

Yearbook Evaluation Guidebook

ihspa

school name: _____

Yearbook name: _____

school Year: _____

editor(s): _____

adviser: _____

student enrollment: _____

annual critique

about this critique

The Indiana High School Press Association provides this opportunity for annual critique as a way for staffs to gain detailed feedback about their yearbook. Because our judges are able to provide specific comments on a number of important topics, yearbook staffs can use this completed guidebook as a way to measure progress, discuss strengths and weaknesses and set goals for improvement. Staffs are encouraged to use this in planning their next publication.

In addition to providing specific suggestions, judges may recognize certain aspects of the book for special distinctions. As applicable, your judge will note comments at the end of the section earning special distinction.

Judges are invited to provide written comments on actual yearbook pages in addition to completing this guidebook so that staffs receive as much feedback as possible. Emphasis is on continued improvement. The IHSPA strongly encourages our judges to provide constructive comments in a positive manner to encourage, rather than discourage, students.

All yearbooks are different since they reflect attitudes of individual schools and their situations as well as changing times. For this reason, many of the guidelines and suggestions offered here are meant to provide a framework rather than a set of steadfast rules. The best staffs will continue to seek innovation and will regularly survey their readers to determine what best meets their needs.

All books achieving Superior or Excellent ranking based on this guidebook are considered Finalists in the IHSPA Hoosier Star competition. A separate judge evaluates all Finalists to determine winners, which are announced each fall at the IHSPA State Convention. Books earning Hoosier Star status are consistent with the IHSPA core values of truth, courage, integrity and freedom.

scoring

Yearbooks scored in the IHSPA annual critique earn distinction as Superior, Excellent, Good, Average or Needs Improvement.

- **Books submitted by June 1 will be returned by September 1.**
- **Books submitted between June 1 November 1 will be returned by February 1.**

EVALUATION

- **Superior:**
The staff has executed a cohesive and innovative yearbook with detailed coverage following journalistic standards.
- **Excellent:**
The staff has created a functional and attractive yearbook journalistic in nature.
- **Good:**
The staff has used basic concepts to publish a yearbook, but better planning, detail and design are necessary.
- **Average:**
The staff has included some of the components of a yearbook but increased coverage and better writing and design are critical.
- **Needs improvement:**
The staff has neglected basic concepts essential to yearbook planning and production.

_tips

- cite page numbers when referring to printed examples
- try to comment about each section of the book
- award special distinctions when work merits it
- provide examples and explanations why something is excellent or in need of improvement
- keep in mind that the newest trends may not appear in the book since its planning took place months earlier
- suggest ways the staff can incorporate trends for their next yearbook

_suggestions for Judges

- Please study the guidebook prior to evaluating a publication so you will have a solid understanding of the total concept.
- Annotate the publication in a bright color so the staff can recognize your comments easily.
- Be specific—but gentle—in your constructive comments so that no comment can be interpreted as sarcastic or hurtful.
- Please remember to cite outstanding work in addition to work that needs improvement.
- Keep in mind that the publication was conceived and produced months ago, so the most current trends may not be represented. As possible, describe trends and suggest how these may apply. Deduct points, however, if the book does not demonstrate concepts that all staffs should know.
- Use this guidebook to record your summaries and general comments with your evaluation for each category.

_advisers: help us help You (page included w/ entry)

If you would like the judge to offer specific feedback on a special section, new idea, problem or area of concern, describe it here so the judge may address your request specifically:

annual critique

_General comments and suggestions

annual critique

Final Evaluation

| category | evaluation |
|--------------------|------------|
| _theme/concept | _____ |
| _coverage | _____ |
| _layout & design | _____ |
| _writing & editing | _____ |
| _photography | _____ |
| _special details | _____ |

Judge's signature: _____

overall evaluation

- superior**
- excellent**
- good**
- average**
- needs improvement**

annual critique