

## Design Awards

*The Book Design award is judged on the overall design of the entire book.*

*The Book Cover / Jacket Design award is judged only on the book cover or jacket.*

*The Book Illustration award is judged on illustrations including drawings, paintings, photographs and other artwork. Children's books and art books may be entered.*

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### Criteria

Submissions will be judged on the following criteria:

#### **Artistic Merit (5 points)**

Points will be awarded for design elements that show creative and communicative excellence, that are structurally compatible with excellence in the principles of design and that will be accepted as evocative, creative and effective by audiences.

#### **Innovation of Form (5 Points)**

Points will be awarded for a creative approach to the execution of design of the specific elements being judged, while still maintaining the excellence and artistic merit of the work.

#### **Quality of Production Values (5 Points)**

Points will be awarded for production values that meet or exceed industry standards, that show excellent attention to detail in the production of the work, that represent effective and excellent use of a range of production elements and that are appropriately creative and of artistic merit.

#### **Appropriateness for Market (5 Points)**

Points will be awarded for the linking of the design elements being judged with the audience to which the work is intended, for successfully addressing the unique requirements of the audience(s) being targeted, and for design elements that convey the message of the work within the cultural context of the marketplace where the work is being offered.