

# #1

# ADVERTISING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Did the advertisement include well-chosen fonts?					
Did the advertisement clearly address a target audience?					
Is there creative copy?					
Is art appropriate in size and color?					

II. ORGANIZATION	5	4	3	2	1
Is there hierarchy of design?					
Is contact info or product/production detail clearly evident?					
Is the entry free of spelling, grammar and mechanics errors?					

III. DESIGN	5	4	3	2	1
Did the entry follow the contest rules and regulations?					
Was there evidence of general design ability?					
Did the design relate to the product?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Is the advertisement easy to read?					
Does the entry include an artist statement?					



TOTAL SCORE: \_\_\_\_\_ / 20

This entry is DISQUALIFIED for:

\_\_\_\_\_ Not including an artist statement.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior    4 = Excellent    3 = Good    2 = Average    1 = Fair

### **I. CONTENT**

**5   4   3   2   1**

Did the entry establish a clear opinion?  
Did the entry present a specific, accurate, and effective support for opinion?  
Did the entry provide necessary background?  
Did the entry handle opposing views in a professional manner, if addressed?

### **II. ORGANIZATION**

**5   4   3   2   1**

Did the entry incorporate a good hook?  
Was the entry logically organized?  
Did the transitions create a clear flow?  
Did the writer follow conventions, including AP Style?

### **III. VOICE**

**5   4   3   2   1**

Was the entry appropriate for column writing?  
Did the writing employ clear and engaging language?  
Did the writing maintain effective and consistent tone (serious, passionate, caustic, funny)?

### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Is the entry relevant and useful to the primary audience?  
Did the entry present a solution/alternative/action or a universal relatable theme?  
Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Did the entry establish a clear opinion?					
Did the entry present a specific, accurate, and effective support for opinion?					
Was the artist's message conveyed through a unique, stylized art that created an emotional response from the reader?					
Was the message of the editorial cartoon clear in art and copy?					

II. DESIGN	5	4	3	2	1
Was the art clean?					
Was the space effectively used?					
If color was used, was it effective?					
If more than one panel, does the content flow?					

III. VOICE	5	4	3	2	1
Was the entry appropriate for editorial cartooning?					
Was the artist's approach their own?					
Is the editorial opinion made clear?					
Is the editorial unique and witty?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Does the entry include an artist statement?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

#### **I. CONTENT**

**5   4   3   2   1**

Did the entry establish a clear opinion?  
 Did the entry present a specific, accurate, and effective support for opinion?  
 Did the entry provide the necessary background?  
 Did the entry handle opposing views in a professional manner, if addressed?

#### **II. ORGANIZATION**

**5   4   3   2   1**

Did the entry incorporate a good hook?  
 Was the entry logically organized?  
 Did transitions create a clear flow?  
 Did the writer follow conventions, including AP Style?

#### **III. VOICE**

**5   4   3   2   1**

Was the entry appropriate for editorial writing?  
 Did the writing employ clear and engaging language?  
 Did the writing maintain an effective and consistent tone (serious, passionate, caustic, funny)?  
 Did the writer use the collective voice of *we* instead of *I/My*?

#### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Is the entry relevant and useful to the primary audience?  
 Did the entry present a solution/alternative/action?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

<b>I. CONTENT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry establish a clear opinion?					
Did the entry maintain a consistent and effective tone?					
Did the entry contain expressive word choice?					
Did the entry contain strengths and weaknesses of an event, performance, establishment, or experience?					
Is the credibility of the reviewer justified?					
Are critiques justified with an explanation?					

<b>II. ORGANIZATION</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry incorporate a good hook?					
Was the entry logically organized?					
Did transitions create a clear flow?					
Did the entry contain word choices that avoid cliché?					
Did the writer follow conventions, including AP Style?					

<b>III. VOICE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the writing employ clear and engaging language?					
Did the writing maintain an effective and consistent tone (serious, passionate, caustic, funny)?					
Did the reviewer include proper grammar and punctuation?					

