

Yearbook Judging Form Wyoming High School Student Press Association

Yearbook Name: _____

School: _____

School Classification (circle one): 1A 2A 3A 4A

| <u>YOUR SCORE:</u> | <u>YOUR RATING:</u> |
|---|--|
| _____ Content (200 points possible) | Golden Pony 850 – 1000 Silver Merit 700-849 Bronze Star 500-699 |
| _____ Theme (200 points possible) | |
| _____ Design (200 points possible) | |
| _____ Writing (200 points possible) | |
| _____ Photography (200 points possible) | |
| _____ Total (1000 points possible) | |

The judge will place the number of points earned for each line in front of the respective spot on the critique pages. (Note: Some items of the content may be located in different sections, thus the judge will need to be flexible when judging the categories.)

CONTENT

A. Student Life

- _____ Coverage includes in-school events and life events.
- _____ Content includes major events of the year in addition to everyday routines.
- _____ Content includes news events to help tell the history of the year (local, state, national, world.)
- _____ Content includes fashion, movies, CDs, Internet sites, and/or other entertainment.
- _____ Coverage includes out-of-school life

Student Life – 45 points maximum (9 points for each line are possible.)

YOUR SCORE: _____

B. Academics

- _____ Coverage includes all academic area of school.
- _____ Content includes action photos of students in classes.
- _____ Copy tells about students involved in learning process.
- _____ Coverage includes topics like field trips, speakers, tests, labs, etc.
- _____ Coverage includes new developments or classes; changes in personnel or technology.

Academics – 35 points maximum (7 points for each line are possible.) **YOUR SCORE:** _____

C. People

- _____ Coverage includes all grade levels, faculty, administration, and support personnel.
- _____ Class pictures follow rectangular panel designs.
- _____ Every spread includes features or some type of interesting sidebars.
- _____ Faculty data includes classes taught and extra duties directed including coaching.
- _____ Faculty data includes full first and last names.

People – 35 points maximum (7 points for each line are possible.) **YOUR SCORE:** _____

D. Sports

- _____ Copy focuses on an angle specific to that year.
- _____ Sports coverage includes, at a minimum, a varsity scoreboard.
- _____ Pages contain quality action photos.
- _____ Coverage includes both varsity and junior varsity and (sophomore and other teams if applicable.)
- _____ Coverage includes out of school sports (e.g. bowling, dance, rodeo, martial arts, skiing, etc.)

Sports – 40 points maximum (8 points for each line are possible.) **YOUR SCORE:** _____

E. Clubs

- _____ Copy presents information on specific activities for the year.
- _____ Action photos dominate the spreads.
- _____ Group pictures appear smaller than the dominant photo, if included.
- _____ Body copy uses student quotes to add depth.
- _____ Copy does not heavily emphasize club goals of the year.

Clubs – 35 points maximum (7 points for each line are possible.)

YOUR SCORE: _____

F. Index

- _____ Index includes all people, events, clubs, sports, and businesses.
- _____ Index includes photos, copy, or graphics to attract readers.

Index – 10 points maximum (5 points for each line are possible.) **YOUR SCORE:** _____

| | |
|---|--------------------------|
| TOTAL POINTS FOR CONTENT: (200 possible) | YOUR TOTAL: _____ |
|---|--------------------------|

THEME

A. Theme Development

- _____ Word or design elements develop an original, imaginative theme.
- _____ The book features a unique theme that applies to this specific year.
- _____ The theme development avoids song titles, poetry, or gimmicks like movie marquees, road signs, game boards, or animal tracks.
- _____ Theme develops through words, photos, and graphics on at least one opening spread.
- _____ Theme development concludes on a closing spread.
- _____ Opening, closing, and division page design styles differ from those of other spreads.
- _____ Copy on opening, closing and division pages differ in font or size from those of other pages used in the book.

_____ Visual unifiers including typography, colors, photos, and/or graphics unite the cover, endsheets, title page and specific theme pages.

_____ Endsheets help establish the theme or are left blank.

_____ The cover introduces the theme clearly.

Theme – 100 points maximum (10 points for each line are possible.)

YOUR SCORE: _____

B. Reader's Services

_____ The school name, name of yearbook and volume number appear on the spine.

_____ The title page lists the name of the book, school, city, street, state, zip code, year, volume, number, phone number and school population.

_____ An accurate table of contents lists all the sections of the book and appears on the front endsheet or on the first spread but not on the title page.

_____ A colophon includes a listing of technical information about the yearbook's production but does not include a letter from the editor.

_____ Pages include folios on all pages and gives specific information about page or spread contents such as basketball.

Reader's Services – 50 points maximum (10 points for each line are possible.)

YOUR SCORE: _____

C. Unity and Personality

_____ The book includes specific sections that clearly organize the book.

_____ The book logically presents what the year was like through photos and copy.

_____ The content areas give a complete look at the year in school and also highlight key events outside of school.

_____ Information including scoreboards, news events, music, movies, or fashion makes the book an accurate historical record.

_____ Table of contents and index contribute to a clear organized presentation.

Unity and Personality – 50 points maximum (10 points for each line are possible.)

YOUR SCORE: _____

TOTAL POINTS FOR THEME:
(200 possible)

YOUR TOTAL: _____

DESIGN

A. General Principles

_____ Each section uses a column plan or grid system and adheres to it consistently within each section.

_____ Large photos dominate the spreads and appear approximately twice as large as any other picture on the spread. (Note: Judge will take into account the type of page design and will not penalize books with creative layout designs that lack dominant photos.)

