2017-18 JACC Publication Contest
ENTRY INSTRUCTIONS AND JUDGING CRITERIA / UPDATED MAY 2018

General criteria for all contest competitions

ENTRIES

For State Publication Competition: Materials published in student publications during the calendar year — Jan. 1 to Dec. 31 — are eligible for entry.

For Regional Publication Competitions (NorCal and SoCal): Materials produced during the academic year — July 1 to June 30 — are eligible for entry.

BetterBNC.com contest site: Please refer to the current year's BNC online entry instructions for details.

Number of entries: Unless otherwise indicated, each college will be allowed a maximum of two entries per category. Exceptions are all General Excellence categories and the Newspaper Front Page Layout, Magazine Cover Design and Magazine Design/Layout categories where only one entry is allowed per publication.

Multiple authors: Entries created by more than five individuals should be listed as "<Publication name> Staff."

STUDENT ELIGIBILITY

Students may compete in JACC contests as many times as they want while they are students at JACC member schools.

However, once they win a first- through fourth-place or a meritorious award — whether at a statewide convention or a regional conference, publications or on-the-spot — they may compete in that class of contests for only the next two years. The clock for this two-year rule starts ticking with the first meritorious or place win in a category and runs through the next equivalent convention/conference in two years. Honorable mention awards do not start the clock for the two-year rule.

JACC recognizes four classes of categories for the purposes of student eligibility:

■ Writing/Editing   ■ Photography   ■ Design   ■ Multimedia

Students who become ineligible in one class of contest categories may continue to compete in other classes as long as they are eligible in those classes.

MERITORIOUS AWARDS

Only "Meritorious" awards will be awarded in contests that generate 10 percent or less capacity (i.e., if 50 schools participate, capacity is 100 — 50 x 2). If 10 or fewer entries are received, no first through fourth or honorable mention awards will be made, only meritorious awards at the discretion of the judges.

Meritorious awards will also be awarded during the first two years of an experimental category. In addition, the JACC Board of Directors can approve permanent distribution of meritorious awards as it has done in the case of the Newspaper Enterprise Story/Series category.

AWARD POINTS and the PACESETTER

The Pacesetter Award is a sweepstakes award to honor the top four schools in mail-in and on-the-spot competition at the annual convention. Schools must win a newspaper or online general excellence award to qualify. Qualifying schools receive sweepstakes points for newspaper mail-in competitions and on-the-spot competitions. Magazine competitions and multimedia competitions are not included. Schools receive points for each eligible award they win:

first place = 5 points   unranked general excellence = 5 points
second place = 4 points   unranked meritorious = 3 points
third place = 3 points   honorable mention = 1 point
fourth place = 2 points

Print / Online Newspaper Competitions

CLASSIFICATIONS and COMPETITION CATEGORIES

Publication -- Newspaper General Excellence and Online General Excellence

Writing —News Story, Enterprise News Story/Series, Feature Story, Profile Feature Story, Editorial, Critical Review, Opinion Story, Column Writing, Sports Game Story

Art/Design — Editorial Cartoon, Inside Page Layout, Front Page Layout, Informational Graphic, Illustration, Student Designed Advertisement, Photo Illustration

Photography — News Photo, Sports Action Photo, Feature Photo, Sports Feature Photo, Photo Story/Essay *(new rules — word limit removed)*, Environmental Portrait *(new competition May 2017)*

Multimedia* — Online Photo Essay, Webcast/Broadcast News, Video Journalism *(*no points)*

PRINT GENERAL EXCELLENCE (AA1)

Definition: THREE CONSECUTIVE issues, which may overlap semesters or academic years within the eligibility period. Newspapers entering this category must be published at least 8 times during the school year. Issues submitted should be typical and include none published for public relations purposes. Use of color WILL NOT be a factor in judging.

Class: Publication

Divisions: None. All publications are judged against the GE criteria, not each other.

