

National Association for Interpretation  
Media Awards Competition

Judging Criteria and Guidelines for Multimedia Category

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

- Each page or section is 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 user's personal experiences and 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 experience 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 user
- Entry meets its stated goal(s)
- Offers contact information and/or avenues for further exploration

DESIGN OR COMPOSITION

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

- Visually attractive and stimulating
- Stylistically and typographically consistent
- Neither too short nor too long
- Employs images, colors, textures, other non-verbal features appropriately
- Offers hands-on or other opportunities to interact or engage with the resource or topic
- Offers an effective balance of verbal and non-verbal elements

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

- Graphic elements are appropriate to story
- Graphic elements are of good quality
- Graphic elements are stylistically consistent
- Typefaces and styles are compatible with/help to convey the story
- Video and animation lengths and presentation are appropriate
- Sound effects are used appropriately
- Audio and visual transitions are smooth
- Design 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?

- Interface is visible and/or easy to use
- It's easy to know where one is within the entry and how to navigate to other places within the entry
- Loading time is acceptable for each page or section of the entry
- Platform is common and easily available to most users (if product is made available for off-site use)
- Resources are easy to download or print (if applicable)
- Typefaces and their styles, sizes and placement make text easy to read
- Letter spacing, word spacing, and leading make text easy to read
- Text blocks and layout is uncluttered and simple
- Negative space and background are used effectively
- Accommodates natural patterns of eye movement
- Visual sequences enhance the message
- Offers multiple message levels
- Colors, textures, and backgrounds appropriate (reduce eyestrain and glare)
- Information is organized into a message hierarchy

Were reasonable efforts made to make the product universally accessible?

- Language/literacy barriers
- Offers visual, audio, and/or experiential supplements to text
- Uses the dominant language(s) of target audience(s)
- Visually impaired users
- Typeface sizes and colors are legible
- Tactile features if appropriate
- Audio features or audio alternatives if appropriate
- Multiple learning styles are accommodated

#### 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 is geared to what is actually experienced at the site (if applicable)
- Story is likely to remain current over expected lifespan of product
- Content addresses the obvious questions that may arise

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

- Appropriate reading level
- Appropriate tone/narrative style
- Appropriate length
- Avoids jargon and technical terms; unavoidable terms are defined
- Writing is stylistically consistent

Is the product free of flaws?

- Avoids errors of spelling, punctuation, facts and pronunciation
- Free from technical glitches or bugs
- Links function correctly
- Overall attention to detail reflects well on parent organization/agency

#### MATERIALS/ENVIRONMENT/IMPLEMENTATION

Have the designers taken care to ensure materials are suited to their application and environment and reasonably maintenance-free?

- Medium is appropriate to the message
- Medium is appropriate to the design
- Product loads/installs easily
- Design platform is widely available and likely to be in common use among target audiences (if applicable)
- Information presented likely to remain current over entry's expected lifespan

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
- Designers 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