

Michigan Interscholastic Press Association

Individual Contest

2025-2026 Categories & Rules

Updated 5/29/2025

Welcome

MIPA's Individual Contest recognizes students (and teams of students) for their outstanding work in a variety of categories. The contest is open to all types of student media programs: print, broadcast/video production and online. All entries must have been published or broadcast by a Michigan-based, MIPA-member student media program.

Review each category description for information on required publication types (print, online, video, etc.), acceptable file formats and other requirements to submit entries. Judging criteria is included for your reference.

No entry can be placed in more than one category, unless otherwise noted. Only two entries can be entered per category per MIPA member student media program, unless otherwise indicated. Additional limits may be in place for entries by students who do work for multiple, separate media programs at the same school. See contest rules for details.

New contest information is released annually ...

- **by July** for yearbook verbal, yearbook visual and yearbook verbal/visual categories.
- **by December** for categories in:
 - News Writing
 - News Photography
 - News Design, Info Graphics & Art
 - Digital Media & Multimedia
 - Special Coverage
 - Video Journalism
 - Video Production
 - Video Talent & Airchecks

[Get worksheets here to help organize your entries](#)

Contest entry reports, which show you how many entries were submitted in each category by division, are available at <https://mipamsu.org/contests-awards/individual-contest/#entry-reports>

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CONTEST OVERVIEW

DEADLINE

- Feb. 13, 2026
- **Early deadline for yearbook-only categories - Save 10% off entry fees:**
 - Nov. 17, 2025
- Judging Day: Saturday, Feb. 28, 2026

ENTRY FEE

- \$2 per entry
- *Member programs are limited to 2 entries in most categories. See contest rules and category descriptions for limits.*

WHERE TO SUBMIT

MIPA uses the Advanced Contest Entry System for submissions. You will need an Association Code (seccode) to create a user account in the contest system. Your [MIPA membership must be current](#) to get this code.

- [Get the access code here to register for an ACES user account](#). (You must register each year.) **Yearbooks:** You will need to submit the page count of your current edition to get the access code.

Access ACES to submit entries

<https://newspapercontest.com/Contests/MichiganInterscholasticPressAssociation.aspx>

WORKSHEETS

[Get worksheets here to help organize your entries](#)

PAY ENTRY FEES

There are several options to pay for contest entry fees. You may pay by check, purchase order or credit card.

You can pay with a credit card via PayPal within ACES, which calculates your entry fees, or use the contest entry fee payment system on MIPA's website to generate an invoice or pay your contest bill.

Payment by checks or purchase orders should be postmarked by the submission deadline. Credit card payments should be completed by the deadline. If your school is slow to process checks or purchase orders, plan ahead. You can always pay fees before you submit your entries.

Calculate Amount Due

As long as you have uploaded entries from a single user account, the contest system will calculate all of your entries fees for you.

- Log into ACES, click on Billing in the left menu.
- Your entries will be listed by student media program. An amount due will be shown in the bottom right corner of the page.

Payment Types

- **Check.** Please make checks payable to MIPA. If you need a more formal invoice to process your payment, see instructions below for making a payment on MIPA's website
- **Purchase Order.** You may submit an approved purchase order from your school. You may be able to print the details Billing page from ACES for documentation for your billing office. If you need a formal invoice to process your payment, see the instructions below for making a payment on MIPA's website.
- **Credit Card.** You may make a payment from within ACES using the Pay Now button on the Billing page. From within ACES, you can only pay for Individual Contest Categories. You may also make a payment from MIPA's website, where you can combine Individual Contest entry fees with critique fees or other bills.
- **Combining Payment with Critique Fees or Other MIPA Charges.** See directions below for making a payment on MIPA's website.

Making a Payment or Creating an Invoice on MIPA's Website

If you need a formal invoice for your contest entry fees, or if you wish to make a single payment for contest and critique fees (and any other charges), you may use MIPA's website storefront to pay for your order.

1. [Visit the MIPA Contests Payment page](#)
2. Add the appropriate contest or critique fees to your cart.
3. Check out.
4. On the Checkout/Billing Details page, if you choose "Check Payments" or "Request an Invoice/Pay via Purchase Order," the system will email an invoice to the email address you input on this page. If you do not receive this email, contact the MIPA office.

QUESTIONS?

Contact the MIPA office at 517-353-6761
ask@mipamsu.org.

