



**WEB ONLY**  
**DESIGN CRITERIA FOR**  
**CATEGORIES #101-103, 105-107,109-115, 119-122,171-173**

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, 109,112-114,119-121, 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?

**103,107,111,115,122,173 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?