



Quill and Scroll & HERFF JONES Yearbook Excellence Contest

2011 Entry Form

Winners of the Quill and Scroll and Herff Jones Yearbook Excellence Contest will receive a National Award Gold Key and are eligible, as seniors, to apply for the Edward J. Nell and George H. Gallup scholarships. A complete list of winners will be

posted on the Quill and Scroll Web site. Follow the instructions on page two to complete the entry forms below - for school registrations (top) and for student entries. Postmark deadline is Nov. 1, 2011. Visit www.uiowa.edu/~quill-sc or e-mail quill-scroll@uiowa.edu for more information.

The 2010 Yearbook Excellence PowerPoint presentation CD (Sweepstakes Winners) is now available for \$15. Order copies with your registration and receive free shipping. Please send _____ copies of the 2010 Yearbook Excellence CD.

There is a \$2.00 fee for each entry (maximum \$90.00 fee). Indicate below the number of entries for each division (limit of four entries per division except for theme development). Check the school enrollment category.

Mail to: Quill and Scroll Society
School of Journalism and Mass Communication
The University of Iowa
100 Adler Journalism Building, Room E 346
Iowa City, IA 52242-2004

_____ Theme Development (Div. 1)	_____ Sports (Div. 5)	_____ Academic Photo (Div. 9)
_____ Student Life (Div. 2)	_____ People (Div. 6)	_____ Feature Photo (Div. 10)
_____ Academics (Div. 3)	_____ Advertising (Div. 7)	_____ Graphics (Div. 11)
_____ Clubs or Organizations (Div. 4)	_____ Sports Action Photo (Div. 8)	_____ Index (Div. 12)

Number of entries _____ x \$2 (+ _____ Previous Winner CDs x \$15) = \$ _____ TOTAL AMOUNT ENCLOSED

Adviser (type or print) _____ School _____

City _____ State _____ ZIP Code _____

E-mail address _____ Year and title of yearbook _____

School Enrollment: **GRADES 9-12 (Check one)** **Class A: More than 750** **Class B: 749 or less**

2011 STUDENT ENTRY FORM

(type or print)

Division No. and Name _____

Year and title of yearbook _____

Entry Description/Title _____

Student's Name _____ Current Class Status: (circle) So Jr Sr Graduate

Adviser _____

High School _____

High School Address _____

City _____ State _____ ZIP Code _____

High school students who are contributors to or staff members of a student yearbook at any public, private or parochial high school that is a charter member of Quill and Scroll Society are invited to enter the competition. Awards will

be made in each of the 12 divisions of the two enrollment categories. Winners will receive Quill and Scroll's National Gold Key Award and are eligible, as seniors, to apply for one of the scholarships awarded by Quill and Scroll.

PLEASE READ INSTRUCTIONS CAREFULLY

1. Deadline - Entries must be mailed first class and postmarked no later than Nov. 1, 2011.
2. Entry fee - There is a \$2.00 fee per entry (maximum \$90.00 fee). 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, 2011 through Nov. 1, 2011.
4. Each school is limited to four entries per division except the theme development division which allows only one entry.
5. While we recognize that several individuals may be involved with the production of a spread, the entry form **must** designate **one individual** to be recognized if selected as a national winner. Entries with more than one name will be disqualified without notification.
6. Submit the actual full page or pages (not photocopies). **Note: In the photo divisions, submission of the photographic print and the actual page or spread on which the photo appears is preferred.** Cut actual pages from the book. DO NOT submit the entire book or photo copies.
7. The student entry form (or copy) should be securely taped to the reverse of the actual entry in the upper-right corner. Each entry in each division needs a separate entry form filled out and taped to the reverse side. Entries improperly identified will be disqualified without notification.
8. Winning entries are automatically eligible for the 2011 Herff Jones and 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.

DIVISIONS

Division 1 - Theme Development

Entry should include cover, end sheets, introduction, division pages and closing. Entry must include the entire actual cover. Entries will be judged on overall unity of theme package including theme copy, typography, graphics and color.

Division 2 - Student Life

Four different spreads from the student life section 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.

Division 3 - Academics

Four different spreads from the academics section may be submitted. Entries will be judged on the quality of copy, realistic action photos, informative and interesting headlines, captions, layout and design.

Division 4 - Clubs or Organizations

Four different spreads from the clubs or organizations section 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.

Division 5 - Sports

Four different spreads 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.

Division 6 - People

Four spreads from either student 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, captions, layout and design.

Division 7 - Advertising

Four spreads from the advertisements section 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

Four different photos from the sports section may be submitted. Entries should include the photographic print, if available. The photo should be no larger than 8 1/2" x 11" and attached to the spread on which it appears. Entries will be judged on composition, print quality, interest and effective cropping.

Division 9 - Academic Photo

Four different photos from the academics section may be submitted. Entries should include the photographic print, if available. The photo should be no larger than 8 1/2" x 11" and attached to the spread on which it appears. Entries will be judged on composition, print quality, effective cropping and must focus on students in learning situations.

Division 10 - Feature Photo

Four different photos from any section that emphasize the human interest angle and focus on people in their environment may be submitted. Posed shots and portraits are NOT acceptable. Requirements and criteria are the same as Division 8.

Division 11 - Graphics

Four different spreads may be submitted that illustrate contemporary use of graphics to enhance the content of subject matter on the spread. Graphics include the use of typography, screens, rule lines, logos and special headlines.

Division 12 - Index

Four different spreads may be submitted from the index that display creative use of graphics, typography, screens, photographs and/or featurettes to enhance the index presentation.