

Yearbook Judging Form

Wyoming High School Student Press Association

Yearbook Name: _____

School: _____

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

YOUR SCORE: _____

YOUR RATING: _____

_____ Content (200 points possible)
_____ Design (200 points possible)
_____ Theme (200 points possible)
_____ Writing (200 points possible)
_____ Photography (200 points possible)
_____ **Total (1000 points possible)**

Golden Pony	850-1000
Silver Merit	700-849
Bronze Star	500-699

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 (9 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

B. Academics (7 points for each line are possible.)

- _____ 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 feild trips, speakers, tests, labs, etc.
- _____ Coverage includes new developments or classes; changes in personnel or technology.

Academics – 35 points maximum YOUR SCORE: _____

C. People (7 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

D. Sports (8 points for each line are possible.)

- _____ 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, rodeo, martial arts, skiing, etc.)

Sports – 40 points maximum YOUR SCORE: _____

E. Clubs (7 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

F. Index (5 points for each line are possible.)

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

Index – 10 points maximum YOUR SCORE: _____

TOTAL POINTS FOR CONTENT: (200 possible)	YOUR TOTAL: _____
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THEME

A. Theme Development (10 points for each line are possible.)

- _____ 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, End sheets, title page and specific theme pages.
- _____ End sheets help establish the theme or are left blank.
- _____ The cover introduces the theme clearly.

Theme – 100 points maximum YOUR SCORE: _____

B. Reader's Services (10 points for each line are possible.)

- _____ 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 end sheet 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 YOUR SCORE: _____

C. Unity and Personality (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

TOTAL POINTS FOR THEME: (200 possible)	YOUR TOTAL: _____
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DESIGN

A. General Principles (15 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

B. Typography (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

TOTAL POINTS FOR DESIGN: (200 possible)	YOUR TOTAL: _____
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WRITING

A. Body Copy (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

B. Captions (8 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

C. Headlines/titles (as opposed to labels) (8 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

D. Editing/Proofing (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

TOTAL POINTS FOR WRITING: (200 possible)	YOUR TOTAL: _____
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PHOTOGRAPHY

A. Technical Quality (25 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

B. Composition (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

C. Groups and Portraits (10 points for each line are possible.)

- _____ 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 YOUR SCORE: _____

TOTAL POINTS FOR PHOTOGRAPHY:	(200 possible) YOUR TOTAL: _____
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ADVERTISING (5 points for each line are possible.)

(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 YOUR SCORE: _____

JUDGE’S SUMMARY

Your strengths:

Areas to work on:

Judge’s Summary:

Your Judge _____