

Contest 17: Yearbook Layout – Inside Pages

INSTRUCTIONS:

- Use whatever size template your school uses for its yearbook. Please use your available desktop software to create your layout.
- Design one double-page layout for the **STUDENT LIFE** section of the 2022 Bell.
- Design your spread using the available photos, any graphics of your own construction and any fonts you have available.
- Access available photos for this contest at jea.org/contests. You may enlarge, crop or reduce photos. You may use as many or as few as you choose.
- **DO NOT include your name or your school name on your entry. If it is on the template you use, hide it with a black box!**
- You will be judged only on the layout elements, but please fill your copy blocks with fill text.
- Use the miscellaneous information as you wish. Create graphics or customize it to fit your layout.
- Write and place headlines directly into the layout. With fill text, create and place caption blocks, pulled quotes, subheads or other copy of this type. Use any style, font and size that you deem appropriate.
- Remember that your design and layout work is being judged. Your writing will not be evaluated, but please use correct spelling in elements of any size. Use fill text for your copy blocks.

SCHOOL INFORMATION:

Central High School
1700 W. Olney Ave.
Philadelphia, Pennsylvania 19141
Gold and Black
Yearbook: The Bell, Vol. 24
Theme: Not A Moment Too Soon

SPREAD TOPIC: FINE ARTS FESTIVAL

In black-and-white or color, design a double-page layout (one spread) for the **STUDENT LIFE** section. You are designing Pages 114-115 which covers the Fine Arts Festival. Identify the layout with page folios.

Use only the available photos from jea.org/contests for Contest 17. Any graphics or artwork included on the submission may not be from another publication or from the internet; this includes clip art or images even if you have manipulated the original images into something new. Any artwork appearing on the submission must be of your own creation either through drawing, Photoshop or Illustrator work, or some other original creation of your own. These guidelines are in place to ensure equity among contestants and adherence to copyright laws. If judges feel images are obtained in a way that violates the spirit of these rules, the entry will be disqualified.

You may enlarge, reduce or crop any provided photos to meet your design needs. You may use any or all of the provided photos. Do not flip the photos!

Write and place actual headlines. Use your choice of fonts and point sizes for all text elements in your spread. In your copy and caption blocks please use fill text. You must have a minimum of one block of copy, but multiple copy units are acceptable. Use dummy names for bylines and photo credits.

SUBMITTING ENTRIES:

- All of the instructions for creating a PDF of your entry and uploading it into the contest system can be found at jea.org/contests.
- Please read all of the instructions carefully.
- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.
- Do not wait until the last day! There are NO EXCEPTIONS for entries failing to meet the upload deadline.

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PHOTOS:

For a selection of photographs to include with your stories, check the JEA website at jea.org/contests. Download the pictures, crop, size and place them as you wish. You may also use Photoshop or a similar program to **ethically** alter any of the photos. Place caption blocks in the most effective and readable manner. If you use a photo as a photo illustration, as in a graphic, you do not have to include a caption. You are being judged on your layout, not your writing, but please attempt to use correct spelling and Associated Press style in writing of any size.

HINTS:

Use none, some or all of the extra data. You may organize it into infographics, or use it otherwise to enhance your layout. Do not use it as a story. Be sure to somehow credit the source of the information.

HEADS UP:

The contest rules at jea.org/contests reflect how you will be judged in this contest. Please check the section “What Judges Will Look For” under your contest. It is a reflection of the judging sheet for this contest.

SPREAD INFORMATION:

