

UNCAGED PRINT ISSUE PUBLICATION GRADE

self / EDITION: _____ TOTAL: _____ / 100
 team / EDITION: _____ TOTAL: _____ / 100

Category	Spartan 100% - 90%	Gold 89% - 80%	Silver 79% - 70%
<p>Coverage</p> <p>_____ x .20 = _____</p>	<ul style="list-style-type: none"> Attempts to reach whole school community Emphasizes topics of concern, consequence to most students Lively, entertaining, enterprising, well-balanced Thorough reporting w/at least 3 sources, when applicable Diversity of coverage with news, opinion, feature, and sports Emphasis on advance reporting 	<ul style="list-style-type: none"> Attempts to reach majority of school community Emphasizes topics of interest to most students Entertaining and well-balanced Solid reporting w/at least 3 sources, when applicable Some diversity of coverage with news, opinion, feature, and sports 	<ul style="list-style-type: none"> Reaches niche segments of school community (i.e. upper classmen, AP students, etc.) Topics may be interesting to staff but not necessarily most students May be entertaining, but lacks balance OR may be balanced, but is not entertaining Several stories lack adequate sources OR several stories lack factual content Opinion and/or sports is overlooked
<p>Writing & Editing</p> <p>_____ x .35 = _____</p>	<ul style="list-style-type: none"> Leads vary in structure and catch reader's interest Stories are focused, factual, and not padded with trite quotes or editorial comments Transitions in stories are effective, make connections for the reader Objectivity is maintained in all news, sports, and feature stories Stories reflect thoughtful and thorough interviewing Quotes are used effectively Stories emphasize the HOW or WHY element and the SO WHAT element Stories avoid summaries of general material that everyone knows or summaries of other publications' reporting Consistent, concise, lively (action verbs) writing style Fairness is always maintained, especially in controversial issues All people are completely identified in a consistent style, in stories, captions, infographics, and sidebars Paragraphs vary in length, but are usually short Attributions are used consistently 3rd person is used consistently Headlines attract reader attention, reflect information Captions have impact and purpose; 1st sentence is present tense, others are past; all people in photo are completely identified in caption; all photos have correct credit 	<ul style="list-style-type: none"> Some effective, interesting leads; leads may lack variety Some stories are focused, factual, and not padded with trite quotes or editorial comments Transitions in stories are evident Objectivity is maintained in all news, sports, and feature stories Stories reflect sound interviewing Stories quote only opinion and paraphrase facts Some stories emphasize the HOW or WHY element Most stories avoid summaries of general material everyone knows or summaries of other publications' reporting Stories use appropriate news style; most are consistent and concise Fairness is always maintained, especially in controversial issues All people are completely identified in a consistent style in stories Paragraphs are usually short Attributions are used appropriately 3rd person is used consistently Headlines use appropriate news style, but may not be interesting or reflect information Captions are present; 1st sentence is present tense, others are past; all people in the photo are identified; all photos have credit 	<ul style="list-style-type: none"> Leads, while journalistically sound, do not attract reader interest and/or leads lack variety Most stories lack a clear focus and/or are short on factual information Transitions are missing in most stories or ineffective Several stories include inappropriate reporter opinion, either directly in the story, or through bias Stories emphasize the WHAT, not the HOW or WHY Several stories simply summarize material everyone already knows or summarize what another publication has already reported Several stories do not use appropriate news style and/or may be verbose or padded Fairness is always maintained, especially in controversial issues All people are identified in stories Attributions are used appropriately with all quotes 3rd person dominates Some headlines do use appropriate news style Some photos lack captions or credits and/or some captions or credits are incorrect

<p>Design</p> <p>_____ x .20 = _____</p>	<ul style="list-style-type: none"> • Overall design of the issue is visually appealing and lively; it draws the reader's eye in • Overall design of each page/spread reflects the dominant design/personality of the publication • Standing elements and "layout specs" are consistently adhered to • Each page/spread has a clear, compelling concept that is communicated visually and in words • Each page/spread uses modular design and adheres to the grid • Each page/spread is at least 1/3 high quality photos/art/graphics • Each page/spread has a clear visual CVI, is balanced and has transition • Color, special fonts, tints and other graphic elements are used for a clear visual purpose • No page/spread breaks design rules or principles 	<ul style="list-style-type: none"> • Overall design of the issue is visually organized, professional, and neat • Overall design of each page/spread reflects the dominant design/personality of the publication • Standing elements and "layout specs" are consistently adhered to • Each page/spread attempts to communicate a concept visually • Each page/spread uses modular design and adheres to the grid • Each page/spread uses appropriate photos/art/graphics • Each page/spread has a CVI that is balanced • No page/spread breaks basic design rules or principles 	<ul style="list-style-type: none"> • Overall design of the issue is inconsistent • Overall design of most pages reflects the dominant design/personality of the publication • Standing elements and "layout specs" are usually adhered to • Each page/spread adheres to the grid • Each page/spread has a visual element, such as a photo, artwork, or graphic element • Some pages lack a CVI and/or balance • One or two basic design rules are broken in the issue
<p>Photography & Graphics</p> <p>_____ x .15 = _____</p>	<ul style="list-style-type: none"> • Photos are carefully planned and selected for reader interest and reproduction quality • Photos are appropriately cropped • Elements of composition are used to create artistic photos that also fulfill journalistic expectations • Photo content is newsworthy • A variety of photo types is used • Photos are of technical high quality • Cutouts are executed well and used appropriately 	<ul style="list-style-type: none"> • Photos are planned and selected for appropriateness to story • Photos are appropriately cropped • Some photos use elements of composition • Photo content is newsworthy • Some variety in photo types is evident • Photos are technically of good quality 	<ul style="list-style-type: none"> • Photos may not have been well planned • Photos are appropriate to the story • Photo content is newsworthy • Photos lack variety and/or few photos are used at all • Several photos have technical flaws (pixelated, out of focus, grainy, etc.)
<p>Editorial Content</p> <p>_____ x .10 = _____</p>	<ul style="list-style-type: none"> • Publication strives to be a leading voice in the school community, expressing concern for the well-being of the school, students, and staff • Publication strives to keep the school community informed of important school and non-school information relevant to students • Publication strives to stimulate discussion and participation through responsible, fact-based comment on a wide range of issues concerning students' immediate or future lives • Publication is always responsible, professional, ethical, and journalistic 	<ul style="list-style-type: none"> • Publication provides comment on issues that concern the well-being of the school, students, and staff • Publication provides relevant information about school and non-school events and activities • Publication is responsible, professional, ethical, and journalistic 	<ul style="list-style-type: none"> • Publication provides information about school and non-school events and activities • Publication is responsible, professional, ethical, and journalistic

