

# COPY EDITOR CHECKLIST



Page # \_\_\_\_\_ Checked by: \_\_\_\_\_ Date Received: \_\_\_\_\_

## PHOTO PACKAGE COPY EVALUATION

**HEADLINE** Headline must grab the reader's attention (not just "football") and establish spread content

- \_\_\_\_\_ Must RELATE to the event pictured - bonus points if you use strong action verbs, visual nouns and adjectives
- \_\_\_\_\_ Four to five words MAX (approx. same number of characters)
- \_\_\_\_\_ Does not include spread word (main topic)

**SUBHEADLINE** Secondary headline/subheadline must introduce the angle/summarize the story topic

- \_\_\_\_\_ Includes spread word & in proper tense
- \_\_\_\_\_ First-second sentence explains the story/angle & does not use the words some, explains, shares, etc.
- \_\_\_\_\_ Third-fifth sentences explain background and event, as well as event connection to spread topic
- \_\_\_\_\_ Has been spell-checked (computer & human) and is free of grammatical/mechanics errors
- \_\_\_\_\_ Is two to five sentences long
- \_\_\_\_\_ Credit(s) at the end of subhead EXACTLY as typed here (but w/ your names): content by JOHN SMITH and JANE DOE

## CAPTIONS

- \_\_\_\_\_ EACH photo has a caption
- \_\_\_\_\_ Caption includes five Ws and H
- \_\_\_\_\_ All captions must be correctly written using proper caption formula
- \_\_\_\_\_ Structure: Attention-getter/Lead-ins make caption/photo connection, GRABS attention
- \_\_\_\_\_ First sentence: Present tense, identifies who (everyone in photo - unless there are more than four people, where you identify the student who is the clear focus of picture) & describes what is happening in each photo
- \_\_\_\_\_ First sentence does not start with a name, state the obvious or include clichés
- \_\_\_\_\_ Written in third person (no I, you, we)
- \_\_\_\_\_ Second sentence: Past tense, adds important background information about the person, event, group, etc. that's not obvious from the picture (Five Ws & H, Sports captions should include stats!)
- \_\_\_\_\_ Third sentence: Quotes are interesting, not facts and from a pictured person in the photo No quote is made up or faked!! (Page is given an F if a quote is made up or inaccurate)
- \_\_\_\_\_ Quotes are QUOTABLE and interesting - NOT A FACT. They should be specific and could not have been said by just anyone, they tell a story
- \_\_\_\_\_ Word choice: No editorializing, No banned words (school name/this year/mascot/some students, etc.)
- \_\_\_\_\_ Avoid indefinite terms: Many, some, most, a lot, etc.
- \_\_\_\_\_ Written using proper AP style
- \_\_\_\_\_ Each teacher's name is written out (Mr. Ed Jones) and includes job/role indication (principal Mr. Ed Jones)
- \_\_\_\_\_ When applicable, each student/member/players name is written out (John Smith) and role indication (quarterback John Smith)
- \_\_\_\_\_ Correct photo credit style (at end of each caption: photo/John Smith)
- \_\_\_\_\_ Spelling, grammar, and punctuation are correct. Sentences are complete.
- \_\_\_\_\_ NO captions start with a name (including after the attention getter)
- \_\_\_\_\_ Spread has no more than one caption beginning with an "ing" word
- \_\_\_\_\_ Lead-ins/attention-getters do not begin with "ing"
- \_\_\_\_\_ All corrections have been fixed and highlighted
- \_\_\_\_\_ No missing details or explanations
- \_\_\_\_\_ Nothing is hard to understand
- \_\_\_\_\_ Overall, captions are positive and interesting

### SCORING MARKS

- + = 10 points (perfect)
- +/- = 7.5 points (minor changes)
- = 5 points (some errors)
- x/- = 2.5 points (several errors)
- x = ) (not there/missing)



## MOD COPY EVALUATION

**HEADLINE** Headline must grab the reader's attention (not just "football") and establish spread content

- \_\_\_\_\_ Must RELATE to the mod topic/content, should not be random - bonus points if you use strong action verbs, visual nouns and adjectives
- \_\_\_\_\_ Four to five words MAX (approximately the same number of characters)
- \_\_\_\_\_ Does not include spread word (main topic)

**SUBHEADLINE** Secondary headline/subheadline must introduce the angle/summarize the story topic

- \_\_\_\_\_ Includes the main topic
- \_\_\_\_\_ First sentence should be short and clear - Can be in a question format; can be in first person (for example: What's in your bag?)
- \_\_\_\_\_ Explains the angle and does not use the words some, most, explains, shares, etc.,
- \_\_\_\_\_ Second and/or third sentence - explains background
- \_\_\_\_\_ Mod credit(s) at the end of subhead EXACTLY as typed here (but w/ your names): content by JOHN SMITH and JANE DOE

