

2015-2016

HiLite



Page Editor Manual

GUIDE:

If you click on a section title in the Table of Contents, it will take you to the section. Clicking on the three blue bars on each page will take you to the Table of Contents. You're welcome.

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Basic HiLite Terminology

Journalistic Values



Finding Story Ideas

- Timeliness

Always be timely. Sections that have more timeless stories, such as Feature and Cover, should still have a timely quality.

Example: The cover story about “The Gender Continuum” is a relatively timeless story. The reporter made the story timely by relating it to the recent RFRA controversy. The page editor and reporter found a window of opportunity to release a timely story.

- New Aspects

Example: A story about an orchestra concert is not timely because the orchestra regularly offers concerts. If it was playing with Indianapolis Symphony Orchestra members in a concert for the first time, this would be a timely story idea because there is a new aspect to the story.

- Impact

Events and trends must have a direct impact on students.

- Timing

The event must occur between the day of publication and the day of publication for the next issue. If the event does not fall within the issue cycle, it can still be covered as an online story. In that case, contact the web content editors.

- Uniqueness

Don't be repetitive with story ideas. Blacklist story ideas **if need be**.

Example: In past years, News reporters would constantly bringing in stories about construction. In response, the editors blacklisted stories about construction and would not consider them as one of their reporters' required two story ideas. If need be, do the same.



What You Can Do

You must also serve as a guide for your reporters as they search for story ideas.

- Don't Assume

Your reporters may not know exactly what you're looking for. Make sure they do, and give them suggestions on where they can look for them.

- Writing Coaches

The writing coaches can give them additional guidance that will allow them to bring you better story ideas, resulting in better spreads.

- Don't Be Lazy

Do research on your own. Stay up-to-date on news relating to your section. Search for ideas before and after maestros.

- Don't Settle

Don't accept low-quality story ideas. Research on your own if you must.

- Additional Stories

Plan for additional stories as back-ups, and assign them in case. If you don't end up using them, they can go online.

Alternate Coverage

- Discuss Alt. Cov. Ideas at Maestros

Brainstorm **together** with reporters, photographers and graphics artists at maestros. Choose stories that lend themselves well to alt. cov.

- Wear Readers' Shoes

Ask yourself, "If I was the reader, what else would I want to know?"
Make sure alt. cov. does not reiterate ideas and data in the story.

Legal Issues

- FERPA

Always consider FERPA. Speak to Mr. Streisel if you're unsure about something.

- Copyright Infringement

Use photos from creative common sites. If you use sites like Flickr or Google, always make sure you're on noncommercial reuse filters.

Page Editor Protocol



The Big One: Deadlines

You are responsible for all of the following deadlines. Yes, all of them.

- Source Deadline

You aren't expected to find your reporters' sources but you *are* expected to make sure that they are sent in on time. Source deadlines are essential to your photographers, and keeping track of them will save you stress from last-minute problems.

- Assignment Sheet Deadline (ASD)

You must have your assignment email sent out with *all* assignments assigned. Filling out the yellow assignment sheets is highly encouraged but not required.

- TOC Deadline

Plan for photos early. Don't leave your front page/TOC editors hanging. Follow their directions in their emails. No crappy teasers. See previous issues for some examples.

- First Page

For first page, you must have *all* of your content in. No exceptions. After you first page, MGMT will take home your pages and make proofreading changes. The next school day after first page, you are *required* to come into the HiLite room in the morning to make changes. Failing to do so will result in a missed deadline. If you have a conflicting schedule, speak to MGMT.

- PDF A & PDF B

Your pages must be near finished for PDF A. For PDF B, you *must* have your pages completely done. All content must be in. All components of the page must be linked and correctly saved on the server. All proofreading changes must be addressed. After PDF, prepare for online posting, which should be done at least by the morning of distribution.



The Unspoken Protocol

As a page editor, you have many responsibilities beyond just designing pages.

- Plan Ahead

Be pessimistic. Not everything will go the way you plan. Plan for the worst possible scenarios. Keep track of your content well ahead of time. Plan for the worst; hope for the best.

- Gather Information

Sometimes you need to go out into the field and get your hands dirty too. Do outside research for your stories. It will do your alt. cov. good.

- Your Reporters

Communicate with them. Check on them periodically to see if they're running into problems. Encourage them to ask you questions. Just remember not to helicopter parent them.

- Your Photographers

Tell them *exactly* what you want. Candid or environmental. Horizontal or Vertical. Facing left or right. Make sure they get varieties as well, just in case. Tell them the sources as early as possible. Have them write the captions with sources identified; they were actually there.

- Your Graphic Artists

Provide them with research. They already have enough to do. Give them dimensions ahead of time. Consider page margins, text overlaps and placement on the spread. Make sure their graphs actually make sense. Give them as many design directions as you can. Have them read the accompanying story.

- Build Your Superhero Team

Everyone is strongest in different areas. Know your team members' different strengths. For example, some reporters are better at writing more traditional, "newsy" stories while others are better at writing funny stories. Some graphics artists are better at infographics while others are better at graphic illustrations.



