# SIPA's Best Visual Contest instructions

Email entries to hsjourno@gmail.com by 5 p.m. Feb. 12. 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. 12 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.

#### Eligibility requirements:

- You must be a SIPA member.
- Entries must be published during the 2022-2023 school year. (Exception: Portfolio categories and Yearbook spring insert.)

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 2021-2022 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 by Feb. 12, 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 5-11 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 "2023 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.

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#### All OTHER Entries -

Save all your entries in one folder named SIPAVisual23\_SchoolName. Ex: SIPAVisual23\_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 5-11 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.

#### 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
  - Create a folder for each portfolio submitted (PORT1 or YBP1) and save individual files in that folder.

#### 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.

#### 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. 12.

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

# SIPA's Best Visual Contest category descriptions

#### Advertising - provides all essential information

- · Community/business ad
- · Online advertisement
- · Patrons page
- Senior ad

#### Art/Graphic/Illustration

- Animated cartoon computer, hand-drawn or stop motion
- · Animated cartoon series three or more examples
- 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) includes three or more examples.
   Poised, confident, clear.
- Commentary editorial segment designed to inform and persuade
- Commercial (1:30 max) advertises product or event
- Graphics includes three or more examples. Creative, flashy without being distracting
- Human interest (2:30 max) strong subject and focus
- Hype video (2:30 max) creates excitement for event
- 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
- 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) includes three or more examples.
   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) includes three or more examples of stable, strong sequencing, good lighting and framing
- Talent reel (2:30 max) includes three or more examples of student's work

#### Literary Magazine

- Cover clean, simple, includes basic information
- Drama script package clean package that includes drama script and production cues

- Fiction spread includes fiction elements, clean
- · Gallery spread effectively showcases elements
- Music composition package includes song lyrics, sheet music and/or link to performance
- Nonfiction spread includes nonfiction elements
- Poetry spread organizes poems effectively
- · Table of contents easy to read, well organized
- · Lit mag portfolio four design pieces by one student

#### Newsmagazine

- Alternative storytelling non-traditional storytelling element or group of elements
- 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 design pieces by one student

#### Newspaper

- Alternative storytelling non-traditional storytelling element or group of elements
- 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 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
- Photo story FIVE photos that tell a story with 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
- Creative group shot a group shot creatively staged
- 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.
- Illustration –photos retouched with computer software such as Photoshop
- · Landscape highlights pictorial scene
- News action, provides news value
- 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 five photographs by one student

#### Social media

- Breaking news up to 10 examples of coverage using social media platforms to report a breaking news story
- Multimedia packaging up to 5 examples of multimedia packaging on social platforms
- Promotion at least 10 examples across two or more platforms promoting your publication, an event, a group, your school or a combination
- Sports coverage up to 10 examples using social media to cover sports through photography, live updates, storytelling or other means

- Storytelling at least 10 examples of coverage using social media platforms to report, update and engage with audience
- Social Media Portfolio at least 10 examples of social media promotion, storytelling and/or coverage by one student

#### 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 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 & online submissions – include URL and students' names

Email form to hsjourno@gmail.com by Feb. 12. \$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:
Commentary – Entry 1 URL:	Entry 1 Students:
Entry 2 URL:	Entry 2 Students:
Entry 3 URL:	Entry 3 Students:
Commercial – 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:
Hype video – 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:

## SIPA's Best Visual Contest entry form Broadcast & online submissions – include URL and students' names

Email form to hsjourno@gmail.com by Feb. 12. \$5 per entry

School	Publication name	
Reporter 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 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:	
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:	

## SIPA's Best Visual Contest entry form Broadcast & online submissions – include URL and students' names

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SCN00I	Publication name
Photo gallery Entry 2 URL:	Entry 2 Students:
Entry 3 URL:	Entry 3 Students:
Photo story -	
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 subr	nission)
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 submitte	d via email/dropbox/drive with multiple examples organized in a folder (or try Wakelet!).
(SMBN) Breaking news - Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(SMMP) Multimedia packaging – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(SMP) Promotion – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(SMSC) Sports Coverage – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(SMS) Storytelling – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(SMPORT) Portfolio – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	

## SIPA's Best Visual Contest entry form Ad, art & graphics submissions Email form and entries to hsjourno@gmail.com by Feb. 12. \$5 per entry

School	Publication name
Advertising	
(CA) Comm./business ad- Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(OA) Online advertising – 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	
(AC) Animated cartoon – Entry 1 URL:	_Entry 1 Students:
Entry 2 URL:	Entry 2 Students:
Entry 3 URL:	Entry 3 Students:
(ACS) Animated cartoon series – Entry 1 URL:	Entry 1 Students:
Entry 2 URL:	Entry 2 Students:
Entry 3 URL:	Entry 3 Students:
(EC) 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	

SIPA's Best Visual Contest entry form

Literary magazine and yearbook submissions

Email form and entries to hsjourno@gmail.com by Feb. 12. \$5 per entry

School	Publication name
Literary magazine	
(MC) Cover – Entry Student:	
(MD) Drama script package – Entry 1 Student:	Entry 2 Student:
Entry 3 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:	
(MMC) Music composition package - 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:	
(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:	
-	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:  (VSD) Section divider - Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
	Entry 2 Student:
Entry 3 Student:	
•	Entry 2 Student:
Entry 3 Student:	
(YT) Title page - Entry 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 hsjourno@gmail.com by Feb. 12. \$5 per entry

School	Publication name
Newsmagazine	
(NAS) Alternative storytelling – Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(NMC) Newsmagazine cover - Entry 1 Student:	
Entry 3 Student:	
(NME) Entertainment package – Entry 1 Student:	
Entry 3 Student:	
(NMF) Feature package – Entry 1 Student:	
Entry 3 Student:	
(NMH) Headline package- Entry 1 Student:	
Entry 3 Student:	
(NMI) In-depth cover story- Entry 1 Student:	
Entry 3 Student:	
(NMN) News package – Entry 1 Student:	
Entry 3 Student:	
(NMOE) OP/ED package – Entry 1 Student:	Entry 2 Student:
Entry 3 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	
(NPA) Alternative storytelling - Entry 1 Student:	Entry 2 Student:
Entry 3 Student:	
(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:	

## SIPA's Best Visual Contest entry form Photography submissions Email form and entries to hsjourno@gmail.com by Feb. 12. \$5 per entry

School	Publication name	
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:		
(PCGS) Creative group shot – 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:		
(PI) Illustration – Entry 1 Student:	Entry 2 Student:	
Entry 3 Student:		
(PL) Landscape – Entry 1 Student:	Entry 2 Student:	
Entry 3 Student:		
(PN) News - 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:		