

## **NC College Media Association Yearbook Contest Guidelines**

The following guidelines are provided to help you select your publication's best work for contest submission. Entries must originate from a North Carolina college or university and must be original student work.

Yearbooks are judged on both written and visual elements. They should document the year. The yearbook as a whole should be well-organized and visually appealing. Each element should support the overall theme. Careful editing should be evident.

### **Student life**

- Should include both official photos (organized activities) and candid images (routine, daily life).
- Should highlight unique qualities of the school and its students.
- People in group photos should be adequately identified.
- Should provide informative and engaging headlines and captions in surrounding copy.

### **Sports copy**

- Appropriate attention should be given to all sports.
- Copy should include informative and engaging headlines and captions.
- Coverage should go beyond game scores and records to provide perspective on teams, athletes and their respective seasons.

### **Photography**

- Should show originality and unique insight.
- Should demonstrate technical proficiency (composition, contrast, focus, use of light, scale).
- Should capture key moments and tell a story.
- Should avoid posed photos. Include images that have strong action/reaction.

### **Inside spread design**

- Should show effective use of design elements such as typography, placement and white space.
- Should reflect innovation and creativity while staying consistent with the book's overall theme.
- Should reflect intentional, informed design choices.
- Design elements should serve to showcase the university community and its stories.