

LE FLAMBEAU

Yearbook Spread Scoring Rubric

(Courtesy Carole Wall-Simmons)

TEAM MEMBERS:

LAYOUT

COPY

PHOTOS

Team	Section	Man.
Check	Editor	Editor
	Check	Check

THE "FATALEST" OF ALL FLAWS

YES NO (circle the appropriate answer and underline what is missing) If ONE element missing automatic failing grade. The ENTIRE spread is about ONE defining moment! Visual and verbal. ALL PHOTOS RELATE TO THE ANGLE OF THE COPY AND NOTHING ELSE.

Fatal Flaws - Bare Minimum. All elements are represented in the spread:

YES NO (circle the appropriate answer and underline what is missing) If ONE element missing automatic failing grade

- _____ a dominant photo,
- _____ an eyeline,
- _____ copy block
- _____ with an interesting headline and a subheadline that provides explanation,
- _____ 5 to 9 candid photos and
- _____ a caption of at least 3 sentences for each photo.

DESIGN (All spreads - 12 points)

- _____ 1. The appropriate fonts, font sizes (copy is 9 pt. Myriad, captions are 8 pt. Myriad Condensed, Kicker & Photo byline Minion Pro 8pt. Bold Cond Italic)
- _____ 2. All text is justified
- _____ 3. The byline appears in appropriate place with the copy found in the headline library.
- _____ 4. The EYELINE is obvious and it is NOT located in the center of the spread.
- _____ 5. No less and no more than 1/2 pica separates all the elements on the spread, maintaining the internal margin.
- _____ 6. A rail of white space separates/isolates secondary coverage on the spread.
- _____ 7. EVERY element on the spread fits exactly into the internal lines of the columns (grids) and guides.
- _____ 8. Additional white space is placed to the outside of the spread.
- _____ 9. The external margin is JUSTIFIED (touched) on EACH of the four sides by a PICTURE (copy & captions are not heavy enough to justify a margin).
- _____ 10. At least ONE graphic element and ONE type treatment are included on the spread. (Graphic elements and type treatments do not distract; they add unity to the spread and to the book)
- _____ 11. This is a WOW Inducing Design. It could win an award.
- _____ 12. This spread includes at least ONE secondary coverage module.

Photos: (31 points)

- _____ 1. The layout includes an effective dominant photo. The dominant photo is 2 ½ to 3 times the size of the next largest photo on the spread.
- _____ 2. The dominant photo is COMPELLING - totally invokes a 'WOW' from the reader
- _____ 3. The dominant photo touches the top or bottom margin, or even both. If it touches only one margin, it should touch the eyeline from the other side.
- _____ 4. The dominant photo is TIGHTLY cropped. NO unnecessary elements, no dead area
- _____ 5. Dominant photo has a strong focal point which fills the frame OR utilizes a powerful rule of thirds.
- _____ 6. The layout includes from 5 to 9 photos. ALL the photos are candid (none are posed).
- _____ 7. Photos vary in shapes and sizes (no squares). There are NO two photos of the same shape and/or size on the spread (except in the mods).
- _____ 8. Each photo:
 - _____ a. Grabs attention
 - _____ b. Tells a story
 - _____ c. Shows action, reaction
 - _____ d. Triggers memory
 - _____ e. Gets an emotional response
 - _____ f. Has an obvious center of interest
 - _____ g. Has no distracting background
 - _____ h. NO sitting at desks, teacher writing on board, etc. - no boring pics are used
- _____ 9. At least one photo bleeds on spread (no photos are bled on both the top or bottom unless double-truck)
- _____ 10. The photos that BLEED extend to the outside edge of the GRAY bleed line.
- _____ 11. The photos are placed in a way that makes the reader look towards the gutter. People in photos ALL FACE the gutter.
- _____ 12. Objects that distract from the center of interest in a photo are avoided.