Our Big List of General Tips

- **Work With Your Co-Editor (if you can)**
Your co-editor will probably understand your problems more than anyone else. They can give you ideas that you may have not thought of before. Developing a good partnership will be very helpful.
- **Don't Underestimate Rookies**
Rookies won't be fantastic when they first start out, but you will be surprised how good some turn out to be. Don't avoid them just because they're inexperienced. Be patient with them, and help them grow.
- **Plan Your Maestros Early (But Not Too Early)**
Planning your maestros early will help everyone. Be planning them right after you PDF. There is little break between production cycles. Don't plan them *too* early or else news won't be as timely.
- **Quality Over Speed**
MGMT does like it when you get things done early. But your priority should be the quality of your pages over how quickly you did them. We'd rather have late, fantastic pages than early, crappy pages.
- **Be Flexible and Reliable**
Things will always change last minute. Be able to adjust to those changes, especially with time. Check your emails obsessively. You can avoid huge problems if you are aware of them early.
- **Don't Be Lazy**
Being a page editor is lots of work, but you took this job. Be prepared for it. Don't let us and others down.
- **You're Responsible for **Everything****
If someone didn't turn something in, it's on you. No exceptions. Find a replacement for the time being. Don't give excuses or blame it on them.
- **Set Reasonable Deadlines**
Give your team ample time. It's easier to design pages than to actually create the content. Always give them more time than you get.



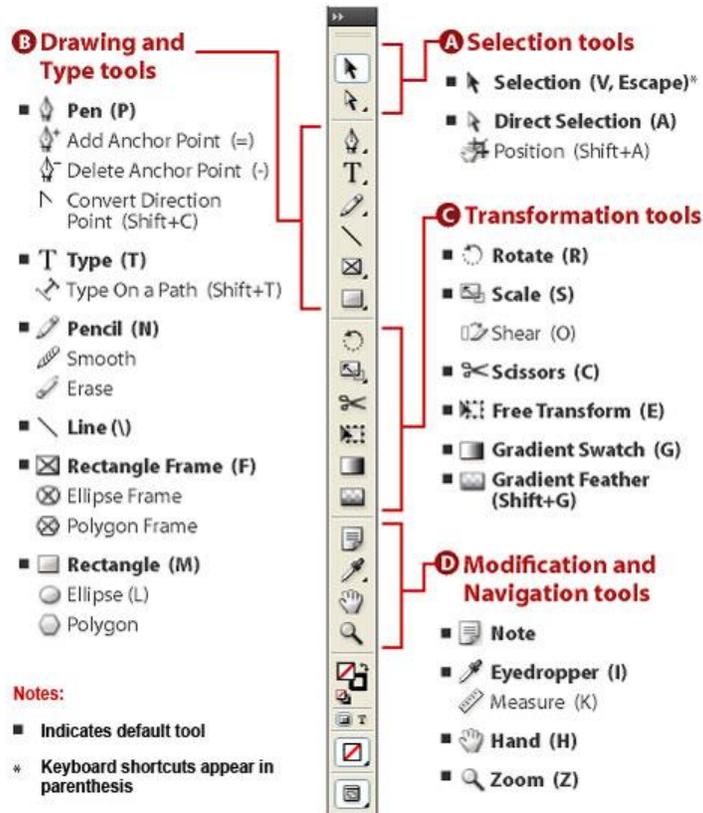
- The Server is (Sometimes) Your Friend
Never save stuff to the desktop. Use a flash drive, but also frequently save content to the server. The server is always there for you.
- Listen to Your Proofreaders
They're not always right, but most of the time they can point out obvious errors you've made.

MGMT Communication

We're here for a reason.

- Tell Us Your Problems
Oftentimes, we have more experience designing pages. If you run into problems that you have no idea how to solve, there's a good chance we've been there as well.
- Consent
You can't make certain types of decisions on your own. If you want to make decisions that will affect people outside of your section, talk to us first. For example, if you suddenly require other sections' reporters to attend your maestros, come to us first.
- Contact Information
Collective Email: management1516@hilite.org
Individual Emails: lyu@hilite.org
ashi@hilite.org
cfernando@hilite.org
elove@hilite.org
szia@hilite.org
- Use Circles Appropriately
Use circle graphs and pie charts to represent multiple parts of a whole rather than a single data point.

Page Design



The Technical Stuff

● Placing Photos and Graphics

Two ways to place: "File" on Menu Bar > "Place..." > Select File

Press ⌘D (Mac) or ctrl D (PC) > Select File

After selecting the file, click once on a blank space on the page. This will ensure that the file is still proportionate.

"Selection" Tool – use to resize frame of picture

"Direct Selection" Tool – use to resize actual picture

"Free Transform" Tool – use to resize both frame and picture

Always press SHIFT while resizing to maintain proportions. Do not let go of SHIFT until after you finish.



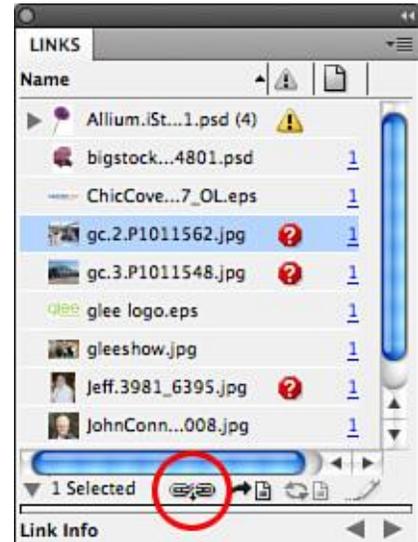
○ Linking

Whether it's from your desktop, flash drive, or the server, all of your content comes from somewhere. To be in its highest quality, the content must be [linked](#) to its origins.

The yellow icon means you modified the original file. Double-click it to finalize those changes on the page.

The red icon means it's not linked at all. Press the circled icon to re-link the file.

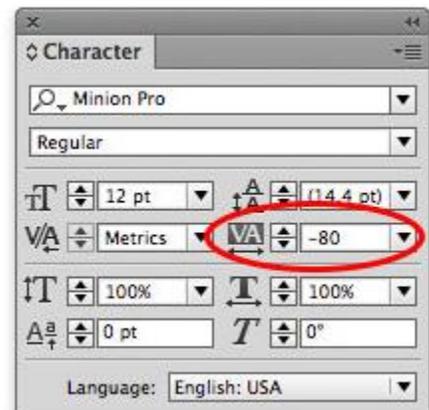
No icon means you're good to go.



