

**National Association for Interpretation
Media Awards Competition**

Judging Criteria and Guidelines for Poster Category

INTERPRETATION

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

- Experience as a whole conveys a central theme
- Links tangibles to meaningful intangibles and relates them to universal concepts
- Supporting text illustrates 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
- Message relates to site's mission
- Message relates to user's personal experiences
- 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 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 entry's design catch and retain interest?

- Images are used effectively as a primary method of conveying message
- Visually attractive and stimulating
- Stylistically and typographically consistent
- Employs appropriate type/image size for legibility/levels of reading
- Uses image and color effectively
- Offers an effective balance of verbal and non-verbal elements

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

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

Does the composition of the piece enhance the message and make it easy to grasp?

- Typefaces are legible and appropriate to the medium
- Letter spacing, word spacing, and leading make text easy to read
- Text blocking and layout is uncluttered and simple
- Negative space and background are used effectively
- Accommodates natural patterns of eye movement
- Colors, textures, and backgrounds reduce eyestrain and glare
- Establishes clear hierarchy of information

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?

- Text engages and retains interest
- Employs active verbs, concrete nouns, and personal language
- Content is geared to what is actually experienced at the site
- Story is likely to remain current over expected lifespan of product
- Story is likely to resonate with user after the experience is over

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

- Appropriate reading level
- Appropriate tone/narrative style
- Appropriate length for the medium
- 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, fact, and printing (and pronunciation guides, if applicable)

MATERIALS/ENVIRONMENT/IMPLEMENTATION

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

- Materials are appropriate to the message
- Materials are appropriate to the design
- Materials are appropriate to the environment (reasonably weatherproof, if applicable)
- Materials are recyclable
- Materials and printing process are consistent with the messages and mission of site/agency/organization

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