

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

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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

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 yearbook rep.

What...

...is a colophon? Webster 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 things.

...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, type of paper.
- 2- The method of production (i.e., computers, software, paste-up, etc.) and number of staff members.
- 3- Type specifications for your book. Which fonts did you use at which size and where?
- 4- It has become more common to see acknowledgments in the colophon; thank yous to people who helped put your book together.
- 5- Awards you have won and workshops you attended.
- 6- Staff listings are becoming more common as part of the colophon as well.

When...

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

Where...

...does the colophon go in the 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 an 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, it is a great way to say thanks to people who helped create your yearbook.

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.