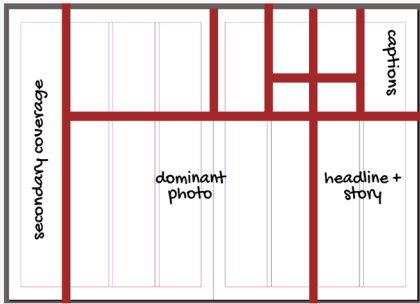


layoutsketches

Name: _____

DIRECTIONS:

Divide each spread using the grid provided. Your layout must fit the given content. Draw the eyeline first, then the dominant photo. Label your content. In at least two sketches, break the grid or try something experimental.

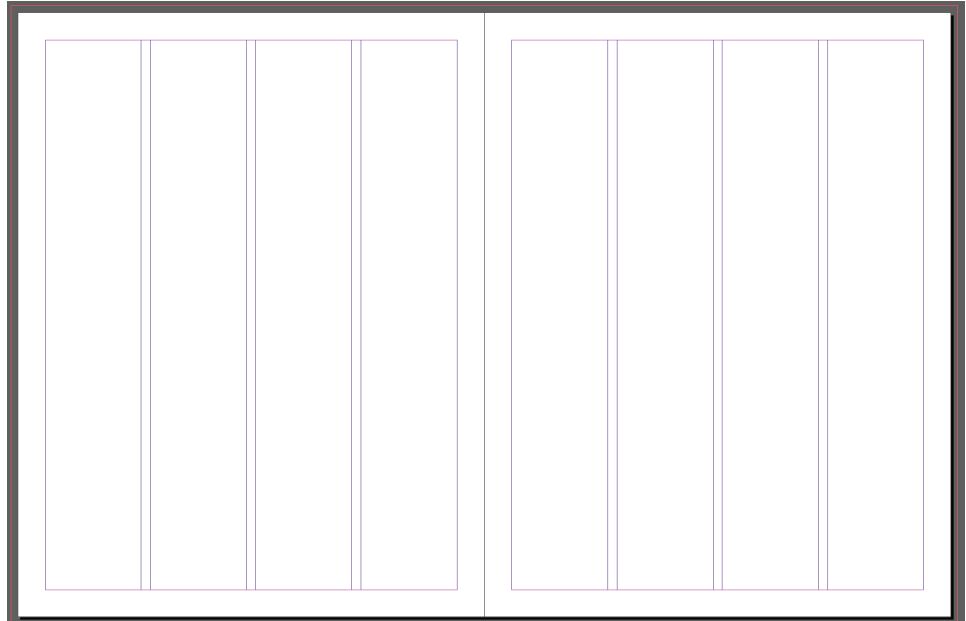


EXAMPLE:

CONTENT:

- Horizontal Dominant
- 3 Vertical Photos
- Headline/Story
- Caption Box
- Secondary Coverage

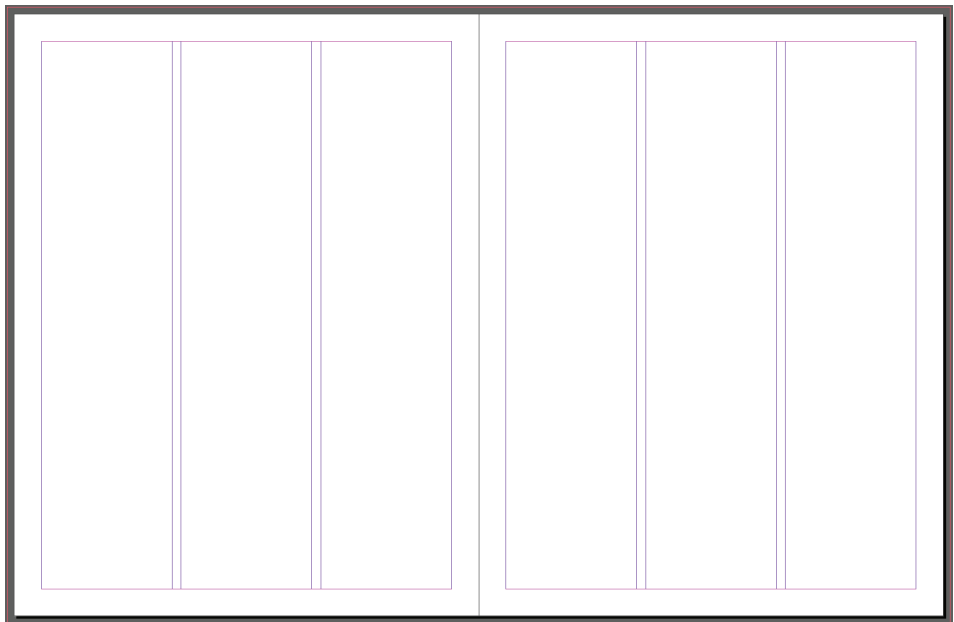
- ✓+ Excellent
- ✓ Average
- ✓- Needs Work
- ✗ Missing



CONTENT:

