



# QUILL & SCROLL

*It's an Honor*

## 2017 Yearbook Excellence Contest

### Open to Members and Non-Members

Quill and Scroll invites entries from high school journalists who contribute to or are staff members of a student high school yearbook. Benefits include:

- Students can win awards in 18 categories and two enrollment classes (A and B).
- Each category has a sweepstakes winner (the top overall award) and national winners (runners up).
- Winners (the top 10 percent of entries in each category) receive Quill and Scroll's National Gold Key Award.
- Senior winners become eligible to apply for Quill and Scroll scholarships.
- Yearbook staffs may receive the Blue and Gold Award in any of three categories: 1) Comprehensive Writing; 2) Comprehensive Visuals; and 3) Staff Excellence. Winning entries will be included in 2017 Yearbook Excellence PowerPoint PDF file.

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## 2017 School Registration Form

There is a \$5 fee for each entry, except for Theme Development (Category #1), which is \$10. Indicate below the number of entries for each category. Submit only one entry for Theme Development. Check the school enrollment class.

(Send this section and payment information along with Student Entry Forms.)

- |  |  |
|--|--|
| <input type="checkbox"/> Theme Development (Category #1) | <input type="checkbox"/> Clubs/Organizations Photo (#11)   |
| <input type="checkbox"/> Student Life (#2)               | <input type="checkbox"/> Feature Photo (#12)               |
| <input type="checkbox"/> Academics (#3)                  | <input type="checkbox"/> Graphic Design (#13)              |
| <input type="checkbox"/> Clubs or Organizations (#4)     | <input type="checkbox"/> Photo Illustration (Category #14) |
| <input type="checkbox"/> Sports (Category #5)            | <input type="checkbox"/> Index (#15)                       |
| <input type="checkbox"/> People (#6)                     | <input type="checkbox"/> Headline Writing and Design (#16) |
| <input type="checkbox"/> Advertising (#7)                | <input type="checkbox"/> Caption Writing (#17)             |
| <input type="checkbox"/> Sports Action Photo (#8)        | <input type="checkbox"/> Personality Profiles (#18)        |
| <input type="checkbox"/> Academic Photo (#9)             |  |
| <input type="checkbox"/> Student Photo (Category #10)    |  |

The 2016 Yearbook Excellence PowerPoint PDF file, which includes sweepstakes winners and judges' comments, is now available for \$10, via email. Please send me a copy of the 2016 Yearbook Excellence PowerPoint PDF via \_\_\_\_\_ email.

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### General Information

Theme Development entry @ \$10 = \$ \_\_\_\_\_  
 Number of individual entries \_\_\_\_\_ x \$5 = \$ \_\_\_\_\_  
 Previous Winners PP PDF @\$10 = \$ \_\_\_\_\_  
 TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_  
 (or pay online at <http://quillandscroll.org/>)  
 Adviser \_\_\_\_\_  
 School \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Email \_\_\_\_\_

### School Enrollment Class (check one)

Class A: 750 or more students   
 Class B: 749 or fewer students

**DEADLINE** Postmarked no later than

**November 1, 2017**

Quill and Scroll Society  
 School of Journalism and Mass Communication  
 University of Iowa  
 100 Adler Journalism Building, Room W111  
 Iowa City, IA 52242-2004  
 email: [quill-scroll@uiowa.edu](mailto:quill-scroll@uiowa.edu)  
 phone: 319-335-3457



## 2017 Student Entry Form

(Copy and attach this section to each entry. Please print legibly.)

Category Name and Number \_\_\_\_\_  
 Year and Title of Yearbook \_\_\_\_\_  
 Entry Description/Title \_\_\_\_\_

Student's Name \_\_\_\_\_ Current Class Status (circle) So. Jr. Sr. Graduate

Additional students' name and class (If an entry wins, additional Gold Keys will be available for \$5 each)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Adviser \_\_\_\_\_ High School \_\_\_\_\_

High School Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

(If you want a news release sent to local news media, fill out the information below)

Local News Source \_\_\_\_\_ Local News Email \_\_\_\_\_

**Contributors to or staff members of a yearbook at any public or private high school are invited to enter the Yearbook Excellence Contest. Awards will be presented in each of the 18 categories of the two enrollment classes.**

