2023 LSPA YEARBOOK CONTEST CATEGORIES

All yearbook submissions are automatically considered for "Best Overall" and "Design" categories.

- <u>Best Overall Yearbook</u>:
  This category is an aggregate sum of all the elements below. Without considering the yearbooks for all the categories together, it would be difficult to judge which entries qualify to be called the "Best Overall Yearbook."

- <u>Design</u>:
  a) <u>Cover design</u> includes hand or computer-generated artwork or photography used on the cover.
  b) <u>Overall design</u> includes cover design as well as design of inside pages, which assesses use of best practices in the use of fonts, photographs and text to convey a story in print form so that it is visually appealing; appropriate use of white space, captions, photo bleeds, margins and consistent spacing.

Be sure to let us know which pages/sections you wish to be considered for all categories below (TWO entries per category):

- <u>Theme Development/Organization</u>:
  Include two pages that demonstrate the yearbook's theme. Judged on design, creativity, originality, use of space and continuity.

- <u>Coverage:</u> Spreads included in any of the sections. Judged on design, creativity, originality, use of space and continuity.

- <u>Division Pages:</u>
  Include two division spreads. Judged on design, creativity, originality, use of space and continuity.
  Examples: Student Life Spread; Academic Spread; Clubs/Organizations Spread; Class Section.

- <u>Photography:</u>
  Examples: Sports photos (any non-portrait photos directly related to sporting events); Feature photos (non-portrait, non-sports photos that create a special effect or entertain, appeal to the emotions, and accompany a feature story or stand alone on a page with a cutline.

- <u>Copy</u>: Writing of copy is to be judged on clarity, style, completeness and appropriate form.
  Examples: Sports writing (sports-related copy or articles);
  Feature Writing (non-sports-related copy or articles): Is the copy easy to read? Is it written well, free of grammatical errors and without any typographical errors? Does it have a well written lead? Does it tell a story?

> **Please refer to the above category descriptions so that you'll know how the LSPA defines categories and the elements judges will use to determine winning submissions. Remember to let us know which TWO entries you would like considered for each category. Questions? Kyrin Lewis at lspamanship@lsu.edu.**