

Excellence in Design (Formerly Visual Design in Print)

Description

Gold, Silver, and Bronze awards may be given for creativity and overall excellence in design of individual print publications.

Subcategories

1. Single-Page Publications (may have multiple folds)
2. Multi-Page Publications/Folders
3. Periodicals
4. Calendars
5. Covers
6. Books
7. Posters
8. Editorial Design (two-page spreads)
9. Illustrations
10. Invitations
11. Specialty Pieces (e.g., videocassette/DVD covers, CD packages, T-shirts, caps, etc.)

Judging Criteria

The judges will evaluate:

- * Objectives and how they support your institutional mission;
- * Creativity/innovation;
- * Typography;
- * Photography/illustration;
- * Layout and design;
- * Appropriate format for audience;
- * Print quality;
- * Budget; and
- * Results.