



DESIGN CRITERIA FOR CATEGORIES #116 – 118, 123 – 125

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.**

- 116, 123 **BEST SINGLE EDITORIAL DIGITAL EDITION OR TABLET 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?
- 117, 124 **BEST SINGLE EDITORIAL DIGITAL EDITION OR TABLET 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?
- 118, 125 **BEST DIGITAL EDITION OR TABLET COVER**
- 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?