

# 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)**

<b>Golden Pony</b>	<b>850-1000</b>
<b>Silver Merit</b>	<b>700-849</b>
<b>Bronze Star</b>	<b>500-699</b>

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: \_\_\_\_\_**

<b>TOTAL POINTS FOR CONTENT:</b> (200 possible)	<b>YOUR TOTAL:</b> _____
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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: \_\_\_\_\_**

<b>TOTAL POINTS FOR THEME: (200 possible)</b>	<b>YOUR TOTAL: _____</b>
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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: \_\_\_\_\_**

<b>TOTAL POINTS FOR DESIGN:</b> <b>(200 possible)</b>	<b>YOUR TOTAL: _____</b>
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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: \_\_\_\_\_**

<b>TOTAL POINTS FOR WRITING: (200 possible)</b>	<b>YOUR TOTAL: _____</b>
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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: \_\_\_\_\_**

<b>TOTAL POINTS FOR PHOTOGRAPHY:</b>	<b>(200 possible) YOUR TOTAL: _____</b>
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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* \_\_\_\_\_