

Yearbook Evaluation Guidebook

School Name: _____

Yearbook Name: _____

School Year: _____

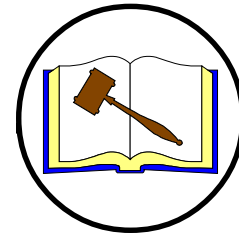
Editor(s) in Chief: _____

Faculty Adviser: _____

Evaluation Category: Please check one

- Division 1: High school enrollment of 800 students or fewer
- Division 2: High school enrollment from 801 to 1,300
- Division 3: High school enrollment of 1,301 students or greater

GENERAL INFORMATION



The Indiana High School Press Association hopes staffs will use this critique to enhance the overall quality of their yearbooks. Judges rate the yearbooks in six categories: theme development, coverage/content, photography, layout and design, writing, and special details. They are then asked to make appropriate comments and suggestions to assist staffs in improving readability and appearance of the books. Staffs are encouraged to use this critique as a guideline when organizing, editing and producing future yearbooks.

Judges may recognize specific sections or ideas as special distinctions. If a judge chooses such a distinction, comments will be written under the evaluation in each section. (Note for judges: No comments are necessary unless the judge feels that a section is deserving of special recognition.)

Judges are instructed to critique yearbooks in such a way to encourage staffs to improve their books using the guidelines. IHSPA strongly encourages that comments should be written in a constructive manner and not in a way that might affect the morale of the staff.

About “Special Distinctions”

Judges may also award “Special Distinction” status to any section deemed to be innovative and/or unusually well done. Each “distinction” will be factored into Hoosier Star competition.

Competition for the Hoosier Star awards

All “Superior” and “Excellent” ranked yearbooks in each division compete for “Hoosier Star” awards.

The IHSPA yearbook rating is established by an evaluation of superior, excellent, good, average or needs improvement.

Yearbooks are judged against established standards of excellence; then they are compared to other yearbooks in respective divisions for IHSPA awards and honors.

Judges use this guidebook in critiquing your yearbook; you also are encouraged to use it when setting standards for your book.

Evaluation Explanation

•Superior

The staff has clearly executed an innovative understanding of producing a quality journalistic yearbook.

•Excellent

The staff has demonstrated the use of a functional and attractive understanding of producing a quality journalistic yearbook.

•Good

The staff has used some basic concepts in producing a quality journalistic yearbook, but additional details would enhance the book.

•Average

The staff has used some basic concepts, but additional details are needed to reflect on the student experience.

•Needs Improvement

The staff seems to have neglected basic concepts necessary to reflect on the student experience in its yearbook.



Don't Forget to ...

- cite page numbers when making specific references to printed examples.
- try and make comments about each section in the book.
- place marks in the book so that staffs might see visual annotations of outstanding work or areas that need improvement.
- award special distinctions when work merits that honor.
- explain “why” something is excellent or in need of improvement.
- keep in mind that the newest trends may not be used in the book since planning happened a while ago.
- make suggestions to the staff on ways that they can include current trends in the planning of their next yearbook.

A few suggestions for judges

(Below is a summary of suggestions and recommendations by the IHSPA Executive Board to all Hoosier Star judges)

- Please study the Guidebook prior to evaluating any publication so that you will have a good idea of the total concept;
- Annotate the publication in red so that the staff can easily recognize the annotations;
- Be tastefully candid — yet careful — in the wording of your annotated comments so that no comment can be interpreted as sarcasm;
- In your annotations cite any item (photo, lead, headline, caption, copy or layout) that is good as well as critical comments about weak items;
- When you evaluate any category, please note your justification if it is not obvious. If you have indicated throughout the publication such items as weak copy, dark photos, poor layout, etc., then the reason for point deduction should be obvious. If it is not quite so clear, please note the reason or possible solutions so that the staff will understand;
- Keep in mind that much of the publication was prepared (planned, written, photographed) several months ago and that the newest trends might not have been known to the staff. Please indicate in the “comments” sections what the latest trends are, but don't necessarily deduct points. However, do indicate if a staff has not used the concepts that should be known to all;
- Record your summaries and generalized comments supporting your criticism in the booklets with your evaluation for each category;
- Many of our judges in the past have annotated each spread of their books even if to say “ditto” or “same” to indicate repetitive weakness or strength. By starting with the book itself, judges often can move through the rating book more quickly. Marking the book first also allows judges to refer to specific yearbook page numbers as they work through the critique book. Such effort proves extremely valuable to the staff.



Another important way to help make a year-book come alive is through the design of the book. Staffs should strive to be as creative as possible while creating an attractive look for the book.

LAYOUTS

- Design in spreads (facing pages). Facing pages are linked by a combination of the use of a horizontal eyeline, photograph(s) bled across the gutter, and/or some graphic technique.
- Set up column widths. All spreads should follow a set format. Be sure that columns are followed within a section. Use different column widths for different sections. Don't use the same format throughout the whole book.
- Have adequate and consistent margins. The margins should be consistent within a section. If possible, keep them consistent throughout the whole book. There should be one element (story, photo, caption, or headline) that touches each of the four margins (top, bottom, left and right). Inner margins should be at least one pica between elements.
- Each spread needs to have a dominant photograph. It should be larger and more important than the other photos on the spread.
- Staffs should achieve consistency. Once a design has been selected for a section, the staff needs to adhere to it throughout that section. Staffs should avoid using the same design for each spread of that section. Move elements around for variety.
- Vary photo size to avoid monotony. Need to be flexible with design.
- Try to include numerous photos on each spread. It doesn't mean that a staff has to cram photos on every inch of the spread, but staffs need to remember that more photos are what their readers want to see. Use good action photos.
- Folios and folio tabs should appear on the spread. They generally are placed at the outside bottom of each spread.

TYPOGRAPHY

- Plan headlines and copy as one unit. Both should be placed to the outside of the spread to eliminate possible trapped white space.
- Headlines should grab the reader.
- Headlines should appear above the story so they lead the reader into the story.
- Vary placement of headlines and copy to avoid monotony.

SPECIAL DETAILS



Attention to special details can make the difference between a good book and a great one. Added details provide the reader with important supplemental information.

TABLE OF CONTENTS

- An accurate table of contents should be easy to find, and it should reflect the theme.
- It should be placed somewhere early in the book, preferably the endsheets, but the opening also can work, but not on the title page.

INDEX

- It should provide a complete and accurate listing of all people, organizations, advertisers, and events covered in the book.
- Staffs should try and include photos and copy blocks for reader interest as well as breaking up all the type. Be sure type is readable.

COLOPHON

- Information should include the publishing specifics of the book: place of publication, paper, colors, typestyles, yearbook representative, plant representative, press membership, and previous awards.
- It should not include staff comments. Put those in the acknowledgments.

MINI-MAGAZINES

- The package should be pleasing to the readers, and the design should be different than the rest of the book.
- Staffs should have a purpose or a focus for the section.
- Avoid covering the same topics in this section. The same topic should not appear elsewhere in the book.

Special Details Evaluation

- Superior
- Excellent
- Good
- Average
- Needs Improvement

Special Distinction: _____



GENERAL COMMENTS AND SUGGESTIONS

Final Evaluation

Categories

Section Evaluation

Theme Development

Coverage/Content

Photography

Layout and Design

Writing

Special Details

Judge's Signature: _____

OVERALL EVALUATION

- Superior
- Excellent
- Good
- Average
- Needs Improvement