

**National Association for Interpretation
Media Awards Competition**

Judging Criteria and Guidelines for Site Publication Category

INTERPRETATION

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

- Chapters/departments are linked into a coherent story
- Publication clearly 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

Has the developer 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 what's actually seen/heard/experienced at the site
- 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?

- 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 visitor
- Entry meets its stated goal(s)

DESIGN OR COMPOSITION

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

- Visually attractive and stimulating
- Stylistically and typographically consistent
- Length of the piece is appropriate to its intended use
- Employs images, colors, textures, other visual elements effectively
- Offers opportunities to interact or engage with the resource
- 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?

- ALL visual elements serve a purpose
- Graphic elements are appropriate to story
- Graphic elements are of good quality
- Graphic elements are stylistically consistent
- Color choices are not arbitrary
- 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 design/composition make the entry easy to use, understand, and navigate?

- Layout is not cluttered
- Typefaces and their styles and sizes make text easy to read
- Letter spacing, word spacing, and leading make text easy to read
- Negative space and background are used effectively
- 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
- (If applicable) Wayfinding aids employ clear maps, universal icons, color coding, etc.
- Convenient size to carry around

Were reasonable efforts made to make the product universally accessible?

- Language/literacy barriers
- Offers visual and/or experiential alternatives to text (if applicable)
- Written in the dominant language(s) of target audience(s)
- Visually impaired visitors
- 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 is geared to what is actually experienced at the site
- Story is likely to remain current over expected lifespan of product

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
- 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/or reusable/recyclable?

- Materials are appropriate to the message
- Materials are appropriate to the design
- Materials are sturdy enough for re-use (or for use as a visitor memento)
- Materials are recyclable
- Materials and printing process are consistent with the messages and mission of site/agency/organization

Does the entry consider visitor needs?

- Entry makes contact information and safety issues easy to find
- Interpreted features are visible and/or easy to interact with
- If there is a charge to use the product, steps have been taken to make it affordable for all target audience(s)
- Product is easy to carry around
- Overall, does the experience create a favorable balance between the effort required to use the product and the reward gained from using it

Regardless of the size of the budget, how well did the developers apply their creativity to produce a quality visitor 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 visitor experience
- Entry facilitates a meaningful connection between the audience and the resource