<b>IV. OVERALL EFFECT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the entry relevant and useful to the primary audience?					
Was the reader left with a clear assessment of the work's value?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #6

# HEADLINE WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

### I. CONTENT

5 4 3 2 1

Did the headlines reflect the content of the story?  
Is the story included with the entry?  
Did the entry contain expressive word choice?  
Were three headlines provided?

### II. ORGANIZATION

5 4 3 2 1

Did the entry follow AP style conventions?  
Did the entry contain word choices that avoid cliché?  
Did the writer follow conventions, including AP Style?

### III. VOICE

5 4 3 2 1

Did the writing employ clear and engaging language?  
Did the tone of the headlines match the tone of the stories?

### IV. OVERALL EFFECT

5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
Did the entry provide a variety of headline styles?  
Did the entry adhere to accepted legal and ethical journalistic practices?



HEADLINE 1 SCORE: \_\_\_\_\_ / 20

HEADLINE 2 SCORE: \_\_\_\_\_ / 20

HEADLINE 3 SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

TOTAL SCORE: \_\_\_\_\_ / 60

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Was the lead creative and original?  
 Is the writing vivid and strives to connect to the reader?  
 Was the focus of the story clear?  
 Are the quotes relevant to the topic?

#### **II. ORGANIZATION** 5 4 3 2 1

Did the entry follow AP style conventions?  
 Did the entry properly identify sources?  
 Did the entry contain storytelling quotes that cover a broad range of the topic?  
 Does the entry use quotations liberally without stating the obvious or repeating information?  
 Were grammar, punctuation, and spelling effectively used?

#### **III. VOICE** 5 4 3 2 1

Did the writing employ clear and engaging language?  
 Was the focus of the story clear?  
 Was there a good use of specific detail that shows instead of tells?  
 Did the entry contain expressive word choice?  
 Did the entry use active versus passive voice?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Did the story evoke an emotional response?  
 Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



## TOTAL SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior    4 = Excellent    3 = Good    2 = Average    1 = Fair

I. CONTENT	5	4	3	2	1
Is the news value shown in the lead?					
Does the lead fit well with the rest of the story?					
Does the writer present all sides in the story?					
Are the quotes relevant to the topic?					
Are sources properly identified?					
Are there storytelling quotes?					

II. ORGANIZATION	5	4	3	2	1
Is information presented in descending order of importance (concise, clear with transitions and appropriate endings)?					
Does the entry use quotations liberally without stating the obvious?					
Is there good use of the quote-transition formula?					
Did the writer follow conventions, including AP Style?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Is the news value clear (timely, relevant, impact, prominent, proximity, conflict)?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Was the lead creative and original?  
 Is the writing vivid and strives to connect to the reader?  
 Was the focus of the story clear?  
 Are the quotes relevant to the topic?

#### **II. ORGANIZATION** 5 4 3 2 1

Did the entry follow AP style conventions?  
 Did the entry properly identify sources?  
 Did the entry contain storytelling quotes that cover a broad range of the topic?  
 Does the entry use quotations liberally without stating the obvious or repeating information?  
 Were grammar, punctuation, and spelling effectively used?

#### **III. VOICE** 5 4 3 2 1

Did the writing employ clear and engaging language?  
 Was the focus of the story clear?  
 Was there a good use of specific detail that shows instead of tells?  
 Did the entry contain expressive word choice?  
 Did the entry use active versus passive voice?  
 Was there good use of colorful writing that shows instead of tells?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Did the story evoke an emotional response?  
 Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



## TOTAL SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #10

# SPORTS NEWS WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

### **I. CONTENT**

**5   4   3   2   1**

- Was the lead creative and original?
- Does the lead invite readers into the piece?
- Did the entry contain expressive word choice?
- Did the entry use active versus passive voice?
- Does the entry avoid bias?

### **II. ORGANIZATION**

**5   4   3   2   1**

- Did the entry follow AP style conventions?
- Did the entry properly identify sources?
- Are there clear transitions and logical connections?
- Are there supported arguments and details?

### **III. VOICE**

**5   4   3   2   1**

- Did the writing employ clear and engaging language?
- Was the focus of the story clear?
- Was there a good use of specific detail that shows instead of tells?
- Did the story evoke an emotional response?
- Does the writer include colorful details?

