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## **Yearbook Evaluation Guide**

We hope our SIPA yearbook judges find this digital evaluation guide user friendly. We want our guides to be easily used as learning tools. Although awards are nice, helping our advisers and students gain knowledge in scholastic journalism is the primary goal of our evaluation service.

Upon reviewing each section judges will rate different areas of each section. After completing these sub-evaluations, the judge will rate the overall quality of the section. Once the judge has completed a review of the entire publication, he/she will award the publication an overall rating of All-Southern, Superior, Excellent or Merit.

Please send the digital evaluation back by the deadline or sooner.

Please save your file using the name of the book and school name. (Ex: Westwind-West HendersonHS)

Begin your evaluation below:

**YEARBOOK/YEAR:** \_\_\_\_\_

**SCHOOL NAME:** \_\_\_\_\_

**SCHOOL ADDRESS:** \_\_\_\_\_

**ADVISER:** \_\_\_\_\_

# Part I: Reader Services

## SECTION A: Unifying Concept

### THEME DEVELOPMENT

- The book has a well-conceived unifying concept that is easily identifiable.
- The unifying concept is relevant to the student readers and to this school for this particular year.
- The unifying concept is properly carried out throughout the book.

### COVER

- All necessary information appears on the cover.
- The cover is designed to enhance the overall theme presentation.

### ENDSHEETS

- The front and back endsheets are coordinated.
- The design of the front and back endsheets are graphically coordinated with the cover design.

### CONTENTS

- The contents listing appears early in the book.
- Page numbers correspond with the actual pages.
- The organization of the book has been dictated by the theme.

### TITLE PAGE

- All relevant information is included on the title page.
- An action photo is used to support the theme.

### DIVIDER PAGES

- Every section has a divider to introduce it.
- The design of the divider spreads is different from the remainder of the book.
- The copy on the divider spreads communicates with the reader how the theme is relevant to this particular section of the book.

### Section A rating:

All-Southern

Superior

Excellent

Merit

### Section A Commendations and Recommendations:

## SECTION B: Introduction/Conclusion

### OPENING SPREADS

- The design of the opening spreads is distinctively different from the remainder of the book.
- The copy introduces the theme and lets the reader know why the theme is relevant to this particular school for this particular year.
- Supporting photographs are used to introduce the theme. These photographs show a wide variety of students and student activities.

### CLOSING SPREADS

- The design of the closing spreads is similar to that of the opening spreads.
- The closing copy effectively brings the book to a close without summarizing the year.
- Supporting photographs are used to close the book. The photographs help give the reader a sense of completeness.

**Section B rating:**

All-Southern     Superior     Excellent     Merit

**Section B Commendations and Recommendations:**

**SECTION C: Reader Assistance**

**FOLIOS**

- Every page has a complete folio line that includes the page number, along with relevant page/spread content information.
- The design of the folio line is graphically coordinated to support the theme.

**INDEX**

- The index includes a complete alphabetical listing of people, organizations, sports and advertisers.
- The design of the index is enhanced by including copy and/or photos of reader interest.

**STAFF LISTING**

- A complete staff listing is included in the book.
- The listing is done in a tasteful manner.
- The adviser is included in the staff listing

**COLOPHON**

- The book has a complete and accurate colophon. The colophon includes publishing specifics: place of publication, paper, colors, type styles, yearbook publishing company representative, scholastic press memberships and previous awards.
- The colophon is placed appropriately in the index, at the end of the ads or on the back endsheet.

**Section C rating:**

All-Southern     Superior     Excellent     Merit

**Section C Commendations and Recommendations:**

**Overall READER SERVICES rating:**

All-Southern     Superior     Excellent     Merit

**Reader Services General Comments:**

## Part II: Academics Section

### SECTION A: Section Coverage

#### GENERAL COVERAGE

- All academic areas are visually and verbally covered.
- An attempt is made to cover as many different people as possible within the section.

