each. The book was printed by Jostens Printing and Publishing, Topeka, Kansas. Fonts: body copy and captions: Arial, cover/headers/headers: Kunster Script and AYT Chelsea; student life headlines: AYT Franklin Gothic; people headlines: Elegance; academics headlines: Action; athletics headlines: Engravers Gothic; Garmond; activities headlines: Chris and Handwriting; senior aids headline: Olive Oil; index headlines: Catherine. Special thanks to the 2007 yearbook staff for much of the building photography.

Colophon?

What is it? Do you need one? Where can you put it? What goes in it? Who should do it? When we should we do it? Why should we do it? So many questions... well here's your answers!

Something to *shout* about... Something to *cheer* about...
 Something to *think* about...
 Something to *talk* about... Something to *boast* about...

"Something to Brag About" was published for the students of Duncanville High School, 900 West Camp Wisdom Road, Duncanville, TX 75116 and Duncanville Ninth Grade School, 7107 Wheatland, Dallas, TX 75149 Telephone Number and FAX (972) 708-3878
 www.duncanvilleisd.org e-mail mpulliam@duncanvilleisd.org

Theme: "Something to Brag about" was designed by Allison Strickland during the month of September after revising ideas developed at the Gloria Shields All-American Publication Workshop in July.

Cover: Designed by Allison Strickland with the assistance of Mary Pulliam. "Something to Brag about" logo designed in PageMaker 7.0 Photo prepared in Photoshop.

Main headlines: Student Life— 120 pt. at 80%, 48 pt. at 80% and 18pt. at 96%. Avenir 95 black; Clubs— 54pt. at 80% and 18 pt. at 100%. AYT David Bold; Sports— 60 pt. at 80% Arial Black and 30 pt. at 100% Avenir 65 M Black; Academics— Rage 120 pt. at 100%, Avenir 45 Book 36 pt. at 92%, Avenir 55 Oblique 24 pt. at 97%; People— Avenir 65 M 38 pt. and 20 pt. at 100%. Antonio Med 42 pt. at 100% and 18 pt. at 100%. Avenir 65 Med 38 pt. and 20 pt. at 100%.

Caption heads: Student Life— AYT David Bold 8pt. at 100%; Clubs— Avenir 85 Heavy 8 pt. at 130%; Sports— Avenir Black 8 pt. at 130%; Academics— Avenir 85 Heavy 8 pt. at 130%; People 85 heavy 8 pt. at 130%.

Caption copy: Goudy 8 pt. at 100%.

Body copy: Goudy 10 pt. at 100%.

Side bars: Student Life— Avenir 95 black 14 pt. at 100%; Clubs Avenir 95 black 14 pt. at 100%; Sports— Arial Black 8 pt. at 130% and Goudy 8 pt. at 130%; Academics— Antonio Italic 10 pt. at 100%; People— Goudy 8 pt. at 100%, Antonio Italic 12 pt. at 100% and Avenir 85 Heavy.

Student Mug Shots: Don Painter's School Pictures, Inc., Keith and Nancy Young

Color Negative Processing: Texas Photo Center

Computer Equipment: Macintosh desktop G3, G4, G5 and iMac computers, 8 Macintosh laptop G3, iBook, 1400 and 3400 computers; 1 Microtek flatbed scanner; 1 Nikon D2, 2 Nikon D1s, 1 Nikon D100, 1 Nikon D70, 5 Nikon Coolpix cameras; 3 Nikon Super Coolscan scanners

Software: PageMaker 7.0, Photoshop 7.0 and Microsoft Word

Published by: Jostens Publishing Company in Winston-Salem, NC; Jostens reps Tread Sheffield and Rod Evans

2003 "Panther Tale" Awards: Columbia Scholastic Press Association Silver Crown, Interscholastic League Press Conference Gold Star, National Scholastic Press Association Pacemaker



Editor's Note: I truly hope that the pages contained within this book help each student remember a highlight of their high school experience. May all of you accomplish your dreams and hopes for the future. Seniors, I wish the best of luck on the paths you take in life. Always take the Panther spirit with you wherever you go. May God bless you all. Mrs. Pulliam, you are an amazing woman. Without your dedication and brilliance as an adviser, this book would not have been such a great publication.

Thank you,
Allison

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This is a super example of what a colophon should be. This one is from the 2004 *Panther Tale* published by the yearbook staff at Duncanville High School in Duncanville, Texas.

The staff placed this colophon, the editor's message that was below it as well as a staff listing (not pictured) on page 316 of a 320 page book. It followed the index but was followed itself by a memoriam and the closing section.