

1.1 MATCHING TERMINOLOGY

DIRECTIONS: Below are some terms used in chapter 1 of *The Newspaper Designer's Handbook*. Match each of these terms with their definitions by placing the letter associated with the definition at the right in the blank to the left of the appropriate word. Write legibly.

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| _____ | 1. agate type | a. Boldface line of type used to organize a story and break up gray text. |
| _____ | 2. boldface type | b. Brief reference to a related story elsewhere in the paper. |
| _____ | 3. byline | c. Diagram, chart, map or list that conveys data pictorially. |
| _____ | 4. cutline | d. Fine print set in 5- or 6-point. |
| _____ | 5. deck | e. First line of each paragraph is indented usually between 9 and 15 points. |
| _____ | 6. display head | f. Group of type with no serifs. |
| _____ | 7. flag | g. Information about a photo or illustration; also called a caption. |
| _____ | 8. flush left type | h. Jazzed-up headline that adds drama to special stories. |
| _____ | 9. folio | i. Label used for packaging special stories or features. |
| _____ | 10. gutter | j. Measure for the height of type. |
| _____ | 11. infographic | k. Newspaper's name; also called a nameplate. |
| _____ | 12. italic type | l. One-sixth of an inch. |
| _____ | 13. justified type | m. Page number, date and paper's name, at least. |
| _____ | 14. leading | n. Photographer's name and, often, affiliation. |
| _____ | 15. liftout quote | o. Quotation from the story given graphic emphasis; also called a pull quote. |
| _____ | 16. paragraph indents | p. Related story, often boxed, that accompanies the main story. |
| _____ | 17. photo credit | q. Slanted type used to emphasize words. |
| _____ | 18. pica | r. Smaller headline added below the main headline. |
| _____ | 19. point | s. Type aligned both on the left and on the right side of the column, traditional for newspaper news design. |
| _____ | 20. sans serif type | t. Type aligned to the left side of the column but is ragged on the right; standard for headline design. |
| _____ | 21. sidebar | u. Type for stories set in a standard size and typeface, stacked in columns. |
| _____ | 22. standing head | v. Type set darker than the surrounding text for emphasis; irritating in large doses. |
| _____ | 23. subhead | w. Type set in a different width than the standard measure |
| _____ | 24. text | x. Vertical space between lines of type. |
| | | y. White space running vertically between elements on the page. |
| | | z. Writer's name and, often, title or affiliation. |