#### IN THE CLASS

- The reader gets an overall reel for what took place academically at the school.
- A special effort is made to include special class activities, as well as day-to-day events.

#### OUTSIDE THE CLASS

- Coverage focuses on the learning process outside the classroom. Coverage includes such areas as homework and special projects for school.
- Out-of-classroom activities, such as field trips, adequately covered in the section.

#### COURSE COVERAGE

- The staff tries to cover as many courses/department areas as possible.
- Coverage includes special courses, such as college preparatory and advanced placement classes.
- The staff avoids dated departmental coverage. The staff finds unique angles for coverage.

#### FACULTY

- Faculty are adequately covered in the section.
- Coverage shows the interaction between students and faculty in the learning process.

#### Section A rating:

All-Southern

Superior

Excellent

Merit

#### Section A Commendations and Recommendations:

### SECTION B: Verbal Communications

#### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

#### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.
- Copy includes faculty.

#### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the action, including the name of the class and the teacher.

#### Section B rating:

All-Southern

Superior

Excellent

Merit

#### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Photographs show the learning taking place in classes.
- Staff avoids excessive use of student-at-desk photographs.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall **ACADEMICS SECTION** rating:

All-Southern

Superior

Excellent

Merit

### Academics Section General Comments:

# Part III: Advertising/Community Section

## SECTION A: Section Coverage

### STUDENT APPEAL

- The section is conceived for maximum student appeal.
- The ads emphasize services and products of interest to students.

### PERSONAL ADS

- Personal ads are mixed together with business ads throughout the section.
- Personal ads are designed in a tasteful manner. The staff maintains journalistic standards for personal ads.

### COMMUNITY

- Places in the community that are popular with students are included in this section. These places are covered in feature articles, as well as in business ads.
- This section is designed to give the reader a feel as to the interaction among the community, the school and the students.

### PROFESSIONALISM

- Ads are designed in a professional manner. The staff avoids using business card ads.
- Guidelines and standards are set for ads included in the publication. These guidelines and standards are followed throughout the section.

### Section A rating:

All-Southern

Superior

Excellent

Merit

### Section A Commendations and Recommendations:

## SECTION B: Verbal Communications

### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.
- Copy shows the day-to-day interaction between students and the community.

### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the individuals in the photograph, as well as the business.

### Section B rating:

All-Southern

Superior

Excellent

Merit

### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Photographs show student involvement in the community.
- Photographs are used to enhance feature articles on the spreads. Photographs are also used to enhance business ads.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall ADVERTISING/COMMUNITY SECTION rating:

All-Southern

Superior

Excellent

Merit

### Advertising/Community Section General Comments:

## Part IV: Clubs Section

### SECTION A: Section Coverage

#### GENERAL COVERAGE

- All clubs are covered in this section.
- Coverage is enlivened by the use of action photographs and feature articles, in addition to group photos.

#### INSIDE SCHOOL

- Each club's involvement in school events and activities are adequately covered.
- Coverage includes regular club meetings.

#### OUTSIDE SCHOOL

- Coverage includes the various clubs involvement with community activities and events.
- The section is designed to show the connection between the clubs and student interests.

#### ACTIVITIES/HONORS

- Coverage includes routine club events, as well as events unique to this particular school year.
- Coverage is enlivened by including students' quotes in features.
- Club honors and achievements are highlighted without becoming the main focus of coverage. They are unique to this year.

#### Section A rating:

All-Southern     Superior     Excellent     Merit

#### Section A Commendations and Recommendations:

### SECTION B: Verbal Communications

#### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

#### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.
- Copy includes student and sponsor quotes.

#### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the action, including the name of the club.
- Captions are included for group photos.

#### Section B rating:

All-Southern     Superior     Excellent     Merit

#### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Photographs show student involvement in the community.
- Photographs are used to enhance feature articles on the spreads. Photographs are also used to enhance business ads.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall CLUBS SECTION rating:

All-Southern

Superior

Excellent

Merit

### Clubs Section General Comments:

# Part V: People Section

## SECTION A: Section Coverage

### GENERAL COVERAGE

- An effort is made to include every student in this section.
- Feature articles and action photographs are used on every spread, in addition to individual portraits, to increase reader interest.