○ Tracking

Tracking determines how far apart the words are in bodies of text. The more negative the number, the closer together the words, and vice versa. Very helpful for dealing with awkward text wrap and too short or too long stories.

The maximum value you can use is 20.
The minimum value you can use is -20.



○ Document Blend Space

Always have Document Blend Space on CMYK. To change it, go to "File" > "Transparency Blend Space" > "Document CMYK"

○ Using InDesign CS6

Some of you may have bought InDesign CS6. Some of you may have used questionable methods to get it. However you got it, when you save your pages you **must** save them in the "CS4 or later" format.

Basic Parts of the Spread

Running Head for News: A similar header is used for every section in their respective section colors

NEWS CHS PLAY "ATHENA" SEPT 11, 2014 SEPT 11, 2014 CHS PLAY "ATHENA" 33

Title: THE FAIREST OF THEM ALL

Subhead: Sophomore Seth Vannatter to play lead female role in CHS play "Athena"

Byline: byline for reporter with double line separating name from content. Use same style for photographers and graphics artists

Drop-cap: This should be used before each story. These drop-caps should be in your respective section color. See the style library to add these to your spread.

Gutter: This is the gutter, which is the division between the two pages of a spread. Do not put text across the gutter. However, you can put photos across the gutter, which is called bleeding.

Photo: Photo

Outline: The capitalized part before the first sentence is the kicker. The kicker should be capitalized and in your respective section color. The rest of the outline should be Grey 30. Every outline should be two sentences. Typically, the first sentence is present tense while the second sentences and beyond are in past tense.

Did You Know?: The DYK has a double-bar line above and below it in your section's respective color. It also includes the source credit, which also has a double-bar line separating the website from the word 'source'. See the style library to use a DYK on your spread.

Other parts of the spread:

- >> This symbol indicates to readers that the story continues on the next page. It should be placed where the HiLite H usually is.
- "Emphasize the most important point that is relevant to the story with bold and black font. Make this quote do something, not just fill space. Italicize the source's name." Senior John Doe
- This is a pulled quote
- 34 This is the page number box that should appear on the left side of the folio if the spread is not the first spread in a section.
- Perspectives blurb: This is used by Perspectives to refer readers to opinion pieces.

Note: The purpose of this is just to show you the parts of the spread, not to show proper style.

Did You Know?
According to the temple built for Athena, the goddess has piercing eyes and fashions an animal skin. Athena also wears a helmet that makes her invisible and holds a crystal shield.
SOURCE: [DANCE.COM](#) / SOURCE

PONT BLANC
Sophomore Seth Vannatter directed his attention to the studio.
Byline for photographer with double line separating name from content. Use same style for reporters and graphics artists

ALEX YON / PHOTO
voluptate phlegmas lab ipsum entiaeci typicpita ante et ultricies agulibus aut opta, ullam cur sita alie sus excepna duntemp obibus ac nisi, quis enim ea dolocapuz? Catin ma conae parum quisae por molocum assem quatinas.
Cui quae peripitit nua. Te pro bertarur anid volapuz.
Harum quae sapuz. Itax

ALTERNATIVE SOURCE
maxima ad maxima.
Nem nemo non con pononita pe poze pulc oram sita de phi voloz i ani anit lina?
Borum exporum conae spuz hando ut excepim gra que nihil molorum stit volupid edicti stinicipi, quid nato doloz perf. **H**
To read our next position on community college, go online to [hilito.com](#)



Page Design Tips & Examples

We're here for a reason.

- Tell Us Your Problems

Oftentimes, we have more experience designing pages. If you run into problems that you have no idea how to solve, there's a good chance we've been there as well.

- Consent

You can't make certain types of decisions on your own. If you want to make decisions that will affect people outside of your section, talk to us first. For example, if you suddenly require other sections' reporters to attend your maestros, come to us first.

- Contact Information

Collective Email: management1516@hilite.org

Individual Emails: lyu@hilite.org

ashi@hilite.org

cfernando1@hilite.org

elove@hilite.org

szia@hilite.org

- Use Circles Appropriately

Use circle graphs and pie charts to represent multiple parts of a whole rather than a single data point.

- Decorative Graphics

Sometimes, graphics can be considered decorative because they don't offer substantial content. They may look pretty, but if they aren't giving readers any more additional information, they are not effective graphics. Think about what readers would like to know.



Common Page Design Mistakes

Learn from our mistakes.

- Trapped white space**

When used correctly, white space can give your spread more breathing room. However, trapped white space are like annoying air pockets that make your spread feel cramped and suffocating.

Notice how the title, cut-out and column of white space create two little bubbles of trapped white space in the image on the right. This should be avoided.



- L-Shaped Design**

L-Shaped Design went out-of-style years ago and was replaced by modular design. Modular design involves rectangular packages and is what we use. So use modular design, not L-shaped.

Notice how the Heartland Film Festival graphic is L-shaped, not rectangular. This does not follow the rules of modular design and should be avoided.





- Relying on full-spread photos
Full-spread photos can be great if the photo is engaging, well-lit and well-composed. However, page editors often use mediocre full-spread or full-page photos to fill space. Only use full-spread photos when the photo is exceptional.



- Making it too text-heavy
A lot of text at once can overwhelm or bore readers, so make sure you are breaking it up with useful photos and graphics. Notice how the page on the right only has a By-the-Numbers to break up six full columns of text. This means it is too text-heavy.

