

# Yearbook Theme & Graphics

## THE ASSIGNMENT

For this contest, use one of the themes listed below to design a . . .

- cover
- title page
- and one opening spread.

**Additionally**, a brief description (fewer than 250 words) must be included with the entry. You should discuss how the theme can relate to each section in the book, how the copy would help develop the theme and how the use of graphics will develop the theme.

Designers may use photos from your school's archives and any other original graphics or special effects to help develop the theme. Entries should be computer generated using your publisher's template (remember to remove your school name from the template before submitting the entry) and may be submitted in color or black and white.

The final designs should be submitted using the digital submission instructions below.

## RULES

Photos from your school's archives should be part of the theme design. Both copy and captions should be submitted as placeholder text. The placeholder text may be a single line repeated, gibberish or other dummy text. However, for dummy text, be sure column widths, font choices and leading are designed as you intend them to be.

Include printer's instructions, if necessary, in the instructions box at the bottom of the template. Remember to delete your school's name from the printer's template prior to submitting the entry.

## POSSIBLE THEMES

- On the Run
- Wise Up
- Wait for Me

## SUBMISSION

The 2017 Regional Contest will be the first contest to use our new digital submission system. Hosted by Better Newspaper Contests (BNC), the new system will allow for better feedback for students, more oversight from advisers and a better interface for our judges. Here will be our process to roll out this exciting new service for KSPA members:

1. In January, KSPA will provide tutorials and open up access for advisers to the system. At that point, advisers will be able to set

## DESCRIPTION

You are a member of Sunflower High School's journalism staff. Your editor has asked you to create a yearbook theme with graphics.

## SCHOOL INFO

**Name:** Sunflower High School

**Location:** Clinton, Kansas

**Mascot:** Mighty Buffalo

**Enrollment:** 800 (grades 9-12)

**School colors:** yellow and brown

**Yearbook:** The Sunflower

**Newspaper:** Sunflower News

## Contest Info

This is a digital submission contest.

Students must not request help or advice from any person other than the KSPA staff at [staff@ksponline.org](mailto:staff@ksponline.org).

All work must be solely that of the contestant.

up student accounts so that students can submit and advisers can oversee the entries.

2. On Jan. 17 (one month ahead of the contest deadline), the submission system will open for students to submit their work.
3. Finally, digital submission entries will be due on Feb. 17, 2017.

## **SPECIFICATIONS**

- The four elements – 1) cover, 2) title page, 3) one opening spread, 4) brief description – of the entry should be saved either separately as four pdfs or as one combined pdf.
- Spreads should be exported as spreads, not as pages, to allow the judges a clear look at your design.
- No single pdf can exceed 25 MB
- Each page should be designed on your yearbook publisher's template. The designer can decide to bleed images off the page or maintain an external margin.
- When you submit your design, you will provide your name and school name but this information should not be contained in the design of the design itself. Judges will not know your name or what school you are from.
- The design may be black and white or color.
- The design must be uploaded by Friday, Feb. 17

**Failure to follow these requirements will result in disqualification.**