You may also find answers to some of your questions in our [online "how to" guide](#). Topics include:

- Acceptable file formats
- Paying entry fees

- [How to capture a true spread to best showcase design entries](#)
- [How to combine multiple PDF files into a single file](#)

GENERAL CONTEST RULES & INFORMATION

- **Entries that do not meet contest requirements will be disqualified.** *Carefully read all rules and instructions.*
- **Entries in the Yearbook Verbal, Yearbook Visual and Yearbook Verbal-Visual categories should have been published in the 2025 book. Entries in all other categories should have been published or broadcast by a MIPA member student media program from Feb. 15, 2025, to Feb. 13, 2026.**
- **Each Michigan-based MIPA member program may submit up to two (2) entries in each category, unless otherwise noted.** Each entry is to be submitted with its own, separate entry form.
- **The same student may not be listed as an author of more than two entries in any single category** (including shared bylines), even if that student works for multiple, separate student media programs at a school. (This rule only affects you if you have a student who works for multiple media programs at the school, such as newspaper and video production.)
- **No entry may be submitted into more than one category, unless otherwise noted** in the category description. A single entry in more than one category may be disqualified in all categories. If an entry was published via multiple platforms (ie, print, online and/or broadcast), it should be entered only once.
- **No more than four students may be individually named** on an entry. If an entry was created by more than four students, please enter it as by "Staff."
- **Entries must be submitted by the deadline. Late entries will not be accepted.** The contest system automatically shuts down after 11:59 p.m. on the deadline.
- **Entry materials must be submitted in a digital format** to our contest system. **Paper submissions will not be accepted for any reason.** If you no longer have access to your original digital files, you may scan pages to submit to the contest.
- **Entries should be submitted using the adviser's ACES account.** Individual students *should not* have their own ACES accounts.
- **Review each category description for information on required publication types** (print, online, video, etc), acceptable file formats and other requirements. Some

categories require you to upload files of a specific type (PDF, JPG, etc.), while others ask for a link to content hosted on the Web. **Video and audio entries** should be hosted on your own website or by a file sharing service such as YouTube, Vimeo, Soundcloud, etc. **Entries that are not publicly viewable on judging day may be disqualified.** Check to be sure your entry is not locked behind a password, set to private or posted in any other way that makes it inaccessible to a judge. Incomplete entries or entries submitted into the wrong category may be disqualified. The MIPA office is not able to decide into which category an entry should go.

- **Video and audio entries should be no longer than five minutes, unless otherwise noted.** Time requirements do not include name slates, countdowns, etc.
- **Payment should be made by the submission deadline.** Checks or purchase orders should be postmarked by this date. Credit card payments should be completed by this date. If your school is slow to process checks or purchase orders, plan ahead! **You can pay fees before you submit your entries.** Payment can be made via PayPal within ACES, or on MIPA's website.
- **Use of copyrighted music, artwork, videos or other materials without written permission of the copyright holder may violate U.S. law and MIPA's Copyright & Plagiarism Policy.** Entries that violate MIPA's Copyright & Plagiarism Policy will be disqualified. **If you feel your entry may be questioned by a judge, please include a note in the "Non Student Work/Copyright" field confirming the source of the material, permission to use it and/or a reasoned "fair use" claim.** If you are making a "fair use" claim on copyrighted materials, please cite your reasoning on the entry form. Guidelines for "fair use" are quite restrictive, and educational use generally is not an acceptable fair use argument for any work that is published/broadcast outside of the classroom.
- *MIPA does not have a policy directly addressing work created via generative AI. However, our existing rules have long required work be student-created and for work to comply with copyright law. These rules also apply to AI-generated work. If an entry includes AI-generated work, you should disclose that in the "Non Student Work/Copyright" field.*
- **Please note: If any music is included in an entry, the entrant must indicate the title(s) of the track(s) used and the source of the**

music. Provide this information either in a name-slate/title card in a video entry or in the “Non Student Work/Copyright” field on the entry form. This information should include the specific music service library, such as Audioblocks, Soundzabound, Digital Juice, etc., or another specific source (such as URL) that could be used to verify that you have appropriately used this work.

- **THIS CONTEST IS FOR WORK PRODUCED BY STUDENTS.** If any element of any entry was not produced by students (including images, templates, music, design, etc.) please indicate that clearly on the entry form in the “Non Student Work/Copyright” field. Entry materials may have been created by students on staff of the media program as well as those acting as contributors or freelancers to the program.
- **Please remember that this is strictly a contest and not a critique service.** MIPA annually receives thousands of contest entries. We are unable to provide comments from judges for every entry.
- **All contest entries may be published by MIPA** for non-commercial purposes and to promote MIPA educational activities.
- **Winners of this contest will be announced at the MIPA awards ceremony, which may be held online or in person in April.** Winning work may be showcased on MIPA’s [A Cut Above website](#) and/or other MIPA platforms.
- **Student media programs entering this contest will compete in divisions.** For Yearbook categories, divisions are based on the page count of books, with middle schools competing in their own division whenever possible. (School enrollment may be considered as a secondary factor in determining yearbook divisions.) For other categories, divisions are based on school enrollment. Divisions are determined by MIPA’s Yearbook, Newspaper, Video and Digital Media Chairs. Each division will have roughly the same number of schools. Divisions may be combined in any category based on the number of entries, at the discretion of the chairs.
 - Middle schools may be put into their own division. Advisers may elect for all of their middle school entries to compete up into the division of the smallest high schools.
 - **Please note:** Enrollments and page counts are pre-programmed into the ACES contest system to establish preliminary divisions. Divisions may be re-assigned before judging to balance each

division. MIPA uses the latest enrollment figures from the Michigan Department of Education. In cases where enrollment data is not available from MDE, figures may be obtained from the Michigan High School Athletic Association, from federal government registries or directly from schools.

