

**National Association for Interpretation
Media Awards Competition**

Judging Criteria and Guidelines for Film/Videotape Category

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

- Segments are linked into a coherent story
- Experience 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 viewer's personal experiences as well as to resources being interpreted
- Develops an understanding of the resource
- Develops an appreciation for the resource
- Messages are likely to resonate with users long after the media is visited
- 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 user
- Entry meets its stated goal(s)
- Offers contact information and/or avenues for further exploration

DESIGN OR COMPOSITION

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

- Visually attractive and stimulating
- Stylistically consistent
- Neither too short nor too long
- Employs images, colors, textures, other non-verbal features appropriately and effectively
- Offers opportunities to interact or engage with the resource (if applicable)
- Offers an effective balance of verbal and non-verbal elements
- Good balance of motion and still images

How effectively do non-verbal elements communicate the message without distracting from it?

- Sound effects are used appropriately (e.g. do not overpower message)
- Audio and visual transitions are smooth
- Volume is consistent throughout entry
- If music is used, is it appropriate to the topic
- Pace of the narration or story allow users to take in the message
- Narrator and/or actors are easy to listen to and understand
- Visual elements are appropriate to story
- Visual elements are of good quality
- Visual elements are stylistically consistent
- Visuals are in focus and of legible size
- Typefaces and styles are compatible with/help to convey the story (if applicable)
- Motion and still design elements as a whole are appropriate to the message, site, audiences, and agency/organization

Does the design/composition make the entry easy to understand and follow?

- Accommodates natural patterns of eye movement
- Visual sequences are logical
- Visual sequences enhance the message
- Offers multiple message levels
- Entry is appropriate length for audience and setting
- Colors, textures, and backgrounds are appropriate and enhance legibility
- Typefaces and their styles, sizes and placement make text easy to read (if applicable)

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; legible colors; tactile features
- Audio features or audio alternatives
- Hearing impaired users
- Close captioning provided

WRITING, EDITING, CONTINUITY

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

- Information is organized into a logical sequence
- Writing engages and retains interest
- Employs active verbs, concrete nouns, and personal language
- Story is likely to remain current over expected lifespan of product
- Content addresses the obvious questions that may arise
- Narrative voice easy to understand

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

- Appropriate vocabulary 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?

- Film editing is smooth and free of flaws
- Avoids errors of spelling, punctuation, fact and pronunciation
- Volume and focus are consistent
- Free from distracting distortion, buzzing, static, etc.
- Free from technical and operational glitches or bugs
- Overall attention to detail reflects well on parent organization/agency

MATERIALS/ENVIRONMENT/IMPLEMENTATION

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

- Medium is appropriate to the message
- Medium is appropriate to the design
- Information presented is likely to remain current and relevant
- Entry is developed on an easy to use platform (accommodates site's, resource's or viewer's equipment and technology, as applicable)

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

- Entry takes an original and creative approach to interpretation
- Producers 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 view the product and the reward gained from using it