

Name _____

Media I

November 21, 2011

Mr. Bastos

Period _____

Yearbook Project

This year, you will be constructing a layout for a hypothetical yearbook spread. The two-page spread will be autobiographical, covering your schooling. The first section will be elementary school, the second will be middle school, and the last section will be high school.

For the layout, each student will

~ Write open ended questions to ask of peers and family members.

- Questions will be OPEN-ENDED (not answered in 2 words – start with WHY)
- Must be typed!

When we return from break, we will use computers. You will

~ Complete yearbook layout on internet

- Attach photos into layout design in appropriate spot
- Write captions for photos - one PRESENT TENSE sentence describing action in photo, and one quote from a person in the picture.
- EVERY CAPTION WRITING MUST BE UNIQUE!
 - Don't start all with name
- 3-4 word headline in present tense. RELATES to copy.
- Write specifically focused copy.
 - It must revolve around one activity or event.
 - STARTS and ENDS with quote
 - It **must not repeat** any information in captions.
 - It should be 10-12 sentences.
 - It should flow from quote to quote – not just be a list of quotes.
 - Think about the connections and transitions

Name _____

Media I

November 22, 2011

Mr. Bastos

Period _____

CATEGORY	4 - OUTSTANDING	3 – MEET STAND	2–BELOW STD	1 – FAR BELOW STD	0 – No attempt, etc.
ELEMENTARY	SCHOOL	SECTION	ELEMENTARY	SCHOOL	SECTION
MAIN Photo	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 2	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 3	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 4	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Copy quotes	Quotes from three identified sources	Quotes from two people	Quotes from one person	Quote from self	No quotes in copy
COPY Quote 1 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
COPY Quote 2 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
COPY Quote 3 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
Copy focus	Copy revolves around one event in photo	Gives extraneous background to story	Tells too much	Disjointed, from multiple sources	Difficult to follow
PAST TENSE	All in tense	1 mistake	2 mistakes	3 mistakes	4 or more mistakes
ACTIVE VOICE	ALL active	One linking verb	Two linking verbs	Three linking verbs	More linking verbs
Headline	3-4 words in present tense, teases story	2 words or 6-8 words	Headline too mysterious. No connection to story	Way too long, past tense	No headline
Caption 2 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 2 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 2 first sentence in PRESENT tense	All present tense				Past tense
Caption 2 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 3 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 3 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 3 first sentence in PRESENT tense	All present tense				Past tense
Caption 3 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 4 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 4 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 4 first sentence in PRESENT tense	All present tense				Past tense
Caption 4 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote

MIDDLE	SCHOOL	SECTION	MIDDLE	SCHOOL	SECTION
MAIN Photo	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 2	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 3	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Copy quotes	Quotes from three identified sources	Quotes from two people	Quotes from one person	Quote from self	No quotes in copy
Quote 1 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
Quote 2 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
Quote 3 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
Copy focus	Copy revolves around one event in photo	Gives extraneous background to story	Tells too much	Disjointed, from multiple sources	Difficult to follow
PAST TENSE	All in tense	1 mistake	2 mistakes	3 mistakes	4 or more mistakes
ACTIVE VOICE	ALL active	One linking verb	Two linking verbs	Three linking verbs	More linking verbs
Headline	3-4 words in present tense, teases story	2 words or 6-8 words	Headline too mysterious. No connection to story	Way too long, past tense	No headline
Caption 2 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 2 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 2 first sentence in PRESENT tense	All present tense				Past tense
Caption 2 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 3 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 3 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 3 first sentence in PRESENT tense	All present tense				Past tense
Caption 3 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote

HIGH	SCHOOL	SECTION	HIGH	SCHOOL	SECTION
MAIN Photo	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 2	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 3	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Photo 4	1-3 members' faces	1-3 identifiable people	More than 3	Backs of heads, things	No picture
Copy quotes	Quotes from three identified sources	Quotes from two people	Quotes from one person	Quote from self	No quotes in copy
COPY Quote 1 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
COPY Quote 2 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
COPY Quote 3 quality	Adds to story with depth	Adds to story	Repeats info in quotes or captions, copy	Repeats same information multiple times	No quote
Copy focus	Copy revolves around one event in photo	Gives extraneous background to story	Tells too much	Disjointed, from multiple sources	Difficult to follow
PAST TENSE	All in tense	1 mistake	2 mistakes	3 mistakes	4 or more mistakes
ACTIVE VOICE	ALL active	One linking verb	Two linking verbs	Three linking verbs	More linking verbs
Headline	3-4 words in present tense, teases story	2 words or 6-8 words	Headline too mysterious. No connection to story	Way too long, past tense	No headline
Caption 2 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 2 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 2 grades	Correctly identifies all grades	1 error	2 errors		No grades
Caption 2 first sentence in PRESENT tense	All present tense				Past tense
Caption 2 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 3 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 3 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 3 grades	Correctly identifies all grades	1 error	2 errors		No grades
Caption 3 first sentence in PRESENT tense	All present tense				Past tense
Caption 3 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 4 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 4 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 4 grades	Correctly identifies all grades	1 error	2 errors		No grades
Caption 4 first sentence in PRESENT tense	All present tense				Past tense
Caption 4 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote
Caption 5 detail	Explains what is happening in photo		Tells what we can visually see in picture		Does not explain picture
Caption 5 names	Correctly spells all names, bolded	1 error	2-3 errors		No names, or incorrect names
Caption 5 grades	Correctly identifies all grades	1 error	2 errors		No grades
Caption 5 first sentence in PRESENT tense	All present tense				Past tense
Caption 5 quote	Uses said, adds info not seen in picture	Does not add to picture, repeats visual	Uses other attribution	Confusing quote	No quote

/300 Then divide by two for final score /150

Photo Checklist

- Photo 1 _____ (Elementary School – MAIN - Square)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 2 _____ (Elementary School - Portrait)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 3 _____ (Elementary School - Portrait)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 4 _____ (Elementary School - Portrait)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 5 _____ (Middle School – MAIN - Circle)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 6 _____ (Middle School - Landscape)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 7 _____ (Middle School - Portrait)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 8 _____ (High School – MAIN - Portrait)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 9 _____ (High School - Circle)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 10 _____ (High School - Landscape)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 11 _____ (High School - Landscape)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____
- Photo 12 _____ (High School - Landscape)
 - Name 1 _____ Grade _____ Checked _____
 - Name 2 _____ Grade _____ Checked _____
 - Name 3 _____ Grade _____ Checked _____