

2009-10 KHSJA State Competition

Yearbook Category Descriptions

Descriptive Narrative

Advisers, in a paragraph of less than 100 words, describe your yearbook process, including technology used (disk submission, paste-up, etc.), budget including cost of book to students and number of books sold, spring or fall delivery, unusual circumstances affecting the success of your publication, professional photographer contribution, and in general, your and your staff's experience in getting the yearbook to the publisher. Year-books will be judged in the categories listed below. Include as your entry your latest yearbook with an entry form attached that lists categories in which you want the entry judged.

Category 1: Cover Design

A cover design should be practical as well as beautiful, with the school name, year, volume number as well as a design that states and is an extension of the theme.

Category 2: Writing Style

Yearbook writing style is feature/news writing at its best, with headline, caption and body copy all focused on telling the story of the school year without bias but with interesting quotes and researched information.

Category 3: Overall Design

Layout and design of a yearbook includes the arrangement and size of photos, clipart, tool lines, boxes, screens, spot and process color, graphics including use of headline and body copy type, and the design of the folio. All should combine to create a unified, harmonious two-page magazine-style layout.

Category 4: Theme Development

Every yearbook should have a unifying concept that is clear, well conceived, easily identifiable and relative to student readers. The theme should work as a unifying concept throughout the entire publication.

Category 5: Use of Graphics

Graphics should be effectively used throughout the entire publication, but not take away from the readability of a spread. They should be consistent within the section and compliment the words and photographs.

Category 6: Photography

Whether in black and white or color, yearbook photography is like still video, based on events of the school year. Candid photos should be unposed, capturing the action, emotions and the faces of a diversity of people and experiences of the school year.

Category 7: Advertising Section

Last but not least, the advertising section of a yearbook should have reader appeal, too. Ads should be above all, readable and attractive, creative and accurate with an emphasis on photos and appropriate art. Ads should also follow basic rules of design.

Category 8: Overall Coverage

The yearbook should include diversity of all kinds: activities representing all aspects of student life and the student body.