### PORTRAITS

- Individual portraits are designed in rectangular, modular grids.
- Individual portraits are properly sized. The staff has avoided making this section look as if its sole purpose is to recognize seniors.
- The staff avoids using clip art or other fillers for students without individual portraits.

### FACULTY

- Administration, faculty and staff individual portraits are included in this section.
- Faculty features are included to give students an insight into teacher interests and activities outside of school.

### NAMES

- The names for individual portraits are kept to the outside of the page beside the portraits.
- The staff uses full names.
- If senior honors are included, they are listed to the outside of the portraits along with the names.

### Section A rating:

All-Southern

Superior

Excellent

Merit

### Section A Commendations and Recommendations:

## SECTION B: Verbal Communications

### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.
- Copy includes student and faculty quotes.

### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the action.

### Section B rating:

All-Southern

Superior

Excellent

Merit

### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Individual portraits are properly sized, so that all head sizes appear to be the same within each class.
- Strong action photographs are used to enhance feature articles.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall PEOPLE SECTION rating:

All-Southern

Superior

Excellent

Merit

### People Section General Comments:

# Part VI: Sports Section

## SECTION A: Section Coverage

### GENERAL COVERAGE

- An effort is made to include every student in this section.
- Coverage is enlivened by the use of strong action photographs.
- Coverage avoids apologizing, editorializing or predicting next year's outcome.

### EQUAL COVERAGE

- The staff covers men's and women's sports fairly.
- Coverage includes varsity, as well as junior varsity and freshman sports.
- Every sport at the school is fairly covered.

### SCOREBOARDS

- A complete and accurate scoreboard is included for every sport.
- The scoreboard shows scores for each competition as well as an overall record.
- Scoreboards are designed to enhance the overall presentation of each spread.

### SPECTATORS/COACHES

- The coach is included in the team photo and in the overall coverage. Quotes from coaches are used to help enliven feature coverage.
- The staff shows an element of fan support for sports at the school.

### OUTSIDE SCHOOL

- Student involvement in community sports is covered.
- Student involvement in individual sporting competitions is included.

### Section A rating:

All-Southern

Superior

Excellent

Merit

### Section A Commendations and Recommendations:

## SECTION B: Verbal Communications

### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.

### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the action including the opposing team and the outcome of the action.

### Section B rating:

All-Southern

Superior

Excellent

Merit

### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Group pictures are included for each sport. The group photos are properly sized and cropped.
- Strong action photographs are used throughout the section.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall SPORTS SECTION rating:

All-Southern

Superior

Excellent

Merit

### Sports Section General Comments:

# Part VII: Student Life Section

## SECTION A: Section Coverage

### GENERAL COVERAGE

- An effort is made to include every student in this section.
- Coverage topics give the reader a complete sense of all aspects of student life.

### IN SCHOOL

- Yearly topics, such as prom and graduation, are covered from unique angles.
- The staff covers topics that are unique to student life for this particular year.

### OUTSIDE SCHOOL

- Student life outside the walls of the school is effectively covered.
- The staff avoids the use of the same coverage topics year after year. An effort is made to include interesting feature topics that are unique to student life this year.

### SOCIAL LIFE

- Coverage includes a perspective on the social life of students at the school.
- Fads and fashions are covered in an interesting way.
- Local, state, regional and national events are covered from a local student perspective.

### Section A rating:

All-Southern

Superior

Excellent

Merit

### Section A Commendations and Recommendations:

## SECTION B: Verbal Communications

### HEADLINES

- Headline guidelines are followed throughout the section.
- Headlines are appropriate, interesting and accurate.
- The headline style is consistent throughout the section.