EN 87

YOUTUBE BY THE NUMBERS

100
Hours of video uploaded every minute

33,698,476
People subscribed to YouTube every minute

15%
Percent of YouTube users that are ages 13 to 17 (the audience's third largest demographic)

50%
Percent of people who consider YouTube as their favorite website

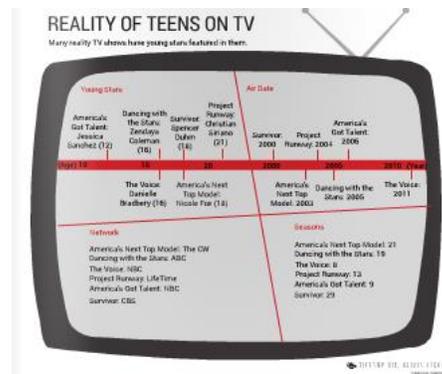
10
Times more video content has been uploaded to YouTube since 2007

10
Times more video content has been uploaded to YouTube since 2007

10
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10
Times more video content has been uploaded to YouTube since 2007

- Building the house too big
In order to fill space, page editors often give information more room than it needs and wastes the allotted space. Make sure the house you build for your content is the right size. Notice how the graphic on the right wastes space because its house (the TV) is too big.





Using similar photos

Page editors often use multiple similar photos on a spread when their available photos are limited in diversity. Instead of using similar photos, look for other additional content that can contribute new information to your coverage.

Notice how the spread below has two very similar photos of the subject training. Instead of this, the page editor should have found new ideas for alternative coverage.



Putting light text on a dark background

Even if it looks fine on InDesign, light text on a dark background can be difficult to read in print.

Notice how the snippet of the graphic on the right uses white and gray text on a black background. Even if it looked good on InDesign, it was difficult to read in print.





○ Disconnected elements

Page editors often look at individual elements (photos, graphics, stories) on their own, instead of looking at their connection to other elements. This can make some elements look disconnected from others. This is something you learn over time as you gain experience and work with veteran designers.

○ No CVI

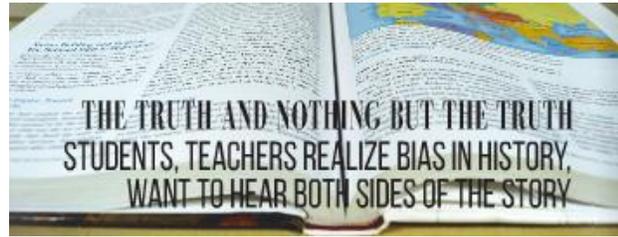
Every spread needs a center of impact (CVI) that will attract the reader's initial attention and make the spread easier to navigate. The CVI should be the best visual part of the spread and correlate with the most important story or information. The CVI should be 2.5 times larger than any other component on the spread.

Notice how the photos on the spread below compete for dominance because no one photo is significantly larger than the others.





- Putting text on busy backgrounds
Don't put text on busy backgrounds. Even if they are legible on InDesign, they'll be illegible in print.



- BAPs
BAPs stand for big-a** photos and should be avoided. Don't just blow up photos that do not offer much additional content.

Notice how unnecessarily big these speak-up photos are when they are only mug-shots.



- Not sticking to the grid
We use the grid for a reason. Don't just stick photos or graphics half-way through a column unless you're trying a less structured design. Then you should still be careful about sticking things out of columns.
Notice how the photo to the right juts into the second column. This makes the entire page look a bit messy.





- Letting design dictate content

Content dictates design, not the other way around. Don't try to change the story just because you want to mold it to whatever design you have in mind. Communicate with your reporters, photographers and graphics artists so that you understand their angles. Then, create a design that will best support the content.

- Putting text across the gutter

Do not put text across the gutter. It makes the text awkward and difficult to read. The chances of the text getting cut off in print are high.

- Making the boundary box too small

Make sure you leave space between the text inside a box and the edge of the box. Otherwise, the page will look cramped and the text will be difficult to read.

Daniels vs. Zinn

CHRISHAN FERNANDO

During his tenure, former Governor Mitch Daniels attempted to bar late historian Howard Zinn's textbook *A People's History of the United States* from being used for pedagogy in Indiana. Critics of Daniels' action claimed it was an act of censorship.

Daniels was opposed to the use of Zinn's textbook because it is widely considered to be an example of "revisionist" history—that which strays from traditional American historical interpretations that emphasize American influence on the world. Daniels said that Zinn was an "anti-American" and that he portrayed an inaccurate picture of American history.

On the other hand, supporters of Zinn's

textbook praise it for not placing a large influence on America's role in history. In particular, the textbook is known for portraying history through the perspective of commoners as opposed to prominent historical figures.

Furthermore, some in the academic world including the American Historical Association have criticized Daniels for singling out a particular textbook for denunciation. Some people claim Daniels' actions are a blatant act of political censorship.

In the end, Daniels' desire to ban *A People's History of the United States* has not come to fruition and educators may still use the textbook in classes.

- Sizing photos ineffectively

Avoid square-shaped photos because they're less dynamic and visually appealing than rectangular photos. Also, avoid using photos that are less than three columns wide because they lose their impact, may be difficult to see in detail, and make the design as a whole a bit awkward.



Section Colors

News: C=93, M=24, Y=0, K=0

Feature: C=15, M=100, Y=100, K=0

Student Section: C=69, M=0, Y=32, K=0

Cover Story: Black

Entertainment: C=0, M=56, Y=100, K=0

Sports: C=75, M=5, Y=100, K=0

Perspectives: C=42, M=66, Y=0, K=0

15 Minutes of Fame: Grey 60

Basics of Illustrator



You don't need to be an Illustrator expert, but knowing basic tools will allow you to adjust graphics on your own. Someday you could even make graphics for yourself or other sections.

