DIGITAL EDITION & EPUBLICATION
DESIGN CRITERIA
FOR CATEGORIES #360, 363-365, #625, 628-630, 715,717, 813,815, 843, 845

Please read the editorial profile for each entry before judging the entry.
Score your responses on a scale of one to ten in which:

1=unacceptable	3=below average	5=average
7=above average	9=very good	10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.
Place your single score for each entry in the "score" box on your judging sheet.

360,625
715, 813, 843 **BEST DIGITAL EDITION OR EPUBLICATION**
- Does the ePublication optimize the digital format with a user friendly design?
- Does the ePublication provide useful navigation tools such as page controls, a contents menu, page thumbnails, and search function?
- Does the photos, illustrations and graphics engage and compliment the content?
- Does the design presentation convey a unique character and brand image while encouraging user interactions?
- How well does the publication take advantage of unique interactive capabilities i.e. animation, video, mix media, social links, commentary, interactivity?

363, 628 **BEST EPUB SINGLE EDITORIAL PHOTOGRAPH**
- Is the subject appropriate to the audience?
- Is the photograph high quality?
- Is the caption (if any) well written and related to the photograph?
- Is the layout attractive and well executed throughout the article?
- Does the photography summarizethe overall sense of the article or does it merely decorate the page?

364,629 **BEST EPUB SINGLE EDITORIAL ILLUSTRATION**
- Does the illustration contribute to the value of the text?
- Does the illustration summarize the overall sense of the article or does it merely decorate the page?
- Is it well executed?
- Is it original and technically excellent?

365,630
717,815 **BEST DIGITAL EDITION COVER**
845
- Is the cover appropriate to the audience and topic?
- Is the concept well executed from a design and a production standpoint?
- Does the cover have a meaningful impact?
- Does it make you want read the it?
- Is it an original concept?