



Yearbook Awards

Two awards are given based on school student population (i) Less than 650 (ii) 650 or more

Please forward this information to the school Yearbook Advisor.

What makes a good yearbook? Is it that impression, lasting impressions, or a combination of both? Is the school yearbook a snapshot in time or a building block for posterity? Judges will consider the following criteria when they meet again.

CRITERIA

Graphics, Layout and Organization - Value- 20% Graphics include the design of the headings, division pages, and sections of the book. Clarity and appeal of design fit into this category. Layout is the element over which yearbook staff has the most control (though sometimes with the publisher's demands, it must seem like the least control!). Layout decisions are influenced by choices in graphic and advertising patterns. Simplicity and consistency in layout are evident in the most attractive yearbooks. Layout involves space and how it is used. Organization relates to the logical organization of your yearbook. Have you included an index? Some schools choose to organize in a chronological manner while others organize according to specific "sections". The best yearbooks are well organized, and its organization is apparent to the person looking through it.

Photography - Value-20%- The graduates' section is of paramount importance and schools find numerous ways to convey this. Use of color can enhance many grad sections, but the photography should be high quality. Judges are very cognizant of the cost of color pages and therefore look for its effective use. Casual photos include baby and childhood photos; if they are too dark, too light or fuzzy, the effect will be lost. Photographs should be clear but most importantly photos should be identified. If a graduation photo is not available leaving a blank space may detract from your page.... many schools use a silhouette.

Writing – Value 10% - All writing is considered, both formal and informal. Spelling and grammatical accuracy make a difference to the quality of the yearbook. The writers, editors and proofreaders all have a responsibility to try and make the book error free. One innocent but obvious spelling error can lessen the impact of an article or in fact a whole section. Lively, conversational write-ups for clubs, teams and activities, topped by imaginative catchy headlines are important. A sense of fun and involvement should shine through.

Creative Contributions – Value 10% - Students' own literary contributions are a plus, especially when they are chosen to blend with the theme of the book or the section. Schools are full of talented writers and artists and to showcase work of the graduating class in the yearbook is a lasting moment for all.

Cover, Inside Cover, Title Page and Spine – Value 10% - Simplicity of graphic design is a positive feature, as is some clear indication of the school name. A particular theme is stated on most covers and in the best cases is supported by the choice of interior cover design. In some yearbooks the connection is not clear. The title page should also have pertinent information including the full name of the school. Yearbooks need to be able to withstand the test of time, therefore identification whether it be on the spine of the book, on the cover, on the title page or all three is often wise choice. A table of contents or an Index also helps the reader.

Advertisements – Value 10% - A necessary component in all but a few books. Photographs of students or personal messages of congratulations interspersed among the advertisements are a welcome relief and enticement to read on. A challenge most schools face is to present all ads in a consistently attractive and professional format.

Innovation – Value 10% - Innovation enlivens simplicity and consistency. An extra dimension is added when graphics and layout are used in innovative ways. One school interviewed grads on current world situations for a time capsule section. Another school placed photographs over the elegant background of an old school register, still another school chose music as its theme and interspersed music notes throughout the yearbook.

A Sense of School Community, of belonging – Value 10% - The custodians, the bus drivers, the cafeteria workers, the administration, the teachers are all part of a student's day. When these people are included and featured, the sense of community is apparent. Parents and business people contribute to the students' well-being. Many yearbooks encourage messages from this broader community base. Pictures of the school building and its natural environment are positive reminders of the high school experience.

Judging yearbooks is a tough business. Appealing designs, attractive ideas and evidence of hard work are found in each of the yearbooks submitted. The judges thoroughly enjoy their time going through the Yearbooks. It is always a pleasant learning experience for all. Please know that they're VERY aware of how much effort and time is involved with the production of every Yearbook and apologize in advance for any disappointments.