WHAT’S NEW FOR THE 2025-2026 CONTEST?

Every year, we try to improve MIPA’s contests to keep up with changing technologies and the world of media. We also are constantly working to make the contests easier to enter and manage. Here are some changes for this year’s contest:

GENERAL RULES REVISIONS

- Rules are unchanged from last year.

NEW CATEGORIES

- No new yearbook categories.

CATEGORY REVISIONS

- Judging criteria for yearbook categories have been updated to add clarity.
- **Y-14. Proud Parent Advertisement:** Since many proud parent ads share a common templated design, a single entry in this category is a portfolio of *up to* 3 ads, rather than 3 ads.

OTHER IMPORTANT INFORMATION

SOLVE OUR MOST COMMON PROBLEMS BY CAREFULLY READING CATEGORY

DESCRIPTIONS! Nearly all problems we ran across in last year’s contest were because entry instructions were not followed.

- Carefully check over any entries uploaded into the contest system by students. See the contest how-to guide for information on how to view all of your entries.
- While it’s not required, we strongly recommend that you submit original photos AND the final designed pages for photography categories. It helps judges more accurately determine the quality of an image.
- **Give each entry a unique entry title. Do not use the category name for the entry title.** Instead use a headline or description of

the actual entry. Example: "National Honor Society" instead of "Organizations Writing." This will help you once awards are announced.

- MIPA believes it is a best practice for all photos to have captions. If a photo does not have a caption, it should not be submitted into our contests.
- If an entry spans multiple pages, combine those pages into a single PDF file.
- Double-check to make sure entries are submitted into the correct category. Entries submitted into the wrong category will be disqualified.
- Please make sure contest entry fees are paid promptly. Unpaid fees can result in entries being disqualified.
- If an entry is one of several similar items on a spread, make sure it is very clear which item should be judged!
- **All files in a single entry must together total 100 MB or less.** If your files exceed this limit, you can submit them via URL to a website or a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. **(Be sure to set shared files for public view.)**

YEARBOOK VERBAL CATEGORIES

DO NOT ENTER NON-STAFF WRITING IN ANY VERBAL CATEGORY

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Y-01. Feature Writing - Student Life

A single story about issues and activities representative of or affecting student life in the school or community. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Student life topics might include homecoming, prom, current events, trends, work and other issues affecting the daily student experience. Coverage emphasizing sports, academics or organizations should be entered into the respective category. Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in the Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA

- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- Conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker"
- Meaningful student quotes enrich story and reflect effective interviewing
- Evidence of adequate research
- Adheres to rules of good journalism including: short paragraphs, effective transitions, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Copy is generally written in past tense using third person and active voice. Writer does not alternate between tenses, outside of quotations, within a story
- Attributions generally use the preferred subject-verb construction of Name said. May use said Name if a long title or explanatory clause is included: ... said Smith, assistant superintendent for curriculum ... or ... said Jones, who led the team in scoring during the season
- Attributions use neutral words - said, most commonly - free of hidden meanings

Y-02. Feature Writing - Academics

A single story about an academic department, a subject, a class or an issue that emphasizes academics. Academics coverage commonly depicts students in a learning situation either in or out of class. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA

- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- Conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker"
- Meaningful student quotes enrich story and reflect effective interviewing
- Evidence of adequate research
- Story goes beyond simply reviewing what happens in classroom

- Adheres to rules of good journalism including: short paragraphs, effective transitions, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Copy is generally written in past tense using third person and active voice. Writer does not alternate between tenses, outside of quotations, within a story
- Attributions generally use the preferred subject-verb construction of Name said. May use said Name if a long title or explanatory clause is included: ... said Smith, assistant superintendent for curriculum ... or ... said Jones, who led the team in scoring during the season
- Attributions use neutral words - said, most commonly - free of hidden meanings

Y-03. Feature Writing - Organizations

A single story that gives the reader a fresh view of the organization. This may include school clubs, performance-related school groups (band, drama and choir) and community, church and philanthropic groups relevant to students in the school. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA

- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker"
- Meaningful student quotes enrich story and reflect effective interviewing
- Evidence of adequate research
- Story does not center on purpose of group or simply review their activities
- Adheres to rules of good journalism including: short paragraphs, effective transitions, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Copy is generally written in past tense using third person and active voice. Writer does not alternate between tenses, outside of quotations, within a story
- Attributions generally use the preferred subject-verb construction of Name said.