Tools: The Pen Tool

Pen Tool Technique for Illustrator, InDesign, and Photoshop



This is the Pen tool with an x beside it, showing it is ready to draw. In Illustrator only, you should first click on the Direct Selection tool; then click the Pen tool.



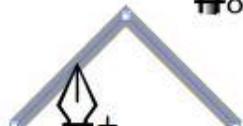
Click to create anchor points. Each next click creates a straight line segment or sub-path. While drawing, the pen shows a *delta shape*.



Hover the Pen tool over the first anchor point and it shows the *close path* symbol. Click or drag to close. A closed path is a rectangle, ellipse, polygon, or other shape.



Hover the Pen tool over an existing sub-path or line segment, and the Pen tool will change to the *Add Anchor Point* tool. See the plus + sign. Click to add a new anchor point.



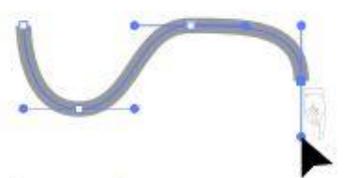
Hover the Pen tool over an existing anchor point and it will change to the *Delete Anchor Point* tool. See the minus sign. Click to delete an anchor from a open or closed path.



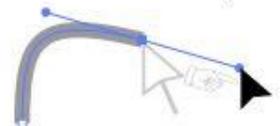
To move an anchor point, press the Cmd/Ctrl key, and the Pen changes to the white *Direct Selection* tool. In Illustrator, click the Direct Selection tool before using the Pen tool.



Drag to create anchor points with Bézier direction points that control curved lines. Dragging the mouse button sets both the anchor and the direction point.



To adjust a direction point, press the Cmd/Ctrl key and the Pen tool changes to the *Direct Selection* tool. Drag the handle to adjust the symmetrical curve. Notice the *arrowhead icon* as you drag.



To convert a sharp corner to a curve, hold the Opt/Alt key to get the *Convert Anchor Point* tool; then drag, pulling direction points out of the anchor.



To convert a curve to a sharp corner, hold down the Opt/Alt key and click the curve anchor point. The direction points retract; and it becomes a sharp corner.



To join onto an open path, hover the Pen tool over an end anchor point. The tool shows a *forward slash*. Click or drag to continue the pen drawing.



To join two separate open paths, hover over the end anchor point of the first path and click; then click the other path's end anchor point.





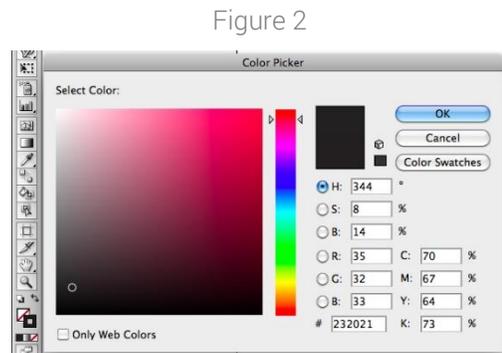
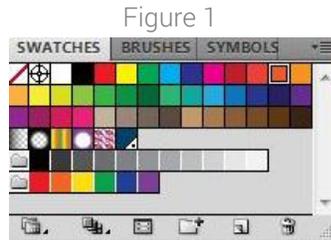
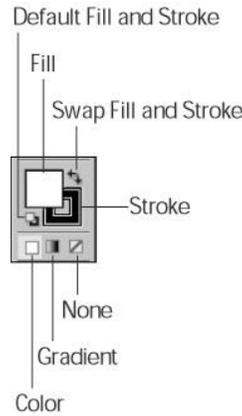
Stroke vs. Fill

Stroke = outline color
Fill = inside color

Changing the colors

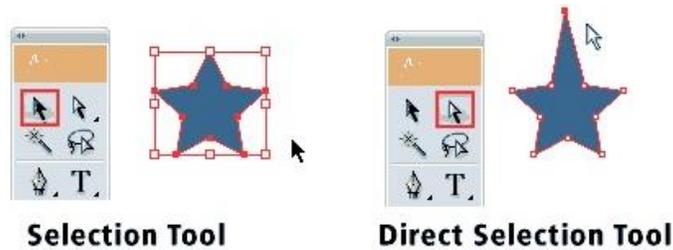
Whichever box is overlapped is the one you're changing. In the example to the right, the fill box would be changing.

You can use pre-made color swatches (Figure 1) or choose your own color through the Color Picker (Figure 2), which can be activated by double-clicking the Fill or Stroke box.

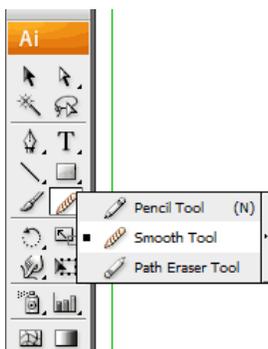


Selection vs. Direct Selection

Selection (V) allows you to move, resize or rotate an object or a group of objects.
Direct Selection (A) allows you to move or adjust the angle of a single point.



Smooth Tool



Too many anchor points or sharp corner angles can make a graphic look jagged. Use the **smooth tool** to fix that.

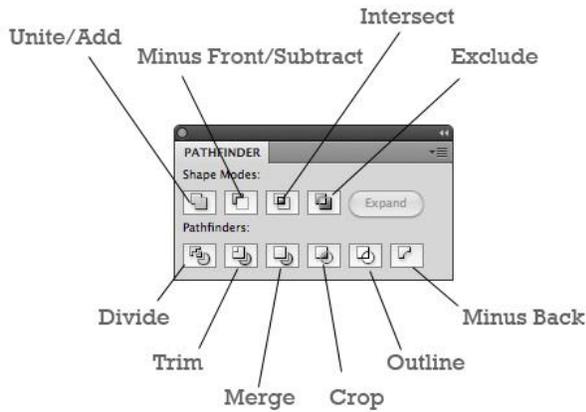
Select the object you want to smooth out. Then hold down the Pencil Tool button while moving your cursor to the smooth tool.