- Each year the Central High School students participate in an all-day event created to give them some in-depth exposure to the fine arts.
- The event was Oct. 26, 2021, and included a series of six 45-minute sessions that students rotated through during the day.
- A week ahead of the event, students received a program with descriptions of the 36 different sessions available. Most were presented by local professional artists or others involved in local theaters, dance studios, museums or art galleries.
- The day’s schedule included two general categories: Performance Art (including presentations in areas such as dance, music, theater and musical theater, magic, mime, storytelling, puppetry, circus arts) and Visual Art (including presentations in areas such as animation, ceramics, drawing, painting, sculpture, printmaking, design, crafts, photography, video, film making and architecture).
- Most sessions involved hands-on activities, and students were encouraged to dress in clothing that allowed them to move easily and also get messy.
- The three gyms had live demonstrations for students to observe during their lunch break or as one of their selected sessions. Some demonstrations included glass blowing, theatrical make-up lessons, yarn spinning, a juggler, a violin maker, an advertising food stylist and a vocal coach.
- Local professional artists also set up exhibits of pencil and charcoal drawings, leather work, metal, oil, acrylic and watercolor painting, photography, print making, sculpture and woodworking around the building.
- The AP Art Studio class presented live demonstrations of the various media available at Central High School in the different art classes.
- Lauren Gaither, fine arts department chair, has been running the event for seven years.
- During the lunch break, students were also given time to do some chalk art in the common area in front of the school on the sidewalks and main entrance.
- The final activity of the day was a student showcase in the Central Auditorium. Tryouts were held Sept. 14. A group of graduate students from the University of the Arts in Philadelphia selected the 10 student performances from the 28 acts that tried out.

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QUOTES:

- “I love the Fine Arts Festival because it gives all of us a chance to learn about a lot of different areas of the arts that we have never been exposed to because our class schedules are so full already. The final event of the day is the best part when we get the opportunity to see how talented so many of our fellow students are. It is unbelievable what people can do that we all just never knew about.” — Brent Quinn, junior
- “The students really seem to enjoy the festival more and more each year and my colleagues from all of the other academic departments are also working to incorporate many of the Fine Arts Festival events into their classroom lessons to show students the strong connection the arts have in so many areas of the curriculum.” — Lauren Gaither, fine arts department chair
- “I loved the Fine Arts Festival my first two years and was disappointed last year when COVID-19 led to virtual school. I know the art department tried its best to still make the event happen virtually with a variety of speakers and performances over Zoom, but it just wasn’t the same as seeing everything live. I was so glad to have it back this year.” — Grace Hardin, senior
- “My favorite part of the day was getting the chance to see all the ways that different fine arts could actually turn into careers for people. I guess I thought you had to actually be an artist or performer to have a career in the arts. I never really thought about all of the other aspects behind the scenes that go into marketing, promotions, set design, public relations and event planning. There are so many different opportunities.” — Ellie White, junior
- “Since this was my first year participating, I had no idea what to expect. All the upperclassmen told me how much fun it was, and it did not disappoint.” — Renaldo Lomara, sophomore
- “At lunch, I used the chalk and wrote the word ‘FLASHBACK’ because I liked the session about poetry. The author read a poem with that title about how we recall events from our past over and over again.” — Janya Jones, freshman
- “I have been dancing for 11 years with The Philadelphia Dance Academy, but not many people at Central have ever seen me perform, so I really wanted to participate in the showcase this year. A few other friends from the Academy tried out with me, and we were selected. I study all kinds of traditional dance like tap, jazz and ballet, but contemporary performance is my favorite.” — Theresa Slotz, senior
- “This was by far the best line-up of experts we have ever had. I really don’t know how students were able to select which five sessions to attend from all of the choices provided for them. I am also so very grateful to the fine arts community in the greater Philadelphia area for being so willing to give their time and share their expertise and talent with our students.” — Fletcher Goodwin, principal
- “Teachers in my department coordinated specific lessons with some of the sessions being offered so students could see how the arts and our history go hand in hand. I asked my students to specifically look for ways that visual artists had recorded details of historical events or specific time periods in their work.” — Krista Merriott, social studies teacher
- “I was honored to serve as one of the judges to select the student showcase performers, but I had no idea how difficult it would be. The talent was just stellar. Narrowing it down to a final 10 for the event was quite a challenge for the panel.” — Alexa Fashay, University of the Arts graduate student
- “Everybody else who chose to do some chalk art was just drawing pictures or creating geometric designs, so we thought we would use words to create art instead because that is also a powerful method of expression.” — Mariana Vera, junior
- “Dancing is my passion and I wanted others to see my form of expression is through my movement and music interpretation.” — Cecilia Van Loenen, junior