

2008 AUBER Print Publication Awards Evaluation Form

Name of Publication:

Category: Magazines & Journals Abstracts & Other Data Publications Economic Outlooks Special Studies, Technical or
Contract Reports Newsletters, Brochures, Other Promotional Mat'ls

Total Points Awarded: _____ (Maximum of 100)

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

Or

. With assistance from an outside design firm?

Instructions for Judges:

Circle the appropriate number to indicate: 5 (also 6 in Content section)—Excellent; 4—Above Average; 3—Average; 2—Fair; 1—Poor. Please total points awarded in each category and enter the grand total for the publication above.

I. Layout/Design/Production

Total Points _____ (Maximum of 20)

- A. Balance and sense of proportion 5 4 3 2 1
- B. Appropriate graphics and typography 5 4 3 2 1
- C. Effective use of headings, subheadings 5 4 3 2 1
- D. Production quality (proofreading, paste-up, 5 4 3 2 1 editing, printing, art reproduction)

Comments: _____

II. Writing/Editing/Composition Total Points _____ (Maximum of 20)

- A. Effective communication of ideas and information 5 4 3 2 1
- B. High standards of composition: grammar, language, clarity 5 4 3 2 1
- C. Good organization of information within the publication 5 4 3 2 1
- D. Writing style and vocabulary appropriate to the audience 5 4 3 2 1

Comments: _____

Continued...

III. Content Total Points _____ (Maximum of 30)

- A. High standards of research evident 6 5 4 3 2 1
 - B. Content appropriate for the target audience 6 5 4 3 2 1
 - C. Communicates information of value to the audience 6 5 4 3 2 1
 - D. Appropriate documentation used (notes and references) 6 5 4 3 2 1
 - E. Impact of research or extraordinary effort involved 6 5 4 3 2 1 Comments:
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IV. Overall Publication Total Points _____ (Maximum of 20)

- A. Meets stated objectives (submitted on entry form) 5 4 3 2 1
 - B. Visual and written tone is appropriate for the audience 5 4 3 2 1
 - C. Professional standards are evident 5 4 3 2 1
 - D. Publication exhibits consistency in appearance and content 5 4 3 2 1 Comments:
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V. Extra Points Total Points _____ (Maximum of 10)

A maximum of 10 points may be given to a publication for unusual excellence that enables it to rise above the average to serve as an outstanding example of a university research publication. Judges should explain such points, if awarded.

Comments: _____