May use said Name if a long title or explanatory clause is included: ... said Smith, assistant superintendent for curriculum ... or ... said Jones, who led the team in scoring during the season

- Attributions use neutral words - said, most commonly - free of hidden meanings

Y-04. Feature Writing - Sports

A single story that goes beyond traditional news coverage of a game or season to spotlight an unusual aspect, a controversy, team life, a key athletic competition or any other human-interest angle (who, why and how) relevant to student athletics. Entry should not be a personality profile; a story focusing on a single student-athlete or coach should be submitted into Y-05. Personality Profile. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA

- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- Conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker"
- Meaningful student quotes enrich story and reflect effective interviewing
- Evidence of adequate research
- Story meaningfully adds to sports coverage; may include personality profile, informative, interpretive (why), and/or human-interest feature specifically related to sports.
- Adheres to rules of good journalism including: short paragraphs, effective transitions, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Copy is generally written in past tense using third person and active voice. Writer does not alternate between tenses, outside of quotations, within a story
- Attributions generally use the preferred subject-verb construction of Name said. May use said Name if a long title or explanatory clause is included: ... said Smith, assistant superintendent for curriculum ... or ... said Jones, who led the team in scoring during the season
- Attributions use neutral words - said, most commonly - free of hidden meanings

Y-05. Personality Profile

A single story that focuses on one teacher, coach, staff member, student or student-athlete that makes the character three dimensional. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA

- Clear, relevant, engaging angle that makes story worthy of inclusion
- Solid lead that draws reader into story
- Conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker"
- Meaningful student quotes enrich story and reflect effective interviewing
- Evidence of adequate research
- Story goes beyond superficial coverage to give a total perspective and feel for the subject
- Adheres to rules of good journalism including: short paragraphs, effective transitions, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Copy is generally written in past tense using third person and active voice. Writer does not alternate between tenses, outside of quotations, within a story
- Attributions generally use the preferred subject-verb construction of Name said. May use said Name if a long title or explanatory clause is included: ... said Smith, assistant superintendent for curriculum ... or ... said Jones, who led the team in scoring during the season
- Attributions use neutral words - said, most commonly - free of hidden meanings

Y-06. Headline Writing

Note: 1 entry = a set of 3 headlines. Submit all three headlines in the set in the same entry form. If you submit more than 1 entry in this category, please be sure to give each entry a unique Entry Title (i.e. Your Theme_Headline Collection 1)

For each entry, submit a set of three primary/secondary headline combinations. Submit entire spreads. CLEARLY INDICATE ON THE ENTRY FORM WHICH HEADLINES YOU WISH JUDGED in the Additional Information field. Do not submit label headlines or one-word headlines with no secondary headline. Submit PDF or image files of the page(s). **FOR SPREADS (a spread is two**

facing pages), if possible [save your entry as a spread](#), creating a single horizontal page out of two vertical pages. Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design.

JUDGING CRITERIA

- Clever/imaginative, engages the reader
- Draws reader into copy
- Contents of headline establishes visual/verbal connection between photos and copy
- The primary and secondary headlines work together to clarify the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story
- Adheres to rules of good journalism including: avoiding label headlines, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Design reinforces the visual aspects of the book and reflects modern type treatment
- Do not submit single deck (one line) headlines

Y-07. Caption Writing

Note: 1 entry = a set of 3 captions. Submit all three captions in the set in the same entry form. If you submit more than 1 entry in this category, please be sure to give each entry a unique Entry Title (i.e. Your Theme_Caption Collection 1).

For one entry, submit a set of three captions along with their photographs; one of the three captions must be for a sport. All three captions do not have to be from the same writer or spread. **CLEARLY INDICATE ON THE ENTRY FORM WHICH CAPTIONS YOU WISH JUDGED in the Additional Information field.** Submit PDF or image files of the page(s) **showing both caption and accompanying photo.**

JUDGING CRITERIA

- Each caption begins with a strong lead, not name or title
- Each caption contains at least two sentences that answer all reader's questions without stating the obvious
- Captions are written in consistent style throughout the yearbook. Typically, the first sentence is in the present tense, using third person and active voice to describe who is in the photograph and what is going on within the photo. Subsequent sentences are in past tense, providing context and added detail

- Evidence of adequate research, providing information that adds to reader's understanding of event or situation
- Clearly identifies all people who are the focus of the photo with both first and last names (typically no more than eight identified in photos showing multiple people). Sports captions should also identify names of players on the opposing team as well as provide jersey numbers for all players named in the caption
- Adhere to rules of good journalism including: freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Attributions generally use the preferred subject-verb construction of *Name said*. May use *said Name* if a long title or explanatory clause is included: ... *said Smith, assistant superintendent for curriculum* ... or ... *said Jones, who led the team in scoring during the season*
- Attributions use neutral words - *said*, most commonly - free of hidden meanings
- At least one sports caption is included in the set of three

YEARBOOK VISUAL CATEGORIES

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Please note: MIPA welcomes individual page OR spread entries from our middle school and junior high members in all visual yearbook categories.

Y-08. Student Life Spread

One spread predominantly featuring coverage of issues and activities representative of or affecting student life in the school or community. Student life topics might include homecoming, prom, current events, trends, work and other issues affecting the daily student experience. Coverage emphasizing sports, academics or organizations should be entered into the respective category. Chronological books should select a spread whose dominant story contains student life coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field.

FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#), creating a

single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Internal spacing is consistently and effectively used to connect packaged elements and separate one content area from another
- Spread avoids trapped white space and copy. White space and copy generally have two "escape routes" to the page edges
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; avoids posed photos
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout the spread
- Captions touch photos to which they refer. Group or clustered captions are permitted, but attention is paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy is established
- A horizontal eyeline is established

Y-09. Sports Spread

One spread predominantly featuring sports coverage. Chronological books that incorporate sports coverage throughout the book should select a spread in which the dominant story contains sports coverage. Submit a PDF or image file of the page(s). (Middle schools may enter a single page.) If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Internal spacing is consistently and effectively used to connect packaged elements and separate one content area from another
- Spread avoids trapped white space and copy. White space and copy generally have two "escape routes" to the page edges
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; avoids posed photos
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout the spread

- Captions touch photos to which they refer. Group or clustered captions are permitted, but attention is paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy is established
- A horizontal eyeline is established

Y-10. Academics Spread

One spread predominantly featuring coverage of academics. Academics coverage commonly depicts students in a learning situation either in or out of class. Chronological books should select a spread whose dominant story contains coverage of academics. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Internal spacing is consistently and effectively used to connect packaged elements and separate one content area from another
- Spread avoids trapped white space and copy. White space and copy generally have two "escape routes" to the page edges
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; avoids posed photos
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a

visual/verbal connection between photos and copy

- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout the spread
- Captions touch photos to which they refer. Group or clustered captions are permitted, but attention is paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy is established
- A horizontal eyeline is established

Y-11. Organization Spread

One spread predominantly featuring organization, club or performance coverage. This includes school clubs, performance-related school groups (band, drama and choir) and community, church and philanthropic groups relevant to students in the school. Chronological books should select a spread whose dominant story contains organization coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Internal spacing is consistently and effectively used to connect packaged elements and separate one content area from another
- Spread avoids trapped white space and copy. White space and copy generally have two "escape routes" to the page edges
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; avoids posed photos

- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout the spread
- Captions touch photos to which they refer. Group or clustered captions are permitted, but attention is paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy is established
- A horizontal eyeline is established

Y-12. People Spread

One spread that predominantly features student or faculty/administration portraits along with other coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Internal spacing is consistently and effectively used to connect packaged

elements and separate one content area from another

- Spread avoids trapped white space and copy. White space and copy generally have two “escape routes” to the page edges
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; avoids posed photos
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout the spread
- Captions touch photos to which they refer. Group or clustered captions are permitted, but attention is paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- Mug shots have consistent face sizes and background and are arranged in panels with names to the outside
- Faculty section lists specific courses taught and extracurricular positions with portraits.
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy is established
- A horizontal eyeline is established

Y-13. Business Advertisement

One advertisement for a business, organization, product or service. Ad may use a professionally designed company logo. In the “Non Student Work Copyright” field on the entry form, please describe any elements in the ad that are not created by the student entrant. Submit a PDF or image file of the spreads including the advertisements. If the ad appears on a page with multiple other ads, please **CLEARLY INDICATE ON THE ENTRY FORM**

WHICH ADS YOU WISH JUDGED in the Additional Information field.

JUDGING CRITERIA

- Ad contains a clear key message responding to a student or community need and promotes a specific product or service offered by a business.
- Ad has a strong center of visual interest/a clear dominant element that supports the key message. (Unless designing a business card size ad, this typically is not the logo of the business.)
- Includes a well-written headline to attract interest and promote the ad’s key message; the headline is not the name of the business
- Copy follows up on the headline and further explains the ad’s key message
- Ad includes the name and contact information of the business and may include its logo; other information that might encourage readers to take action may be included
- The elements in the design encourage the reader’s eye to view all parts of the ad
- Typography enhances readability and attractiveness of design. Typically limited to one or two typefaces.

Y-14. Proud Parent Advertisements

LIMIT 1 ENTRY. *Note: 1 entry = a portfolio of up to 3 student-created advertisements*

For one portfolio entry, submit up to three individual proud parent ads completely designed by student staff members. **LIMIT ONE ENTRY PER SCHOOL.** The ads may be on the same page/spread or may appear across multiple pages/spreads. **If multiple ads appear on submitted pages, in the Additional Information field ON THE ENTRY FORM, INDICATE THE ADS ON WHICH THE JUDGES SHOULD FOCUS.** If you do not indicate specific ads, the judges will focus on the first three ads, starting at the upper left of the first page submitted and moving counter-clockwise through the pages. (In the “Non Student Work Copyright” field on the entry form, please describe any elements in the ads that are not created by the student entrant.) Submit a PDF or image file of the spreads including the advertisements.

JUDGING CRITERIA

- Each ad contains a clear key message congratulating a student (or students)
- Each ad has a strong center of visual interest/a clear dominant element
- Each ad includes the name(s) of student(s) being congratulated; names appear in consistent/complementary font and type size in all ads.

- The elements in the design encourage the reader's eye to view all parts of the ad.
- Typography enhances readability and attractiveness of design. Typically limited to one or two typefaces.
- Design elements reinforce the visual statement of the theme.