Entries: One per college. Please note: *One entry equals three consecutive issues.*

Judging: Criteria for judging are adapted from the rating book of the Associated Collegiate Press and will evaluate excellence in:

a) Coverage & Content — scope of sources, balance and vitality of content, timeliness, sports coverage.

b) Writing & Editing — news stories, depth and feature stories, sports stories, copy editing, proofreading, headline writing and presentation.

c) Opinion Content — range of opinion content, editorial writing, editorial cartoons, opinion feature writing, forum.

d) Design — front and inside pages, headline schedule, body typography, use of art elements.

e) Photography, Art & Graphics — photo content, photo quality, cutlines, art and graphics.

Awards: Winning entries will be unranked. All entries meeting detailed criteria will earn general excellence awards. *Only newspaper and online general excellence winner schools are eligible for Pacesetter Awards competition at the state convention.*

Writing competition categories

NEWS STORY (NA1 and NA2)

Definition: An article that presents new information. The subject/source may either be on- or off-campus. If the news source is off-campus, the story must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens and present new and timely information. May include a sports news story other than a game story. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include use of multiple appropriate news sources, appropriateness and significance of topic, power and succinctness of lead, accuracy, completeness, conciseness, factual support, fairness, use of appropriate sources, grammar, use of new and timely information, and writing style.

Awards: Four places, plus honorable mention.

ENTERPRISE NEWS STORY/SERIES (NB1 and NB2)

Definition: A news article or series of articles that displays in-depth or investigative reporting. Entry may be issue-oriented, may be on-campus or off-campus and may be sports related. Series are not required to appear in consecutive issues and do not have to be labeled as a series. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include use of multiple appropriate sources, appropriateness and significance of topic, enterprise in reporting, depth of reporting, factual support, accuracy, completeness, conciseness, fairness, grammar, use of new and timely information, and writing style.

Awards: Meritorious at judges' discretion.

FEATURE STORY (ND1 and ND2)

Definition: An article that provides information supplementing a news or sports story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The entry should be issue, trend, or activity oriented and be of interest to the campus community. The entry does not require a news peg, though it may occur. Profile articles may not be entered in this category. May include a sports feature. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include use of multiple appropriate sources, appropriateness and significance of topic as well a appeal of lead, originality, clarity, accuracy, grammar and writing style.

Awards: Four places, plus honorable mention.

PROFILE FEATURE STORY (NE1 and NE2)

Definition: A personality sketch of an individual or group of interest to the campus community. The entry does not require a news peg, though it may occur. May include a sports profile feature. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include multiple appropriate sources, appropriateness and significance of subject, human interest, appeal of lead, originality, clarity, accuracy, grammar and writing style.

Awards: Four places, plus honorable mention.

EDITORIAL (NF1 and NF2)

Definition: An editorial written as a statement of opinion by, or representing, the staff — not a personal opinion column. The subject/source/topic may either be on-campus or off-campus. If the subject/source/topic is off campus, the editorial must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include significance of topic to a campus audience, and purpose, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus honorable mention.

CRITICAL REVIEW (NG1 and NG2)

Definition: A review of the arts, architecture, food, technology, ideas or other creative works of interest to the campus community. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include understanding of the medium, judgment and taste in evaluating, candor and power in evaluating, strength of lead, rationality of development, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus honorable mention.

OPINION STORY (NH1 and NH2)

Definition: A single story, which may be either a personal opinion, analysis, or other non-editorial opinion story. May include a column. May include humor. May include a sports opinion story or column. Does not require a news peg, though it may occur. An opinion piece entered in this competition may not be included in the Column Writing competition. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include significance of topic and purpose, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus honorable mention.

COLUMN WRITING (NK1 and NK2)

Definition: An entry consists of TWO opinion stories, other than editorials, written by a single author or single writing team over the eligibility period. Work will be judged on the writer's ability to comment on, and/or provide insight into, a variety of topics. May include humor and sports columns. An opinion piece entered in this competition may not be included in the Opinion Story competition. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include clarity of writing, sophistication of thought and appropriateness to campus audience. May include humor.

Awards: Four places, plus honorable mention.

