

PROBE BULLETIN CONTEST
____ BETY ____ IBC



**Design &
Graphics**
Score sheet

District _____ Year _____ TOTAL SCORE _____
Bulletin _____ Issues _____ | _____
Editor(s) _____ Chapter _____
Judge _____ Tel. No. (optional) _____
Address _____
E-Mail Address _____

INSTRUCTIONS TO JUDGES

The D&G Category carries 600 points, or 300 points per issue, of the total 2,000 points in the contest. If you wish, you may use one score sheet for two issues in a district (BETY) contest, hence the two columns at the left margin.
You are judging the "Presentation" of the bulletin. Score each question according to the way you feel the editor met its requirements

Numbers in brackets within the questions are the point ranges for that portion of the question. Note that point deductions are appropriate in Sections C and F.
In your critique, be constructive and offer suggestions for ways the editor might improve his bulletins. Be encouraging! Write your critique in the space provided on this form, or on a separate sheet.

1 # 2

A. Nameplate [page one requirement] (15%, 46 points)

- ____ 1. Does the nameplate attract and announce with impact? It should take up no more than one-third of the page. [0-6].
Does the use of color make an impact? [0-4]
____ 2. Does the bulletin look like a barbershop singing publication? Some indication of quartet [7], singing [5], or music? [4].
____ 3. Is the Society's logo [5], name [4], or initials [2] in the nameplate? (Maximum of 7 points)
____ 4. Is there a chapter logo featured in the nameplate? [5]
____ 5. Is the volume number [1], issue number [2], and date [5] clearly shown?
____ Subtotals

B. Masthead [page one, two, or last page] (12.5%, 37 points)

- ____ 1. Is the chapter name [3], city [1], state [1], and district [1] identified?
____ 2. Is the chapter meeting place [2], day of the week [2], and time [2] shown?
____ 3. Is the editor's name [3], address [3], phone number [2], and e-mail address [2] clearly shown?
____ 4. Is the chapter's webpage address clearly shown? [3]
____ Subtotals

C. Readability (17%, 51 points)

- ____ 1. Balance: White space is important to readability and page balance. Solid type looks hard to read and may be skipped over. White space should appear between stories [0-8], between columns [0-7], between paragraphs [0-5], and as adequate (1/4 inch) margins [0-8]. Is it used well?
____ 2. Too much white space can detract from readability. If it's a problem, deduct up to seven [-7] points.
____ 3. Layout: Does the editor avoid across-the-page copy? For layout purposes he may open with a full-page, but go to columns after one-third page. Across-the-page copy is deadly. Deduct one [-1] point for each page with more than one-third page of across-the-page copy. (Maximum of -7).
____ 4. Are the most important articles in a prominent place-generally on page one or two? [0-7]
____ 5. Does the editor avoid long paragraphs where possible? [0-7]
Does the page exhibit variety in paragraph length, thus looking like interesting reading? [0-7]
____ 6. In left and right (fully) justified columns, deduct up to five [0-7] points for excessive use of hyphens or extra spaces between words to attain justification.
____ 7. Left-justified columns should be as even as possible. Deduct up to five [0-7] points if columns are excessively ragged.
____ Subtotals

D. Headlines (17.5%, possible 53 points)

- ____ 1. Does the editor use headlines for every story, and appropriate titles for lists, short filler items, etc? [0-15]
____ 2. Do headlines create interest in reading further? [0-15] Is an action word used in each headline? [0-15]
____ 3. Does the editor use a different typeface, size, or boldface for headlines? [0-8]
____ Subtotals

E. Illustrations (17.5%, possible 53 points)

- _____ 1. Does the editor use photos with good resolution (at least 72 dpi)? [0-9]
- _____ 2. Does the editor use line art with good resolution (at least 72 dpi)? [0-9]
- _____ 3. Has the editor avoided dull plain pages, using clipart, graphics, or photos on all pages? [0-9]
- _____ 4. Are photos and line art used in balance to enhance the look & design of the page, not placed haphazardly or in bunches? [0-13]
- _____ 5. Do photos have captions (what, when, and where)? [0-3] Are individuals clearly identified? [0-3]
- _____ 6. Is original (or borrowed) artwork (not clip-art) identified and credited? [0-2]
- _____ 7. Is all clipart, logos, and/or cartoons reduced or enlarged in correct proportion (holding down SHIFT key to maintain original format)? [0-5]

_____ **Subtotals**

F. Reproduction This is a debit section. Deduct up to eight [-8] points)

- _____ 1. Is the type clear and large enough to be easily read? If not, deduct up to two [-2] points.
- _____ 2. If text is over a watermark, is the type easily read? If not, deduct up to three [-3] points.
- _____ 3. Are photos clear and distinct (fuzzy, too light or dark)? If not, deduct up to three [-3] points.

_____ **Subtotals**

G. Miscellaneous (20%, possible 60 points)

- _____ 1. Are page numbers and the bulletin's name on all inside pages (needn't number first page or last page)? [0-8]
- _____ 2. Are photos and line art matched (appropriate) to copy? [0-9]
- _____ 3. Are lists and tabulations, when used, interspersed through bulletin, not all together? [0-8]
- _____ 4. Does the editor make good use of underlining [0-3], italics [0-3], boxes [0-3], shading in boxes (fill) [0-3], CAPITALS [0-3], and bold type [0-3] without overuse?
- _____ 5. When a story is continued on another page, is it clear where to look for it? If not, deduct one [-1] point for each occurrence. Do not deduct for stories continued from one column to the next on the same page, or facing page, unless it is done in a confusing manner. (-7 maximum)
- _____ 6. If any items employed by the editor have pleased you and not already covered by the scoring, award up to 20 bonus points [0-20] and explain in your written comments.

_____ **Subtotals**

_____ **Total**

JUDGE'S COMMENTS (Use additional sheets if necessary)

Judge's signature _____

Date _____