DESIGN CRITERIA
DOTTIE WEB DESIGN CATEGORIES
FOR CATEGORIES #337-346, #585 – 594, #708-709, #807, 837

Please read the editorial profile uploaded for each edition.
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.

337-339   **BEST EDITORIAL LAYOUT**
585-587   ✄ Is the layout fresh and lively?
　　　　　　✄ Is the use of color or black & white type and other elements effective?
　　　　　　✄ Is the layout carried effectively throughout the story?
　　　　　　✄ Does the selection of photos and/or illustrations contribute to the editorial point(s)
　　　　　　　being made?

340,588   **BEST SINGLE EDITORIAL ILLUSTRATION**
　　　　　　✄ Does the illustration contribute to the value of the content?
　　　　　　✄ 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?

341,589   **BEST SERIES OF EDITORIAL ILLUSTRATIONS**
　　　　　　✄ Are there 3 or more illustrations in the article related by theme? (Requirement)
　　　　　　✄ Is the relationship easily recognized and contribute to the value of the content?
　　　　　　✄ Do the illustrations summarize the overall sense of the article or do they
　　　　　　 merely decorate the page?
　　　　　　✄ Are they well executed?
　　　　　　✄ Are they original and technically excellent?

342,590   **BEST 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 story?
　　　　　　✄ Does the photography summarize the overall sense of the article or does
　　　　　　 it merely decorate the page?

343, 591   **BEST SERIES OF EDITORIAL PHOTOGRAPHS**

      Are there 3 or more photographs in the article related by theme? (Requirement)
      Is the relationship easily recognized and contribute to the value of the content?
      Are the subjects appropriate to the audience? Are the photographs high quality?
      Are the captions (if any) well written and related to the photographs?
      Is the layout attractive and well executed throughout the story?
      Does the photography summarize the overall sense of the article or does
       it merely decorate the page?

344-346   **BEST HOME PAGE**
592-594   Is the Home Page appropriate to the audience/topic?
708-709, Is structure and navigation effective, easy to navigate and follow?
807,837   Are the headlines, sub heads and call to action effective? Readable?
       Is mixed media used effectively (audio, video, comments, images, etc.?
       Is the content interesting and unique to draw you in?