Click the picture below to see a more comprehensive smooth tool tutorial.

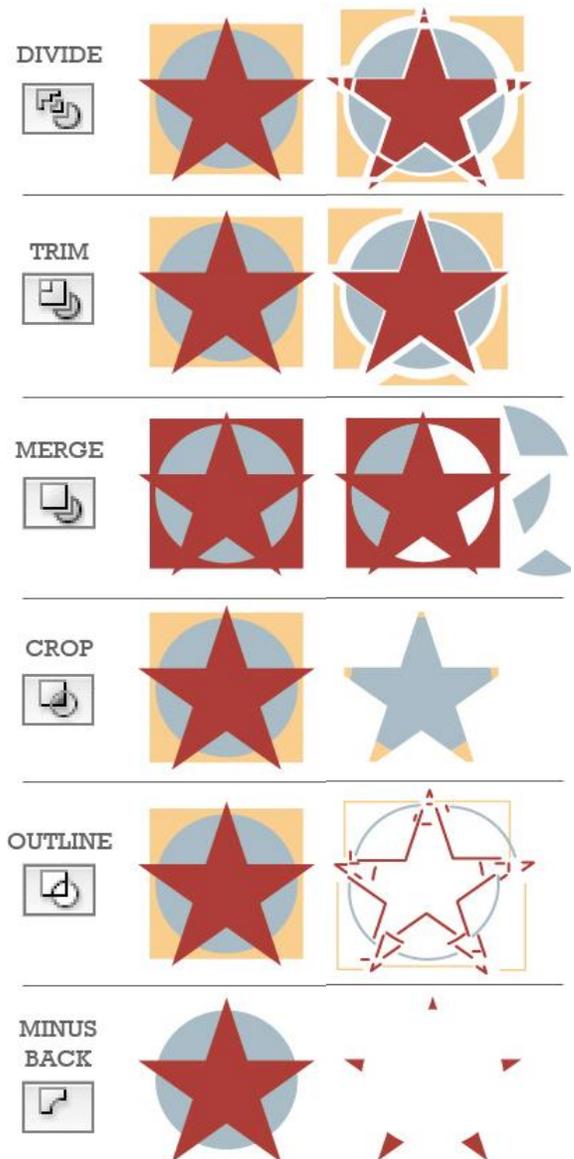
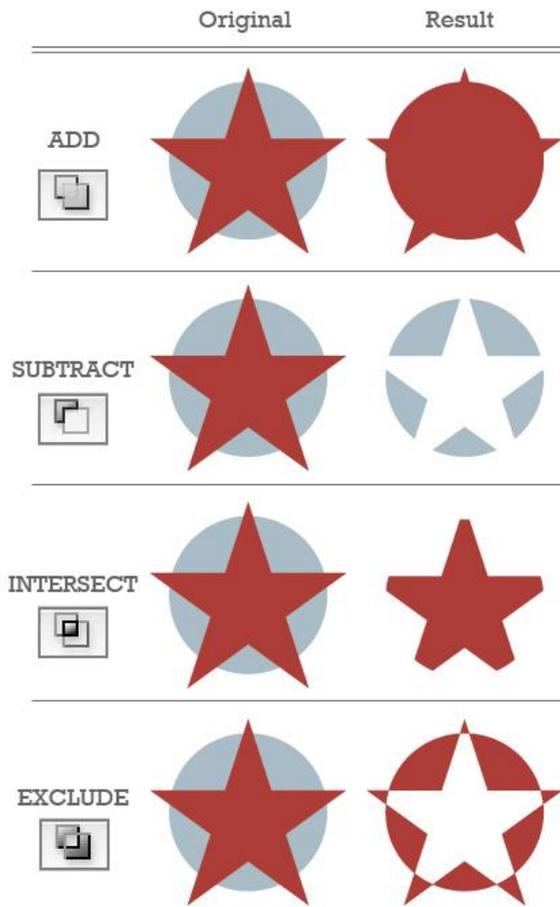




Pathfinder



Pathfinder can be used to improve the consistency and the efficiency of the creation of a graphic. It's most useful when you're creating your own graphics rather than adjusting, but it's always helpful to know.



Click the image on the left for a more comprehensive, in-depth pathfinder tutorial.



Dealing with InDesign CS6 Graphics

As you can imagine, if a graphic is in a CS6 version rather than CS5.5, something's going to be messed up. You may find that if you open it in CS5.5, everything seems to be grouped. In short, every single object becomes a compound path. [To fix this](#), right-click any seemingly grouped objects and select "Release Compound Path." It will isolate **every single object**. It can be a huge pain, so try to avoid CS6 graphics and encourage the graphics artists to convert the file.



How to present different kinds of information

You have a mass of information to convey [clearly](#), [concisely](#) and [simply](#). Sometimes, a long story is the best way to do that. Other times, a photo story or infographic is better. [Think like a reader](#). Never default to any one type of presentation because it may not be the best fit.

That being said, if you want to make an infographic, [look at your information](#) (get it first!) and make a judgment: What graphic should I make? Again, never default. (If the circle chart does the job, use it but don't use it for everything!)



Click on the triangle to the left to see a handy graphic that'll tell you what graphic to make based on what your info looks like.

Graphic Yays and Nays



Click on the blob to the left to visit Smashing Magazine.

It covers design and content issues. It even has examples of good and bad graphics. The idea is to do everything to create a simple, functional graphic that takes the reader deeper in thought. Use these guidelines to evaluate the graphics you receive and make.