## **PLEASE READ INSTRUCTIONS CAREFULLY — RULES HAVE CHANGED!**

1. Mail entries first class and postmark no later than Nov. 1, 2017.
2. There is a \$5 fee per entry, except for Theme Development (Cat. 1), which is \$10. Staffs may submit unlimited entries to all categories except Theme Development, which accepts only one. Entries not accompanied by the school registration form and entry fee will be disqualified without notification.
3. Each entry must have been published in a student yearbook at any time from Jan. 1, 2017 through Nov. 1, 2017. Entrants must have been high school students at time of publication.
4. While we recognize that several individuals may be involved with the production of a spread, only one student should be designated for recognition as the National winner. Additional production staff may be recognized with the purchase of additional certificates.
5. You may submit the actual full pages or printed copies. Note: In the photo categories, submission of the photographic print (no larger than 8 1/2" x 11") along with the actual page or copy of the page on which the photo appears is preferred, but not required.
6. The student entry form (or a photocopy of it) should be securely taped to the back of the entry in the upper-right corner. Each entry in each category needs a separate entry form filled out and taped to the back of it. Entries improperly identified will be disqualified without notification.
7. Winning entries are automatically eligible for the 2017 Quill and Scroll Sweepstakes Awards. All entries become the property of Quill and Scroll and will not be returned. We reserve the right to use entries in *Quill & Scroll* magazine and online. Only winners will be notified.

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## **CATEGORIES**

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### **Division 1 - Theme Development**

Only one (1) entry can be submitted. Entry should include cover, end sheets, introduction, division pages and closing. Entry must include the entire actual cover and pages or quality prints. Entries will be judged on overall unity of theme package including theme copy, typography, graphics and color.

### **Division 2 - Student Life**

Spreads from student life sections may be submitted. (Mini-magazine coverage may be included). Entries will be judged on the quality of copy, realistic action photos, informative and interesting headlines, captions, layout and design. Weekly, monthly or other chronological coverage may be submitted.

### **Division 3 - Academics**

Spreads from academics sections may be entered. Entries will be judged on the quality of copy, realistic action photos, informative and interesting headlines, captions, layout and design. Weekly, monthly or other chronological coverage may be submitted.

### **Division 4 - Clubs or Organizations**

Spreads from clubs or organizations sections may be submitted. Entries will be judged on the quality of copy, realistic action photos, well-cropped and composed group photos, informative headlines, captions, ID's, layout and design. Weekly, monthly or other chronological coverage may be submitted.

### **Division 5 - Sports**

Entries from the sports section may be submitted. Entries will be judged on the quality of copy, realistic action photos, informative and interesting headlines and captions, scoreboards, and layout and design. Weekly, monthly or other chronological coverage may be submitted.

### **Division 6 - People**

Spreads with either student, staff or faculty/administration coverage may be submitted. (Mini-magazine coverage may be included.) Entries will be judged on the quality of copy, realistic action photos, informative and interesting headlines and captions, layout and design. Weekly, monthly or other chronological coverage may be submitted.

### **Division 7 - Advertising**

Advertisement spreads may be submitted. Entries will be judged on copy, typography, effective illustrations or photos, well-written headlines, layout and design quality.

### **Division 8 - Sports Action Photo**

Spreads with sports photos may be submitted. Entries will be judged on composition, print quality, interest and effective cropping.

### **Division 9 - Academic Photo**

Entries will be judged on composition, print quality, effective cropping and focus on students in learning/academic situations.

### **Division 10 - Student Life Photo**

Entries will be judged on composition, quality, effective cropping and focus on student life topics.

### **Division 11 - Clubs or Organizations Photo**

Entries will be judged on composition, quality, effective cropping and focus on student club or organization activities.

### **Division 12 - Feature Photo**

Photos in spreads that emphasize the human-interest angle and focus on people in their environment may be submitted. Posed shots and portraits are NOT acceptable. Entries will be judged on composition, quality, effective cropping and interest.

### **Division 13 - Graphic Design**

Spreads may be submitted that embody contemporary use of graphics to enhance the content on the spread. Includes the use of typography, screens, placement, rule lines, logos and other visual elements. Entries will be judged on composition, creativity and interest.

### **Division 14 - Photo Illustration**

Photo illustrations featuring special effects, modifications or manipulations of photographs to tell a story may be submitted. Entries will be judged on composition, quality, effective cropping and interest.

### **Division 15 - Index**

Entries must display creative use of graphics, typography, screens, photographs and/or featurettes to enhance the index presentation.

### **Division 16 - Headline Writing and Design**

Spreads from any section may be submitted that demonstrate excellence in headline writing and design. Entries will be judged on writing mechanics, effective use of typography and visual elements, and interest.

### **Division 17 - Caption Writing**

Spreads from any section may be submitted that demonstrate excellence in caption writing. Entries will be judged on writing mechanics, how well the captions complement photos or visuals, and interest.

### **Division 18 - Personality Profiles**

Spreads from any section that demonstrate excellence in profiling a person in written and visual content may be submitted. Entries will be judged on writing mechanics, visual and design elements, and interest.