

SIPA's Best Visual Contest instructions

Email entries to hsjourno@gmail.com by 5 p.m. Feb. 28. Fee: \$5 per entry

Read the submission guidelines carefully. If you have any questions or problems with the process, please contact Leslie Dennis by 5 p.m. on Feb. 28 with any questions.

Publications are limited to **THREE entries per category**. This is a **visual** competition, which means spreads/pages and online elements are judged on design, not written content. See category descriptions for more information (page 8).

Eligibility requirements:

- .. You must be a SIPA member.
- .. Adviser and one paying student must be attend the convention.
- .. Entries must be published during the 2019-2020 school year. **(Exception: Portfolio categories.)**
Literary magazines – If your magazine is published once a year and students have not created new designs for this year's publication, you may submit designs from the 2018-2019 edition, if those designs were not entered in the previous convention's competition.

Entries will be disqualified if they do not meet the established criteria. .

You can only enter in either newspaper categories or newsmagazine categories. You may not enter in both types of categories.

Deadline:

Entries must be submitted one week before the convention, Feb. 28, by 5 p.m.

How to prepare and submit...

broadcast and online entries –

broadcast entries should be uploaded to an online hosting site (YouTube, Vimeo, etc.)

1. Make a list

- .. You can use the forms provided on pages 10-14 or create your own list as long as you include all the relevant information. Save this list as a Word Doc or a PDF.
- .. If you create your own composite list, include the category name and the name(s) of student(s) responsible for each entry. For broadcast and online entries, include the link for each entry next to the category and student names.

2. Double check and save

- .. Test the URL so that the judges will not have any trouble when they click on it.
- .. Save this list as a Word Document or PDF

3. Submit!

- .. Email the list of entries with the subject line "2020 SIPA's Best Visual entries" to HSjourno@gmail.com.
- .. Please bring a copy of your composite list to the convention as a record of submissions.

Bring a copy of your composite lists to the convention as a record of your submission.

SIPA's Best Visual Contest instructions

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How to prepare and submit...

All OTHER Entries –

Save all your entries in one folder named SIPAVisual20_SchoolName. Ex: SIPAVisual20_UnivSC
Photos should be saved as JPEGs. All other entries should be saved as PDFs.

Naming your entries:

Name all files

Category Initials_School_Adviser's Initials.

Ex: if you enter the Newspaper Front Page and you are with Carolina Forest HS, the file should be saved as
NF_CFHS_MA.pdf.

If you enter more than once in a category, the files should be named **NF1_CFHS_MA.pdf** and **NF2_CFHS_MA.pdf**.

Always include a list

Include a composite list of all entries (saved as **Composite List**). You can use the form provided on pages 10-14 or create your own list as long as you include all the relevant information. Save this list as a Word Doc or a PDF.

****If you do not save photos with a caption or as the proper size, they will not be considered.**

Now, just submit!

Upload your folder to either [Google Drive](#) or [Dropbox](#) and share it with HSjourno@gmail.com.

You will receive an email once we receive your entries. If you do not receive an email notification within 24 hours of submission, email Leslie at dennislc@email.sc.edu. No submissions will be accepted after 5 p.m. Feb. 28.

If you have ANY questions about the procedures, contact Leslie Dennis at 803-777-6146 or dennislc@email.sc.edu ahead of time, and she will walk you through this. Plan ahead!

How do you save portfolio entries? You have two options:

- Combine all the the files (spreads, photos) into a single PDF and save as YBP(or whatever category)_USC_LD.pdf OR
- Create a folder for each portfolio submitted (PORT1 or YBP1) and save individual files in that folder.

MUST DO!! Saving photos & spreads:

Photos

- Open the image in Photoshop and select File Info under File.
 - In the Description field, enter caption and photographer information.
- Open Image Size under the Image menu and resize the image. If one or more of the pixel dimensions is larger than 2500 pixels, select the larger of the two numbers and reduce it to 2500 pixels. No other numbers need to be changed.
 - Save as a **JPEG** file.

Spreads

Save your PDF as a spread, creating a single horizontal page out of two vertical pages. Consult your design software help guide for assistance.

