

Headline Rubric

Journalist's Name: _____

Section of yearbook: _____

Page numbers: _____

Date due: _____

Evaluated by: _____

5 = outstanding

4 = very good (a revision would make it even better)

3 = acceptable (needs a revision)

1 or 2 = not yet acceptable (revise thoroughly)

SKILL	DESCRIPTION	SCORES AND REMARKS
Creativity	Clever, eye-catching or humorous, headline hooks readers' interest. Suggests a link to dominant photo as well as to story. Employs literary techniques such as puns or alliteration.	5 4 3 2 1
Reporting	Specific and detailed; tells about this school, year and story. Indicates angle of story. Pulls reader into the story.	5 4 3 2 1
Word choice	Employs active verbs. Uses descriptive nouns. Strong, specific words attract readers to the spread.	5 4 3 2 1
Secondary headline	Secondary headline explains primary headline by adding detailed information. Avoids repeating content or key words from the primary headline. Font size is significantly smaller than primary head.	5 4 3 2 1
Style and grammar	Present tense is used to imply immediacy in the primary headline. Past tense might be used for background information in the secondary headline. Complete phrases are on same line; avoiding awkward line breaks. Spelling, punctuation and grammar have been checked. Omits "a," "an," "the." Uses comma instead of "and." Omits final period in primary headline. Font and size is consistent with section style.	5 4 3 2 1

Total score: _____