

2008 AUBER Electronic Publication Awards Evaluation Form

Name of Publication:

Publication Medium:

Total Points Awarded: _____ (Maximum of 100)

Check one: Was publication created . In-house (by organization/school's staff)?

Or

With assistance from an outside design firm?

Instructions:

Grade categories I and II on a point scale from 1 to 20 (with 1 being the lowest score and 20 being the highest) for a score of no more than 20 points for each category and categories III – VII on a point scale from 1 to 12 for a total score of no more than 100.

I.	Appropriate use of technology for purpose	_____ Points (Maximum of 20)
II.	Usability	_____ Points (Maximum of 20)
III.	Content (should support the mission of your center and meet stated objectives as well as meet the needs and interests of the target audience)	_____ Points (Maximum of 12)
IV.	Creativity	_____ Points (Maximum of 12)
V.	Design (consider balance, graphics, typography, production quality, etc)	_____ Points (Maximum of 12)
VI.	Clarity	_____ Points (Maximum of 12)
VII.	Overall impression (meets stated objectives, visual and written tone, professional standards, consistency, etc)	_____ Points (Maximum of 12)

_____ **Total Points (Maximum of 100)**