- 13. Group photos and faces do not go across the gutter.
- 14. NO arms, legs and faces are cropped out of any picture where these parts are essential. SPORTS shots include the ball.
- 15. ALL wasted, empty space is eliminated from every photo.
- 16. Horizontal photos are cropped into horizontal spaces, and vertical photos are cropped into vertical spaces.
- 17. The overall spread has a VARIETY of subjects engaged in a VARIETY of activities.
- 18. There is NO excessive repetition of subject matter. REMEMBER, you are covering the BEFORE, DURING and AFTER the event.
- 19. ALL photos COLOR ECHO the accent colors.
- 20. When appropriate, all grade levels are represented.
- 21. Photos help the reader to look from left to right and clockwise around the spread naturally
- 22. The photos on the spread reflect the diversity of the student body.
- 23. Check STOP & GO LIST. Spread includes people on the GO LIST and NO ONE on the STOP LIST unless they are the star player, captain, president, etc. of the group.
- 24. Yearbook staffers are NOT pictured!! (We have a whole spread for staff later)

Photo Quality / Housekeeping: (Over 10 points)

- 1. ALL PHOTOS ARE IN THE FOLDER (linked).
HOW TO CHECK: Go to window>links and select each picture. If it shows up with a question mark, not linked. To relink photo go to the flyout menu (upper right corner of links palette) and click relink. Scroll until you find missing pic.
- 2. Check folder to make sure ALL original jpegs are there
- 3. FATAL FLAW: All photos are a minimum of 300 ppi for BOTH actual and effective ppi.
HOW TO CHECK: Select picture-go to Window>Links> and look at the box that opens to see actual and effective ppi. Cannot have weird effective and actual ppi's. Both should be close to 314- they may differ a bit BUT one cannot be 314 and one like 700. That means InDesign and Photoshop are not both set in picas - one is in inches.
- 4. All Photos in spread have a 0.5 pt. stroke
- 5. All photos are formatted as TIFF
- 6. All photos have been fitted correctly (fill frame proportionally).
HOW TO CHECK: In your Links palette if either actual or effective ppi says a number X another number (instead of just one number) then it is not proportional.
HOW TO FIX: Select pic and go to object>fitting>fill frame proportionally.
- 7. NOW, take each photo into Photoshop to check for QUALITY. You cannot tell the actual quality of pics without doing this!!! (This is also a good way to check links.)
HOW TO CHECK: Select photo > Top menu Edit > Edit with > Adobe Photoshop CS6 and then pic opens in Photoshop -if the Adobe Photoshop option is not available it means the pic is missing - not linked)
- 8. Pictures must be clear, focused, high contrast, and NOT grainy. (pics will always print darker)
- 9. NO ONE in any of the pictures has red eye.
- 10. NO picture is too dark or too light or fuzzy.

Copy Grade:

- 1. The copy writer OBVIOUSLY attended the event she has covered and doing so added EXTREME color and RICH details to the piece.
- 2. If it is sports copy, the author has clearly spent a SIGNIFICANT amount of time with the team and has become part of the group. ATTENDED PRACTICES, been in the LOCKER ROOM OR WITH THE TEAM BEFORE, AFTER AND DURING HALFTIME, AND has TRAVELED ON THE BUS OR IN THE VAN with the team to AWAY GAMES.
- 3. The copy is "a NARRATIVE that engages the reader's SENSES and EMOTIONS."
- 4. Copy starts with an appropriate, attention-grabbing lead that literally HURLS the reader into the piece.
- 5. At the bare minimum, the following format is followed exactly: (a MINIMUM of 4 quotes from a variety of people and one from the authority who are involved in the event (coach-sports, sponsor-club, teacher-class, etc.)
 - _____ a. Lead
 - _____ b. Nut graf
 - _____ c. Quote
 - _____ d. Transition (Reporting info and transition to material in next paragraph)
 - _____ e. Quote
 - _____ f. Transition (Reporting info and transition to material in next paragraph)
 - _____ g. Quote
 - _____ h. Closing Transition (Reporting info and transition to material in next paragraph)
 - _____ i. Conclusion
- 6. The copy incorporates MEANINGFUL quotations. They are WORTHY OF A SPOTLIGHT! They are NOT comprised of information that could have easily been incorporated into a reporting paragraph.
- 7. The copy reflects EXTENSIVE interviews from more than one source.
- 8. The transition (reporting paragraphs) provide NEW FACTS to the reader; they logically link one quote to another.
- 9. The copy has a CLEAR, SPECIFIC, ENGAGING angle. EVERYTHING in the copy refers to that angle!

