



WEB PUBLICATION & ENEWSLETTER
DESIGN CRITERIA
FOR CATEGORIES #100 – 101, 104 – 105, 108, 109

Please read the editorial profile for each entry before judging the 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 form.

100, 104, 108 Best Web Publication

- Is the graphical presentation consistent with the site's content presentation?
- Does the overall design allow for intuitive navigation, giving the user "visual cues" that help them remember where they are?
- Does the design help the user digest and understand the content?
- Does the site make innovative use of the Internet's unique capabilities as a medium?
- Does the design encourage user interaction?
- Is content enriched by ready access to site search tools, archives, links, survey results, forums and similar features?
- Is there value added by the inclusion of useful web tools, non-commercial utilities, freeware?

101, 105, 109 Best Web eNewsletter

- Does it effectively reach out to readers, illuminating the strengths of the parent website, enticing viewers with convenient links, special features and articles?
- Is the graphical presentation consistent with the site's content presentation?
- Does the design help the user digest and understand the content?
- Is the privacy policy prominent?
- Does the design encourage user interaction?
- Is it functional and easy to navigate?
- Does the site make innovative use of the Internet's unique capabilities?
- Is content enriched by ready access to site search tools, archives, links, survey results, forums and similar features?
- Does it invite interactive response through surveys, etc.?
- Is it compact and does it download quickly (html and optional text versions)?
- Is it easy to unsubscribe?