### **IV. OVERALL EFFECT**

**5   4   3   2   1**

- Is the entry relevant and useful to the primary audience?
- Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #11 YEARBOOK FEATURE WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Was the lead creative and original?					
Is the writing vivid and strives to connect to the reader?					
Was the focus of the story clear?					
Are the quotes relevant to the topic?					
Did the entry avoid use of school year and name?					

II. ORGANIZATION	5	4	3	2	1
Did the entry follow AP style conventions?					
Did the entry properly identify sources?					
Did the entry contain storytelling quotes that cover a broad range of the topic?					
Does the entry use quotations liberally without stating the obvious or repeating information?					
Were grammar, punctuation, and spelling effectively used?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail that shows instead of tells?					
Did the entry contain expressive word choice?					
Did the entry use active versus passive voice?					
Is the story in past tense?					

IV. OVERALL EFFECT	5	4	3	2	1
Did the story evoke an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

#### **I. CONTENT**

**5   4   3   2   1**

Was the lead creative and original?  
 Is the writing vivid and strives to connect to the reader?  
 Was the focus of the story clear?  
 Are the quotes relevant to the topic?

#### **II. ORGANIZATION**

**5   4   3   2   1**

Did the entry follow AP style conventions?  
 Did the entry properly identify sources?  
 Did the entry contain storytelling quotes that cover a broad range of the topic?  
 Does the entry use quotations liberally without stating the obvious or repeating information?  
 Were grammar, punctuation, and spelling effectively used?

#### **III. VOICE**

**5   4   3   2   1**

Did the writing employ clear and engaging language?  
 Was the focus of the story clear?  
 Was there a good use of specific detail that shows instead of tells?  
 Did the entry contain expressive word choice?  
 Did the entry use active versus passive voice?  
 Was there good use of colorful writing that shows instead of tells?

#### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Did the story evoke an emotional response?  
 Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?

**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Is the theme concept clearly conveyed?					
If spin-offs of the theme are used, are they specific?					
Is the theme and/or concept simple and easily identifiable?					
Is the theme relatable to the student readers?					
Is the content relevant to this school and this year?					

II. ORGANIZATION	5	4	3	2	1
Is the entry organized with a clear, strong theme that governs the copy structure?					
Does the entry skillfully transition between ideas?					
If traditional paragraphs are used, do they employ clear, concise paragraphs that address one point?					
Does the entry employ proper AP style grammar and mechanics?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the copy clear?					
Was there a good use of specific detail that shows instead of tells?					
Does the entry illustrate mastery of journalistic writing, accuracy, balance, and clarity?					
Does the writer include colorful details?					

IV. OVERALL EFFECT	5	4	3	2	1
Was the overall theme developed through the copy?					
Is the entry relevant to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Does the informational graphic include accurate facts?  
 Do the artistic details fit the content and topic?  
 Was the artist's message conveyed through a unique, stylized graphic that created an emotional response from the reader?  
 Does the image have a source of dates?

#### **II. ORGANIZATION** 5 4 3 2 1

Do the visual elements relate to the topic?  
 Is the information presented clearly without clutter?  
 Is the information presented in an appropriate format and design?  
 Is the entry free of spelling, grammar, or mechanics errors?

#### **III. DESIGN** 5 4 3 2 1

Did the writing employ clear and engaging language?  
 Does the entry include colorful details?  
 Are the alignment and spacing effectively used?  
 Are fonts and colors effectively used?  
 Is the design original with color and topographical details?  
 Is there an obvious design hierarchy?  
 Was the artist creative in their design?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Does the entry include an artist statement?



## TOTAL SCORE: \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

**CRITERIA FOR EVALUATION**

**JUDGE'S REMARKS**

5 = Superior    4 = Excellent    3 = Good    2 = Average    1 = Fair

**I. CONTENT                                      5    4    3    2    1**

Is the topic relevant, appealing, and newsworthy?  
 Are multiple facets of a single topic explored?  
 Is the topic compelling?  
 Is the topic timely?  
 Are all sides presented?  
 Are multiple viewpoints attempted?  
 Is there thorough and efficient information to drive the story?

