



PRINT ONLY
DESIGN CRITERIA
FOR CATEGORIES 036 – 043, 080 – 087, 099

Please read the editorial profile stapled to the back of each entry.
 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

- 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

- 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

- 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?