

## **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.