SIPA's Best Visual Contest category descriptions

Advertising – provides all essential information

- .. Community/business ad
 - .. Patrons page
 - .. Senior ad
-

Art/Graphic/Illustration

- .. Editorial cartoon – succinct message, displays artistic talent
 - .. Computer art – creative, enhances content
 - .. Illustration – artistic, develops a mood or theme
 - .. Infographic – informative, attractive, gives attribution
 - .. Strip cartoon – entertains with high technical quality
 - .. Art portfolio – four art pieces by one student
-

Broadcast

- .. Anchor (30-60 seconds) – poised, confident, clear
 - .. Graphics – creative, flashy without being distracting
 - .. Human interest (2:30 max) – strong subject and focus
 - .. Music video (5:00 max) – 100% student-produced material, no copyrighted material, original storyline
 - .. Nat pack (1:30 max) – b-roll, soundbites and nat sound only
 - .. News (2:30 max) – unbiased, relevant to students, informs
 - .. Promos (60 seconds) – informative and entertaining
 - .. Public service announcement (30-60 seconds) – clear message, creative, persuasive
 - .. Reporter (1:30 max) – poised, clear, factual, explains
 - .. Short film (4:00 max) – original music, quality video/audio, tells a story
 - .. Sports coverage (2:30 max) – unbiased, informative
 - .. Videography (2:30 max) – stable, strong sequencing, good lighting and framing
 - .. Talent reel (2:30 max) – portfolio of student's work (includes work in any or all above categories)
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Literary Magazine

- .. Cover – clean, simple, includes basic information
- .. Fiction spread – includes fiction elements, clean
- .. Gallery spread – effectively showcases elements
- .. Nonfiction spread – includes nonfiction elements
- .. Poetry spread – organizes poems effectively
- .. Table of contents – easy to read, well organized
- .. Lit mag portfolio – four literary magazine design pieces by one student

Newsmagazine

(newsmagazine is a different type of publication from newspaper. If you need guidance on which category you should enter, email Leslie.)

- .. Newsmagazine cover – attractive nameplate, considered a work of art
 - .. Entertainment package – content restricted to features and news about entertainment subjects
 - .. Feature package – clear relationships between story and graphics
 - .. Headline package – creatively, attractively designed headline that relates to story package
 - .. In-depth cover story – multiple spread feature
 - .. News package – stories organized by level of importance, graphics inform and contribute to overall impact
 - .. OP/ED package – includes masthead, no ads included on page
 - .. Sports package – strong visual center of interest and flow
 - .. Table of contents page – attractive, informative, strong reader service, shows strong teaser functionality
 - .. Newsmagazine portfolio – four newsmagazine design pieces by one student
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Newspaper

- .. Newspaper front page – attractive nameplate, generates interest, showcases important content
- .. Centerspread – relevant topic packaged well with strong graphics, headlines and photography
- .. Entertainment page – content restricted to features and news about entertainment subjects
- .. Feature page – clear relationships between story and graphics
- .. Headline package – creatively, attractively designed headline that relates to story package
- .. News page – stories organized by level of importance, graphics inform and contribute to overall impact
- .. OP/ED page – includes masthead, no ads included on page
- .. Sports page – strong visual center of interest and flow
- .. Newspaper portfolio – four newspaper design pieces by one student

SIPA's Best Visual Contest category descriptions

Online – *multimedia packaging/design*

- .. Computer graphics – delivers message in clean manner
- Digital storytelling (3:00 max) – mixes images, music, narrative and voice to provide in-depth look
- .. Features package – engaging human interest multimedia
- .. News package – unbiased, relevant to student readership
- .. Opinion package – interactivity displays student voices
- .. Photo gallery – proper credits and cutlines
- .. Podcast – clear content and quality
- .. Sports package – variety of media and graphics
- .. Videography (2:30 max) – stable, strong sequencing, good lighting and framing
- .. Online portfolio – four online design pieces by one student

Photography – *includes all publications. All entries MUST include captions. See instructions on how to save photos.*

- .. Academic – action of learning environment
- .. Club – action of group activity
- .. Computer special effects – photos retouched with computer software such as Photoshop
- .. Environmental portrait – emphasizes personality of and gives insight into subject
- .. First-year student – one photo from a first-year student on staff. Subject matter wide open.
- .. News – action, provides news value
- .. Pictorial/scenic – highlights landscape
- .. Sports – action, captures a dramatic moment
- .. Sports reaction – captures the response to an action or sports moment
- .. Student life – action, captures extracurricular activities
- .. Photography portfolio – four photographs by one student

Social media

- .. Minimum of 10 examples – How you use social media to tell stories or market your student media (includes Facebook, Twitter, Snapchat, Instagram, etc.)

