

Y1 Theme Development

Comments:

Strength of Entry

- Cover, end sheets, title page, opening pages, division pages and closing all relate strongly to theme; easily understood by reader
- Creative graphics or use of design trends
- Naturally relates to school
- Provides logical sequence for reporting year
- Ties book together well—unity of theme copy, typography, graphics and color
- Effective positioning of headlines, copy, captions, photos, art, graphics to carry out theme

Areas Needing Improvement

- Vague generalizations; hard to relate to school
- Non-creative graphics or use of design trends
- Lacks logical sequence
- Poorly organizes book; little or no unity
- Ineffective positioning of headlines, copy, captions, photos, art, graphics to carry out theme

Judge _____

Judge _____

Y2 Student Life

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, graphics
- Adherence to design rules
- Creative graphics, use of current design trends
- Photo impact; strong, dominant photo/element
- Helps date the year by showing an awareness of outside events; shows influence of community on school and vice versa
- Covers special events, life styles and situations particular to the school
- Quality copy—good student quotes, sources
- Unposed photos focus directly on students

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, graphics to carry out theme
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Poor impact of photos; lacks dominant photo/element
- Copy lacks details, quotes
- Posed photos

Judge _____

Judge _____

Y3 Academics

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, graphics
- Adherence to design rules
- Creative graphics, use of current design trends
- Photo impact; strong, dominant photo/element
- Uniquely highlights year's academic learning situations in each department in, out of school
- Unposed photos show students in variety of learning situations
- Quality copy is student-oriented with strong quotes, sources vs. school or staff

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, graphics to carry out theme
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Poor impact of photos; lacks dominant photo/element
- Most photos posed or lacking interest
- Few academic situations

Judge _____

Judge _____

Y4 Clubs and Organizations

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, graphics
- Adherence to design rules
- Creative graphics, use of current design trends
- Includes well cropped and composed group photos with faces large enough to be identified
- Includes realistic action photos
- Emphasizes club activities, not just its goals
- Quality copy—good student quotes, sources

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, art, graphics to carry out theme
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Group photos too large or small
- Most photos posed or lacking interest
- Generic description of club activities
- Poor quality copy with few student quotes, sources

Judge _____

Judge _____

Y5 Sports

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, scoreboards to carry out theme
- Adherence to design rules
- Creative graphics, use of current design trends
- Includes well cropped and composed team photos with faces large enough to be identified
- Includes realistic action photos
- Spread focuses on drama and emotion of sport, not play-by-play reviews
- Quality copy—good student quotes, sources; captions tell result of action, give scores

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, art, graphics to carry out theme
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Group photos too large or small
- Most photos posed or lacking interest
- Generic description of sport or play-by-play
- Poor quality copy with few student quotes, sources; captions are dull

Judge _____

Judge _____

Y6 People

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, graphics
- Adherence to design rules
- Creative graphics, use of current design trends
- Focuses on events and people of interest to all
- Feature coverage with candid photos appears on all portrait spreads
- All portraits have uniform head size
- Individuals are identified by first and last name

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, art, graphics
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Lack of interesting features to accompany mugs
- Lack of uniformity in photos
- Individuals poorly identified

Judge _____

Judge _____

Y7 Seniors

Comments:

Strength of Entry

- Informative and interesting headlines, copy, captions, photos, graphics and use of color
- Adherence to design rules
- Creative graphics, use of current design trends
- Highlights significant people or activities in photos and copy
- Includes realistic action photos
- Shows imaginative use of color (if applicable)

Areas Needing Improvement

- Lacks informative or interesting headlines, copy, captions, photos, art, graphics, use of color
- Lack of adherence to design rules
- Non-creative graphics or use of design trends
- Inadequate coverage of people or activities in copy and photos
- Few or posed “action” photos
- Poor use of color (if applicable)

Judge _____

Judge _____

Y8 Advertising

Comments:

Strength of Entry

- Informative and interesting typography, copy, illustrations, photos
- Adherence to design rules
- Creative graphics, use of current design trends
- Well written headlines and copy
- Ads are all designed to sell readers a service or product
- Feature presentations, photos or infographs may add interest to spread

