

SPREAD GRADING

Topic: _____ Pgs: _____ Bylines: _____

Date:

Enter V (good), X (missing), or – (improvement needed)

SELF-CK Team Leader Adviser Comments

The words:

- HEADLINES: brainteasing, powerful, appealing visual-verbal connection is made _____
- Heads, subheads, work together _____
- Dominant headline matches or echoes the dominant photo and unifies _____
- Spread has been spell-checked _____
- Paragraph styles have been used _____
- Captions are written in ABCDQ style _____
- Names, grades, titles are in correct format _____
- Captions do not begin with a name _____
- Bylines are on all stories and photos _____
- Correct grammar and punctuation used _____
- No contraband words or vague statements _____

The pictures:

- Clearly identifiable focal point _____
- Coverage of people is adequate and varied _____
- Photos are taken from various angles _____
- 300 dpi: Nothing is fuzzy or blurry _____
- Boxes do not have borders or backgrounds _____

The spread:

- Clear hierarchy (levels of importance) _____
- Folio, fonts and details are correct _____
- White space is used to separate, not trapped _____
- There is an eyeline and separators _____
- Dominant photo crosses the gutter _____
- No widows or orphans in text _____
- Spacing and alignment are correct: Nothing in the gutter or off the grid _____
- Every identifiable person has been identified _____

- Mods are placed with purpose: Spread is neither sparse nor cluttered
- Names are checked from master list
- Fonts are correct
- Dominant story has lead-in paragraph and character styles
- Every photo has a caption
- Every copy block has a headline

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Overall evaluation by team leader:

Overall evaluation by adviser:

Additional comments: