

Individual In-House Publications

Description

Gold, Silver, and Bronze awards may be given for the best print publications, produced for any institutional purpose, in which all writing, photography, artwork, and design were done in-house. (Publications may have been printed outside.)

Subcategories

1. Single-Page Pamphlets or Flyers (may have multiple folds)
2. Multi-Page Booklets, Brochures, and Catalogs
3. Periodicals
4. Handbooks and Directories
5. Miscellaneous Publications (posters, pocket folders, invitations, etc.)

Judging Criteria

Judges specifically will look for:

- * An understanding of your target audience(s);
- * Institution's mission and how well it is communicated;
- * Creative content, writing, editing, layout and design, and print quality;
- * Budget;
- * Creative use of available resources; and
- * Results.