

SAILORS ON THE SCENE

Center Section Order of Operations

1. Decide on topic or theme for the Issue
2. Decide on the best format for the topic or theme – Story Package or Alternate Story Form (MIPA Guidelines)
3. Sketch a layout using ideas or templates from Design Book or Jostens Page Surfer
4. Create your layout in InDesign
5. Develop 8 to 12 good interview questions relating to your topic or theme
6. Decide on poll question(s) for www.sailorsonthescene.com/polls
7. What images/pictures/graphics will be needed for the layout, besides student photos?
8. Discuss responsibilities and deadlines for gathering content
9. Begin gathering content

ALTERNATIVE STORY FORM

ASF consists of a whole story told in an alternative way. It can consist of anything that is not a traditional story form. There should be visual destinations, good use of typography, easy to scan, well organized, can provide quick facts and deep context. It should not include traditional narrative. Examples include (but are not limited to) fast-fact boxes, lists, glossaries, quizzes, polls, and charts. ASF should not be connected to a story or be part of a story package. It should stand-alone. Submit the whole page.

- Should be a story told in a unique, alternative way.
- This is not a traditional story as in inverted pyramid, news, anecdotal, analysis or feature narrative.
- Story is told with quick facts—it's a quick read that provides readers with a unique approach to a story.
- While the read is quick, ASF should provide reader with complete information. Readers should not be left asking questions.
- Organization is such that story is easy to follow and logical, even though it's in an alternative way.
- ASF is visually engrossing, bringing readers in through strong use of typography and other types of visuals.
- Should not be packaged with another story or part of another story.
- Stands totally alone as a storytelling device.
- Submission only considered if submitted with entire page on which it was featured.

STORY PACKAGE

Packages will be evaluated for content and design. Content should be based on one significant topic built around a dominant story packaged with or without a secondary story; dominant art and possibly secondary art; and may include other quick reads. The package may start on the front page, jumping inside, or it may start/finish on inside pages. This does not need to be a true spread or full-page design.

- Package generates reader interest; showcases strongest content
- One dominant story element and graphic element, packaged with secondary elements in the form of stories and graphics
- Visual elements tie package together to create cohesiveness, even if package extends to another non-consecutive page or does not fill an entire page.
- Graphic devices, if used, contribute to overall impact of package
- Design reflects effective graphic style, personality of publication
- Consistent use of headline styles/type faces
- Content covers appropriate, timely issues/topics
- Stories written in sound, journalistic style
- Headlines get smaller in relation to importance of elements in package