



The Official Yearbook 2024 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
Theme	100 Points	_____
Coverage	200 Points	_____
Copy	300 Points	_____
Photography	200 Points	_____
Design	200 Points	_____
Total	1,000 Points	_____

Advertising points _____ out of 60 points / These points are for information purposes only and DO NOT factor into the publication's final score or rating

Rating: _____

PREPARED FOR

_____ Publication

_____ School _____ Adviser

_____ Year _____ Judge

THEME/ESSENTIALS

(100 points)

Theme

- _____ A unifying theme is present and used throughout the book. Elements of the theme may be verbal, visual or a combination of both.
- _____ The theme is original, imaginative and helps tell the story of this specific year at this specific school
- _____ Copy, including text, headlines, sub-headlines and captions, develops the theme
- _____ Section dividers, if used, coordinate with the theme and relate it to section content
- _____ An opening and a closing section develop the theme and leave the reader with a feeling of completeness

Essentials

- _____ Cover includes name of the book, theme, school and year; spine includes the name of the school, volume number and year
- _____ Title page includes name of book, theme, volume number, year, school, address and website
- _____ A colophon is included and provides technical information and printing specifications for the book
- _____ Folios include page number and information either on the page's content or the book
- _____ A complete, accurate and easy-to-read index listing people, groups and advertisers is included

Judge's Comments on Theme/Essentials

Strengths:

Weaknesses/Recommendations:

Theme/Essentials score: _____/100

COVERAGE

(200 points)

General

- _____ Coverage is complete, balanced and reflects student interests
- _____ Coverage includes the entire year up until the final yearbook deadline
- _____ Coverage includes the entire student body and reflects its diversity
- _____ Content may be organized into traditional sections, blended or chronological, but includes all major areas – student life, academics, organizations, sports and people

Student Life

- _____ Student life coverage features unique angles and approaches but may also cover traditional school events and topics
- _____ Coverage includes major student events as well as daily life to showcase the entire student experience at the school
- _____ Student life coverage includes both in-school and out-of-school activities

Academics

- _____ Academic coverage features unique angles and approaches but may also include traditional coverage of academic topics
- _____ The section gives an overview of what students learn and how they learn it
- _____ Academic coverage includes coverage of various topics, including field trips, special projects and other topics related to learning

Organizations

- _____ Organization coverage features unique angles and approaches but may also feature traditional coverage of groups
- _____ Organization coverage includes group photos though they may be presented in another section
- _____ Organization coverage includes event stories as well as coverage of the impact organizations have on students

Sports

- _____ Sports coverage features unique angles and approaches but may also feature traditional coverage of teams and seasons
- _____ Sports coverage includes games, but also includes coverage of practices, sideline activities, travel and team interaction
- _____ Sports coverage includes complete records of all athletic teams, including win/loss records or other summaries of seasons. This coverage may appear in a separate section
- _____ Sports coverage is balanced among all of the school's athletic teams, including junior varsity and off-campus sports activities

People

- _____ People section includes rectangular portrait panels with names grouped on the side of each row
- _____ People coverage shows a commitment to telling the stories of the community in a way that adds interest to portrait pages
- _____ People coverage clearly labels different groups (classes, etc.)

Judge's Comments on Coverage:

Strengths:

Weaknesses/Recommendations:

Coverage score: _____/200

COPY

(300 Points)

Body Copy

- _____ Book tells the story of the year, either through traditional story blocks or alternative story forms. All copy is authentic and journalistic in style
- _____ Copy includes alternative writing features, such as Q&As, first-person anecdotes, quotes, sidebars, infographics, stand-alone quotes and information nuggets
- _____ Regardless of format, copy answers basic questions about the topic including who, when, where, what, why and how
- _____ Story-telling quotes throughout copy show evidence of thorough interviewing and information-gathering techniques
- _____ Copy is full of active verbs, colorful adjectives and vivid descriptions to tell the story of the year
- _____ All features include two or more sources who give meaningful insight into the topic
- _____ Sourcing of stories and text shows evidence of the diversity of the school
- _____ A variety of leads are used to capture the reader's attention
- _____ Copy is written in third person, using active voice and past tense
- _____ Copy avoids overuse of the name of the school, mascot, team or year
- _____ Copy avoids editorializing, editorial adjectives like wonderful, terrific, amazing and editorial adverbs like gracefully, skillfully, etc.
- _____ Interesting and relevant background material is included in stories where it enhances understanding
- _____ Copy uses good transitions, short paragraphs and a variety of sentence lengths to engage readers
- _____ Transitions do not repeat exact wording from a quote

Editing

- _____ The book shows evidence of careful and repeated copy editing and proofing
- _____ Copy is free of mechanical errors and wordiness
- _____ Copy is organized and does not repeat information
- _____ Style rules are apparent and used consistently throughout the book

Headlines

- _____ Headlines attract readers and draw them into the content
- _____ Headlines accurately describe the content but are not labels – basketball, newspaper, etc.
- _____ Headlines are clever and avoid cliches
- _____ Secondary headlines are used where appropriate
- _____ Headlines are written in present tense and include impact words
- _____ Headlines match both the copy and visual content on the spread

Captions

- _____ Where space allows, photographs have complete captions. A name identification caption is permissible where design won't allow for a complete caption.
- _____ Captions do not editorialize or speculate
- _____ Captions are at least two sentences long. The first sentence, written in present tense, describes what is going on in the photo without being obvious. The second sentence provides more information about the person, event or organization.
- _____ Captions identify all people in the images completely and identification is easy to ascertain from the listing
- _____ Captions show the same attention to story-telling and reporting as body copy, answering who, what, where, when, why and how
- _____ Group photo captions give group name identification and then use "front row, second row, third row, back row," etc. They avoid L-R or left to right.

