

Name: \_\_\_\_\_

## YEARBOOK – Layout Rubric

Page/Spread Title: \_\_\_\_\_ Page #: \_\_\_\_\_

Layout Due Date: \_\_\_\_\_

CRITERIA	Incomplete (0 points)	Needs Much Improvement (6 points)	Needs Some Improvement (8 points)	Excellent (10 points)
Layout Flow	Entire flow needs to be reconsidered	Two or more: Inappropriate use of whitespace, large pics on outside, elements inappropriately placed	Either inappropriate use of whitespace OR large pics on outside OR elements inappropriately placed	Appropriate use of whitespace, large pics in center; all elements appropriately placed
Colors & Fonts	Colors are not included	Inconsistent w/ section AND inconsistent within spread  Fonts inconsistent throughout	Either inconsistent w/ section OR within spread, inconsistent with yearbook  Fonts consistent with one exception	Consistent w/ section as well as spread itself; compliment colors used capture yearbook's theme  Fonts consistent throughout (same font family)
Overall Spacing	-	Spacing has major inconsistencies	Spacing has minor inconsistencies	Spacing is consistent (½ to 1 pica apart)
Headline & Sub-headline	Not included	Headline does not grab attention or work w/ copy AND sub-headline does not id page/spread	Either headline does not grab attention or work w/ copy OR sub-headline does not id page/spread	Headline grabs attention and works w/ copy; sub-headline identifies page/spread
Copy Layout	Not included	Copy may not be in third person or active voice. Content may be vague or general. There is at least one live source in the story OR sources may be inadequate.	Copy is in third person and active voice. Sentences are varied but may not be masterfully crafted; Paragraphs are kept short with a new idea in each paragraph. There are at least two live sources in the story.	Copy is in third person and active voice. Language is precise, vivid, and engaging/sentences are varied and mature; Paragraphs are kept short with a new idea in each paragraph. There are at least three live sources in the story.

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<b>Use of Pictures</b>	Pictures are not all on topic, and do not allow the reader to experience the event.	Pictures are on topic but are general. Not all pictures demonstrate action, reactions or emotion. Repetition may be present; photos may be posed as though collected post-event.	Pictures are relevant to the topic but may not all demonstrate action, reaction, or emotion; dominate photo clearly displays the main idea; some repetition may be present; there may be 2 posed photos on the spread.	All pictures are relevant to the topic and demonstrate action, reaction, or emotion. Dominate photo clearly displays the main idea; pictures are not repetitive; there is no more than 1 posed photo on the spread.
<b>Quality of Pictures</b>	<ul style="list-style-type: none"> <li>Unacceptable. Not all pictures are HS/DSLR quality. Quality of photos does not reflect the expectations of yearbook staff.</li> <li>Photos are not cropped and it is evident that not much thought was put into cropping decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Fair. All pictures are HD/DSLR quality. Pictures are adequate, but do not reflect the best CBHS has to offer. Staffer could have worked harder to find or take more creative outstanding shots.</li> <li>Photos could have been cropped more effectively to add value to the spread.</li> </ul>	<ul style="list-style-type: none"> <li>Good. All pictures are HD/DSLR quality. Some photos follow rule of thirds and demonstrate creative angles.</li> <li>Cropping draws the reader's eye, and there is clear-cut subject. Dead space or extra space is minimized.</li> </ul>	<ul style="list-style-type: none"> <li>Excellent. All pictures are HD/DSLR quality. Photographer attempted to use the rule of thirds and varied camera angles, possibly including bird's eye view.</li> <li>Cropping adds value to the photo, draws the reader's eye, and there is a clear-cut subject. There is no dead space or extra space in the background.</li> </ul>
<b>Captions Layout</b>	Textboxes for captions are not included	<ul style="list-style-type: none"> <li>Every photo has a caption. Captions are vague or state the obvious, omit information.</li> <li>At least one caption uses incorrect tense format. Quote introduction tense may be incorrect.</li> <li>Some lead-ins are attention-grabbing and in the correct format. The lead-in links the photo to the caption, but isn't intriguing.</li> <li>1 error is present in student name or grade level.</li> </ul>	<ul style="list-style-type: none"> <li>Every photo has a caption. Captions are vague or stating the obvious, Answers: who, what, when, where, why, and how.</li> <li>For most captions, the first sentence is in present tense and subsequent sentences are in past tense. Quote introductions tense may be incorrect.</li> <li>Most lead-ins are attention grabbing and in the correct format. The lead-in links the photo to the caption.</li> <li>Each person is labeled with the correct name but there may be errors in order or grade level.</li> </ul>	<ul style="list-style-type: none"> <li>Every photo has a caption. Captions are researched and answers: who, what, when, where, why, and how.</li> <li>All captions the first sentence is in present tense. Quote introductions are in past tense.</li> <li>Every lead-in is attention-grabbing and in correct format. The lead-in links the photo to the caption AND adds to the reader's understanding of the coverage.</li> <li>Each person in the phot is labeled in the first sentence of the caption in order from left to right, using the correct format. Each student's name and grade level are correct. There are no trapped captions</li> </ul>
<b>Conventions</b>	3 or more errors in punctuation, spelling, grammar and more than 1 name is incorrect or misspelled	2 errors in punctuation, spelling, grammar and 1 name is incorrect or misspelled	1 error in punctuation, spelling, grammar, Names are spelled and identified correctly. Subsequent use is incorrect.	No conventional errors. All names are spelled correctly and the proper identification is used on first mention. On subsequent use, people are referred to by their last name.

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<b>"Wow" Factor</b>	Needs improvement. Lacks creativity. Lacks interpretation (theme)	Spread is complete, but does not stand out as unique or memorable. All required elements are present, but interestingness is minimal.	This spread is acceptable and shows some excellence and originality. May be unevenly developed...some sections of the spread are more engaging/intriguing than others. Followed directions and shows creativity:	This spread is outstanding, engaging, and unique. High degree of creativity. Interprets the covered material in a new way.
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Grade: \_\_\_\_\_ / 100 possible points

If you are missing points:

1. See comments
2. Make adjustments to your page(s)
3. Turn this rubric back in to have it graded again

GRADE	POINTS
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

\*Remember, your "A" = more than a good grade, it's a yearbook to be PROUD of! 😊

Comments: -

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