**II. ORGANIZATION                              5    4    3    2    1**

Is the focus of the coverage clear?  
 Do the stories contain good use of specific detail?  
 Does the writing effectively contribute to the topic?  
 Are multiple formats used to cover the topic (stories, photos, illustration)?

**III. VOICE    5    4    3    2    1**

Did the writing employ clear and engaging language?  
 Does the entry refrain from redundancy?  
 Does the entry include colorful details?

**IV. OVERALL EFFECT                          5    4    3    2    1**

Is the entry relevant and useful to the primary audience?  
 Is the design visually pleasing?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Is the design complimentary to the product?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #16

# NEWSPAPER LAYOUT

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

### **I. CONTENT**

5   4   3   2   1

Do the headlines and text use an effective mix of styles and weights?  
Is the layout readable?

### **II. ORGANIZATION**

5   4   3   2   1

Is the focus of the layout clear?  
Does the story contain good use of specific detail?  
Does the writing effectively contribute to the topic?  
Is the content organized in a logical and consistent way that emphasizes hierarchy?  
Does the page highlight special topics of high reader interest?  
Do rules, boxes, and screens effectively organize material?

### **III. DESIGN**

5   4   3   2   1

Is the design clear and engaging?  
Does the entry refrain from redundancy?  
Does the entry include appropriate or effective use of color or variety in tones in a black and white design?  
Are all typographic details consistent and professional looking?  
Are images effectively cropped, sized, and positioned?

### **IV. OVERALL EFFECT**

5   4   3   2   1

Is the entry relevant and useful to the primary audience?  
Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Is the entry an original and creative interpretation?  
If the illustration includes a photograph, is it more than just a straight photograph or collection of photos?  
Does the illustration show evidence of effects to create a new visual product?  
Does the illustration show technique and mastery?

#### **II. ORGANIZATION** 5 4 3 2 1

Is the focus of the illustration clear?  
Is there strong evidence of technical and artistic ability?  
If the illustration is computer enhanced, does it show technique and mastery?  
If the illustration accompanies a text element, does it add another layer or enhance the story content?

#### **III. DESIGN** 5 4 3 2 1

Is the illustration clear and engaging?  
Does the entry refrain from redundancy?  
Does the entry include appropriate or effective use of color or variety in tones in a black and white design?  
If color was used, is it clear and engaging?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
Did the entry adhere to accepted legal and ethical journalistic practices?  
Does the entry include an artist statement?

**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			



This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. COMPOSITION	5	4	3	2	1
Do the photos make use of the rule of thirds?					
Do the photos have a center of visual interest?					
Have the photos been effectively cropped?					
Do the photos show peak stopped action?					

II. ORGANIZATION	5	4	3	2	1
Does the arrangement of elements within the photo complement the content?					
Are the photos technically sound in contrast, depth of field, and tonal quality?					
Are the photos free of unnecessary blur and red eye?					
Is there effective use of light?					
Are the photos shot from an original angle?					

III. CONTENT	5	4	3	2	1
Does the content avoid a cliché moment?					
Has the ball been included?					
Are faces and full body visible if needed in the storytelling moment?					
Do the photos show versatility of skill?					
Do the photos create an emotional response in the viewer?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Do the photos showcase the artist's ability to shoot in a variety of photo situations?					



PHOTO 1 SCORE: \_\_\_\_\_ / 20

PHOTO 2 SCORE: \_\_\_\_\_ / 20

PHOTO 3 SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

TOTAL SCORE: \_\_\_\_\_ / 60

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. COMPOSITION** 5 4 3 2 1

Do the photos make use of the rule of thirds?  
 Do the photos have a center of visual interest?  
 Have the photos been effectively cropped?  
 Is there evidence of framing, repetition, hierarchy, or selective focus?  
 Do the photos show genuine reaction or feature qualities?

#### **II. ORGANIZATION** 5 4 3 2 1

Does the arrangement of elements within the photo complement the content?  
 Are the photos technically sound in contrast, depth of field, and tonal quality?  
 Are the photos free of unnecessary blur and red eye?  
 Is there effective use of light?  
 Are the photos shot from an original angle?