Basics of Photoshop



Basic Formatting of Photos

Color Mode: CMYK for print, RGB for web

File Mode: TIF for print, JPG for web

Resolution: 200 DPI for print, 72 DPI for web

Make sure you [always save to the server](#).

Start file name with e. for print and w. for web

Rudimentary Cutout Tutorial

Before you try to cut out any picture, follow these instructions:

Press ⌘A (Mac) or ctrl A (PC) > Press ⌘C (Mac) or ctrl C (PC) > Press ⌘V (Mac) or ctrl V (PC) > Delete Background layer in “Layers Tab”

You just created an unlocked layer that you can actually work on. Don't question it. Just do it.

From here there are three tools you can use that will let you create accurate, clean cut outs.

Lasso Tool: Freeform selection. Outline what you want to cut out by drawing.

Polygonal Lasso Tool: Photoshop version of the Illustrator pen tool. Create polygonal outlines of what you want to cut out. Be careful with jagged cutouts.

Magnetic Lasso Tool: Automatically outlines cut out based on color difference. Make sure colors are distinct.



Experiment with
the tools!



Photo Adjustment 101

Almost every picture you receive will need adjustments. Watch out for photos that are too light/dark, too yellow/blue, etc. Here are some tools in Photoshop (other than the standard brightness adjustments) that you can use to change those photos:

Color Balance: Adjust color tint of photo. Useful for adjusting photos that are too yellow blue, etc.

Hue/Saturation: Adjust saturation of photo. Useful for photos that are too intense or dull.

Levels: Adjust contrast of photo. Identify whitest or blackest areas using eyedroppers to adjust contrast.

Curves: Adjust tone of the photo.

Photo Protocol

*Don't make photos so big.

Our server is already insufferably slow. Don't place 50mb photos on there. Before you place them on the server, resize them in Photoshop. Look at the size in inches and imagine how big it needs to be on the page.

Bigger, full-page photos can be slightly larger. But if it's just a regular photo, size that baby down.

HiLite Terminology



Angle: An angle refers to the specific point or purpose of a story and is narrower than a general topic. Reporters must bring angles to their respective page editors during maestros.

Associated Press (AP): The Associated Press (AP) is a nonprofit news agency headquartered in New York City. The HiLite uses AP style, which is the [style](#) that is used by the Associated Press. The HiLite's style manual can be found at hilite.org/reference.

Assignment Sheet Deadline (ASD): Page editors must send out assignment sheets with deadlines to every reporter, photographer and graphics artist working on his/her spreads by this date. Page editors must also send out an email to the entire staff with a list of the assignments. Failure to meet this deadline results in a missed deadline.

Attribute: To attribute something to a source is to indicate where information comes from.

BAP: BAP stands for big-a** photo and refers to a photo that offers little concrete content or additional information but is blown up to a large size.

Beat: A beat is a regular story covering a club or organization that reporters must write once every three weeks. Beats editors assign reporters to different organizations at the start of every year. Beats editors also post these beats online. Beat cycles are organized in a rotation. Each week is a Beat A, B or C week. Instead of regular beats, photographers do Photo of the Day, and graphics artists do graphics beats.

Column: In design, a column refers to a vertical block of text. In reporting, a column is an opinion piece written by a columnist for the Perspectives section.

Copy-edited: A copy-edited story is a story that has gone through the initial stage of proofreading and editing by the copy editor of the respective section.

Creative Commons: Creative Commons is an organization that releases flexible copyright licenses.



Cutline: A cutline is a caption or description of a photo. The first sentence of the cutline is in present tense while the second sentence is in past tense.

Deck: A deck refers to a row of a headline, subhead or title. The first deck of a header must be shorter than the second deck.

Decorative: Decorative refers to an illustration that offers little in terms of content or additional information.

DPI: DPI stands for “dots per inch” and measures the resolution of an image. For print, photos must be 200 dpi. For web, photos must be 72 dpi. This can be changed in Photoshop.

Dummy text: Dummy text refers to placeholder text meant to fill up space where text should go in the future. The HiLite does not use dummy text at any time in order to avoid accidentally printing dummy text in the official issue.

First Page: This is when MGMT checks spreads to make sure page editors have received and placed all content. Afterwards, page editors print their spreads to be proofread by staff members during the week following first page. If page editors do not have all content, they will receive missed deadlines. Page editors may be ‘first paged’ by MGMT during the afterschool first page session or beforehand. If all of a page editor’s spreads have been ‘first paged’ before the after school session, he or she is not required to attend.

Flash: Adobe Flash Player is software used to create interactive graphics.

Graphics Library: The graphics library is a collection of reference items for graphics artists and page editors. The graphics library is saved on the server.

Headline: The headline is the heading of a story. A headline is concise and has a subject and predicate. A headline must be in present or future tense (present simple tense for present and infinitive form for future) and tell readers what the story will specifically be about. In headlines, leave out auxiliary verbs, “to be” and articles. Also, replace conjunctions with punctuation.

Illustrator: Adobe Illustrator is a graphic design software used by graphics artists to make graphics.



InDesign: Adobe InDesign is a design and publishing software used by page editors to design pages.

Inverted Pyramid: Inverted pyramid refers to the structure of beats and hard news stories. The most newsworthy or important information (who, what, when where, why and how) is in the lead at the beginning of the story while minor details and background information is offered later in the story.

JPEG/JPG: JPEG/JPG is a file type for photos. Photos for web must be in JPEG form. File type for photos can be changed in Photoshop. See Tif/Tiff.

Kerning: Kerning refers to the spacing between characters of text and can be changed in InDesign.

Kicker: A kicker is the witty first few words of the cutline and should give a general idea of the context of the photo. Kickers are in all caps and separated from the rest of the cutline with a colon and a space.