SPORTS GAME STORY (NP1 and NP2)

Definition: A news story written about a sports event or anything newsworthy that takes place on the field of play during a sports event. Does not include a sports feature or sports column. Sports opinion stories may be entered in the opinion story category; sports columns may be entered into the column-writing category; sports features may be entered into the feature story category; and sports profiles may be entered into the profile feature story category. Non-game sports news stories should be entered in the news story category. Open to work published in print or online.

Class: Writing

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include use of multiple appropriate sources, avoidance of clichés, as well as appropriateness and significance of topic, power and succinctness of lead, accuracy, completeness, conciseness, factual support, fairness, use of appropriate sources, grammar and writing style.

Awards: Four places, plus honorable mention.

Design categories

EDITORIAL CARTOON (GA1 and GA2)

Definition: A cartoon drawn as a statement of opinion by an editorial cartoonist. The subject/source/topic may either be on-campus or off-campus. If the subject/source/topic is off-campus, the editorial cartoon must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens. May include a comic strip if it lends itself to a statement of opinion. Use of copyrighted images in an appropriate fair use manner is acceptable.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include aptness, originality, clarity of message, technical/artistic merit, power and persuasiveness in communicating the editorial point of view.

Awards: Four places, plus up to one honorable mention.

FRONT PAGE LAYOUT (GB1 and GC1)

Definition: ANY THREE complete front pages. Pages do not need to be from consecutive issues.

Class: Art/Design

Entry: One per college. One entry equals three complete front pages (they do not have to be consecutive). Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include news judgment, use of headlines, use of photos and graphic elements, technical quality and content.

Awards: Four places, plus honorable mention.

INSIDE PAGE LAYOUT (GD1 and GD2; GF1 and GF2)

Definition: Any single inside newspaper page or double truck layout from any section of the newspaper other than Page One. The page may be open or contain advertising. Entries entered into the photo story/essay contest may not be entered in this category.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include effective mix of type, headlines, photos/illustrations and ads where used.

Awards: Four places, plus honorable mention.

INFORMATIONAL GRAPHIC (GG1 and GG2)

Definition: Charted information, graphs, diagrams or maps using illustration or photography. May be a stand-alone informational graphic.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include visual appeal, clarity, accessibility and appropriate sourcing of information presented, and originality of concept. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mention.

ILLUSTRATION (GH1 and GH2)

Definition: Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic, photo illustration or editorial cartoon.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria are clarity of illustration in terms of related material it is designed to enhance, aptness, originality, technical/artistic merit and effectiveness in communicating the intended message. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mention.

STUDENT DESIGNED ADVERTISEMENT (GK1 and GK2)

Definition: Student-designed advertisement originally published during the eligibility period.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include persuasiveness of message, use of typography, use of graphics, clarity, aptness and originality. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mention.

PHOTO ILLUSTRATION (GM1 and GM2)

Definition: A contrived photographic illustration (not an informational graphic) that depicts a concept. It can be assembled either electronically or with traditional darkroom techniques and can include montage, double exposure, and other techniques to manipulate the image. May be a set-up or arranged photo and use costumes and props.

Class: Art/Design

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include originality of concept, effectiveness, impact and sophistication of manipulated images.

Awards: Four places, plus honorable mention.

Photo categories

NEWS PHOTO (PB1 and PB2)

Definition: A photo of a newsworthy event or activity over which the photographer had little or no control of setting, lighting or photographic opportunity. The photo should capture the most important aspect of the story, photograph objects, occurrences and events without setup, capture "the moment," and tell a story visually — incorporating as many of the 5Ws as possible. Set-up photos may not be entered. Open to work published in print or online.

Class: Photo

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include newsworthiness as well as visual impact, story-telling ability, content/composition and technical quality. Photos must have good technical quality and should have interesting lighting, compelling content or use of creative techniques Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

SPORTS FEATURE PHOTO (PC1 and PC2)

Definition: A sports photo that provides information supplementing a sports story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The photographer may have some control of the setting in which the photo is taken, but the photo may not be set up, unless it's a portrait. The entry should be issue, trend or activity oriented and be of interest to the campus community. A sports photo of post-game or sideline action may be included in this category. Do not enter portraits; enter them in the environmental portrait category instead. Open to work published in print or online.

