



Golden Dozen Yearbook Critique Sheet

Yearbook:

School:

City and State:

Theme:

Adviser:

Editor:

In order to qualify as a member of the Golden Dozen, a publication must receive one of the highest twelve scores.

Summary:

	Maximum Score	Your Score
Concept	16	_____
Coverage	24	_____
Design	20	_____
Writing	20	_____
Photography	20	_____
Total Score	100	_____

Golden Dozen Recipient

yes

no

Concept _____

(Excellent: 16-13; Good: 12-9; Fair: 8-5; Poor: 4 and below)

Criteria	Rating	Comments:
Book has a clear unifying concept in the form of words or design elements that creates an overall impression and personality.	excellent good needs work not applicable	
Unifying concept is apparent through its appearance on the cover, endsheets, and title page.	excellent good needs work not applicable	
Unifying concept is original, imaginative, and relevant.	excellent good needs work not applicable	
Unifying concept is developed through words, photos, and design elements on the opening and closing pages and dividers.	excellent good needs work not applicable	

Coverage _____

(Excellent: 24--19; Good: 18-13; Fair: 12-7; Poor: 6 and below)

Criteria	Rating	Comments:
<p>The numbers of sections and their organization is logical for school size. Coverage places emphasis on what makes this year different.</p> <p>Coverage gives reader a complete overview of year including special events and everyday life.</p> <p>People: It reflects the diversity of school and population and an effort to cover all individuals.</p>	<p>excellent good needs work not applicable</p>	
<p>Student Life: Coverage captures the students' culture. Covers major events and daily routines.</p>	<p>excellent good needs work not applicable</p>	
<p>Academics: Curricular developments and class related activities are covered from student perspective. Coverage concentrates on students rather than faculty involvement.</p>	<p>excellent good needs work not applicable</p>	
<p>Clubs/Organizations: Stories and photos amplify coverage by adding specific details.</p>	<p>excellent good needs work not applicable</p>	
<p>Sports: Balanced coverage reflects the entire athletic department. Topics go beyond the obvious to show accomplishments, struggles, and triumphs.</p>	<p>excellent good needs work not applicable</p>	
<p>Advertising: Coverage gives community overview, and a local angle is used with national and international companies. Visual interest is created.</p>	<p>excellent good needs work not applicable</p>	

Design _____**(Excellent: 20-16; Good: 15-11; Fair: 10-6; Poor: 5 and below)**

Criteria	Rating	Comments:
Design attracts readers to the spread and makes the content easy to digest and move from left to right. Sections have a distinct design.	excellent good needs work not applicable	
Spreads have a dominant element, employ sufficient external margins, and make effective use of white space.	excellent good needs work not applicable	
Action in photos travel toward the gutter rather than off the page. Faces are not trapped in the gutter. Captions are placed as close as possible to the photo to which they refer.	excellent good needs work not applicable	
Use of non-rectangular shapes are used effectively and sparingly. Graphic elements enhance content rather than attract attention to themselves.	excellent good needs work not applicable	
Special typographical effects such as initial letters and display type enhance readability. Type size follows a natural hierarchy.	excellent good needs work not applicable	

Writing _____**(Excellent: 20-16; Good: 15-11; Fair: 10-6; Poor: 5 and below)**

Criteria	Rating	Comments
Copy: -Writing reflects obvious research and evidence of interviews. - Strong varied leads are used. -Effective transitions, short sentences, and short paragraphs improve readability. -Traditional copy blocks are written in their person, active voice, past tense. -Copy avoids editorial comment.	excellent good needs work not applicable	
Headlines: -Headlines are relevant to spread without being labels. They are clever/imaginative and avoid cliches. -They grab and pull the reader into both copy.	excellent good needs work not applicable	
Captions: -Captions add to the photos and do not state the obvious. -All people in photos are identified and with consistent formatting.	excellent good needs work not applicable	
All writing shows evidence of careful editing and proofing. Journalistic style rules are observed.	excellent good needs work not applicable	
The writing fits the space and maintains consistent style for publication.	excellent good needs work not applicable	

Photography _____**(Excellent: 20-16; Good: 15-11; Fair: 10-6; Poor: 5 and below)**

Criteria	Rating	Comments
Photo content concentrates on action and has strong storytelling ability. The center of interest is in focus.	excellent good needs work not applicable	
Images are free of distortion and are not skewed or stretched. They are not pixelated and are free of digital noise.	excellent good needs work not applicable	
Cropping emphasizes the center of interest and eliminates distractions or unnecessary people. It avoids chopping off body parts or pieces of objects at awkward points. Special effects are used sparingly and add to the design when used.	excellent good needs work not applicable	
In group photos, subjects are arranged in easily identifiable rows and all faces are recognizable. -Empty space is cropped out.	excellent good needs work not applicable	
Spreads include a variety of photo content and visual variety.	excellent good needs work not applicable	