Y-15. Graphics

One spread illustrating contemporary use of graphics. Most often this includes elements created using Photoshop, Illustrator or similar programs. Do not submit photo illustrations in this category. Submit a single PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. If there are multiple graphics on the page, clearly indicate in the Additional Information field which graphic you wish judged.

JUDGING CRITERIA

- Graphics add to spread content and design
- Use of graphics shows evidence of careful planning and clear purpose: to unify, separate, emphasize or direct
- While graphic use may be innovative, the staff adheres to journalistic guidelines
- Graphics are not used simply to decorate or fill space

Y-16. Sports Action Photo

A photo that captures a peak moment of action in a sports competition (or practice), typically on the field of play. For example, this might include a photo of a volleyball player on the court preparing to return the ball. Entries in this category should not be portraits. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
 - in focus
 - proper contrast
 - not too grainy or muddy

- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action during competition or practice

Y-17. Sports Feature Photo

A sports-related photo separate from the game action that captures the drama and emotion characteristic of the competition. Photos from outside the field of play that feature competition participants (players, coaches, officials, etc.) as well as non-action player reaction shots from the field of play may be submitted in this category. Photos of the crowd that do not predominantly feature athletes should be submitted in School Spirit Photo. Entries in this category should not be portraits. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may also submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
 - in focus
 - proper contrast
 - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing interaction or emotion of athletic participants (players, coaches, officials, etc.)

Y-18. Portrait or Personality Photo

A photo that shows the personality and/or character of the people photographed. It may be posed or candid. No more than two subjects should be featured in the picture. Sports portraits are welcomed in this category. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page

on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- No more than two people should be key subjects in the portrait
- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
 - in focus
 - proper contrast
 - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting background/foreground

Y-19. Photo Illustration

A photograph that has been manipulated using digital technologies or other tools in post-production to illustrate a concept or idea. Manipulation should go beyond minor adjustments (such as toning) to apply effects to the image in a way that distorts reality. It should be clear the image is a created situation. Graphic illustrations should be submitted in Y-15 Graphics. **You must include the caption or other supporting text**, or the entry will be disqualified. Photo illustrations may be in color and will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Image displays creativity and artistic license to illustrate a point and tell a story
- Manipulation of the photograph is obvious; illustration is not designed to deceive a reasonable viewer
- Image has been effectively cropped to emphasize center of interest and enhance content
- Photography is technically strong:
 - in focus
 - proper contrast
 - not too grainy or muddy

- Photographer paid attention to rules of composition

Y-20. Academics Photo

A photo that depicts students in a learning situation either in or out of class. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
 - in focus
 - proper contrast
 - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

Y-21. Organization, Club or Performance Photo

A photo that depicts students engaged in an organization, club or club/performance-related activity either in or out of school. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong

- in focus
- proper contrast
- not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting background/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

Y-22. School Spirit Photo

A photo that conveys the spirit and emotion evident at school-related functions. Photographs predominantly featuring athletes during competition or practice should be submitted into the sports photo categories. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
 - in focus
 - proper contrast
 - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

YEARBOOK VISUAL AND VERBAL CATEGORIES

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Y-23. Alternative Story Form

A single story presented in an alternative way. It can consist of anything that is not a traditional, narrative

story form. Key features include: visual destinations, strong use of typography, easy to scan, well organized, thorough reporting that provides quick facts and deep context. It should not include traditional narrative text, but may consist of a story format such as a fast-fact box, list, glossary, quiz, poll, chart, Q and A, Pro/Con, timeline, bio box, quote collection or any other alternative form. An ASF submitted in this category should NOT be connected to another story or be part of a larger story package; it must stand alone. Submit the entire spread and **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in the Additional Information field if there are multiple stories on the page.** Submit a PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Introduction draws reader into the story and provides context and background necessary to understand the story
- Meaningful student quotes tell the story of the event/activity and reflect effective interviewing
- Evidence of adequate research
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Effectively uses design, color and typography to enhance the story

Y-24. Mod or Sidebar Coverage

A single coverage element that supplements or adds related content to another story on a page or spread, or to the topic of the page or spread, or, in a chronologically organized book, to the time period covered on the page or spread. Mod or sidebar may appear in a traditional, narrative copy block form or as an alternative format. Submit the entire spread and **CLEARLY INDICATE WHICH ITEM YOU WISH JUDGED in the Additional Information field.** Submit a PDF or image file of the page(s).