Class: Photo

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include aptness of subject, human interest, apparent planning and execution, use of camera controls and lighting (as well as props where possible and appropriate), visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

FEATURE PHOTO (PD1 and PD2)

Definition: A feature photo differs from a news photo in that the photographer had some control of the setting and/or circumstances under which the photo was taken; may either illustrate a story or be used as a stand-alone. While the photographer may have some control of the setting, the photo may not be set up. The photo should have good technical quality and include interesting light, compelling content and use of creative technique (blur, depth of field, panning, etc.). The photo should be timeless in nature, have universal appeal and human interest, and capture "the moment." Do not enter portraits; enter them in the environmental portrait category instead. Open to work published in print or online.

Class: Photo

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include aptness of subject, human interest, apparent planning and execution, use of camera controls and lighting (as well as props where possible and appropriate), visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

SPORTS ACTION PHOTO (PK1 and PK2)

Definition: Any newsworthy photo taken of activity that occurs on the field of play. The photo should have good technical quality and include interesting lighting, compelling content or creative technique. May not include photos of post-game or sideline action; enter those in the sports feature photo category instead. Set-up photos may not be entered. Open to work published in print or online.

Class: Photo

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include capturing the peak of action during a key moment in the contest, newsworthiness, visual impact, story-telling ability, content/composition and technical quality. If peak of action involves a ball, then the ball should be visible in the photo. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

PHOTO STORY-ESSAY (PG1 and PG2)

Definition: A grouping of three or more printed photos that visually tell a story and/or make a point with or without the help of an accompanying story. Double truck pages may be submitted as one entry. Entries entered into the inside page layout contest may not be entered in this category. Online photos are not eligible to be entered into this category; enter them in the online photo story-essay category.

Class: Photo

Entries: Two per college. Submit entire page. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include logical relationship of photos, clarity, story-telling ability, visual impact content/composition, technical quality, and effectiveness of the combination of photos, words and layout in communicating the intended story. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

ENVIRONMENTAL PORTRAIT (PP1 and PP2)

Definition: A photo of a human being suitable for publication in the news, sports, business or feature/entertainment section of a print or online publication. The photographer may set up the photo as a portrait, but the subject should not be pretending to perform any action that would encourage the viewer to believe the photo was not set up. The primary point is the person in the photograph. Winning photographs should go beyond simple snapshots or school pictures. They should be creative in a way that would allow them to carry the front section of a newspaper page, the lead photo on a web page or phone app, or the cover of a metro tabloid paper. The photographer is free to use lights in a creative way, and to work with the subject to make an interesting, story-telling portrait. Photos may be in B&W or color. Photoshop (or similar editing program) may be used to enhance the photographic aspects of the photo, but not to create an impossible scene. Entries should be photographs and not Photoshop projects. Open to work published in print or online.

Class: Photo

Entries: Two per college. Please refer to the BNC entry instructions.

Judging: Criteria for judging include interesting nature and emotional content of subject and the individual's expression or pose; human interest; use of camera controls (appropriate focus, tone and color balance, and overall technical quality) and lighting; visual impact and story-telling ability; composition. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

Online-only and multimedia categories

ONLINE JOURNALISM GENERAL EXCELLENCE (AC1)

Definition: The Online Journalism General excellence contest is designed to award outstanding efforts among members in the area of electronic and other multimedia journalistic efforts. Criteria for judging will be use of interface, site organization, coverage and content, and use of graphics/multimedia.

Class: Publication

Entries: The General Excellence contest will be held twice a year, once in conjunction with regional competitions and once in conjunction with the statewide competitions. Please refer to the BNC entry instructions. Note: Schools with sites that use a subscription or registration model must provide judges easy access to their sites by providing a password that must be entered into the comments section of the BetterBNC contest site. If a judge cannot access your online newspaper it will not be evaluated.

