



DESIGN CRITERIA

DOTTIE WEBSITE CATEGORIES

#301-314, #315- 317, #325-327,347-356 #553-567, #571-573, #595-604, #700-703, #709-710, #800-803, #830-833

Please read the editorial profiles for each media before evaluating the overall design quality based on the questions below. 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 score in each column corresponding to the areas listed below:

Column 1. DESIGN FORMAT (1 to 10) How well are the design elements working together to create a positive user experience? Does the media have a recognizable visual identity? Is it high quality, appropriate and relevant for the audience. Does it support the message and communicate a visual experience.

Column 2. STRUCTURE & NAVIGATION (1 to 10) How well does the framework of the site, organization of content move you through the site? Is navigation consistent intuitive and transparent. Is the structure consistent throughout the channel site and get you where you want to go quickly? Is the use of color (when applicable) effective and useful? Is it cross platform (mobile) and browser independent?

Column 3. HOME PAGE (1 to 10) How well is the home page designed? Is it interesting and attractive? Are the logo and fonts readable? Do the design elements work well together? Does the site function well? Load quickly with live links and any new technology that relevant to the audience.

Column 4. CONTENT (1 to 10) How effective is the content- text, music, animation, video? Does it engage, relevant for the audience? Does the design facilitate ease of locating, viewing and reading?

Column 5. INTERACTIVITY (1 to 10) How well does the design support the interactivity- facilitate interaction with the visitor? Does the visitor give and receive commentary-searches, chat rooms, ecommerce, games, e-notifications, real-time feedback?

***SPECIAL NOTE FOR MOST IMPROVED CATEGORIES**

In judging the categories of "Most Improved," judges should evaluate entries strictly in terms of the improvement shown. For example, if media A is judged 2 on the before media changes and 6 after the changes, it should receive a better score than if media B is judged 8 before the changes and 9 after them. The change, not the relative excellence, is judged.



EDITORIAL CRITERIA

#301-314, #315- 317, #325-327,347-356 #553-567, #571-573, #595-604, #700-703, #709-710, #800-803, #830-833

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Do not use 0. Use whole numbers only. No fractions, decimals, pluses or minuses. Place your score in each column corresponding to the areas listed below:

Column 1. CONTENT (1 to 10) How well does the writing communicate the content to the audience. Are articles interesting and attention-getting? Does the content components work together to meet the site's objectives? Content includes text, music, animation, video. Does it engage, relevant for the audience?

Column 2. RESEARCH (1 to 10) How well is the content researched? Are obvious questions about the topic answered? Are sources of facts and figures readily identified?

Column 3. STRUCTURE & NAVIGATION (1 to 10) How well is the content organized- the prioritization of information and movement through the site? Is navigation consistent intuitive and transparent. Is the structure consistent throughout the site and get you where you want to go quickly? Is it cross platform (mobile) and browser independent?

Column 4. HOME PAGE (1 to 10) How well does the home page (image and copy) meet the content objectives? Is it interesting and attractive? Are the logo and fonts readable? Does the site function well? Load quickly with live links and any new technology that relevant to the audience.

Column 5. CONTENT DEVICES (1 to 10) How well are the content elements working together to create a positive user experience? Does the media have a recognizable visual identity? Is it high quality, appropriate and relevant for the audience. Does it support the message and communicate a visual experience.

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DESIGN CRITERIA

DOTTIE MARKETING CATEGORIES #450-#462

Please read the brand profiles for each media before evaluating the overall design quality based on the questions below.

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 score in each column corresponding to the areas listed below:

Column 1. CREATIVITY (1 to 10)

How creative is the idea? Does the design convey the unique nature of the idea? Does it incorporate smartly selected music, sound, animation or video- anything to convey a creative message? Is there an effective call to action?

Column 2. EXECUTION (1 to 10)

Is the experience seamless to the user? How well does the design work within the medium? Does the design enhance the campaign's message? Was the proper medium used for the promotion?

Column 3. INNOVATION (1 to 10)

Is the idea new or merely a copy of a previous idea? Is the design different from other products or offers? Does it implement creative technology effectively?

Column 4. BRAND INTEGRATION (1 to 10)

Does the design integrate well with the brand, content piece and website? Is the brand easily recognized from the piece? Is the design unique from competitors? Is the branding balanced with the promotion design or does it dominate?

Column 5. OVERALL EXPERIENCE (1 to 10)

How well does the design support the brand message and call to action? What was the result of the campaign? Are all the elements (1-4 above) in balance? Is it a good user experience?



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9=very good

3=below average
10=excellent

5=average
7=above average

Do not use 0. Use whole numbers only. No fractions, decimals, pluses or minuses. Place your score in each column corresponding to the areas listed below:

Column 1. CONTENT (1 to 10)

Is the content creative and attention-getting? Does the writing convey the unique nature of the idea? Is the content enhanced with selected music, sound, animation or video- anything to convey a creative message? Is there an effective call to action?

Column 2. EXECUTION (1 to 10)

How well does the content work within the medium? Is the campaign's message conveyed effectively? Was the proper medium used for the promotion? Is the experience seamless to the user?

Column 3. INNOVATION (1 to 10)

Is the idea new or merely a copy of a previous idea? Is the content unique from other products or offers? Does it implement creative content medium (technology) effectively?

Column 4. BRAND INTEGRATION (1 to 10)

Does the content integrate well with the brand, promotional piece and website? Is the brand easily recognized from the piece? Is the copy unique from competitors? Is the branding balanced with the promotion message or does it dominate?

Column 5. OVERALL EXPERIENCE (1 to 10)

How well does the copy support the brand message and call to action? What was the result of the campaign? Are all the elements (1-4 above) in balance? Is it a good user experience?