Judge's Comments on Copy:

Strengths:

Weaknesses/Recommendations:

Copy score: _____/300

PHOTOGRAPHY

(200 points)

Coverage

- _____ Photographs include a variety of settings, people and activities related to the spread's content
- _____ Photographs highlight the diversity of the school
- _____ Photographs are story-telling and add to the understanding of the content
- _____ Photographs of the same topic cover several aspects instead of depicting only one event, activity or game
- _____ Group and organization coverage focuses on action shots of the group and show the activities and routines of the group.

Composition

- _____ Photographs demonstrate a variety of shooting techniques, including interesting angles, framing, rule of thirds, leading lines and others when appropriate to add to the story-telling content of the images
- _____ Photographs show evidence of pre-planning to fit with the copy and design elements of the spread
- _____ Besides the people and organizations portraits, photographs are generally action shots and avoid posing
- _____ Photographs have a clear center of interest that makes it easy for readers to see the action
- _____ Photographs showing only tops of heads or student backs have been avoided
- _____ Photographs have been appropriately cropped to focus on the interesting content and eliminate unneeded elements

- _____ Group photos are shot and displayed in a way that makes faces clear and identifiable, including arrangement of people into a clear order
- _____ Group photographs are cropped just above the heads of the back row and at the waist of those in the front row to eliminate empty space

Reproduction

- _____ Photographs are in focus, well-lit and clear
- _____ Photographs use proper saturation with accurate color tones or correct contrast with clean blacks, grays and whites.
- _____ Photographs are displayed at the proper resolution avoiding pixellization
- _____ Photographs have not been stretched through improper placement techniques
- _____ Photographs have not been flipped, as that is an inaccurate representation
- _____ Photos cut into unusual shapes have been avoided unless for emphasis or some other identifiable purpose
- _____ Photographs have been credited to the proper photographer or source where it was obtained.

Judge's Comments on Photography:

Strengths:

Weaknesses/Recommendations:

Photography score: _____/200

DESIGN

(200 points)

Theme/Cover

- _____ Cover makes a good first impression with well-designed type and/or use of graphics or color
- _____ Cover expresses theme in a unique and visually appealing manner
- _____ Theme pages (opening, closing, section dividers if used) are well-designed and relate to cover design. Visually, all are coordinated and appealing.

Basic Layout

- _____ Design is created with story-telling in mind, enhancing that quality in copy and photos
- _____ Book has clearly been designed in two-page spread units with a consistent grid or modular pattern throughout
- _____ White space is used appropriately to draw the reader in and provide either association or separation between elements
- _____ Each spread contains a dominant point-of-entry for the reader, usually a dynamic photo, but also creative headlines or graphic elements
- _____ Dominant element on each spread is typically at least one-and-a-half times larger than any other element on the page
- _____ The action in the photos leads onto the page; design avoids photos looking off the page
- _____ The best photos are used the largest to highlight great photography
- _____ Design includes a variety of photo sizes and shapes, with preference to varied sizes of rectangles
- _____ Clip art is avoided, and, when used, matches the elements on the page and has been modified to fit the design theme of the book
- _____ While each section may have different design and specific elements, all section designs are clearly related and belong in same book
- _____ If used, color is attractive and purposeful to enhance the book, it does not distract from the content of the spread
- _____ Index contains photos, graphics or text designed to interest the reader

Typeface and Fonts

- _____ Typeface and font choices have been made with readability in mind
- _____ Body copy is easy-to-read and attractive to the eye
- _____ Captions are easy-to-read and are easily matched with the photos they describe
- _____ Headline typefaces show dominance on the page and are easy-to-read
- _____ Typefaces and fonts used are limited in number; novelty fonts are only used when they add to the understanding of the content on the spread and are always readable

Judge's Comments on Design:

Strengths:

Weaknesses/Recommendations:

Design score: _____/200

ADVERTISING (Optional)

(60 points)

*Advertising score DOES NOT count toward final score or book rating

- _____ Advertising section includes content that appeals to the student audience
- _____ Advertising highlights products or services the advertiser would want to market to a student audience
- _____ Advertising is well-designed and easy-to-read
- _____ Advertising contains contact information for the advertiser
- _____ School-designed ads use unified design tied to theme and the rest of the yearbook
- _____ Advertising section contains some sort of content designed to invite readers into the section. This can be infographics, quotes, profiles, text or anything readers will want to spend time viewing.

Judge's Comments on Advertising:

Strengths:

Weaknesses/Recommendations:

Advertising score: _____/60

OVERALL COMMENTS

Judge's Overall Comments:

Strengths:

Weaknesses/Recommendations:

Final score: _____/1000

Rating:

- _____ Highest Honors
- _____ Honors
- _____ Distinguished merit
- _____ Merit