

# YEARBOOK spread checklist

Before submitting spreads for deadline, use this list to verify completion.

## WRITING checklist

STAFFER	EDITOR	ADVISER	OVERALL
			1. No school name, initials, mascot and "this year."
			2. No editorializing in headlines, stories and captions: <i>They worked hard, The team gave 110%, are all smiles, strut into the new year.</i>
			3. Active not passive voice (e.g. <i>will be having, were attending</i> ).
			4. Periods, commas and question marks inside quotation marks; colons and semicolons outside quotation marks.
			5. One space after a period.
			6. No exclamation points in headlines or copy.
			<b>HEADLINES</b>
			1. Attention-getting headline connects to story.
			2. Secondary headline summarizes the story/page content in present tense.
			<b>STORIES</b>
			1. Clear angle ( <i>main idea/focus</i> ) for story.
			2. No clichés in lead or overused words or phrases: <i>Imagine, you, That's what... question leads, quote leads.</i>
			3. Lead avoids information belonging in the nutgraf ( <i>sentence/paragraph after lead or first quote that summarizes the story's content or message</i> ).
			4. Lead draws the reader in.
			5. Separate paragraphs for every quote and every transition.
			6. Story features at least three sources, preferably from different grades, genders and ethnicities.
			7. Title and full name used on first reference; last name on second and subsequent references.
			8. Attribution placed after the name (e.g. <i>Smith said</i> ) and after the first sentence of quotes.
			9. Uses "said" for attribution, nothing else.
			10. Includes quotes expressing emotions, reflections or reactions. Avoids quoting facts.
			11. Transitions use facts or paraphrase information from the interview.
			12. Transitions lead to the next quote without repeating the information in the quote.
			13. Closing connects to lead or uses a powerful quote.

## EDITING checklist

STAFFER	EDITOR	ADVISER	AP STYLE
			1. Vague words avoided: <i>a lot, many, very, several, slightly, somewhat, etc.</i>
			2. First or second person avoided ( <i>unless it's a quote, first-person narrative or theme copy</i> ).
			3. Numbers below 10 are spelled out. Numbers 10 and higher are used as numerals. ( <i>Unless referring to ages or sports statistics, e.g. 3 years old, 5-yard reception</i> ).
			4. "That" is avoided.
			5. Organization names spelled out on first reference, abbreviated on second reference. Parenthesis and initials not used with first reference.
			6. Class titles ( <i>freshman, sophomore, junior, senior</i> ) are not capitalized.
			7. Singular form is used for teams: <i>freshman team, not freshmen team</i> .
			8. Team level placed before gender: <i>freshman girls basketball, junior varsity boys soccer</i> .
			9. Possessives not used when referring to sports teams: <i>girls basketball not girl's or girls' basketball</i> .
			10. Names of months ( <i>six letters or longer</i> ) abbreviated when used with a date.
			11. Commas used instead of "on" when referencing a date: <i>They danced at Homecoming, Oct. 22.</i>

## DESIGN checklist

STAFFER	EDITOR	ADVISER	SPREAD
			1. Established eyeline.
			2. Elements begin and end on a grid or column.
			3. Consistent internal spacing established using macro, micro and conventional spacing.
			4. Dominant element ( <i>photo, photo collection or photo/copy module</i> ) at least 2 to 2 1/2 times larger than next largest element.
			5. Sizes, shapes of photos and modules vary.
			6. At least one element on each side touches an external margin.
			7. Captions placed near pictures they identify ( <i>top, side or bottom</i> ) or clearly identify photos with grouped captions.
			8. Headline placed as natural lead-in to copy.
			9. Fonts consistent with chosen type choices.
			10. Folios display correct page number and spread topic.
			11. White space used effectively.

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

TEACHER FINAL GRADE: \_\_\_\_\_

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## PHOTO checklist

STAFFER	EDITOR	ADVISER	
			1. Clear, color-corrected and properly exposed.
			2. Placed in the yearbook page folder or content folder, correctly linked to the spread.
			3. Appropriately sized to avoid low resolution.
			4. Easily identifiable.
			5. Varies number of people ( <i>single, pair, small groups, large groups</i> ).
			6. Mixture of grades, genders and ethnicities in photos ( <i>where appropriate</i> ).
			7. No faces in the gutter.
			8. Action does not face off the page.
			9. Captions or idents ( <i>names and grades only, positions optional</i> ) on all photos.
			10. Photo credits ( <i>excluding candid portraits</i> ).
			11. Cutouts have clean, smooth edges.
			12. Engaging dominant photo deserves to be larger than other images.

## CAPTION checklist

STAFFER	EDITOR	ADVISER	CAPTIONS
			1. Attention-getting lead-in serves as caption headline.
			2. First sentence provides basic information ( <i>who, what, possibly when, where</i> ) written in present tense.
			3. First sentence identifies everyone visible with first and last names ( <i>unless there are more than five subjects</i> ).
			4. Additional sentences provide complementary information ( <i>facts, additional insights</i> ) in past tense.
			5. Quotes provide additional commentary giving opinions, reflections or reactions.
			6. Beginnings of first sentences vary and don't start with name or grade.

## FINAL checklist

STAFFER	EDITOR	ADVISER	
			1. Names verified and spellchecked.
			2. Grades and titles doublechecked.
			3. Entire spread spellchecked.
			4. Clubs, sports and events indexed.
			5. All students indexed: pictured, quoted, pictured in large group, even if not identified in caption.