### ALL COPY

- \_\_\_\_\_ Has a minimum of three sources when a mod features more than one student
- \_\_\_\_\_ Word choice: No editorializing, no banned words (school name/this year/mascot/some students, etc.)
- \_\_\_\_\_ Written using proper AP style
- \_\_\_\_\_ Each teacher's name is written out (Mr. Ed Jones) and includes job/role indication (principal Mr. Ed Jones)
- \_\_\_\_\_ When applicable, each student/member/player's name is written out (John Smith) and role indication (quarterback John Smith)
- \_\_\_\_\_ Correct photo credit style (at end of each caption: photo/John Smith)
- \_\_\_\_\_ Spelling, grammar, and punctuation are correct. Sentences are complete.
- \_\_\_\_\_ All corrections have been fixed and highlighted
- \_\_\_\_\_ No missing details or explanations
- \_\_\_\_\_ Nothing is hard to understand
- \_\_\_\_\_ Avoids indefinite terms: Many, some, most, a lot, etc.
- \_\_\_\_\_ Quotes are QUOTABLE and interesting - NOT A FACT. They should be specific and could not have been said by just anyone, they tell a story
- \_\_\_\_\_ Overall, quotes are positive and interesting
- \_\_\_\_\_ Information is adequate, not too much or too little
- \_\_\_\_\_ Nothing is hard to understand
- \_\_\_\_\_ Check grammar including proper quote punctuation!
- \_\_\_\_\_ RUN SPELL CHECK ON EVERY WORD!!!!
- \_\_\_\_\_ Every name must be spelled correctly, the online spell check should know how to spell their name (and double checked that they are marked off - notify adviser if they have been used too often in the book).
- \_\_\_\_\_ On mod, comma, quotes and IDs should be written out as such (NO SAID) names should be indented three spaces:  
    "I love yearbook," - John Smith (7)
- \_\_\_\_\_ If corrections needed - notified staffer and check to see that they have been made. The staffers have TWO DAYS to make corrections without losing points off of their overall spread grade.

I have checked this spread and corrected all of the above items.

Signature: \_\_\_\_\_ Date Finished: \_\_\_\_\_

# DESIGN EDITOR CHECKLIST



Page # \_\_\_\_\_ Checked by: \_\_\_\_\_ Date Received: \_\_\_\_\_

## GENERAL

- All photos are up to quality standards. If there are dark photos that need to be brightened, let your adviser know
- All visual elements have reason for being there- no decorations
- Body copy/captions in correct font
- Captions should be stacked together whenever possible - avoid stair-stepping - BUT they should always be touching the photo they are talking about
- Design follows natural eye flow
- Dominant photo 3x larger than 2nd largest photo
- Dominant photo's subject faces toward body copy/center of spread
- Each package (primary, secondary and tertiary) should be clearly separate from the other packages
- Faces, words and other important items are not in the gutter
- For headlines and subheads, make sure the Photoshop editors can see where you would like the headlines to go
- Has eyeline
- Headline/Subheadline copy in proper font
- More important elements large (hierarchy)
- No copy is cut off/misspelled (no red underlines or red diamonds)
- No two photos are same size (unless they are related)
- Primary stories have been placed in TWO even columns (if this is your style)
- Pulls color from dominant photo to lead reader's eye across spread
- Secondary photos have names/IDs on the photo and it is visible - text may have to be changed from black to white
- Stacked, offset major text (headlines/subheadlines)
- Tertiary and secondary must have design elements added and be laid out nicely - check design elements again once Photoshop has added them.

## SPACING

- Is consistent
- Leading is consistent at \_\_\_\_\_ pt.
- Kerning is consistent at \_\_\_\_\_ pt.
- Consistent spacing between photos in a package
- Consistent measure establishes kinds of content.
- No widows/orphans
- No copy more than 36 characters wide
- Page has balance

I have checked this spread and corrected all of the above items.

Signature: \_\_\_\_\_ Date Finished: \_\_\_\_\_

STAPLE THIS TO THE SPREAD AND PASS IT ON TO THE ORGANIZING EDITOR

# PHOTOSHOP EDITOR CHECKLIST



Page # \_\_\_\_\_ Checked by: \_\_\_\_\_ Date Received: \_\_\_\_\_

- Headline and subhead must be re-done in proper fonts in Photoshop and placed back on page
- Folios must be complete, placed in the proper spot and set in the proper font (you should lock them once they are placed in)
- All cutouts that were needed have been created and re-uploaded/placed on spread
- All design elements have been created and placed on page - make sure to place properly such as sending them to the back/not covering up text, etc.
- Notify design editors of any design adjustments that need to be made

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# ORGANIZING EDITOR CHECKLIST



Page # \_\_\_\_\_ Spread topic: \_\_\_\_\_ Checked by: \_\_\_\_\_

- Deadline for this spread is: (circle one)    1   2   3   4   5
- All editors (photoshop, copy, design) have checked and approved
- Spread checklist was completed and correct
- Any corrections needed (found by editors) have been made
- I have reprinted this spread and attached the final version to this packet

## COMMENTS

I have checked over this spread and there are NO ERRORS ON THIS SPREAD.

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