

YEARBOOK INDIVIDUAL COMPETITION CATEGORY DESCRIPTIONS

Academics spread – facing pages that together display a single verbal/visual story or a package of academics coverage.

Alternative copy – non-traditional storytelling devices creatively designed

Clubs/org. spread design – facing pages that together display a single verbal/visual story or a package of clubs or organization coverage.

Cover – reflects visual and verbal representation of the theme; spine includes school name, city and state, volume, year, publication name; cover includes theme, publication name, year; graphics add to theme, effective cropping of photos (if used); creative and visually attractive.

Extended caption – contain at least two sentences that answer all reader's questions without stating the obvious. Clearly identifies all people in photo with both first and last names (sports captions should also identify names of players on opposing team). Adhere to rules of good journalism including: active voice usually first sentence in present tense and remaining sentences in past tense to stop action freedom from editorial comment careful editing and proof-reading to eliminate mechanical errors correct use of grammar.

Feature copy – writing and reporting on school and community from the student life section of the book.

Feature photo – show the personality and/or character of the people photographed.

Personality profile – writing focusing on one teacher, staff member or student that makes the character three dimensional.

Sports action photo – any non-portrait action photo directly related to sporting events should be entered in this category.

Sports copy – sports reporting for season that makes reader feel the she/he is reliving the season or any topic that spotlights an unusual aspect of any event, a coach, a player or any controversy.

Sports reaction photo – non-portrait, non-sports-action photos based on the drama and emotion characteristic of the athletic contest.

Sports spread – facing pages that together display a single verbal/visual story or a package of sports coverage.

Student life spread – facing pages that together display a single verbal/visual story or a package of student life coverage.

Theme – package includes cover, title page, opening, endsheets, divider, and closing presented together as a portfolio.