

yearbookcritique

Name: _____

Book: _____

Excellent
Average
Needs Work
Missing

✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X

I. REFERENCE

1. Yearbook Theme/Concept is clear throughout the book and reflects the school/current year.
2. The book title and year appear on the front cover and spine.
3. The end sheets are cohesive with the book (plain or contain illustrative/informative content that ties into the theme/concept of the book).
4. The title page is visually and verbally connected to the theme/concept/look package. It includes book title, volume number, year, school name, complete address, city, state, zip code, telephone and fax numbers, school population (broken down by students and staff), email address, and website.
5. Opening, closing, and divider pages reflect the theme/concept of the book.
6. The table of contents listing is accurate and visually goes with the theme/concept of the book.
7. Folios appear on at least one page of each spread. Folio tabs identify section/spread content.
8. All captions identify the people in the photograph by first and last name and title if appropriate.
9. Each page includes photo, design, and copy credits.
10. Each faculty member is identified by title (Dr., Miss, Mrs., Ms., Mr.) with information about the subjects taught/positions held.
11. A complete scoreboard appears with each sport's coverage or in a reference section with the team picture, including complete season and league win-loss-tie records.
12. The index includes every person in captions and copy, students, faculty, staff and administration, all spread topics, sections of the book, and advertisers.
13. The colophon contains number of copies printed, price book sold for, software/hardware used, font families, paper stock used, editorial philosophy, advertising policy, staff listing, and appears in or after the index.

Excellent
Average
Needs Work
Missing

✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X
✓+	✓	✓-	X

II. VERBAL

1. The Verbal element of the book must emphasize telling the story of the year in a journalistic matter. All copy should be written in the voice of a student writer and feature quotations.
2. Sentences are short and paragraphs are brief. Transitions lead the reader smoothly from one paragraph to the next.
3. Run-on sentences or sentence fragments do not appear in the copy.
4. Correct punctuation, usage, spelling, and capitalization of proper nouns appear in all forms of copy.
5. Main headlines are not labels and do not state the obvious.
6. The journalistic writing format of "lead-quote-transition-quote" is followed in traditional body copy.
7. Staff does not vary tense use in copy. Past tense, third person is used consistently.
8. The staff has avoided use of clichés such as hard work and dedication, blood, sweat and tears, takes a break, a night to remember, a night we will never forget, and such words as diligently, dedicated, and successful.
9. All copy begins with an impact lead and leads vary so that no pattern is established.

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III. VISUAL

Excellent	Average	Needs Work	Missing	
✓+	✓	✓-	X	1. The cover creates a unique impression through the use of type, color, and graphics. The cover introduces the theme/concept/look of the book.
✓+	✓	✓-	X	2. A specific grid/modular plan has been used throughout the book.
✓+	✓	✓-	X	3. A dominant visual element/photograph has been used on each spread. Other elements/photographs contrast in size and shape and are varied to avoid visual monotony.
✓+	✓	✓-	X	4. Adequate and consistent margins have been designed for each section.
✓+	✓	✓-	X	5. Photographs which cross the gutter do not split eyes, noses or mouths.
✓+	✓	✓-	X	6. All photographs are clear and sharp. No fuzzy or blurred photographs appear.
✓+	✓	✓-	X	7. Photographs showing only tops of heads and/or backs do not appear. No heads are cut off in photos.
✓+	✓	✓-	X	8. The staff has kept white space to the outside of the layout unless intentionally using "rail(s)" of isolation to call attention to a specific element in the spread design.
✓+	✓	✓-	X	9. Group photographs do not dominate the spread or have busy backgrounds which detract from faces.
✓+	✓	✓-	X	10. Headline type selection for each section is contemporary and readable, and complements the look of the book.
✓+	✓	✓-	X	11. Body type is easy to read and consistent in size and leading in each section.
✓+	✓	✓-	X	12. Each section of the book has a personality.
✓+	✓	✓-	X	13. Posed shots (excluding portraits and group photographs), especially those of students "mugging" or "hamming it up" for the camera, have been avoided.
✓+	✓	✓-	X	14. Overprinted or reversed captions are easily readable. Overprints appear only on solid, light backgrounds and reverses only on solid, dark backgrounds.

BASED ON THE COLUMBIA SCHOLASTIC PRESS ASSOCIATION YEARBOOK CRITIQUE

yearbookgoals

1. After completing this critique, what do you think are the top three goals that will improve our book and why?

2. What are your top three PERSONAL goals for yearbook? Explain how you will achieve each goal.