spreadchecklist

Photographer: ______ Writer: _____ Designer: _____ Editor/Advisor: _____

Spread:		Date:				Page #:	Editor/Advisor:	
	uent		de v	North	0			
NOTES:	Excellent	Avero	19 Hee0	Missir				
	✓+	~	✓-	x	1.	Yearbook Theme/Conce	t is clear throughout the spread and reflects the school/current year.	
	✓+	~	✓-	×	2.	Students appearing on s	read have been tagged for index.	
	✓+	~	∕-	×	3.	Folios appear on at leas	one page of each spread. Folio tabs identify section/spread content.	
	✓+	~	✓-	×	4.	Each image has a captio	identifying the people in the photograph by first and last name and addressing the 5 W's.	
	✓+	~	✓-	×	5.	Each page includes accu	ate photo, design, and copy credits.	
	✓+	~	✓-	x	6.	Each faculty member is in positions held.	lentified by title (Dr., Miss, Mrs., Ms., Mr.) with information about the subjects taught/ $\!\!$	
	✓+	~	✓-	x	7.		te scoreboard appears with each sport's coverage or in a reference section with the team e season and league win-loss-tie records.	
					П	. VERBAL		
	✓+	~	✓-	x	1.	The Verbal element of th be written in the voice of	e book must emphasize telling the story of the year in a journalistic matter. All copy should a student writer and feature quotations.	
	✓+	~	✓-	×	2.	Sentences are short and next.	paragraphs are brief. Transitions lead the reader smoothly from one paragraph to the	
	✓+	~	✓-	×	3.	Run-on sentences or sente	nce fragments do not appear in the copy.	
	✓+	~	✓-	×	4.	Correct punctuation, usag	e, spelling, and capitalization of proper nouns appear in all forms of copy.	
	✓+	~	✓-	x	5.	Main headlines are not le	ibels and do not state the obvious.	
	✓+	~	∕-	×	6.	The journalistic writing fo	mat 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.	
	\checkmark^+	~	✓-	x	8.	The staff has avoided us night to remember, a nig	e of clichés such as hard work and dedication, blood, sweat and tears, takes a break, a It we will never forget, and such words as diligently, dedicated, and successful.	
	✓+	~	✓-	x	9.	All copy begins with an i lead draws the reader ir	npact lead and leads vary so that no pattern is established. Copy is engaging and the to the story.	
						III. VISUAL		
	✓+	~	✓-	x	1.	Style guide was used corre	tly for consistency.	
	✓+	~	✓-	x	2.	A specific grid/modular pla	n has been used. Eyeline is present to connect both pages together.	
	✓+	~	∕-	x	3.	A dominant visual element/ are varied to avoid visual r	photograph has been used. Other elements/photographs contrast in size and shape and conotony.	
	✓+	~	✓-	x	4.	Headline type selection for	each section is contemporary and readable, and complements the look of the book.	
	✓+	~	✓-	x	5.	Body type is easy to read a	nd consistent in size and leading in each section.	
	✓+	•	✓-	x	6.		rrgins have been designed. The staff has kept white space to the outside of the layout il(s)" of isolation to call attention to a specific element in the spread design.	
	✓+	•	✓-	x	7.	Overprinted or reversed cc reverses only on solid, dark	ptions are easily readable. Overprints appear only on solid, light backgrounds and backgrounds.	
	✓+	~	✓-	x	8.	Photographs which cross the	gutter do not split eyes, noses or mouths.	
	✓+	~	✓-	x	9.	All photographs are clear o	nd sharp. No fuzzy or blurred photographs appear. Emotion is shown.	
	✓+	~	✓-	x	10.	All photographs have been	cropped to the focal point and unnecessary background information is eliminated.	
	✓+	•	✓-	x	11.	Photographs use several teo silhouettes to draw the read	hniques such as rule of thirds, leading lines, framing, patterns, panning, backlighting, and ers' attention.	
	✓+	•	✓-	x	12.	Photographs have excellent well-saturated and accurate	contrast (with clean blacks, shades of gray and photographic whites) and/or clor tones.	
	✓+	~	✓-	x	13.	Photographs showing only t	ops of heads and/or backs do not appear. No heads are cut off in photos.	
	v +	~	✓-	x	14.	Group photographs do not	dominate the spread or have busy backgrounds which detract from faces.	
	✓+	~	∕-	x	15.	Posed shots (excluding port for the camera, have been	aits and group photographs), especially those of students "mugging" or "hamming it up" avoided.	