

Yearbook Spread Rubric

Let's make it look professional!

Aesthetics

- Pick a pop color for the page that is not the same color as the page before it or after it. The color must be a Named Kell color.

Layout

- All elements fit inside the pink and purple columns on the page
- Question mod is on the left side of the page
- question mod is in a selected color
- question mod has the triangle that matches the correct section
- triangle is in the same color
- all photos match the columns and come down to a hard grid line
- all photos use level 2 spacing
- captions use level 2 spacing (more than one caption may be in one box, but needs 2 hard enters between them)
- each caption is clear enough to identify which picture it is talking about without using labels
- each caption is 2 columns wide
- all photos have a caption
- one dominant photo is on one side of the spread
- if a sport, has a team photo with all team members named in a caption (can reduce font as needed)

Headline, Subhead, and Byline

- headline is interesting and consistent
- headline has one pop word in the pop word style and same color as the question mod and has a drop shadow (objects → effects → drop shadow)
- Headline is aligned to the center of the page (left align on right page, right align on left page)
- On an academic page, the entire title is in the pop style with a drop shadow
- subheadline that clearly states the topic of the page
- subheadline is aligned to the center of the page (left align on right page, right align on left page)
- subheadline is in Subhead font
- byline of who created the page using template

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Body Copy

- copy with 2 columns (that are each 2 columns wide) are on the other side of the spread
- In body copy font and justified alignment
 - First line is a hook
 - alternates between transition/fact and quotes 3x
 - ends with a conclusion sentence
 - all past tense!
 - in copy font and are justified (not left aligned)
 - Begin with an indent--tab

Captions

- In caption font and are left aligned
 - First sentence is in present tense and doesn't start with a name. Clearly describes the situation in the picture.
 - 2nd sentence has a quote and a lead in past tense
 - 3rd sentence is in past tense and adds more information about the event in the picture

Good Journalism

- grammar
- spelling
- punctuation
- capitalization
- correct students
- correct name tags
- - Name (one hyphen, with space)
- Question Mod has different people than on the page
- No bias
- No people in our Yearbook class are quoted

Points.

-5 for each minor error.

-10 or more for major errors depending on severity and time taken to correct the error

-50 for late pages

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