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- The mod/sidebar should have its own mini-headline, which often verbally supports

- the theme statement and/or explains the content of the mod
- Type sizes for the mod's primary/secondary headline combination is appropriate for the design and reflects knowledge of design hierarchy.
- Content is in a form that makes it appealing as well as easily accessible to the reader
- Evidence of adequate research
- Contents enhance spread coverage by adding meaningful information and/or insights either to the topic of the spread or additional chronological coverage.
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-25. Feature Presentation - Mini-Mag, Special Section or Supplement

Multiple spreads designed as a unit to explore a topic; typically non-traditional coverage (i.e., **NOT** homecoming, a sport or other annual activity typically covered every year in the book). Subject selection, writing, photography and design will be considered. Submit PDF or image files of 2-6 pages for this entry. *Note: Files together cannot exceed 100 MB. If your files exceed this limit, submit them via URL to a file sharing service such as Google Drive, OneDrive, etc. Be sure to set shared files for public view.*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread Writing

- Copy (if traditional copy is used) has engaging angle, solid lead and meaningful student quotes that enrich story and reflect effective interviewing
- Copy is generally written in past tense using third person and active voice
- Captions are written in consistent style, with strong leads and at least two sentences that answer reader's questions and clearly identify all people

- Copy and captions show evidence of adequate research
- Clever, engaging primary/secondary headline combination draws reader into the story and establishes visual/verbal connection between photos and copy
- The primary/secondary headline combination clarifies the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story

Adheres to rules of good journalism including:

- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- Attributions generally use the preferred subject-verb construction of *Name said* and neutral words like *said*

Design

- Spreads appear sequentially
- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader onto pages and show careful planning
- Internal spacing is consistently and effectively used. Spread avoids trapped white space and copy
- Special treatments are used sparingly and effectively
- Special treatments are used sparingly and effectively
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combination has contemporary design
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout
- While designs may be innovative, they adhere to journalistic standards

Photography

- Photos have strong storytelling content and are effectively cropped
- Photos are technically strong and show evidence of composition rules
- Attracts, holds reader's attention; posed photos are avoided
- Avoids distracting back/foreground

Y-26. Feature Presentation - Individual Spread

Unusual feature spreads from any section and Wow/Show Stopper/Interrupter spreads that explore

a topic; typically non-traditional coverage (i.e., **NOT** homecoming, a sport or other annual activity typically covered every year in the book). Subject selection, writing, photography and design will be considered. Submit 1 PDF or image file of the spread for each entry. If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread Writing

- Copy (if traditional copy is used) has engaging angle, solid lead and meaningful student quotes that enrich story and reflect effective interviewing
- Copy is generally written in past tense using third person and active voice
- Captions are written in consistent style, with strong leads and at least two sentences that answer reader's questions and clearly identify all people
- Copy and captions show evidence of adequate research
- Clever, engaging primary/secondary headline combination draws reader into the story and establishes visual/verbal connection between photos and copy
- The primary/secondary headline combination clarifies the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story

Adheres to rules of good journalism including:

- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- Attributions generally use the preferred subject-verb construction of *Name said* and neutral words like *said*

Design

- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader onto pages and show careful planning
- Internal spacing is consistently and effectively used. Spread avoids trapped white space and copy
- Special treatments are used sparingly and effectively

- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combination has contemporary design
- Internal spacing is consistently and effectively used. Spread avoids trapped white space and copy
- Special treatments are used sparingly and effectively
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout
- While designs may be innovative, they adhere to journalistic standards

Photography

- Photos have strong storytelling content and are effectively cropped
- Photos are technically strong and show evidence of composition rules
- Attracts, holds reader's attention; posed photos are avoided
- Avoids distracting back/foreground

Y-27. Theme Development

Theme selection and development through design, photos and writing. **FOR THE ENTRY TITLE**, use your theme. Entry should include cover, endsheets, title page, opening/closing and dividers, as well as supporting evidence that showcases the theme's use throughout the book (section pages, sidebars/mods, folios, special pages, etc.). Include a brief written description of the theme in the Additional Information field, including why/how the staff selected the theme. **LIMIT ONE ENTRY PER SCHOOL**. Submit PDFs or image files of designated page(s) showcasing theme development. *Note: Files together cannot exceed 100 MB. If your files exceed this limit, submit them via URL to a file sharing service such as Google Drive, OneDrive, etc. Be sure to set shared files for public view.*

FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#), creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

- Theme/concept is fresh and contemporary as well as appropriate to the individual school
- Theme/concept is introduced visually and/or verbally on cover
- Theme/concept carries through visually/verbally on endsheet, opening, dividers and closing showing careful development and a unified presentation
- Photos on theme/concept spreads relate to concept as part of total theme/concept package
- Copy on theme/concept spreads develops concept through inclusion of specific information that individualizes and is specific to both school and year
- Captions on theme/concept spreads relate photos to concept in addition to providing complete information
- Overall design of theme/concept spreads is fresh and contemporary, setting them apart from other sections of the book
- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning

Y-28. Cover

Submit a PDF or image file of the cover design as it was printed, including the front cover, spine and back cover. Do not submit a pre-designed company cover. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. Extensive work by a professional graphic artist should be described in the "Non Student Work Copyright" field. **LIMIT ONE ENTRY PER SCHOOL**. Submit cover as one file, if possible creating a single horizontal page out of the cover, spine and back cover so that judges see all three elements simultaneously.

