



PRINT ONLY
DESIGN CRITERIA

FOR CATEGORIES #001 – 027, 044 – 071, 088 – 097

Please read the editorial profiles for each magazine before evaluating the overall editorial quality based on the questions below.

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 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 consistency in the publication? Does the publication have a recognizable visual identity?

Column 2. **LAYOUT (1 to 10)**

How well does the layout reflect the given design format? Is the continuity of layouts through a complete story successful? Is the use of color (when applicable) effective and useful?

Column 3. **COVER (1 to 10)**

How well is the cover designed? Is it interesting and attractive?
Are the logo and other type readable? Do they work well together?

Column 4. **TYPOGRAPHY (1 to 10)**

How effective is the use of typeface in the publication's body copy, headlines and related design elements?

Column 5. **GRAPHIC DEVICES (1 to 10)**

How well does the art (photographs, illustrations, charts, etc.) support the editorial objectives?

***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 magazine A is judged 2 on the issues before the changes and 6 after the changes, it should receive a better score than if magazine B is judged 8 before the changes and 9 after them.

The *change*, not the relative excellence, is judged.