

Contest 09: Newspaper Layout

Instructions:

- Use your available software to create your layout.
- Use whatever size template your school uses for its newspaper (broadsheet, 11 x 17 or tabloid).
- You will design Page 1 including the flag or nameplate, stories and the available photos, and any graphics and artwork that you create.
- Access available photos for this contest on the JEA website under Contests. You may enlarge, crop or reduce photos. You may use as many or as few as you choose.
- You may also create your own illustrations and/or infographics.
- DO NOT include your name or your school name on your entry.
- You will be judged only on the layout elements, but please fill your copy blocks with fill text.
- Write and place headlines directly into the layout.
- With fill text, create and place caption blocks, subheads or other copy of this type. You may create your own pull quotes. Use any style, font and size that you deem appropriate.
- Remember your work is being evaluated on design and layout. Your writing will not be evaluated, but please use correct spelling in elements of any size. Body copy blocks and captions should incorporate fill text for design effect.

School Information:

El Camino High School
1320 Mission Road
San Francisco, California 94080
Colors: Black and Red
Mascot: Colts
Newspaper: The Mission
Issue Information: Volume 12, Issue 4
Publication Date: Feb. 24, 2023

Assignment:

In black-and-white or color, design the front page for The Mission using any grid or column plan you like and the size template your newspaper uses (i.e. tabloid, broadsheet).

Design a nameplate and design the page to include the coverage topic provided on the next page.

Use only the Contest 9 photos, stories and information on the JEA website under Contests. Other than provided photos and story ideas, do all of your own work on every aspect of this layout.

Write actual headlines; create caption blocks with fill text and place them on the layout. You may create pull quotes or infographics using the information provided.

Do not write a story. Instead, fill copy blocks with placeholder text. Use dummy names for photo credits and bylines.

You may use any of the provided photos. You may crop any provided photos to meet your needs. Do not flip photos. You may create your own original artwork by hand or with available computer programs.

You will be disqualified if you use images or material other than what JEA provides and/or your original artwork.

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 March 27, 2023**.
- Do not wait until the last day! There are NO EXCEPTIONS for entries that do not meet this deadline!

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Photos:

For a selection of photos to include, check the JEA website. Download the pictures, crop, size and place them as you wish. You may use Photoshop or a similar program to ethically alter the photos. 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 use correct spelling and AP style.

Hints:

Use none, some or all of the data provided. You may organize it into infographics or use it otherwise to enhance your layout.

Please check the section "What Judges Will Look For" under your contest. It is a reflection of the judging guidelines for this contest.

Topic: New Doughnut Shop

- A new, local doughnut shop, Varsity Donuts, opened this fall near El Camino High School.
- It has been popular with students before school as it opens at 6 a.m. on weekdays and also serves a variety of beverages.
- Varsity Donuts also provided a new venue for employment for some students.
- During second semester Varsity Donuts formed a partnership with El Camino's business department to create jobs for students enrolled in the Cooperative Education Program which allows students to leave school two hours early each day to work.
- Through the CEP, students must be enrolled in the Business Essentials class and work a minimum of 20 hours a week. El Camino has 36 students participating in the CEP. Varsity Donuts employs six of those.
- Seniors Brendan Charlton and Tommy O'Connor are two of the students working at Varsity Donuts through CEP. They serve as assistant managers on weekends.
- Charlton and O'Connor's main jobs are to work from 3-6 p.m. Friday to order inventory for the next week. On weekend days, they supervise the opening of the shop by arriving at 4 a.m. to prep the kitchen for the bakers who arrive at 4:30 a.m.
- Another main responsibility the student managers have is to make sure the other student employees report on time for their shifts, and perform their job duties according to the company standards. They provide evaluations to CEP teacher Scott Beaver each quarter.
- Senior Mira Galo is another CEP employee who works every Monday-Thursday from 1-6 p.m. and Saturdays from noon-6 p.m. She works the counter serving customers.
- All of the bakery items served at Varsity Donuts are made fresh each morning, and when the inventory is gone for the day, no more is made unless there is a special pre-order that must be filled.

Quotes:

"My friends and I love coming here before school and grabbing a doughnut and a latte or smoothie. It gives us something different for breakfast, and we see lots of our friends there."
— Kayla Quinn, senior

"I am always open to partnerships within our community, and Varsity Donuts provided a great chance for some of our students to be able to work in the afternoons and on weekends and still have their nights open. I also love that they are all so passionate about their jobs. It teaches them responsibility at a young age, and it shows them how to balance their time between school and work." — business department chair Javier Arollo

"At first I did not think I would be able to handle school and work. After a few weeks on the job I realized it actually benefitted me because I had to start planning out my time better. I think this will help me better prepare for my future." — Brendan Charlton, senior

"I could not have hired better students. When I opened the shop I wanted young people to work here because I knew their peers would be my customers. I think we have created a safe and fun atmosphere for teens and young adults to hang out." — Julia Lovett, Varsity Donuts owner

"I don't get to stop in the mornings very often because I ride the bus to school, but when my stepdad drives me to school, we always stop at Varsity on the way. I get a vanilla long john and mango smoothie every single time." — Darius Smith, freshman

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Doughnut Facts (from mentalfloss.com)

1. Over 10 billion donuts are made in the U.S. every year.
2. Washington Irving was the first writer to describe doughnuts in print. Irving, who is best known as the author of "The Legend of Sleepy Hollow," described the pastry as "balls of sweetened dough, fried in hog's fat."
3. Boston has the most doughnut shops per person with one doughnut shop for every 2,480 people according to AdWeek.
4. Renée Zellweger ate 20 doughnuts a day to gain weight for the Bridget Jones sequel.
5. At the 1933 Chicago World's Fair, doughnuts were given the title of "Hit Food of the Century of Progress," because automated machines could make them fresh quickly and inexpensively.
6. The most expensive doughnut in the world was made by Krispy Kreme and sold for more than \$1,000. The 23-carat, gold-dusted doughnut was filled with Dom Pérignon Champagne jelly, sprinkled with 24-carat gold leaf and edible diamonds.
7. Featuring a massive 32-foot doughnut sculpture atop its low, flat roof, Randy's Donuts is one of the most iconic Hollywood doughnut shops. The store, which opened in the 1950s as part of the now-defunct Big Donut Drive-In chain, has appeared in numerous movies, including "Earth Girls are Easy," "Get Shorty," "The Golden Child," "Crocodile Dundee," and "Iron Man 2."

Student Survey Results

*680 students surveyed

What is your favorite Varsity Donuts flavor?

- Chocolate Long John 32%
- Classic Glazed 24%
- Cookies and Cream 14%
- Boston Cream 6%
- Raspberry Filled 6%
- Vanilla Long John 6%
- Rainbow Sprinkle 4%
- Blueberry 2%
- Powdered Sugar 2%
- Other 4%

What type of beverage do you most frequently purchase before school?

- Coffee Drink 36%
- Soda 21%
- Chai Drink 14%
- Smoothie 12%
- Tea Drink 8%
- Hot Chocolate 4%
- Matcha Drink 3%
- Lemonade 2%