JUDGING CRITERIA

- Cover introduces unifying concept visually/verbally
- Design is fresh and contemporary
- Cover creates favorable impression through use of type/color/materials
- Name of theme appears in the largest type size
- Book name and year also appear on cover and spine
- Spine also includes school name, city, state and yearbook volume number

Y-29. Endsheet

Limit 1 entry. Entry should include both front and back endsheets (if the back endsheet is blank, submit only the front endsheet). Do not submit pre-designed company endsheets. **FOR THE ENTRY TITLE**, use your theme. You may include a brief

description of your theme in the Additional Information field. **LIMIT ONE ENTRY PER SCHOOL**. Submit up to 2 PDF or image files of endsheets. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

- Endsheets introduces unifying concept visually/verbally
- Design is fresh and contemporary
- Endsheets are attractive and either plain or contain illustrative/informative content with solid design

Y-30. Opening and Closing

The introductory and closing spreads. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. **LIMIT ONE ENTRY PER SCHOOL**. Submit up to 10 PDF or image files of opening and closing. *Note: Files together cannot exceed 100 MB. If your files exceed this limit, submit them via URL to a file sharing service such as Google Drive, OneDrive, etc. Be sure to set shared files for public view.*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

- Designs are fresh and contemporary, setting them apart from standard designs of the interior pages, but are similar to each other and continue the verbal/visual theme statement introduced on the cover.
- Photos, copy, captions, headlines and white space are arranged to help reader begin and end story of year
- Designs carry elements of theme concept
- Internal spacing is consistently and effectively used. Spread avoids trapped white space and copy
- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning

- Copy has engaging angle, solid lead and, if included, meaningful student quotes that enrich story and reflect effective interviewing
- Copy should provide examples of events, circumstances specific to this school, this school year
- Copy is generally written in past tense using third person and active voice
- Captions are written in consistent style, with strong leads and at least two sentences that answer reader's questions and clearly identify all people
- Copy and captions show evidence of adequate research
- A clever, engaging headline draws reader into story and establishes visual/verbal connection between photos and copy
- Copy and captions are a consistent, readable type style, leading, size and font
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout

Adheres to rules of good journalism including:

- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- Attributions generally use the preferred subject-verb construction of *Name said* and neutral words like *said* that are free of hidden meanings

Y-31. Division Pages

One set of **ALL** division pages. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. **LIMIT ONE ENTRY PER SCHOOL.** Submit up to 10 PDF or image files of division page(s). *Note: Files together cannot exceed 100 MB. If your files exceed this limit, submit them via URL to a file sharing service such as Google Drive, OneDrive, etc. Be sure to set shared files for public view.*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

- Designs are fresh and contemporary, setting them apart from standard designs of the interior pages, but are similar to each other and continue the visual theme design statement used on the cover and opening and closing pages.
- Photos, copy, captions, headlines and white space are arranged to introduce reader to contents of section
- Designs carry elements of theme concept
- Internal spacing is consistently and effectively used. Spread avoids trapped white space and copy
- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning
- Copy has engaging angle, solid lead and, if used, meaningful student quotes that enrich story and reflect effective interviewing; it continues the tone established in opening copy
- Copy should provide examples of events, circumstances specific to this school, this school year
- Copy is generally written in past tense using third person and active voice
- Captions are written in consistent style, with strong leads and at least two sentences that answer reader's questions and clearly identify all people
- Copy and captions show evidence of adequate research
- Clever, engaging headline that draws reader into story and establishes visual/verbal connection between photos and copy (avoid the use of label headlines like student life, sports, etc...)
- Body copy and caption width follow the columnar, grid or modular plan of the page. Width of text elements is consistent throughout

Adheres to rules of good journalism including:

- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- Attributions generally use the preferred subject-verb construction of *Name said* and neutral words like *said* that are free of hidden meanings

Y-32. Colophon

A colophon includes technical aspects of the book and printing as well as a listing of the yearbook staff and adviser. It may include press association memberships, previous awards and other information. It is not simply a letter from the editor, although this may be included. **FOR THE ENTRY TITLE**, use your theme name. **LIMIT ONE ENTRY PER SCHOOL.** If any element of the entry was not produced by students (including images and/or page

design templates) please indicate that clearly on the entry form in the “Non Student Work/Copyright” field. Submit a PDF or image file of the page or spread(s). **FOR SPREADS (a spread is two facing pages), if possible [save your entry as a spread](#)**, creating a single horizontal page out of two vertical pages so that judges see both pages simultaneously.

JUDGING CRITERIA

- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader into the design and show careful planning
- Acknowledgments are tastefully presented.
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design and reinforce the visual/verbal statement of the theme
- Copy and captions are readable size and use readable font

Y-33. Index

Creative use of graphics, typography, photos and/or short features to enhance the presentation of the index. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. **LIMIT ONE ENTRY PER SCHOOL. SUBMIT ENTIRE INDEX AS A SINGLE PDF FILE.** If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the “Non Student Work/Copyright” field. *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

JUDGING CRITERIA

- Complete listing of all persons, events, clubs, activities, sports and advertisements
- Set in readable font and size
- Attractive design that adds to overall impression
- Spreads continue the verbal/visual statement from all other theme pages