

2012 Yearbook Rubric

Carolinas Region Hallmark Awards

Component	Points to be Awarded (in whole numbers for ease of calculation)				
	0 - 1	2	3	4	5
Cover	Chapter name, college name, or year present. 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.
Divider Pages	No divider pages. HIA/CP/Etcetera/Fellowship not identified. No apparent theme. Spelling/grammar errors. Poor execution.	Improper order. HIA/CP/Etcetera/Fellowship identified. Theme introduced. Spelling/grammar errors. Weak execution.	Improper order. HIA/CP/Etcetera/Fellowship apparent. Theme is obvious. 2-3 spelling/grammar errors. Mediocre execution.	Proper order. HIA/CP/Etcetera/Fellowship identified. Theme is evident. 1 spelling OR grammar error. Strong execution.	Proper order. HIA/CP/Etcetera/Fellowship clearly identified. Theme is strongly reinforced. No spelling/grammar errors. Flawless execution.
Content Pages	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.
Following Directions	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.
Overall Aesthetics	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.