

# On-Line Bulletin Contest

## Design and Graphics category Steven Jackson, Category Specialist

The IBC sub-chairmen shall provide each judge with a copy of these IBC general guidelines, along with necessary category score sheets and the URLs (Online Category) to be judged. Editors can enter both contests. All entrants must be paid up members of PROBE.

This will be an open contest. At this time no pre-qualifying contest will be necessary by region or district. The editor will submit an entry form stating he has produced at least six issues on line during the contest (calendar) year. Entries done by Professional Web Page Designers will not be eligible if the editor is paid a fee.

The editor will email a copy of the entry form (available via the PROBE website) with the three URL's of the three of his issues (they maybe HTML or PDF). Entries must be accessible via the Internet. No hard copies will be accepted. They must be consecutive issues. Deadline is April first to the IBC Chairman who will forward the entry to the co-chairman who will distribute to the assigned judges.

### Online Category

Each member of the double panel will judge each entry. Scoring in the Online IBC will be done in four categories, as follows:

Design & Graphics (D&G)	800 points
Content (C)	700 points
Accessibility & Functionality (A&F)	300 points
Grammar & Style (G&S)	200 points
Total	2,000 points

Each issue is allocated one-third of the points: \_\_\_ for D&S, \_\_\_ for Content, \_\_\_ for A&F, \_\_\_ for G&S.

The scores of the two judges in each category will be averaged together to become the score for that category.

Reporting the scores, in the Online Category: In case of ties, the Design & Graphics score will break the tie. If a tie still exists, the Content score will be used as the tiebreaker.

Winners will be announced at the annual PROBE meeting at the international convention, and awards will be made to those present. Awards for those not present will be forwarded to the appropriate district representative for later presentation at a district function at which the winner can be properly recognized.

The first place winner will receive a traveling trophy and a personal plaque. Second, Third, Fourth and Fifth place winners will receive certificates only. The top five winners will be sent an icon to display on their web page showing their place and year. All entrants will be sent an icon showing they entered.

The IBC Co-Chairman will email the Scoresheets with judges' critiques (optional) to the category specialists and the entrants.

An IBC Online Category winner shall not again be eligible to participate in competition at the international level for ONE year. This in no way constitutes prohibition of his competing at the district level when one is established in the near future. Judges of this category who wish to enter their online publication may do so for critique only and will receive no score or placement. The PROBE Secretary/Treasurer will certify each editor is a paid member of PROBE. If not, the IBC Chairman will contact the editor and ask him to send in \$10 to PROBE Secretary/Treasurer.

# IBC Online Bulletin Entry Form

Name of Editor \_\_\_\_\_

Name of Publication \_\_\_\_\_

Chapter \_\_\_\_\_

Publication Schedule \_\_\_\_\_

URL #1 \_\_\_\_\_

URL #2 \_\_\_\_\_

URL #3 \_\_\_\_\_



I certify that I published at least six online bulletins during the contest (calendar) year and that I am a member of PROBE (member # \_\_\_\_\_)

\_\_\_\_\_  
Signature

Email to IBC Chairman \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_

# PROBE On-Line Bulletin Contest

## Design & Graphics Scoresheet

District \_\_\_\_\_ Year \_\_\_\_\_ Total Score \_\_\_\_\_  
Bulletin Editor(s) \_\_\_\_\_ Chapter \_\_\_\_\_  
Issues \_\_\_\_\_  
Judge \_\_\_\_\_ Tel.No.(optional) \_\_\_\_\_  
Address \_\_\_\_\_



### Instructions to Judges

The **Design and Graphics** category carries 800 points, or 200 points per issue, of the total 2,000 points in the contest. If you wish, you may use one score sheet for three issues in a district (BETY) contest, hence the three 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 # 3

#### A. Nameplate [page one requirement] (15%, 30 points)

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

#### B. Masthead [page one, two, or last page] (12.5%, 25 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%, 35 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 [0-5], between columns [0-5], between paragraphs [0-5], and as adequate (1/4 inches) margins [0-5]. Is it used well?  
\_\_\_ \_\_\_ \_\_\_ 2. Too much white space can detract from readability. If it's a problem, deduct up to five [-5] 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 -5).  
\_\_\_ \_\_\_ \_\_\_ 4. Are the most important articles in a prominent place-generally on page one or two? [0-5]  
\_\_\_ \_\_\_ \_\_\_ 5. Does the editor avoid long paragraphs where possible? [0-5] Does the page exhibit variety in paragraph length, thus looking like interesting reading? [0-5]  
\_\_\_ \_\_\_ \_\_\_ 6. In left and right (fully) justified columns, deduct up to five [0-5] 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 [0-5] points if columns are excessively ragged.  
\_\_\_ \_\_\_ \_\_\_ Subtotals

**D. Headlines** (17.5%, possible 35 points)

- \_\_\_ \_\_\_ \_\_\_ 1. Does the editor use headlines for every story, and appropriate titles for lists, short filler items, etc? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 2. Do headlines create interest in reading further? [0-10] Is an action word used in each headline? [0-10]
- \_\_\_ \_\_\_ \_\_\_ 3. Does the editor use a different typeface, size, or boldface for headlines? [0-10]
- \_\_\_ \_\_\_ \_\_\_ Subtotals

**E. Illustrations** (17.5%, possible 35 points)

- \_\_\_ \_\_\_ \_\_\_ 1. Does the editor use photos with good resolution (at least 72 dpi)? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 2. Does the editor use line art with good resolution (at least 72 dpi)? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 3. Has the editor avoided dull plain pages, using clipart, graphics, or photos on all pages? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 4. Are photos and line art used in balance to enhance the look and design of the page, not placed haphazardly or in bunches? [0-10]
- \_\_\_ \_\_\_ \_\_\_ 5. Do photos have captions (what, when, and where)? [0-3] Are individuals clearly identified? [0-2]
- \_\_\_ \_\_\_ \_\_\_ 6. Is original (or borrowed) artwork (not clip-art) identified and credited? [0-2]
- \_\_\_ \_\_\_ \_\_\_ 6. Is all clipart, logos, and/or cartoons reduced or enlarged in correct proportion (holding down SHIFT key to maintain original format)? [0-3]
- \_\_\_ \_\_\_ \_\_\_ 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 40 points)

- \_\_\_ \_\_\_ \_\_\_ 1. Are page numbers and the bulletin's name on all inside pages (needn't number first page or last page)? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 2. Are photos and line art matched (appropriate) to copy? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 3. Are lists and tabulations, when used, interspersed through bulletin, not all together? [0-5]
- \_\_\_ \_\_\_ \_\_\_ 4. Does the editor make good use of underlining [0-1], *italics* [0-2], boxes [0-2], shading in boxes (fill) [0-2], CAPITALS [0-1], and **boldtype** [0-2] without overuse? [10]
- \_\_\_ \_\_\_ \_\_\_ 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. (-5 maximum)
- \_\_\_ \_\_\_ \_\_\_ 6. If any items employed by the editor have pleased you and not already covered by the scoring, award up to 15 bonus points [0-15] and explain in your written comments.
- \_\_\_ \_\_\_ \_\_\_ Subtotals

JUDGE'S COMMENTS (Use additional sheets if necessary)

Judge's signature \_\_\_\_\_ Date \_\_\_\_\_