Judging: Criteria for judging will be use of interface, site organization, coverage and content, editing, and use of photography, graphics and multimedia. Judges may award bonus points for exclusive web contest and quality use of social media tools.

Awards: Winning entries will be unranked. All entries meeting judging criteria will earn general excellence awards.

WEBCAST/ BROADCAST NEWS (WA1 and WA2)

Definition: A single web or broadcast news story or news feature that presents new information or provides information supplementing a news story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The subject/source may either be on-campus or off-campus. If the subject/source is off-campus, the story must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens and present new and timely information. May include a sports news story other than a play-by-play game story. Entries must not be more than five minutes long. Webcasts and podcasts featuring an anchor and audio sound slides are acceptable in this category.

Class: Multimedia

Entries: Two per college. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging are use of multiple appropriate news sources, appropriateness and significance of topic, accuracy, completeness, conciseness, factual support, fairness, grammar, originality, presentation quality and writing style.

Awards: Four places, plus honorable mention.

ONLINE PHOTO STORY-ESSAY (WB1 and WB2)

Definition: A set of three or more photos presented as an electronic self-running or interactive presentation designed to tell a story. The presentation may include sound or animation, but MAY NOT contain video; presentations containing video should be entered in either the Video Journalism OR Webcast/Broadcast News contests. The self- running or interactive presentation may be presented in Flash, SoundSlides, Quicktime video, Real Media, Windows Media or JAVA format. If the entry requires a special plug- in to be viewed, it must be supported by both Mac and PC browsers and free plug-ins must be available widely; viewability by a wide student publication audience is a part of the judging criteria.

Class: Multimedia

Entries: Two per college. Entries must have run originally in official student publications during the contest eligibility period. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include appropriateness of presentation, including viewability by a wide student publication audience, clarity, story-telling ability, visual impact, content/composition, technical quality and effectiveness of the combination of photos, words and audio (if included) in communicating the intended story. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. While the presentation may include animation or be self-running (including video format), actual video footage may not be included.

Awards: Four places, plus honorable mention.

VIDEO JOURNALISM (WC 1 and WC2)

Definition: A journalistic video shot and edited specifically for the Web by students. If the subject/source is off-campus, the story must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens. An entry in this category may be, but is not limited to, any of the following: news, news feature, feature, sports news or sports feature. A play-by-play game story may not be entered in this category. The entry MUST include video; if it does not include video it will be disqualified. The entry may include still shots but they are not required. (Audio slide shows should be entered in the Online Photo Story-Essay contest or the Webcast/Broadcast News Contest.) The entry may include narration, but cannot include video with on-camera presentation by an anchor reporter. (Entries with anchor reporters should be entered in the Webcast/Broadcast News Contest.) The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. The video may be presented in Flash, Quicktime or Windows Media formats. Entries must no more than five minutes long.

Class: Multimedia

Entries: Two per college. Entries must have run originally in official student publications (including but not limited to Facebook, Twitter, BlogSpot, etc.) during the contest eligibility period. Entries must no more than five minutes long. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging include appropriateness of presentation, clarity, story- telling ability, visual impact, content/composition, visual and audio quality, visual composition, editing, engagement and journalistic value. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. The entry MUST include video or it will be disqualified.

Awards: Four places, plus honorable mention.

Magazine Contest

CLASSIFICATIONS and CATEGORIES

Publication — Magazine General Excellence

Writing —Magazine News Feature Article, Magazine Profile Article, Magazine Opinion Article

Art/Design — Magazine Cover Design, Magazine Design/Layout, Magazine Illustration

Photography — Magazine Photo, Magazine Photo Story/Essay

MAGAZINE GENERAL EXCELLENCE (MA1)

Definition: A journalistic publication (as opposed to, for example, a literary magazine). Entry must be a typical issue and not one published for public relations purposes.

Entries: One per college. An entry is any ONE complete issue. Please refer to the BNC Entry Instructions.