Areas Needing Improvement

- Lacks informative or interesting typography, copy, illustrations, photos
- Lack of adherence to design rules
- Poorly written headlines and/or copy
- Ads are simply “financial contributions”
- Visually dull

Judge _____

Judge _____

Y9 Single Ad

Comments:

Strength of Entry

- Clean layout
- Effective message
- Adequate information to spur reader to action
- Effective space allotment
- Accurate information
- Visually attractive
- Strong skill in spelling, punctuation, grammar
- Appropriate type sizes

Areas Needing Improvement

- Cluttered layout
- Ineffective message
- Inadequate information to spur reader to action
- Ineffective space allotment
- Inaccurate information
- Visually unattractive illustrations
- Weak skill in spelling, punctuation, grammar
- Inappropriate type sizes

Judge _____

Judge _____

Y10 Theme Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content
- Visual theme is fresh, original
- Demonstrates good composition
- Adds understanding of theme

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting

Judge _____

Judge _____

Y11 Student Life Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content
- Visual theme is fresh, original
- Demonstrates good composition
- Adds understanding of life on campus
- Human interest

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting
- Lacks human interest

Judge _____

Judge _____

Y12 Clubs/Organizations Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content; no posed shots
- Visual theme is fresh, original
- Demonstrates good composition
- Emphasizes human interest angle and focus on people in their environment

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition; posed
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting
- Lack of human interest angle or focus on people in their environment

Judge _____

Judge _____

Y13 Sports Action Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content
- Visual theme is fresh, original
- Demonstrates good composition
- Unique content, not “traditional” sports photo

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting
- “Traditional” sports photo

Judge _____

Judge _____

Y14 Academic Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content
- Visual theme is fresh, original
- Demonstrates good composition
- Unique, not typical “student-in-desk” shot

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting
- Typical “student-in-desk” shot

Judge _____

Judge _____

Y15 Feature Photo

Comments:

Strength of Entry

- Proper contrast with a wide range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content
- Visual theme is fresh, original
- Demonstrates good composition
- Emphasizes human interest angle; people in their environment

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting
- Lack of human interest angle; people in their environment

Judge _____

Judge _____

Y16 Graphics

Comments:

Strength of Entry

- Illustrates contemporary use of graphics/trends to enhance or unify content of spread or relate to theme
- Excellent use of typography, screens, rule lines, logos, special heads, spot color
- Overburns, reverses, mortices used sparingly or not at all
- Graphics to not overpower the spread

Areas Needing Improvement

- Does not illustrate contemporary use of graphics/trends to enhance or unify content of spread or relate to theme
- Poor or little use of typography, screens, rule lines, logos, special heads, spot color
- Overburns, reverses, mortices used too much or poorly
- Graphics overpower the spread

Judge _____

Judge _____

Y17 Index

Comments:

Strength of Entry

- Creative use of graphics, typography, screens, photography and/or features to enhance the presentation of the index
- All students, faculty, staff, administrators, non-school personnel are listed in alphabetical order
- Includes student life topics, clubs, organizations, sports, academic departments, advertisers
- Set in easily read font and size of type

Areas Needing Improvement

- Lacks creative use of graphics, typography, screens, photography and/or features to enhance the presentation of the index
- All students, faculty, staff, administrators, non-school personnel not listed in alphabetical order
- Does not include student life topics, clubs, organizations, sports, academic departments, advertisers
- Font or size of type hard to read

Judge _____

Judge _____

Y18 General Excellence

Strength of Entry

- Excellent and thorough overall presentation of material whose whole is greater than the sum of its parts
- Staff has been innovative in developing a year-book which uniquely captures the events and people which make this year different including outside events and their impact on the school
- Book clearly and logically depicts the personality of the school and captures the specific year as an historical record and memory book
- Theme is simple and easily understood by the reader
- Artwork and graphics carry out the theme
- Photos are good quality and well cropped
- Graphics, typography, screens, photographs and/or featurettes are creatively used
- Provides a logical sequence in reporting year

Comments:

Judge _____

Judge _____