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**WORD UP!**

*Jostens*

# CARMEN

*Jostens*

# THEME

# COVER

# PICA

# MARGIN

# ENDSHEET

# EYELINE



# GUTTER

# SPINE

CAPTION

# HEADLINE

# MODULE

# INTERNAL SPACING

# RULE OF THIRDS

# POLL



# DIRECT QUOTE

# FRAMING

# FACTS

# FIGURES

# FEELINGS

# DIVISION PAGE

# SELECTIVE FOCUS

# TITLE PAGE



B.O.F.S.

# ADVISER

# ORDER OF IMPORTANCE

# TWITTER

# WORKSHOP

# COVERAGE

# LEADING LINES

# PORTRAIT



# BIRD'S-EYE VIEW

# JOURNALIST

# PHOTOGRAPHER

*Jostens*

# EDITOR

# GRIDS

# MARKETING

# WORM'S-EYE VIEW

# VISUAL/VERBAL



# WICKET

# YEARBOOK

# HAMMER

*Jostens*

# COVERAGE REPORT

# INTERVIEW

# STORY ANGLE

# LEAD

# PHOTO CREDIT



# SECONDARY HEADLINE

# YEARBOOK AVENUE

# SURVEY

# FOLIO

# REFERENCE

FONT

SERIF

**SANSERIF**



# KERNING

# TRACKING

# LEADING

# FOOD

*Jostens*

# DEADLINE

# CROP

# GRAPHICS

# QUOTATION MARK



# BRAND

*Jostens*

# SUB-HEAD

# INDEX

**LABEL**

# APPPOSITIVE

# DPS

# OPENING

# REPORTING



# CLOSING

# DISTRIBUTION

# COLOR PALETTE

# STORY STARTER

# MOD STARTER

# DIGITAL CLASSROOM

# CUT-OUT PHOTO

# TEAMWORK



WHITE SPACE

# CHRONOLOGICAL COVERAGE

# COLOPHON

# DROP CAP

# CURRENT EVENTS

# STYLE GUIDE

# BRAINSTORM

DECORATIVE FONT



# SPIN-OFF

*Jostens*

# SPECIALTY SPREADS

*Jostens*

# JOSTENS

*Jostens*

# ADVERTISING

# AUTOGRAPHS

*Jostens*

# INFOGRAPHICS

# LADDER

# CONSUMER MARKETING PROGRAM



# WHOLE-BOOK LINK

# LOOK BOOK

# LOOK BOOK

# GOAL

# BUSINESS MANAGER

# TRIPOD

*Jostens*

# LENS