FAIRE YEARBOOK RUBRIC

Each category is based on professional industry standards in publishing, photography, design, and writing.

CONTENT & COVERAGE

	0-10 POINTS	20-30 POINTS	40-50 POINTS
Coverage	*Limited or incomplete coverage; many key events, groups, or individuals are missing or underrepresented.*	*Adequate coverage of major school events, groups, and individuals; some minor gaps in representation or detail.*	*Comprehensive coverage of all school events, groups, and individuals from grades 9-12; includes diverse perspectives and balanced representation.*
Special Pages *Examples: senior or graduate pages, tribute or dedication ads, awards and superlatives, year in review, or special event pages.*	*no special pages; lacks content regarding school culture*	*Few special pages; lacks content regarding school culture, limited focus on school activities and student life*	*Creative and well-designed special pages that highlight unique aspects of the school community; integrates multimedia or innovative layouts.*
Opening page	*Opening page is missing, unclear, or poorly designed; does not reflect the yearbook theme.*	*Opening page present and adequately represents the yearbook theme; design is functional.*	*Engaging and informative opening page that sets the tone and theme of the yearbook clearly and professionally.*
Index/Colophon	*Index/colophon missing or incomplete; formatting is confusing or unprofessional.*	*Index/colophon present with most necessary information; formatting is clear but may lack polish.*	*Complete and accurate index/colophon with all necessary information; professionally formatted and easy to navigate.*

FIRST PLACE CRITERIA: 950-1000
SECOND PLACE CRITERIA: 850-949
THIRD PLACE CRITERIA: 750-849
HONORABLE MENTION: 650-749
NO PLACEMENT: less than 649

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LAYOUT/DESIGN

	0-10 POINTS	20-30 POINTS	40-50 POINTS
Cover Design	*Cover design lacks clarity or relevance to theme; poor composition and unprofessional appearance*	*Cover design is clear and fits the theme with good composition; minor issues with visual balance or focus. Mostly creative and unique design*	*Creative and visually impactful cover that clearly represents the yearbook's theme; professional quality; balanced composition, title, year and clear focal point*
Theme	*Theme is inconsistent or unclear; does not contribute to a cohesive yearbook narrative*	*Theme is mostly consistent with minor lapses; communicates the story adequately*	*Consistent and engaging theme throughout the yearbook; theme is clearly communicated and enhances the overall story*
Layout	*Layout is cluttered or disorganized; poor use of space and grid, making navigation difficult*	*Layout is organized with some balance; minor issues with spacing or flow*	*Layout is well-organized, balanced, and guides the reader naturally; effective use of positive/negative space*
Typography	*Typography is hard to read, inconsistent, or detracts from the design*	*Typography is legible and mostly consistent; some inconsistencies in fonts, sizing, or styles*	*Typography choices are professional, legible, and complement the design; consistent use of fonts, sizing and styles*
Design elements	*Design elements are low quality, poorly placed, or distract from the overall design*	*Design elements are appropriate and mostly integrated; some elements may feel out of place or lack quality*	*Design elements (graphics, icons) are high quality, well-integrated, and enhance the layout and theme*

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PHOTOGRAPHY

	0-10 POINTS	20-30 POINTS	40-50 POINTS
Focus & Sharpness	*Images are frequently out of focus, making subjects unclear. Images are low resolution or appear pixelated.*	*Most images are in focus, with occasional softness that does not detract from the subject. Some images are low resolution or appear pixelated.*	*Images are consistently sharp and clear, highlighting key subjects effectively. All photos used are high resolution.*
Exposure	*Images are often too dark or too bright, obscuring important details.*	*Exposure is generally correct but may have minor issues with brightness or shadow detail.*	*Exposure is well balanced, with appropriate brightness and contrast that enhances image clarity.*
Composition	*Composition is weak or distracting, with poor framing and lack of visual interest.*	*Composition shows some understanding but lacks consistency or impact in framing and balance.*	*Strong composition techniques are used, including rule of thirds, leading lines, and framing to create visually engaging photos.*
Storytelling	*Few images tell a compelling story or convey a specific message.*	*Some images tell a compelling story or convey a specific message.*	*The majority of images tell a compelling story or convey a specific message.*
Photo Editing	*Editing is minimal, inappropriate, or detracts from the photo quality and does not follow journalistic photo standards.*	*Editing is applied but may be inconsistent or occasionally overdone.*	*Editing enhances the photos subtly and professionally without distracting from the content.*

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WRITING

	0-10 POINTS	20-30 POINTS	40-50 POINTS
Mechanics	*Frequent errors that distract or confuse the reader.*	*Few minor errors that do not interfere with readability.*	*Writing is free from grammar, spelling, and punctuation errors.*
Clarity & Conciseness	*Ideas are unclear or wordy, causing confusion.*	*Ideas are mostly clear, with some unnecessary words or repetition.*	*Ideas are clearly expressed with precise, concise language.*
Accuracy & Objectivity	*Contains significant inaccuracies or biased statements.*	*Mostly accurate with minor bias or slight factual errors.*	*Information is written in a factually accurate manner and presented without bias or hyperbole.*
Titles (Headlines)	*Captions are missing, incomplete, or do not relate to the photo.*	*Some captions adequately describe the photograph with basic context. Some captions may be missing.*	*Captions provide insightful context and enhance the photograph.*
Copy	*Main copy is disorganized or lacks informative content.*	*Main copy is organized and informative with minor lapses.*	*Main copy is well-organized, informative, and supports historical record.*
Captions	*Main copy is disorganized or lacks informative content.*	*Main copy is organized and informative with minor lapses.*	*Main copy is well-organized, informative, and supports historical record.*