#### **III. CONTENT** 5 4 3 2 1

Does the content avoid a cliché moment?  
 Are faces and full body visible if needed in the storytelling moment?  
 Do the photos show versatility of skill?  
 Do the photos evoke an emotional response in the viewer?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Do the photos showcase the artist's ability to shoot in a variety of photo situations?



**PHOTO 1 SCORE:** \_\_\_\_\_ / 20

**PHOTO 2 SCORE:** \_\_\_\_\_ / 20

**PHOTO 3 SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			
20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			
20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

**TOTAL SCORE:** \_\_\_\_\_ / 60

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

#### I. CONTENT

5   4   3   2   1

- Is the use of a gride system obvious?
- Does the layout have consistent spacing?
- Does the layout appropriately use white space to establish external margins?
- Does every photo have a caption that reflects the photo it describes?
- Do the captions have consistent style?

#### II. ORGANIZATION

5   4   3   2   1

- Does the layout include an effective dominant photo?
- Do the photos vary in shapes or sizes?
- Do the photos have an obvious center of interest?
- Is content effectively organized?

#### III. DESIGN

5   4   3   2   1

- Is the layout visually clear and compelling?
- Do the photos grab attention?
- Does the layout refrain from redundancy?
- Is the color (if used) consistent and complementary of the layout?
- Does the headline relate to the dominant photo/story?
- Does the headline use action verbs?

#### IV. OVERALL EFFECT

5   4   3   2   1

- Is the entry relevant and useful to the primary audience?
- Did the entry adhere to accepted legal and ethical journalistic practices?



## TOTAL SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Is the theme and/or unifying concept clearly introduced on the cover?					
Is the theme/concept simple, clear, well-conceived, easily identifiable, and relative to the student readers?					
Is the content original?					
Is the typography effective?					
Is the theme present in the cover, end sheets, title page, opening/closing, sections and dividers?					
Did the writing further develop the theme?					
Did the writing employ clear and engaging language?					
Does the entry include colorful details?					

II. ORGANIZATION	5	4	3	2	1
Is the thematic concept appropriately packaged if used?					
Does each spread have a dominant element that serves as the focal point?					
Are various section's designs distinctive from other sections of the book?					
Do the design elements assist in visually combining the design of the entire book?					

III. DESIGN	5	4	3	2	1
Are the alignment and spacing effectively used?					
Are fonts and colors effectively used?					
Is the design original with color and topographical details?					
Is there an obvious design hierarchy?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Is the book's overall presentation appropriately influenced by the staff's selected theme/concept?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

**This entry is DISQUALIFIED for:**

\_\_\_\_\_ Not including opening page copy

\_\_\_\_\_ Entry contains more than 20 pages (10 spreads)

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Does the news story contain quality B-Roll (wide, medium, and tight)?					
If included, does the news story contain quality sound bites that are audible?					
Does the news story contain effective voice overs?					
Are voiceovers effective in telling a story?					
Was the style of language conversational and clear?					
Did the video include b-roll that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used if applicable?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and in focus?					
Does the news story have a clear angle?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the news story elicit an emotional response if applicable?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

**This entry is DISQUALIFIED for:**

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Does the sports story contain effective voice overs?					
Does the sports story contain quality video shots?					
Does the sports story contain quality sound bites?					
If an intro is included, was it effective in setting up the sports story?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Did the video include shorts that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise?					
Does the video flow from one clip to the next?					
Were high quality graphics used if applicable?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the sports story elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<b>SUPERIOR</b>				<b>EXCELLENT</b>				<b>GOOD</b>				<b>FAIR</b>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Does the feature story contain effective voice overs?					
Does the feature story contain quality videotaped shots?					
Does the feature story contain quality sound bites?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Did the video include shorts that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise and in present tense when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the feature story elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



## TOTAL SCORE: \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<b>SUPERIOR</b>				<b>EXCELLENT</b>				<b>GOOD</b>				<b>FAIR</b>			



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Does the PSA contain effective voice overs?					
Does the feature story contain quality sound bites if applicable?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Do the graphics/effects complement the message?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise and in present tense when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the PSA elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					

**TOTAL SCORE: \_\_\_\_\_ / 20**



This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not being exactly 30 seconds or 1 minute in length.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			