



# Contest Categories

## Yearbook Division

### **theme/ concept development**

Include PDF of cover, endsheet (if printed), title page, opening spread and one divider spread. You may choose to include one additional example demonstrating development elsewhere in the book (optional). Superior entries in this category will show contemporary idea fitting to school population for current year and development with visual unifiers and/or wordplay or verbal spinoffs.

### **cover design**

Include PDF of complete cover. Superior entries in this category will show innovative use of photo or graphic techniques to establish a positive first impression and introduce theme/concept.

### **student life • academics • sports • people • clubs/organizations • advertising spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

### **mini-mag or specialty/ non-traditional spread**

This category is for concept magazines, mini-mags or spreads that do not fall within the traditional sections. Include PDF of complete double-page spread. Superior entries in this category will demonstrate innovative coverage and well written copy in an interesting layout.

### **chronological spread**

This category is for publications organized in chronological order rather than traditional sections. Entries may be based on a single day, week, month, season or other time period and may represent blended content from a variety of topics. Included in PDF all pages that demonstrate a chronological section. Superior entries will utilize solid design principles to present well written copy and strong storytelling photographs from the specified period of time.

### **feature story**

Include PDF of entire double-page spread on which the story appears. If multiple stories appear, indicate clearly which is to be judged. Superior entries will engage readers with a strong lead, detailed reporting, colorful description and meaningful quotes.

### **feature photo • sports photo**

For photo entries, include PDF of complete double-page spread, and indicate clearly which photo is to be judged. Superior feature photos will offer interesting angles and composition techniques to tell a visual story. Superior sports photos will capture action or reaction in an athletic setting.

### **photo illustration**

Entries in this category should be images that have been manipulated, including (but not limited to) techniques with blur, color, background or filter effects, cutouts and poster edges. Include PDF of complete double-page spread, and indicate clearly which photo is to be judged.

### **headline design**

Include PDF of entire double-page spread on which the headline package appears. Superior entries will include both primary and secondary headline to create a strong verbal/visual entry point to the spread with insightful details about the story.

### **infographic design**

Include PDF of entire double-page spread on which the informational graphic appears. Superior entries will add meaningful details to the topic with a nicely packaged graphic that includes a source for information collected and blends with the spread's overall visual style.