Class: Publication

Judging: Criteria for judging are adapted from the rating book of the Associated Collegiate Press and will evaluate excellence in:

a) Design and Typography — logo and folios, headlines, text type, printing quality

b) Layout and Format — design unity, layout, readability, cover

c) Photography and Art — composition and content, technical quality, art use

d) Content — lead story, variety, reader interest

e) Writing — mechanics, language, composition

f) Editing — headlines, text

Use of color WILL NOT be a factor in judging.

Awards: Winning entries will be unranked. All entries meeting detailed criteria will earn general excellence awards.

MAGAZINE COVER DESIGN (MB1)

Definition: Any single magazine cover published during the eligibility period. The entry must be a journalistic publication (as opposed to, for example, a literary magazine), must be a typical issue and not one published for public relations purposes. If cover design wraps to the back, include the double truck as one entry.

Entry: One per college. Please refer to the BNC Entry Instructions.

Class: Art/Design

Judging: Criteria for judging include visual impact, artistic merit, creativity, composition and technical quality. Use of color WILL NOT be used as a factor in judging.

Awards: Four places, plus honorable mention.

MAGAZINE DESIGN/LAYOUT (MC1)

Definition: Visual appeal of the magazine as a whole.

Class: Art/Design

Entry: One per college. Submit entire magazine. Please refer to the BNC Entry Instructions.

Judging: Criteria for judging will include visual impact consistency of design theme, technical quality, effectiveness of the combination of photo, art, words and layout. Includes cover. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mention.

MAGAZINE NEWS FEATURE ARTICLE / Non-Profile (MD1 and MD2)

Definition: An article that provides information supplementing a news story, usually by adding the human element behind a news event or giving background through interpretation or explanation. May also include first-person narrative stories. The entry should be issue-, trend-or activity-oriented and may have a news peg.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Writing/Editing

Judging: Criteria for judging include appropriateness and significance of topic, appeal of lead, originality, clarity, accuracy, grammar and writing style.

Awards: Four places, plus honorable mention.

MAGAZINE PROFILE ARTICLE (ME1 and ME2)

Definition: A personality sketch of an individual or group. Can be written in either first-or third-person. The entry does not require a news peg, though it may occur.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Writing/Editing

Judging: Criteria for judging include appropriateness and significance of subject, human interest, appeal of lead, originality, clarity, accuracy, grammar, and writing style.

Awards: Four places, plus honorable mention.

MAGAZINE OPINION ARTICLE (MZ1 and MZ2)

Definition: Personal opinion, analysis, or commentary to establish an argument, make a statement and/or persuade the reader. May include humor. Does not require a news peg, though it may occur.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Writing/Editing

Judging: Criteria for judging are originality, appeal of lead, cleverness of writing style, clarity and grammar.

Awards: Four places, plus honorable mention.

MAGAZINE ILLUSTRATION (MM1 and MM2)

Definition: Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic. Double-truck pages may be submitted as one entry. Use of color WILL NOT be a factor in judging.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Art/Design

Judging: Criteria for judging are clarity of illustration in terms of related material it is designed to enhance, aptness, originality, technical/artistic merit and effectiveness in communicating the intended message.

Awards: Four places, plus honorable mention.

MAGAZINE PHOTO (MH1 and MH2)

Definition: A single photo used by a print campus magazine. Open to work published in print or online.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Photo

Judging: Criteria for judging are visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.

MAGAZINE PHOTO STORY-ESSAY (MK1 and MK2)

Definition: A MINIMUM OF TWO related photos used by a print campus magazine. Online photos are not eligible to be entered into this category. Enter them in the online photo story-essay category instead.

Entries: Two per college. Please refer to the BNC Entry Instructions.

Class: Photo

Judging: Criteria for judging include logical relationship of photos, clarity, story-telling ability, visual impact, content/composition, technical quality, and effectiveness of the combination of photos, words and layout in communicating the intended story. Color photos may be entered, but use of color WILL NOT be a factor in judging other than evaluating color balance if color is used.

Awards: Four places, plus honorable mention.