

WEB ONLY
DESIGN CRITERIA FOR
CATEGORIES #101-103, 105-107,109-111, 117-118,124-125,171-173

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

3=below average

5=average 7=above average

9=very good

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.

101, 105, 109,171 Best Web, eNewsletter or ePublication

- 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 it easy to unsubscribe?

102,106,110,172 Article

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

103,107,111,173 Regular Featured Article or Column

- Is the subject appropriate to the audience?
- Is the design indicative of a series or recurring column?
- Is the caption (if any) well written and related to the images?
- Is the layout attractive and well executed throughout the story?
- Does the image summarize, as it were, the overall sense of the article or does it merely decorate the page?