

**National Association for Interpretation
Media Awards Competition**

Judging Criteria and Guidelines for Audio Category

Does the entry focus on themes and larger ideas rather than facts and details?

- Message provides a coherent story
- Entry as a whole conveys a central theme
- Links tangibles to meaningful intangibles and relates them to universal concepts
- When facts and details are used, they illustrate larger concepts

Have the developers taken care to make the message(s) relevant?

- Intended audience(s) have been clearly identified and defined
- Topics and themes are likely to appeal to audience interests
- Messages relate to user's personal experiences and resources being interpreted
- Messages relate to what's actually experienced at the site (if applicable)
- Employs appropriate techniques such as metaphor, comparison, etc.
- Develops an understanding of the resource
- Develops an appreciation for the resource
- Messages are likely to resonate with users long after visit is over
- Messages are likely to spark deepened interest, involvement, and/or action

Does the entry serve a clear purpose?

- Goal(s) for entry are clearly defined
- Likely to provoke thought, spark imagination, encourage further exploration, and/or inspire user action
- Serves the resource, site, and/or parent organization/agency
- Serves the interests of the visitor
- Entry meets its stated goal(s)
- Offers contact information and/or avenues for further exploration

DESIGN OR COMPOSITION

Are non-verbal elements used to convey messages whenever appropriate?

- Offers opportunities to interact or engage with the resource (if applicable)
- Effectively uses music to help tell the story (if applicable)
- Effectively uses sound effects to help tell the story (if applicable)

Does the design or composition make the entry easy to use, understand, and navigate?

- Operational and start/stop cues are clear, consistent, well-timed, and logically organized (if applicable)
- Sequence of information is logical
- Offers multiple message levels
- Information is organized into a message hierarchy
- Narration pace allows users to absorb information and take in the message

WRITING, EDITING, CONTINUITY

Does the entry tell an enjoyable and/or compelling story?

- Script engages and retains interest
- Employs active verbs, concrete nouns, and personal language
- Amount of material and time commitment required to use the entry are appropriate to audience, setting, and topic or story
- Sections are neither too short nor too long
- Content is geared to what is actually experienced on site (if applicable)
- Story is likely to remain current over expected lifespan of entry
- Content addresses the obvious questions that users are likely to have about the topic

Is the writing suitable for the intended audience(s)?

- Appropriate vocabulary level
- Appropriate tone/narrative style
- Appropriate length
- Avoids jargon and technical terms; unavoidable terms are defined
- Avoids pop-culture references likely to become outdated during the expected lifespan of the entry
- Writing is stylistically consistent

Is the product free of flaws?

- Recording is free from distracting distortions, buzzes, static, etc.
- Avoids errors of pronunciation, fact, grammar, and fabrication
- Narrator and/or actors are easy to listen to and understand
- Words are pronounced correctly
- Transitions are smooth
- Volume is consistent throughout entry
- Overall attention to detail reflects well on parent organization/agency

MATERIALS/ENVIRONMENT/IMPLEMENTATION

Have the developers taken care to ensure product is suited to the application and environment and will be reasonably maintenance-free?

- Medium is appropriate to the message
- Medium is appropriate to the design
- Operating platform or technology is commonly used and widely available to target audiences (if applicable)
- If entry is sold as merchandise, packaging is sturdy enough to serve as protective storage
- Operational interface is intuitive and/or easily learned (if applicable)

Regardless of the size of the budget, how well did the developers apply their creativity to produce a quality user experience?

- Entry takes an original and creative approach to interpretation
- Developers made the best use of the available budget to produce a memorable and meaningful user experience
- Entry facilitates a meaningful connection between the audience and the resource
- Overall, the experience creates a favorable balance between the effort required to use the product and the reward gained from using it