

Colophon

col·o·phon (kŏl'ə-fŏn')

noun— Located at the end of the book, a complete description of publication or production notes that is relevant to the volume.

[The 46th volume] of the [Bulldog yearbook] was produced as an [extracurricular activity] at [Clearview HS] in [Clear Park, Florida]. It was printed by Balfour Publishing in Dallas, Texas. [Steve Ferguson] was our sales representative] and [Robert Porter] was our account executive.

Include the volume number. The yearbook is a historical record.

Other staffs will be interested in how the book was produced.

THEME – [Perfectly Clear], was developed at Balfour's [BIG Splash workshop in Florida] and refined at the fall [ALL IN Intensity in Dallas, Texas].

Some staffs use the colophon to explain the origin and development of the theme concept.

Don't forget to acknowledge the professionals who support your efforts.

COVER – Designed by [editors Josh Young and Kathryn Wright] and refined by cover artist [Juan Valdez], the cover is [quarter bound with glossed lithocoate and acrylic tempered Plexiglass].

Your AE and/or rep will provide the specifics.

PRODUCTION – The book's [280] pages are printed on [100 lb.] [gloss enamel paper]. All body copy was set in [the Newton family] and headlines were set in the [Proxima Nova family]. Layouts were submitted to the plant by [online PDF submission] and designed using [InDesign CS6 with the BalfourTools plug-in]. The [Bulldog] was created on [15 27-inch iMacs with Retina 5K display].

This may not seem important now, but talk to experienced advisers about how yearbooks used to be produced.

PHOTOGRAPHY – Staff photographers used [five Canon Rebel T5 and five Nikon D3300 cameras]. The photographs were edited and prepared for submission using [Photoshop® CS6]. Advertising photos were scanned on [two Canon DR-C255 scanners]. The staff also used Balfour's [ImageShare®]

This is meaningful to photographers.

Senior portraits were taken at the [Briggs Photography] studio during the summer. Underclass, faculty and group photos were taken by [Thomas & Thomas Photography].

Acknowledge a good photographer or identify a mediocre one.

AWARDS – The 45th volume of the *Bulldog* received the following honors:

- 1st Place Sunshine Standout Yearbook [state/regional] Florida Scholastic Press Association
- Gold Medalist – Columbia Scholastic Press Association
- All-American (with 4 marks of distinction) – National Scholastic Press Association

This may be the only record of your accomplishments.

ACKNOWLEDGMENTS – We would like to thank [provide names and specific support they gave the staff].

Recognize the people who helped you along the way. Don't forget custodians, secretaries, teachers, etc.