

PRINT ONLY
DESIGN CRITERIA

FOR CATEGORIES 036 – 043, 080 – 087, 099, 116-118, 123-125

Please read the editorial profile uploaded for 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.**

036 – 037 **BEST EDITORIAL LAYOUT**

- 080 – 081
- Is the layout fresh and lively?
 - Is the use of color or black & white type and other elements effective?
 - Is the layout carried effectively throughout the story?
 - Does the selection of photos and/or illustrations contribute to the editorial point(s) being made?

038, 082 **BEST SINGLE EDITORIAL 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?

039, 083 **BEST SERIES OF EDITORIAL ILLUSTRATIONS**

- 117,124
- Are there 3 or more illustrations in the article related by theme? (Requirement)
 - Is the relationship easily recognized and contribute to the value of the text?
 - Do the illustrations summarize the overall sense of the article or do they merely decorate the page?
 - Are they well executed?
 - Are they original and technically excellent?

040, 084 **BEST SINGLE EDITORIAL PHOTOGRAPH**

- 116,123
- 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?

041, 085 BEST SERIES OF EDITORIAL PHOTOGRAPHS

- ☒ Are there 3 or more photographs in the article related by theme? (Requirement)
- ☒ Is the relationship easily recognized and contribute to the value of the text?
- ☒ Are the subjects appropriate to the audience?
- ☒ Are the photographs high quality?
- ☒ Are the captions (if any) well written and related to the photographs?
- ☒ Is the layout attractive and well executed throughout the story?
- ☒ Does the photography summarize the overall sense of the article or does it merely decorate the page?

042 – 043

BEST COVER

086 – 087, 099

118,125

- ☒ 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?