

Special Program Publications Packages

Description

Gold, Silver, and Bronze awards may be given for outstanding packages of two to five coordinated publications or related materials for a single program or event. Materials may include videocassette/DVD boxes, CD packages, T-shirts, or other non print materials such as Web sites if they are part of a coordinated group of publications. Acceptable packages may include but are not limited to materials created for:

- * Special events;
- * Continuing education;
- * Exhibitions
- * Building dedications;
- * Research; or
- * Other special institutional programs or projects.

Judging Criteria

Judges specifically will look at your:

- * Objectives and how well you have reached them;
- * Understanding of your target audience(s) and the institution's mission and how well it is communicated;
- * Content, writing, editing, layout and design, and print quality of all items;
- * Fresh ideas and creative concept development;
- * Budget; and
- * Results.