



PRINT ONLY
**CREATIVE & SPECIAL DESIGN CRITERIA FOR
 CATEGORIES 093 – 113 ONLY**

Please read the editorial profile stapled to the back of each entry.
 Score your responses on a scale of one to ten in which:

1=unacceptable
 7=above average

3=below average
 9=very good

5=average
 10=excellent

**Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.
 Place your single score for each entry in the "score" box on your judging sheet.**

- 93– 94 **BEST EDITORIAL LAYOUT (B/W, TWO-COLOR, COLOR)**
 → Is the layout fresh and lively?
 → Is the use of color or black & white type and other elements effective?
 → Is the layout carried effectively throughout the story?
 → Does the selection of photos and/or illustrations contribute to the editorial point(s) being made?
- 95 **BEST TABLE OF CONTENTS**
 → Does the table of contents reflect the interests of the audience?
 → Is the overall design pleasing and effective?
 → Does the page make the text intelligible?
- 96 – 97 **BEST SINGLE EDITORIAL ILLUSTRATION**
 → Does the illustration contribute to the value of the text?
 → Does the illustration summarize, as it were, the overall sense of the article or does it merely decorate the page?
 → Is it well executed?
 → Is it original and technically excellent?
- 98 – 99 **BEST SERIES OF EDITORIAL ILLUSTRATIONS**
 → Are there 3 or more illustrations in the article related by theme? (Requirement)
 → Is the relationship easily recognized and contribute to the value of the text?
 → Do the illustrations summarize the overall sense of the article or do they merely decorate the page?
 → Are they well executed?
 → Are they original and technically excellent?

100 – 101 **BEST SINGLE EDITORIAL PHOTOGRAPH AND**

104 – 105 **BEST SINGLE EDITORIAL ENHANCED PHOTOGRAPH**

- Is the subject appropriate to the audience?
- Is the photograph high quality?
- Is the caption (if any) well written and related to the photograph?
- Is the layout attractive and well executed throughout the story?
- Does the photography summarize, as it were, the overall sense of the article or does it merely decorate the page?

102 – 103 **BEST SERIES OF EDITORIAL PHOTOGRAPHS**

- Are there 3 or more photographs in the article related by theme? (Requirement)
- Is the relationship easily recognized and contribute to the value of the text?
- Are the subjects appropriate to the audience?
- Are the photographs high quality?
- Are the captions (if any) well written and related to the photographs?
- Is the layout attractive and well executed throughout the story?
- Does the photography summarize the overall sense of the article or does it merely decorate the page?

106 – 109 **BEST COVER**

- Is the cover appropriate to the magazine?
- Is the concept well executed from a design and a production standpoint?
- Is type readable?
- Does it have impact?
- Does it make you want to pick up the magazine and read it?
- Is it unique?

110 – 111 **BEST OVERALL PUBLICATION DESIGN**

In judging the impact of the overall design, please consider these points:

- Pacing of articles
- Use of color
- Use of typography
- Quality of photos & illustrations
- Cover
- Consistent visual tone/identity
- Ease of reading

112 – 113 **SPECIAL THEME ISSUE**

- Is the theme appropriate to the publication?
- Do the various articles deliver, i.e.; do they examine the various aspects of the theme as the article titles promise?
- Do the articles explore the theme without overlap and duplication?
- Do you get a balanced picture of the theme through the articles?
- Are the graphics appropriate and effective and in keeping with the magazine's overall style?