- 10. DETAILS, DETAILS, DETAILS! Copy includes specific, accurate and ENGAGING details. Details that will take the reader back to the event years from now.
- 11. Consistent use of past tense. Consistent use of third person.
- 12. Correct spelling and grammar. Names are spelled correctly. No comma is used before 'and' in a series.
- 13. Simple sentence structure is used BUT sentence lengths have been varied within paragraphs. Sentence combining has been practiced.
- 14. Correct punctuation and attribution of quotations.
- 15. Everyone named in the copy is given a proper ID in first reference (grade for most students, position for athletes, etc.)
- 16. The copy uses language appropriate for audience. Vague words are avoided. The phrase "this year" and the school's name are not used. -nor is bonding, sisterhood, etc.
- 17. The copy follows Associated Press style sheet WHICH is on my website.
- 18. Copy block is broken into columns.
- 19. Paragraphs are kept under 40 words BUT not so short they become SKELETAL paragraphs that provide NO information.
- 20. The copy and headline package are placed TOGETHER in one of the corners of the spread. The indentation is 1p6 (or according to paragraph styles palette).
- 21. The writer does not editorialize (give his/her personal opinion).
- 22. The writer is NOT omniscient (all-knowing). She does not try to tell the reader what someone thinks, feels, believes UNLESS the source tells her that and it is attributed.
- 23. No yearbook staffers are quoted in copy unless they are integral to the subject –the most important source–i.e. president, captain, etc
- 24. Copy includes quotes from someone on the GO LIST and NO ONE on the STOP LIST
- 25. Conclusion relates back to lead in some way AND leaves the reader IMMOBILIZED.

Headline and Subheadline: (Over 12 points)

MAIN HEADLINE (Hammer Head):

- 1. Main headline (hammer head) is clever, arresting and exciting.
- 2. Alliterations / figures of speech / clever play on words, etc. used to make main headlines funny, witty and to intrigue the reader.
- 3. Main head (hammer head) speaks to the dominant photo. It ties into the action of the dominant photo.
- 4. Main headline reflects the mood of the spread.
- 5. Main headline includes fonts to be determined.

SUBHEADLINE (Deck or Kicker):

- 6. Subheadline provides additional information to identify the topic of the spread and to explain the headline.
- 7. The group / team must be named in the subhead.
- 8. Subheadline does NOT contain material that can be found elsewhere on the spread - in the copy or captions.
- 9. Subheadline uses action verbs (NO TO BE VERBS) in the present tense.
- 10. Single quotation marks, if any, are used inside the headline.
- 11. The word "and" and articles and prepositions are NOT used in the subheadline.
- 12. Periods, hyphenated words, abbreviations, splitting verb phrases, repetition, separating an adjective and the word it modifies are ALL avoided.

Captions: (Over 22 points)

- 1. EVERY photo has a caption.
- 2. If there are 7 people or fewer in the picture, they are ALL identified.
- 3. If there is a big crowd, NO ONE is identified.
- 4. Complete names are used AND everyone is given an ID in first reference.
- 5. Photos in mod packages may have a single caption, but the photos must be CLEARLY labeled.
- 6. Captions are placed next to, above or below the photos described. Captions are adjacent to the photos they identify. Every caption "touches" the picture it describes.
- 7. NO MORE than TWO captions are STACKED on top of one another.
- 8. EVERY caption is placed to the outside of the spread. NO caption is TRAPPED between two or more photos.
- 9. Captions have a consistent width and style. All captions have the same size. All captions are formatted correctly.
- 10. NONE of the captions start with a name or an 'ing' word.
- 11. Captions are TRULY mini stories;
- 12. Each one is a minimum 3 to 4 sentences
- 13. They tell the reader what happened just before and right after the picture was taken (the action before, during and after the photo as well as the reaction to the event)

