

**KEMPA**

Kettle Moraine Press Association

Individual Entry Competition – YEARBOOK

GENERAL INFORMATION AND GUIDELINES

- * Entries must be work completed from Aug. 2019 through June 2020. Entries must be work that has been submitted to the publisher prior to entering this competition, even if the yearbook has not been published.
- * Each individual entry costs \$3. There is no limit to the number of entries by school or per category.
- * Each individual entry must be listed on the appropriate Individual Competition registration form. Use the digital form available on our website at www.kempajournalism.org/.
- * All submissions must be received by June 30, 2020.
- * Winners will be announced at KEMPA's annual Fall Scholastic Journalism Conference in October and win-ning work will be posted on www.kempajournalism.org/

INDIVIDUAL YEARBOOK ENTRY INSTRUCTIONS

- * **FILE NAMING:** entries **must be named** as SchoolName_EntryCategory_StudentFirstLastName(s)_Headline (or partial headline using key words) and saved as PDFs. For example, if John Smith is entering a student life spread, his entry would be named: GenericHighSchool_StudentLifeSpread_JohnSmith_Homecoming.
- * **SUBMITTING PDFs:** email or share properly named PDFs of each page or spread you are entering for competition; yearbook entries **must be submitted as PDFs** to show the work as it was published (or will be published in this year's yearbook). No paper tear sheets will be accepted or judged.
- * **REGISTRATION FORM:** each entry **must be listed** on the registration form. Separate multiple entries in a category with a semi-colon (;) and space. Make additional copies of the registration form if you require more space to list entries on the paper copy; for those using the digital form, the entry boxes will expand as needed.
- * **WARNING:** All content must be free from plagiarism and follow copyright and fair use guidelines.
- * See the registration form for further information.

INDIVIDUAL YEARBOOK CATEGORY DESCRIPTIONS

- * **Student Life Spread:** reflects the diversity of the school population and students' varied interests; showcases a major school event or daily routines to show the student experience, on campus or off; captures the year's teen culture, including what students are wearing, listening to, reading, buying or thinking about.
- * **Academic Spread:** curricular developments and class-related activities are covered from the student perspective; offers a sense of what students learn and how they learn it through innovative and interesting approaches.
- * **Class / Club / Organization Spread:** coverage emphasizes student involvement; highlights the group's events, activities, and specific accomplishments and provides reactions from participants rather than a listing of goals/purpose; photo coverage includes photos taken over time (rather than from one event).
- * **Sports Spread:** coverage extends through entire season, including photos from a wide variety of games and activities; quotes, definitions, timelines and other relevant team info is provided, with focus on players rather than coaches; emphasis is on action, thus team photos do not dominate the spread (or may appear in a separate reference section); fans, trainers, coaches, and/or managers are represented.
- * **Divider Page:** employs basic elements of design and incorporates theme; serves as a single page or DPS to introduce a section of the book
- * **Cover Design:** should reflect personality and theme of the publication; readability of the fonts and use of color will be considered

Please note:

- * entries will be evaluated holistically; writing, design, and overall packaging will be considered equally
- * spreads should follow a column or grid plan, making pages easy for readers to follow
- * basic concepts such as dominance, proportion, balance, and eye flow should be demonstrated
- * color use should be restrained and effective to complement photos rather than add decoration
- * photos should be captioned and should have photo credits