- Vertical Dominant
- 4 Horizontal Photos
- Headline/Story
- Caption Box
- Secondary Coverage

- ✓+ Excellent
- ✓ Average
- ✓- Needs Work
- ✗ Missing



LAYOUT REQUIREMENTS:

EYELINE AND FOCAL POINT:

- Eyeline connects both pages together
- Eyeline is not broken more than once
- Eyeline does not cut the page exactly in half
- Dominant photo is 3X larger than other boxes

- ✓+
- ✓
- ✓-
- ✗

QUALITY

- All content requirements are satisfied
- Elements vary in size and shape
- Text is kept to the outside
- Strong sense of balance

- ✓+
- ✓
- ✓-
- ✗





--	--	--	--	--	--	--	--	--	--

CONTENT:

Look at your photos to determine your layout:

- _____ Dominant
- ___ Horizontal Photos
- ___ Vertical Photos
- Headline/Story
- Caption Box
- Secondary Coverage

- ✓+ Excellent
- ✓ Average
- ✓- Needs Work
- ✗ Missing

CONTENT:

Look at your photos to determine your layout:

- _____ Dominant
- ___ Horizontal Photos
- ___ Vertical Photos
- Headline/Story
- Caption Box
- Secondary Coverage

- ✓+ Excellent
- ✓ Average
- ✓- Needs Work
- ✗ Missing

CONTENT:

Look at your photos to determine your layout:

- _____ Dominant
- ___ Horizontal Photos
- ___ Vertical Photos
- Headline/Story
- Caption Box
- Secondary Coverage

- ✓+ Excellent
- ✓ Average
- ✓- Needs Work
- ✗ Missing

spreadchecklist

Photographer: _____

Writer: _____

Designer: _____

Editor/Advisor: _____

Spread: _____ Date: _____ Page #: _____

NOTES:

Excellent
Average
Needs Work
Missing

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

✓+ ✓ ✓- X

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✓+ ✓ ✓- X

I. REFERENCE

1. Yearbook Theme/Concept is clear throughout the spread and reflects the school/current year.
2. Students appearing on spread have been tagged for index.
3. Folios appear on at least one page of each spread. Folio tabs identify section/spread content.
4. Each image has a caption identifying the people in the photograph by first and last name and addressing the 5 W's.
5. Each page includes accurate photo, design, and copy credits.
6. Each faculty member is identified by title (Dr., Miss, Mrs., Ms., Mr.) with information about the subjects taught/positions held.
7. SPORTS ONLY: A complete scoreboard appears with each sport's coverage or in a reference section with the team picture, including complete season and league win-loss-tie records.

II. VERBAL

1. The Verbal element of the book must emphasize telling the story of the year in a journalistic matter. All copy should be written in the voice of a student writer and feature quotations.
2. Sentences are short and paragraphs are brief. Transitions lead the reader smoothly from one paragraph to the next.
3. Run-on sentences or sentence fragments do not appear in the copy.
4. Correct punctuation, usage, spelling, and capitalization of proper nouns appear in all forms of copy.
5. Main headlines are not labels and do not state the obvious.
6. The journalistic writing format 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.
8. The staff has avoided use of clichés such as hard work and dedication, blood, sweat and tears, takes a break, a night to remember, a night we will never forget, and such words as diligently, dedicated, and successful.
9. All copy begins with an impact lead and leads vary so that no pattern is established. Copy is engaging and the lead draws the reader in to the story.

III. VISUAL

1. Style guide was used correctly for consistency.
2. A specific grid/modular plan has been used. Eyeline is present to connect both pages together.
3. A dominant visual element/photograph has been used. Other elements/photographs contrast in size and shape and are varied to avoid visual monotony.
4. Headline type selection for each section is contemporary and readable, and complements the look of the book.
5. Body type is easy to read and consistent in size and leading in each section.
6. Adequate and consistent margins have been designed. The staff has kept white space to the outside of the layout unless intentionally using "rail(s)" of isolation to call attention to a specific element in the spread design.
7. Overprinted or reversed captions are easily readable. Overprints appear only on solid, light backgrounds and reverses only on solid, dark backgrounds.
8. Photographs which cross the gutter do not split eyes, noses or mouths.
9. All photographs are clear and sharp. No fuzzy or blurred photographs appear. Emotion is shown.
10. All photographs have been cropped to the focal point and unnecessary background information is eliminated.
11. Photographs use several techniques such as rule of thirds, leading lines, framing, patterns, panning, backlighting, and silhouettes to draw the readers' attention.
12. Photographs have excellent contrast (with clean blacks, shades of gray and photographic whites) and/or well-saturated and accurate color tones.
13. Photographs showing only tops of heads and/or backs do not appear. No heads are cut off in photos.
14. Group photographs do not dominate the spread or have busy backgrounds which detract from faces.
15. Posed shots (excluding portraits and group photographs), especially those of students "mugging" or "hamming it up" for the camera, have been avoided.

Revisions Due: _____

BASED ON THE COLUMBIA SCHOLASTIC PRESS ASSOCIATION YEARBOOK CRITIQUE