Yearbook Spreads: Scoring Rubric

All elements are represented in the spread: YES NO (circle the appropriate answer and underline what is missing)
A dominant photo, an eyeline, copy block with an interesting headline and a subheadline that provides explanation, five to 9 candid photos and a caption of at least 3 sentences for each photo.

Photos: (Over 16 points)
1- The layout includes an effective dominant photo. The dominant photo is 20% of the spread: two to two-and-a-half times the size of the next biggest photo on the spread. The dominant photo touches the top or bottom margin, or even both. If it touches only one margin, it should touch the eyeline from the other side.
2- The layout includes from five to nine photos. All the photos are candid (none are posed).
3- Photos vary in shapes and sizes (no squares). There are NO 2 photos of the same shape and/or size on the spread (except in the mods).
4- Each photo:
   a. Grabs attention   _____
   b. Tells a story   _____
   c. Shows action   _____
   d. Triggers memory   _____
   e. Gets an emotional response   _____
   f. Has an obvious center of interest   _____
5- At least 1 photo bleeds on each page (no photos are bled on the top or bottom)
6- The photos that bleed extend to the outside edge of the bleed line.
7- The photos are placed in a way that makes the reader look towards the gutter. Every photo faces the gutter.
8- Objects that distract from the center of interest are avoided.
9- Group photos and individual portraits do not go across the gutter.
10- No arms, legs and faces are cropped out of any picture.
11- Wasted, empty space is eliminated.
12- Horizontal photos are cropped into horizontal spaces, and vertical photos are cropped into vertical spaces.
13- The overall spread has a variety of subjects engaged in a variety of activities.
14- When appropriate, both boys and girls appear on the spread.
15- When appropriate, all grade levels are represented.
16- The photos on the spread reflect the diversity of the student body.

Design: (Over 28 points)
1.   The appropriate fonts, font sizes and colors were used.
2.   Only **CMYK colors** are used on the spread.
3.   The eyeline is obvious and it is NOT located to the center of the spread.
4.   No less and no more than **1 pica** separates all the elements on the spread, maintaining the internal margin.
5.   A rail of white space separates/isolates two major elements on the spread.
6.   Every element on the spread fits exactly into the internal lines of the columns and guides.
7.   Additional white space is placed to the outside of the spread.
8.   The external margin is maintained.
9.   The Leading is 120% of the point size. Ex: 10 pt type => 12 pt leading
10.   At least one graphic element and one type treatment are included on the spread. (Graphic elements and type treatments do not distract; they add unity to the spread)
11.   Every copy starts with a dropped initial.
12.   This is a WOW Inducing Design.
13.   The layout reflects attention to detail.
14.   If this spread is supposed to include a module or a special module, the appropriate space has been allocated to it.

Copy: (Over 20 points)
1.   The copy writer obviously attended the event he/she has covered.
2.   The copy is "a narrative that engages the reader's senses and emotions."
3.   Copy starts with an appropriate, attention-grabbing lead. The **HOW** and **WHY are emphasized** in the lead.
4.   This year's yearbook **Approach** (A Century of Success, Growth… or Then Vs. Now) is followed.
5.   **The following format is followed exactly:** (at least 4 quotes from a variety of people)
         a. Lead
         b. Quote
         c. Transition
         d. Quote
         e. Transition
         f. Quote
         g. Closing Transition
         h. Conclusion
6.   The copy incorporates meaningful quotations.

7. The copy reflects interviews from more than one source.
8. The transitions provide new facts to the reader; they logically link one quote to another.
9. The copy has a clear, specific, engaging angle.
10. Copy includes specific, accurate details.
11. Consistent use of past tense. Consistent use of third person.
12. Correct spelling and grammar. Names are spelled correctly. Simple sentence structure is used. **No comma** is used before and in a series. Titles are italicized, not underlined.
13. Correct punctuation and attribution of quotations.
14. The copy uses language appropriate for audience. Vague words are avoided. The phrase "this year" and the school's name are not used.
15. The copy follows Columbia style sheet.
16. Copy block is broken into columns.
17. Paragraphs are kept under 40 words.
18. The copy and headline package are placed together in one of the corners of the spread. The **Indenting** is 3 spaces, not 5. Smart quotes (" ") not ("") are used.
19. The writer does not editorialize (give his/her personal opinion).
20. Conclusion relates back to lead in some way.

Headline and Subheadline: (Over 20 points)
1. Headline is clever, arresting and exciting.
2. Subheadline provides additional information to identify the topic of the spread and to explain the headline.
3. Headline does not contain material that will be found elsewhere.
4. Headline matches the dominant photo/story. It ties into the action of the dominant photo.
5. Headline reflects the mood of the spread.
6. Headline uses action verbs in the present tense
7. Alliterations / figures of speech / clever play on words used to make headlines funny, witty and to intrigue the reader.
8. Single quotation marks, if any, are used inside the headline.
9. The word "and" is not used in the headline.
10. Periods, hyphenated words, abbreviations, splitting verb phrases, repetition, separating an adjective and the word it modifies are all avoided.

Captions: (Over 20)
1. Every photo has a caption. If there are 7 people or fewer in the caption, they are all identified. If there is a big crowd, no one is identified. Complete names are used. (Photos in mod packages may have a single caption, but the photos must be clearly labeled.)
2. Captions are placed next to, above or below the photos described. Captions are adjacent to the photos they identify. Every caption "touches" the picture it describes.
3. No more than two captions are stacked on top of one another.
4. Every caption is placed to the outside of the spread. No caption is trapped between two or more photos.
5. Captions have a consistent width and style. All captions have the same size.
6. Captions are mini stories; minimum 3 to 4 sentences. They **tell the reader what happened just before and right after the picture was taken (**the action before, during and after the photo as well as the reaction to the event).
7. **Every caption includes the following:**
    a. a title (capital letters, bold)
    b. who, what, where, when, why + How
    c. background info (before or after the photograph)
    d. a direct quote from somebody in the photograph or from someone who attended the event being covered. (The quote should add new info to the caption; if everybody could say the same quote then it needs to be changed).
8. The first sentence is in the present tense and the rest in the past tense. Present tense, active voice are used for the sentence that captures the action of the photo; background and supplemental information are written in past tense. Colorful, active verbs are used.
9. **Each caption has a title that mimics the main headline.**
10. There is no commenting, questioning, or talking to the picture.

Modules: (6 extra points)
1- Each mod is designed as a package.
2- Each mod is separated from the other elements on the spread by a one-pica margin or a rail of white space.
3- Any graphic elements or type treatments used in the mods are incorporated into the remaining elements on the spread.