

Writing and Photography	
Body Copy	Headline
<ul style="list-style-type: none"> <li>• Accurately records the history of the year</li> <li>• Uses feature leads</li> <li>• Story has a unique focus</li> <li>• Quotes are story-telling</li> <li>• Quotes are correctly attributed</li> <li>• Transitions help reader move through story</li> <li>• Uses third person, objective voice</li> <li>• Opinion is found only in direct quotes</li> <li>• Contains specific details</li> <li>• Evidences careful editing and stylebook use</li> </ul>	<ul style="list-style-type: none"> <li>• Contains main and secondary heads</li> <li>• Written in present tense</li> <li>• Eliminates unnecessary words</li> <li>• Draws reader into story</li> <li>• Usually has one main head per spread</li> <li>• Is Technically correct</li> <li>• Design is consistent within sections</li> <li>• Feature heads combine subject/verb</li> <li>• Avoids labels (Football, Cheerleaders, English, etc.)</li> </ul>
Caption	Photography
<ul style="list-style-type: none"> <li>• Every photo has a caption</li> <li>• Answers the 5 Ws and H about photo</li> <li>• First sentence written in present tense</li> <li>• Remaining sentences written in past tense</li> <li>• Consistent typeface and size used within section</li> <li>• Visual and verbal leads link caption to photo</li> <li>• Does not state the obvious</li> <li>• Evidences careful editing and stylebook use</li> <li>• Group photo captions have consistent format Front Row: Second Row: Back Row</li> <li>• Never uses left to right</li> <li>• Has no gag captions</li> <li>• Never puts words in anyone's mouth</li> <li>• Reports the outcome of the action shown</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent contrast</li> <li>• Sharp focus</li> <li>• Strong center of interest</li> <li>• Cropped to center of interest</li> <li>• Action and/or reaction</li> <li>• Natural-looking coverage</li> <li>• Good photo techniques</li> <li>• Faces center focus</li> <li>• No digital manipulation</li> <li>• Group photos cropped effectively (at waist, above head, at sides)</li> <li>• No formations, hidden faces</li> <li>• Varied content</li> </ul>