



**DESIGN CRITERIA**  
**FOR CATEGORIES #116 – 118, 123 – 125**

Please read the editorial profile uploaded on each edition.  
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.**

116, 123 **BEST SINGLE EDITORIAL DIGITAL EDITION OR TABLET 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?

117, 124 **BEST SINGLE EDITORIAL DIGITAL EDITION OR TABLET 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?

118, 125 **BEST DIGITAL EDITION OR TABLET 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?