

**National Association for Interpretation
Media Awards Competition**

Judging Criteria and Guidelines for Book Category

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

- Individual chapters are linked into a coherent story (may not apply to small book)
- Book conveys an evident central theme
- Links tangibles to meaningful intangibles and relates them to universal concepts
- Anecdotes, facts, and visual elements illustrate larger concepts

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

- Intended audience has been clearly identified and defined
- Topics and themes are likely to appeal to audience interests
- Messages relate to reader's personal experiences and to resources being interpreted
- 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 reading
- Messages are likely to spark deepened interest, involvement, and/or action

Does the entry serve a clear purpose?

- Goals 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 user
- Entry meets its stated goal(s)
- Offers contact information and/or avenues for further exploration

PLANNING AND DESIGN/COMPOSITION

Does the composition/design of the entry catch and retain interest?

- Visually attractive and stimulating
- Stylistically and typographically consistent
- Employs images, colors, textures, other non-verbal features wherever possible
- Offers an effective balance of verbal and non-verbal elements

How effectively do graphic and design elements communicate the message without distracting from it?

- ALL visual elements serve a purpose
- Color choices help to convey the message
- Visual elements are appropriate to story
- Visual elements are of good quality
- Visual elements are stylistically consistent
- Typefaces and styles are compatible with/help to convey the story
- Visual elements as a whole are appropriate to the message, site, audiences, and agency/organization

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

- Typefaces and their styles and sizes make text easy to read
- Layout is not cluttered
- Letter spacing, word spacing, and leading make text easy to read
- Accommodates natural patterns of eye movement
- Colors, textures, and backgrounds reduce eyestrain and glare
- Offers multiple message levels
- Information is organized into a message hierarchy

Were reasonable efforts made to make the product universally accessible?

- Language/literacy barriers
- Offers visual and/or experiential alternatives to text
- Written in the dominant language(s) of target audience(s)
- Visually impaired users
- Typeface size and color use enhance legibility

WRITING, EDITING, CONTINUITY

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

- Writing engages and retains interest
- Employs active verbs, concrete nouns, and personal language
- Content addresses the obvious questions that may arise about the resource

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

- Appropriate reading level
- Appropriate tone/narrative style
- 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?

- Overall attention to detail reflects well on parent organization/agency
- Avoids errors of spelling, punctuation, facts, pronunciation, and printing

MATERIALS/ENVIRONMENT/IMPLEMENTATION

Have the developers taken care to ensure materials are suited to their application and environment, reasonably maintenance-free, and are reusable/recyclable (if applicable)?

- Materials are appropriate to the message
- Materials are appropriate to the design
- Materials and printing process are consistent with the messages and mission of site/agency/organization
- Materials are sufficiently durable for the expected lifespan of the entry

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