

YEARBOOK SPREAD CHECKLIST

DESIGN

- Heaviest elements (photos) placed toward the center, around the dominant
- Lighter elements (text and white space) positioned to the outside corners of the spread to avoid trapped white space and trapped text
- Subjects and action in photos face onto the spread (toward the gutter)
- Elements in a variety of sizes and shapes (square, horizontal, vertical)
- External margins (sides, top, bottom) consistent and maintained to create a frame around the spread
- Captions for every photo next to the photos they describe
- No faces (in photos) or text trapped in the gutter

DOMINANT PHOTO

- Strongest photograph featured as dominant visual element
- Photo anchored to the top or bottom of the spread and helps create an eyeline
- Photo at least twice as large as other photos on spread

FONT + COLOR

- Font choice, weight and size used to enhance the content of the spread
- Font choices limited to 3-4 throughout the book
- Color used to highlight the content of the spread

PHOTOGRAPHY

- Photos high resolution (at least 250 dpi) with strong visual contrast
- Center of interest emphasized through cropping unnecessary areas, people and distractions
- All photos adjusted if needed to ensure proper contrast and accurate color values which reflect natural skin tones and correct color representation
- Number of subjects in photos vary
- Photos fill picture frame and not stretched out of proportion
- Action in photos points toward the center of the spread
- Photos do not include inappropriate content, such as hand gestures
- A variety of grades, genders and ethnicities represented

SECONDARY COVERAGE IDEAS

- | | | | |
|-------------------------------------------------------------|-------------------------------------------|---------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> All geared up (what's in your bag) | <input type="checkbox"/> How-to | <input type="checkbox"/> Q&A | <input type="checkbox"/> Terms to know |
| <input type="checkbox"/> Checklist/price check | <input type="checkbox"/> Meet the players | <input type="checkbox"/> Scoreboard | <input type="checkbox"/> Timeline |
| <input type="checkbox"/> Diagrams (sports plays) | <input type="checkbox"/> Poll | <input type="checkbox"/> Sequence | <input type="checkbox"/> Top 5 |
| <input type="checkbox"/> He said/she said (versus) | <input type="checkbox"/> Profile | <input type="checkbox"/> Stat box | <input type="checkbox"/> W2W4 (who to watch for) |
| | <input type="checkbox"/> Pulled quote | <input type="checkbox"/> Step-by-step | |

COPY

- Stories focus on original and specific angles the audience can relate to
- Avoid generalities: answer the who, what, where, when, why and how
- Meaningful storytelling quotes and background material obtained through interviewing
- Sentence types and paragraph lengths vary to enhance readability
- Written in past tense with an active voice, not passive
- No placeholder copy holding a spot for text
- Editorializing avoided
- Strong, visual, specific nouns and colorful, lively action verbs used
- Interesting quotes that are not just facts
- Text consistently aligned the same way (i.e., left-aligned)

HEADLINE

- Feature-style to get your reader's attention, written in two to five words
- 14 pt. or more than second greatest font size

SUBHEAD

- Sentence-style to tell your reader what the story is about
- Written in past tense
- Avoids words like "students," "this year" and school name

EDITING AND SUBMISSION

- All people identified appropriately with names spelled correctly and grade levels verified
- Spelling, grammar and punctuation correct in all stories, captions and headlines
- Page numbers and folios clear and unobstructed
- Bylines and photo credits provided and verified for all stories and photos
- Photos and text aligned to grid
- Photos and graphics linked and packaged for final submission (InDesign)
- Spread marked for submission (Yearbook 360 - Online Design) or prepped for final submission (InDesign with PDF submission)
- High-resolution copy printed, checked by all appropriate editors and placed in a production notebook
- Text within the trim line, photos within the trim line or intentionally past the bleed line and backgrounds extended past the bleed line
- Scoreboards on sports spreads verified with coach

CAPTION WRITING GUIDE

- A** **Attention Getter:** A mini-headline that makes a direct link from the caption to the photo
- B** **Basic Information:** The first sentence that tells who and what is happening in the photo, usually written in present tense
- C** **Complementary Information:** A past tense sentence that adds information not readily obvious in the photo, usually containing information that indicates the outcome or consequence of the action in the photo
- D** **Direct Quote:** A quote from someone in the photo discussing an aspect of the event captured in the picture which captures the thoughts of those who were part of the event. Sometimes the quote swaps positions with the complementary information