



HERFF JONES®

& Quill and Scroll

# 2007 Yearbook Excellence Contest

**W**inners 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 one of the six to eight \$500 Edward J. Nell Memorial Scholarships in Journalism, three \$1,500

scholarships, or one \$2,000 Gallup Scholarship. A complete list of the national winners will appear in the February/March issue of *Quill & Scroll* magazine. Please refer to the entry form below and follow all instructions on the back side of this form to enter.

## 2007 SCHOOL REGISTRATION FORM

Mail entries to:

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

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

\_\_\_\_\_ Theme Development (Div. 1)

\_\_\_\_\_ Student Life (Div. 2)

\_\_\_\_\_ Academics (Div. 3)

\_\_\_\_\_ Clubs or Organizations (Div. 4)

\_\_\_\_\_ Sports (Div. 5)

\_\_\_\_\_ People (Div. 6)

\_\_\_\_\_ Advertising (Div. 7)

\_\_\_\_\_ Sports Action Photo (Div. 8)

\_\_\_\_\_ Academic Photo (Div. 9)

\_\_\_\_\_ Feature Photo (Div. 10)

\_\_\_\_\_ Graphics (Div. 11)

\_\_\_\_\_ Index (Div. 12)

Number of entries \_\_\_\_\_ x \$2 = \_\_\_\_\_ TOTAL AMOUNT ENCLOSED

Adviser(type or print) \_\_\_\_\_ School \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

e-mail address \_\_\_\_\_ Year and title of yearbook \_\_\_\_\_

School Enrollment: GRADES 10-12 (Check one) \_\_\_\_\_ Class A: More than 750 \_\_\_\_\_ Class B: 749 or less

## 2007 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) Fr So Jr Sr Graduate

Adviser \_\_\_\_\_

High School \_\_\_\_\_

High School Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

**H**igh 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 (Note: two

enrollment categories). Winners will receive Quill and Scroll's National Gold Key Award and, if seniors, are eligible to apply for one of the six \$500 Edward J. Nell Memorial Scholarships in Journalism or three \$1,500 scholarships or the one \$2,000 Gallup Scholarship.

## PLEASE READ INSTRUCTIONS CAREFULLY

1. Deadline - Entries must be mailed first class and postmarked no later than Nov. 1, 2007. No extensions will be given.
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 January 1, 2007 through November 1, 2007.
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 specifically 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 it is preferred that the photographic print and the actual page or spread on which the photo appears be submitted.** Digital photos are acceptable and a print on quality Hammermill stock may be helpful. Cut actual pages from the book. DO NOT submit the entire book or photo copies.
7. The official entry form (or copy) should be securely taped to the reverse of the actual entry in the upper-right corner. Each entry in each category 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 2007 Herff Jones/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. 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 and captions and 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 and captions and 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 and ID's and 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 different 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 and captions and layout and design.

### Division 7 - Advertising

Four different spreads from the ad section may be submitted. Entries will be judged on the quality of copy and typography, effective illustrations or photos, well-written headlines and layout and design.

### Division 8 - Sports Action Photo

Four different photos from the sports section may be submitted. Entries should include the photographic print (8 1/2" x 11" maximum size), as well as 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, (8 1/2" x 11" maximum size), as well as the actual 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.