

# Yearbook design report card

no (0 pts.)  
somewhat (1pt.)  
yes (2 pts.)

name of evaluator \_\_\_\_\_

yearbook \_\_\_\_\_

		comments	score
<b>headlines &amp; type</b>	Do headlines intrigue, inform and invite readers in?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do feature heads project an appealing personality?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do decks effectively summarize and sell stories?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do various type styles/weights add to text readability?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are all typographic details polished and professional?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>photos</b>	Are photos active (rather than dull & passive)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are photos cropped, sized and positioned properly?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are photos sharp, clear and well-composed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is the full color or spot color well balanced?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do enough photos appear throughout the book?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>graphics &amp; artwork</b>	Do maps, charts & diagrams enhance text where needed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is graphic data meaningful, accurate & understandable?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are sidebars typographically well-designed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are drawings & artwork clean and well executed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do occasional graphics enhance the theme of the book?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>theme package</b>	Does the cover immediately establish your personality?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is the theme text typography inviting?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do dividers advance the theme and help readers navigate?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is color used effectively in theme photos & graphics?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do endsheets, dividers, opening & closing work together?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>inside pages</b>	Is the content organized, logical and consistent?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do layouts use modular shapes with strong dominants?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is there a mix of story-telling devices throughout?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Does the grid work to organize spreads?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do the layouts vary enough to stay interesting?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>the basic fixtures</b>	Are liftout quotes / quote collections used effectively?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are margins & spacing uniform and appropriate?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are portrait pages clean, clear, with some value added?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do rules, boxes & screens effectively organize material?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are bylines and other credits well designed, professional?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>volume &amp; variety</b>	Do pages combine hard news with "softer" features?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Have major stories been packaged with effective sidebars?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do spreads give readers a sense of motion & activity?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Does coverage highlight people in your school community?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Does coverage appeal to a broad range of tastes & interests?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>ads &amp; self-promotion</b>	Does theme package effectively "sell" the book?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Did you offer any contests or giveaways? Sponsor events?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Were book sales and ad sales effectively marketed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are display ads and/or senior message ads well designed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are there community connections evident in book?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>user-friendliness</b>	Is there a complete index designed to help readers?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is some coverage interactive (quizzes, Q&As, checklists)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Do you run complete calendars/scoreboards?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are all captions complete, with idents for those pictured?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is there complete school information on title page?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>personality</b>	Does book's personality match that of its target audience?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Was ladder flexible enough to handle changing events?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Is the book's theme package sophisticated, contemporary?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Are there surprises scattered through the book?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Will anything in the book incite reactions from readers?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

2008, adapted by Jack Kennedy, from a 1993 concept by Tim Harrower

## grading scale

Whether you are big or small, sectional or chronological, the same design principals apply. Your score will help you assess your graphic identity and your appeal to readers. Some categories may not seem to apply to you - mark those for further discussion.

**90-100:** Outstanding; a top-notch publication.

**70-89:** Good, but you could still use a few new ideas.

**50-69:** Average - possibly dull. Need major changes.

**below 50:** Time for a change. An aggressive redesign will reawaken your readers and revitalize your staff.

YOUR  
TOTAL  
SCORE 