### COPY

- Copy guidelines are followed throughout the section.
- A consistent style of writing is used throughout the section.
- All copy is edited appropriately.
- Student quotes are used to enliven copy.
- The staff considers using student polls and surveys to provide interesting angles to stories.

### CAPTIONS

- Caption guidelines are followed throughout the section.
- Every photo has a complete and accurate caption.
- Captions fully identify the action.

### Section B rating:

All-Southern

Superior

Excellent

Merit

### Section B Commendations and Recommendations:

## SECTION C: Visual Communications

### GENERAL DESIGN

- General design guidelines are followed throughout the section.
- The section design is distinctive from other sections of the book.

### GRAPHICS

- Graphic guidelines are followed throughout the section.
- Appropriate graphics are used to supplement the words and photographs.
- Graphics are consistent within the section. Graphics are distinctive from other sections of the book.

### TYPOGRAPHY

- Typography guidelines are followed throughout the section.
- The typography enhances the overall look of each spread.
- The typography is consistent throughout the section. The typography is different from other sections of the book. *(There is a trend to use one font in various type style forms from cover to cover.)*

### PHOTOGRAPHY

- Photos exhibit strong compositional and technical quality.
- Strong action photographs are used throughout the section
- Posed photographs are avoided.
- Photographs show students life from the perspective of a variety of students.

### Section C rating:

All-Southern

Superior

Excellent

Merit

### Section C Commendations and Recommendations:

### Overall STUDENT LIFE SECTION rating:

All-Southern

Superior

Excellent

Merit

### Student Life Section General Comments:

# Part VIII: Special Touches

## MINI-MAGAZINES

- The mini-magazine is a logical supplement to the book that provides coverage updating the year beyond the final book deadline.
- The design of the mini-magazine is different from, yet complementary to, the design of the remainder of the book.

## INSERTS/PULL-OUTS

- If inserts/pull-outs are used, they are practical.
- Inserts/pull-outs are effectively used to enhance the overall design of the book without distracting from other elements.

## THEME-RELATED ACCESSORIES

- Theme-related accessories are well-planned and executed. They enhance the overall appeal of the book.
- Theme-related accessories are an attractive addition to the book. They help convey the theme.
- The staff is creative and practical in developing accessories.

## CREATIVE TOUCHES

- The staff uses unique and interesting creative touches to develop the theme verbally and visually.
- Creative touches are well-planned and executed.
- Total packaging of the book is a priority from cover to cover.
- The staff creatively markets its book.

## SPECIAL CIRCUMSTANCES

Note: If the school has had a special circumstance, such as a new facility, a school anniversary, a new principal, etc...., this is the section where the evaluator can make direct comments related to how staff handled this circumstance in its publication. This is also the place for evaluators to comment on a staff's exceptional handling of special circumstances, such as an unusually small staff, a small school with limited budget, etc.

## Overall SPECIAL TOUCHES rating:

All-Southern

Superior

Excellent

Merit

## Special Touches General Comments:

**SECTION****RATING****Reader Services**

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**Academics Section**

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**Advertising/Community**

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**Clubs Section**

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**People Section**

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**Sports Section**

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**Student Life Section**

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**Special Touches**

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**OVERALL EVALUATION RATING:****All-Southern**

This is SIPA's highest evaluation rating. These publications demonstrate excellence in all areas of scholastic journalism production. These publications effectively integrate writing, design and photography/art to give readers an excellent record of the year.

**Superior**

These publications demonstrate excellence in most areas of scholastic journalism production. While they consistently integrate writing, design and photography/art into the publications, they are lacking in at least one area of overall execution.

**Excellent**

These publications demonstrate a basic understanding of general scholastic journalism standards. These publications consistently integrate writing, design and photography/art into their publication, but they are lacking in at least two areas of overall execution that makes for a Superior publication.

**Merit**

These publications demonstrate meet some general journalistic standards but lack necessary depth in writing, and excellence in design or photography/art.

**ADDITIONAL EVALUATION COMMENTS:**