



The Official
Magazine
2020 Critical Service
 Scorebook

Oklahoma Scholastic Media
 Serving Scholastic Media Since 1916

Oklahoma Scholastic Media
Gaylord College of Journalism and Mass Communication
395 W. Lindsey, Room 2545
Norman, OK 73019

SCORING TOTALS

Categories	Possible Points	Point Total
Copy -Writing, editing & content	200 Points	_____
Boilerplate	70 Points	_____
Art/Photography	60 Points	_____
Design -Pages, cover & typography	270 Points	_____
Total		_____ /660
Rating		_____

PREPARED FOR

Publication

School _____ Adviser _____

Year _____ Judge # _____

Copy

Writing and Editing (each element worth 20 points here)

- _____ Well-written text appears on each spread and unifies photos
- _____ Style rules are used consistently
- _____ Copy, captions and headlines are carefully edited and proofed to fit space and eliminate wordiness
- _____ No mechanical errors: spelling, grammar, and sentence structure, agreement, usage, syntax

Writing and Editing Total _____ /80

Content

Fiction

- _____ Adequate and creative development of plot, setting and character used to support theme
- _____ Plot and characters reflect a multi-dimensional personality
- _____ Creative use of literary devices

Nonfiction Essays/Personal Narratives

- _____ Develops a unique perspective of subject or theme
- _____ Ideas supported with details and/or research
- _____ Unity and structure evident in writing

Poetry

- _____ Variety of forms: light, humorous, serious
- _____ Variety of subject matter and themes
- _____ Good use of poetic techniques: rhythm, meter, rhyme, sensory imagery, no clichés

Feature Stories

- _____ Variety of feature topics address issues relevant to students
- _____ Writing uses literary devices
- _____ A variety of leads, such as descriptive, direct quotation, and anecdotal, are used. Leads also capture readers' attention and encourage them to continue reading

Content Total _____ /120

Boilerplate

(Maximum Possible Score - 70 Points)

Boilerplate Total _____ /70

- _____ Title page contains volume, year, school and other pertinent information
- _____ Table of contents gives information necessary to easily locate material
- _____ Staff and advisers are listed
- _____ Writers, artists and photographers (for literary-art magazines) are given credit for their work on staff pages or table of contents
- _____ Content and design carry out philosophy or theme of the magazine
- _____ Content reflects the diversity of the school population
- _____ Work done by a variety of students

Art/Photography

(Each element worth 20 points here)

Art/Photography Total _____ /120

- _____ Illustrations are original drawings (not clip-art) and indicate good eye for detail
- _____ Photos avoid posed activities and capture the actions and reactions of individuals to the year's events
- _____ Digital images are free of distortion or bitmapping. Photographs are clear of watermarks, scratches and other distracting debris
- _____ Photos have been effectively cropped to draw attention to the main subject of the photo and to eliminate dead space
- _____ A variety of shapes are used effectively
- _____ Photo illustrations are clearly marked and relevant to story

Design

(Maximum Possible Score - 190 Points)

General Page Design

- _____ Each design element complements all others through well-balanced pages
- _____ Two-page spreads complement each other. Centerfold illustrates a special display
- _____ Consistency in use of type style, column rules, margins, boxes, folio lines and layout grids
- _____ White space used as a graphic element to separate items on the page. No trapped white space
- _____ Authors', artists' and photographers' names included
- _____ Photos, body copy, captions, headlines, white space, and graphics are presented in a logical, imaginative, and well-planned manner, showing awareness of the normal reading habit of moving from left to right and down the spread
- _____ Layouts are designed in two-page spread units using one or more of the following linkage techniques: a horizontal eye line, photos bled across gutter or a graphic technique
- _____ No overcrowding of elements
- _____ Body copy, captions and headlines serve as complementary units, either by placement and/or graphic enhancement
- _____ Body copy, captions and headlines fit the allotted space and are set in attractive and readable styles in line lengths appropriate for maximum readability. Serif, upright, non-italic, medium weight font is utilized
- _____ Text, including captions and headlines, set in all capital letter style has been avoided
- _____ In photos extending across the gutter, the point of interest is not trapped in the gutter. Subjects of photos do not look off pages
- _____ Consistent internal spacing has been maintained among elements including photos, text, headlines and captions
- _____ Full color, if used, is effective

- _____ Screens, reverses, borders, and other graphics enhance content and organize design; they are not overused
- _____ Distracting gimmicks are avoided
- _____ A sufficient number of photos, illustrations and other graphics are used to avoid grayness
- _____ Graphics are used as a design element, not fillers
- _____ Innovative and trend-setting designs are well done and show full understanding of basic visual presentation concepts

Total _____/190

Typography

- _____ Body type is readable
- _____ Body copy, captions and headlines are presented in consistent sizes
- _____ Body type, titles and authors' names show a style consistent with the message and identity of the magazine
- _____ Titles are used as a graphic design element to draw the eye to the beginning of the writing. No hand lettering
- _____ Typography establishes personality of magazine

Typography Total _____/50

Cover Design

- _____ Cover provides a clear publication name with year and volume number
- _____ Artistic technique and creativity are evident
- _____ If theme is used, theme statement is the dominant element on the cover

Cover Design Total _____/30