Lead: The lead, sometimes spelled 'lede,' is the beginning of the story that captures reader interest and leads readers into the rest of the story.

Leading: Leading refers to the vertical spacing of text in InDesign.

Litebox: Litebox refers to the photo or occasional graphic that appears on the back page of the HiLite.

Maestro: A maestro is a session, usually during SRT, during which reporters present ideas to their respective page editors who, in turn, plan the contents of their spreads.

Mantra: A mantra is brief (only a few words) saying that a columnist submits along with his/her column. The mantra is placed below the columnist's column photo.

Masthead: The masthead refers to the name of a magazine or newspaper located in a distinctive banner at the top of the front page. The masthead is vital to a publication's branding.

Mini-tab(loid): Mini-tab refers to a smaller print newsmagazine size. The HiLite currently uses a mini-tab format. The first year the HiLite used the mini-tab format was 2014-2015. See tabloid.



Missed Deadline: A missed deadline is the consequence of a staff member failing to submit an acceptable, finished version of an assignment by the given deadline. Missed deadlines result in grade deductions and a loss of trust.

Multimedia: Multimedia refers to the use of more than one medium of expression (photos, videos, interactives, etc.).

NSPA: NSPA stands for the National Scholastic Press Association, which offers many journalism contests that the HiLite enters and sends critiques to contest entries.

Nut graf: The nut graf is the section or paragraph of a feature-style story that explains the news value of the story and usually includes important statistics.

Orphan: An orphan is a word, short line of text or paragraph-opening line that falls at the beginning of a column and creates unwanted white space.

Package: A package refers to all items (story, photos, graphics, illustrations, etc.) connected to a single story.

Page: A page is a single page of a spread that page editors must design.

PDF: PDF is a file format. All pages are converted from InDesign documents to PDFs before sending final versions to the printer. See PDF A and PDF B.

PDF A: PDF A is the first afterschool PDF session for page editors. During this time, MGMT members convert InDesign files to PDFs and send final copies to the printer. Before being PDFed, page editors must be entirely finished with their spreads and must have made all necessary proofreading changes. Like first page, if page editors finish their spreads before this time, they are not required to come to the afterschool session. If page editors are not ready to PDF at this time, they must take their pages home over the weekend and finish them by PDF B.

PDF B: PDF B is similar to PDF A. However, this is the last chance for page editors to have their spreads PDFed. PDF B is NOT a work session. Therefore, page editors must arrive at PDF B completely ready to have their pages PDFed. Failure to meet this deadline results in a missed deadline.



Photoshop: Adobe Photoshop is a photo-editing software used primarily by photographers and page editors.

Pica: A pica is a unit of type size and line length that is equal to 12 points or about 1/6 inch. In InDesign, a single keypad (left, right, up, down) stroke is one pica. Holding shift and then using the keypad moves items by 10 picas.

Pulled Quote: A pulled quote is a quote lifted or pulled out of a story and used as a graphic element. To see the style for pulled quotes, refer to the style library.

Sans Serif: Sans serif fonts are fonts that do not have serifs, which are the small lines at the ends of characters. See Serif.

Serif: Serif fonts are fonts that do have serifs, which are the small lines at the ends of characters. See Sans Serif.

Server: The server is where all important HiLite documents are saved. Page editors must always save their spreads and content to the server. They must also link content on spreads to the server. However, page editors should not work directly off the server because the server can often go down and cause staff members to lose unsaved work. Instead, page editors should work off the desktop and then save content and spreads to the server at the end of every class period. MGMT members will teach page editors how to use and navigate the server.

Slug/slugline: A slug is a short name given to a story during the production cycle. The story's slug should be written in the heading of the original copy. All stories should be saved and submitted as lastname.slugline.dateofpublication.

Source: A source refers to where information comes from and can refer to a person, website, book, etc. Most traditional stories include a main face (primary student source), secondary student source and expert source. The HiLite does not use anonymous sources.

Spread: A spread refers to the two connected pages that a page editor must design for the print issue.

Staff Editorial: A staff editorial is an opinion piece reflecting the collective opinion of the staff. The staff editorial is unsigned and is printed in the Perspectives section.



Style: Style refers to the common rules for the HiLite's stories and design. Specific style rules can be found in the style manual, which can be accessed on the HiLite's reference page.

Style Library: The style library is a collection of design reference items for page editors. The style library is saved on the server. For information on how to use the graphics library, refer to the HiLite Editor Manual on the reference page.

Subhead: A subhead is a heading that complements a title and offers additional information. Subheads are structured similarly to headlines.

Tabloid: Tabloid refers to a relatively small print newsmagazine size. The HiLite once used a tabloid format.

Teaser: A teaser is a brief description of a story that is used for TOC. Page editors must submit teasers for every story to TOC by TOC deadline.

Teaser Photo: A teaser photo is a photo used for TOC. Page editors must submit the required number of teaser photos to TOC by TOC deadline. Teaser photos cannot be the same or similar to photos that will be used in the page editors' respective spreads.

TIFF/TIF: TIFF/TIF is a file type for photos. Photos for print must be in TIF form. File type for photos can be changed in Photoshop. See JPEG/JPG.

Title: A title is a witty, catchy description of a story. Titles, unlike headlines, usually require subheads to offer more specific information.

TOC: TOC stands for Table of Contents, which spans pages two and three of the print publication. Page editors must submit all required items for TOC deadline to the Front Page editors who are in charge of TOC.

TOC Deadline: TOC deadline is the deadline for page editors to send teasers and edited teaser photos to TOC.

Tracking: Tracking refers to the horizontal spacing of letters and can be changed in InDesign. Tracking must be between -20 and 20.

Widow: A widow is a word or short line of text that appears on the last line of a paragraph and creates unwanted white space.