_____ A horizontal eyeline, created by an actual line or alignment of photos and other elements, connects the two pages.

_____ Subjects in photos do not look off the pages or draw the reader's eyes off the spread.

_____ Facing pages create a unified design and all spreads contain copy/headlines.

_____ Each section uses consistent design elements.

_____ Pages maintain consistent internal margins of no more than 1 pica with white space kept to the outside unless design uses larger internal margins.

_____ Pages maintain consistent external margins including the sides, top and bottom.

_____ Pages use white space wisely avoiding unplanned gaps between elements.

_____ In photos extending across the gutter, the center of interest including a face/head avoids being chopped in half or being caught in the gutter.

General Principles – 150 points maximum (15 points for each line are possible.)

YOUR SCORE: _____

B. Typography

_____ All copy and captions use consistent point size and leading within a section.

_____ Page designs include headlines and copy blocks together as a unit adjacent to body copy.

_____ Design places captions as closely as possible to their respective photos.

_____ Captions look different in size an/or style from body copy.

_____ Topography elements such as initial letter caption lead-ins, quote boxes and display type (14 point or larger) enhance the readability and attractiveness of the spreads.

Topography – 50 points maximum (10 points for each line are possible.)

YOUR SCORE: _____

| | |
|--|--------------------------|
| TOTAL POINTS FOR DESIGN: (200 possible) | YOUR TOTAL: _____ |
|--|--------------------------|

WRITING

A. Body Copy

_____ Each story focuses on an original angle and answers who, what, where, why and how.

_____ Copy uses third person, active voice, past tense.

_____ Leads capture reader's attention and encourage reading of story.

_____ Copy shows the result of interviewing, and direct quotes tell story clearly.

_____ Quotations include proper attributions.

_____ Effective transitions, a variety of sentence length, and short paragraphs enhance readability.

_____ Writers avoid overuse of the school year, school name, school initials, or school mascot.

_____ Writer's opinions never appear in the copy.

_____ Quote attributions use only "said.."

Cody Copy – 90 points maximum (10 points for each line are possible.)

YOUR SCORE: _____

B. Captions

_____ Well written captions appear for all photos.

_____ Captions employ a variety of openings and answer all questions of who, what, where, when, why. and

how.

_____ Captions use facts and never contain jokes.

_____ Captions use present tense in the first sentence and use active verbs. Sentences beyond the first sentence use past tense.

_____ Identification of all people featured in photos include full names, and eliminates words like “left to right.”

Captions – 40 points maximum (8 points for each line are possible.)

YOUR SCORE: _____

C. Headlines/titles (as opposed to labels)

_____ Headlines/titles use a primary and secondary headline that combine to provide a visual appealing and attention getting package.

_____ Headlines/titles use exact words that clearly describe story content.

_____ Headlines/titles writing avoids labels.

_____ Headlines/titles use present tense verbs unless headline style precludes verb use.

_____ Headlines/titles styles remain consistent in each section.

Headlines – 40 points maximum (8 points for each line are possible.)

YOUR SCORE: _____

D. Editing/Proofing

_____ Editors or staff have carefully edited captions and headlines.

_____ Each section maintains consistent font size and style.

_____ Proofing eliminates errors in usage and mechanics in body copy.

Editing and proofing – 30 points maximum (10 points for each line are possible.) **YOUR**

SCORE: _____

| | |
|--|--------------------------|
| TOTAL POINTS FOR WRITING: (200 possible) | YOUR TOTAL: _____ |
|--|--------------------------|

PHOTOGRAPHY

A. Technical Quality

- _____ Photos exhibit good contrast and avoid underexposed, overexposed and gray prints.
- _____ Photos show sharp focus and avoid fuzzy or blurred images.
- _____ Photo selection avoids excessively grainy shots.
- _____ Photos avoid flash shadows and red-eyes.

Technical Quality – 100 points maximum (25 points for each line are possible.) **YOUR SCORE:** _____

B. Composition

- _____ Photo content emphasizes action and naturalness rather than posed shots.
- _____ Photos avoid mugging type pictures (people smiling at the camera).
- _____ If unusual shaped photos are used, they are used judiciously.
- _____ Photos use horizontal and vertical shapes.
- _____ Cropping emphasizes center on interest, follows rule of thirds, and eliminates unnecessary areas.

Composition – 50 points maximum (10 points for each line are possible.) **YOUR SCORE:** _____

C. Groups and Portraits

- _____ In group pictures, arrangements of subjects follow easily identified rows or follows some other specific pattern.
- _____ Portrait arrangements use rectangular panels.
- _____ Faces avoid blending into the background and head sizes remain reasonably uniform for portraits.
- _____ Reproduction size of group pictures proves sufficient to see and identify all faces.
- _____ Group photos do not dominate spreads.

Composition – 50 points maximum (10 points for each line are possible.) **YOUR SCORE:** _____

**TOTAL POINTS FOR
PHOTOGRAPHY:**

**(200 possible)
YOUR TOTAL: _____**

ADVERTISING

(Score not to be included in total for All-State Yearbook)

_____ Advertisements include features to attract readers.

_____ Advertisements include more than business card ads.

_____ Advertisements incorporate photos, copy, and graphics.

_____ Advertisement section appeals to readers.

**Advertisements – 20 points maximum (5 points for each line are possible.) YOUR
SCORE: _____**

JUDGE'S SUMMARY

Your strengths:

Areas to work on:

Judge's Summary:

Your Judge