

2018 Yearbook Rubric

Carolinas Region Hallmark Awards

| Component                   | Points to be Awarded (in whole numbers for ease of calculation)  |  |  |  |   |
|-----------------------------|--|--|--|--|---|
|                             | 0 - 1  | 2  | 3  | 4  | 5   |
| <b>Cover</b>                | Chapter name, college name, or year omitted. No apparent theme. Poor execution. No creativity.   | Chapter name, college name, or year omitted. Introduces theme. Weak execution. Limited creativity.   | Chapter name, college name, or year omitted. Theme apparent. Execution apparent. Some creativity.  | Chapter name, college name, and year presented. Theme clearly presented. Execution strong. Creative.   | Chapter name, college name, year obvious. Theme well developed. Flawless execution. Highly creative.  |
| <b>Divider Pages</b>        | No divider pages. HIA/CP/Optional sections not identified. No apparent theme. Spelling/grammar errors. Poor execution.   | Improper order. HIA/CP/Optional sections identified. Theme introduced. Spelling/grammar errors. Weak execution.  | Improper order. HIA/CP/Optional sections apparent. Theme is obvious. 2-3 spelling/grammar errors. Mediocre execution.  | Proper order. HIA/CP/Optional sections identified. Theme is evident. 1 spelling OR grammar error. Strong execution.  | Proper order. HIA/CP/Optional sections clearly identified. Theme is strongly reinforced. No spelling/grammar errors. Flawless execution.  |
| <b>Content Pages</b>        | Same activities used throughout sections. No apparent theme. Use of photos only. Errors of all kinds. Sloppy execution.  | Disorganized. Some pages' inclusion in section questionable. Theme introduced. Limited use of photos and memorabilia. Spelling/grammatical errors. Weak execution. | Some events not identified. Some pages relevant to section. Theme is obvious. Some use of photos and memorabilia. 2-3 spelling/grammar errors. Mediocre execution. | Events identified on most page headers and theme carried out. Most pages relevant to section. Theme is evident. Strong use of photos and memorabilia. 1 spelling or grammar error. Strong execution. | Events clearly identified on all content pages. Relevance to section readily apparent. Theme is strongly reinforced. Creative use of pictures and memorabilia. No spelling/grammar errors. Flawless execution.  |
| <b>Following Directions</b> | Directions ignored.  | Directions apparently misinterpreted.  | Directions followed with no more than 3 errors.  | Directions followed with one to two errors.  | Directions followed to the letter.  |
| <b>Overall Aesthetics</b>   | Yearbook is falling apart or loosely bound. Yearbook is thrown together without a sense of organization. No sense of chapter's activities, impact, or growth is evident. | Yearbook is solid but disorganized. Yearbook activities appear to be repeated from section to section. Yearbook does not appear to present all chapter activities. | Yearbook is pleasing and somewhat creative. Yearbook appears to show most chapter activities.  | Yearbook is visually pleasing and reflects balanced activities. Yearbook is representative of most chapter activities at the regional level as well as the local level.                              | Yearbook is visually unique. Yearbook is thoughtful. Yearbook is reflective. Yearbook is an historic documentation of the chapter's activities of the preceding year. Yearbook shows a variety of activities at all levels: local, regional, and international. |