

Copy Writing: JUDGING CRITERIA

Overall

- Copy incorporates student voice, accurately attributed.
- Copy is unique to the year and goes beyond the obvious.
- Copy avoids editorializing and is consistent in style, voice and tense.

Copy

- Copy uses varied leads, short sentences, effective transitions and short paragraphs.
- Traditional copy blocks are written in third person, active voice and past tense.
- Copy maintains consistent style for the publication.

Captions

- Captions avoid restating the obvious and add to the photos.
- Captions identify people in photos as much as possible.

Expanded Captions

- Lead-in: is clever, using rhyming, alliteration or a play on words.
- Informational first sentence in present tense: includes names, grades, factual info on 5Ws & H.
- Descriptive second sentence in past tense: includes background not seen in the photo, such as what happened before the photo, right after the photo, or what happened as a result of the action in the photo.
- Optional quote as final sentence.

Headlines

- Headlines capture the copy's essence and pull readers into the story.
- Headlines avoid labels. They are clever/imaginative and avoid cliches.
- Headlines use present tense, active voice and action verbs.
- Headlines use correct grammar, spelling and punctuation.