

Categories:

- Annual Report
- Catalogs/Guides
- External Publications
- Other
- Style or Branding Guide

Questions:

- Rate the quality of the copy/text (grammar, clarity, impact, appropriateness for audience).
- How effective is the overall layout?
- Rate the readability of the publication.
- How effective is the use of color, photography and/or other graphic elements?
- Were goals/objectives met?
- Is publication cost effective?
- How well does the entry show creativity and innovation in its efforts?