



## DIGITAL EDITION & TABLET DESIGN CRITERIA FOR CATEGORIES #112 –113, 119 – 120

**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  
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.**

### **112, 119 Best Digital Edition or Tablet Publication**

- Does the publication make the most of the digital magazine format?
- Do the elements on the page (fonts, colors, etc.) work together?
- Does the publication provide useful navigation tools such as page controls, a contents menu, page thumbnails, and search function?
- Do the photos and illustrations summarize the overall sense of the articles, or do they merely decorate the pages?
- Does the publication provide access to back issue archives and alternate formats for download?
- Does the design presentation convey a unique character and brand image?
- Does the design encourage user interaction and clicking to related content?
- Is the cover inviting with compelling graphics and an effective visual headline and title style?
- Are charts and tables easy to read and do they convey information effectively?
- How well does the publication take advantage of unique interactive capabilities, such as links to related content, sharability via social media links, and creative use of interactive graphics and/or video?
- Is the publication readable and well designed for the screen by minimize zooming and panning?
- 
- **If Special issue**, do the graphics and photos clearly identify the theme?

### **113, 120 Best Digital Edition or Tablet Publication of a Print Publication**

- Does the publication make the most of the digital magazine format?
- Is type correctly proportioned so that both headlines and body text work together?
- Does the publication provide useful navigation tools such as page controls, a contents menu, page thumbnails, and search function?
- Do the photos and illustrations summarize the overall sense of the articles, or do they merely decorate the pages?
- Does the publication provide access (if applicable) to back issue archives and alternate formats for download?
- Does the design/graphical presentation convey a unique character and brand image?
- Does the design encourage user interaction and clicking to related Web content?
- Is the cover inviting with compelling graphics and an effective visual headline and title style?
- Are charts and tables easy to read and do they convey information effectively?

- How well does the publication take advantage of unique interactive capabilities, such as links to related content, sharability via social media links, and creative use of interactive graphics and/or video?
- Is the publication readable and well designed for the screen by minimize zooming and panning?
- **If Special issue**, do the graphics and photos clearly identify the theme?