Yearbook

- .. Academic spread – highlights classroom activities
- .. Alternative copy – non-traditional storytelling devices creatively designed
- .. Club spread – spotlights club and activities
- .. Cover – introduces theme, includes pertinent information
- .. End sheet – reiterates unifying concept/theme
- .. Headline package – creatively, attractively designed headline that relates to spread
- .. Index spread – creatively lists people included in book
- .. Opening spread – carries elements of theme concept
- .. People spread – action in photos do not face off page
- .. Profile spread – goes beyond superficial coverage
- .. Section divider – innovative, adheres to theme concept
- .. Sports spread – photos blend well with overall design
- .. Student life spread – headline establishes verbal-visual connection
- .. Title page – contains all pertinent information, maintains theme
- .. Yearbook portfolio – four yearbook design pieces by one student

** Remember to...

- .. you can only enter in either newspaper categories or newsmagazine categories. You may not enter in both categories.
- .. include captions with photos. All photos must include captions and be sized properly to be considered.
- .. check the length of your video entries. If you go over the maximum length, your entry will not be considered.
- .. save files with the appropriate names so we know who the entries belong to.
- .. save spreads appropriately (as a single-page file).
- .. include an entry form!
- .. ask questions, if you have them!

SIPA's Best Visual Contest entry form .

Broadcast category submissions – include URL and students' names

Email form to hsjourno@gmail.com by Feb. 28. \$5 per entry

School _____ Publication name _____

Broadcast

Anchor – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Graphics – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Human interest – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Music video – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Nat pack – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

News story – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Promos – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Public service announcement – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Reporter – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Short film – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Sports coverage – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Videography – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Talent reel – Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

SIPA's Best Visual Contest entry form .

Online category submissions – include URL and students' names

Email form to hsjourno@gmail.com by Feb. 28. \$5 per entry

School _____ Publication name _____

Online

Computer graphics –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Digital storytelling –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Features package –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

News package –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Opinion package –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Photo gallery –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Podcast –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Sports package –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Videography – (not the same as broadcast videography submission)

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Students: _____

Entry 3 URL: _____ Entry 3 Students: _____

Online Portfolio –

Entry 1 URL: _____ Entry 1 Students: _____

Entry 2 URL: _____ Entry 2 Student: _____

Entry 3 URL: _____ Entry 3 Student: _____

Social media – do not submit links. These must be submitted via email/dropbox/drive with multiple examples organized in a folder (or try Wakelet!).

(SM) Social media package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

SIPA's Best Visual Contest entry form .

Ad, art, graphics and photography submissions

Email form and entries to hsjourn@gmail.com by Feb. 28. \$5 per entry

School _____ Publication name _____

Advertising

(CA) Comm./business ad- Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PA) Patrons page - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(SA) Senior ad - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

Art/Graphic/Illustration

(AEC) Editorial cartoon - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(COMP) Computer art - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(I) Illustration - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(INF) Infographic - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(S) Strip cartoon - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(AP) Art Portfolio - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

Photography (Includes all publications)

(PA) Academic - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PC) Club - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PCS) Computer special effects - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PEP) Environmental portrait - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PFY) First-year student - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PN) News - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PPS) Pictorial/scenic - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PS) Sports - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PSR) Sports reaction - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PSL) Student life - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(PORT) Photo portfolio - Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

SIPA's Best Visual Contest entry form .

Literary magazine and yearbook submissions

Email form and entries to hsjourn@gmail.com by Feb. 28. \$5 per entry

School _____ Publication name _____

Literary magazine

(MC) Cover – Entry Student: _____

(MF) Fiction spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(MG) Gallery spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(MN) Nonfiction spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(MP) Poetry spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(MT) Table of contents – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(LMP) Lit mag portfolio – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

Yearbook

(YA) Academic spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YAC) Alternative copy – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YC) Club spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YCV) Cover – Entry Student: _____

(YES) End sheet – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YH) Headline package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YI) Index spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YO) Opening spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YP) People spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YPS) Profile spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YSD) Section divider – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YS) Sports spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YSL) Student life spread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(YT) Title page – Entry Student: _____

(YBP) Yearbook Portfolio – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

SIPA's Best Visual Contest entry form .

Newsmagazine & newspaper submissions – submit in either newsmagazine OR newspaper, but not in both

Email form and entries to hsjourn@gmail.com by Feb. 28. \$5 per entry

School _____ Publication name _____

Newsmagazine

(NMC) Newsmagazine cover – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NME) Entertainment package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMF) Feature package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMH) Headline package– Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMI) In-depth cover story– Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMN) News package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMOE) OP/ED package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMS) Sports package – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NT) Table of contents page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NMP) Newsmagazine Portfolio– Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

Newspaper

(NF) Newspaper Front Page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NC) Centerspread – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NE) Entertainment page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NFP) Feature page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NHP) Headline package– Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NNP) News page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NOE) OP/ED page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NS) Sports page – Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____

(NPP) Newspaper Portfolio– Entry 1 Student: _____ Entry 2 Student: _____

Entry 3 Student: _____