

2014 Benjamin Franklin Awards™

Book Evaluation - Design

SPECIAL NOTE: For your convenience you are now able to provide your scores and comments online. A link to the online judging form will be sent to you by e-mail in January 2014. Please use these paper forms as worksheets and feel free to send them to the IBPA office if you are having difficulty with the online system.

Please read the publisher's description of the book located on the inside front cover. Then evaluate the overall design objectively, whether or not you agree with the author's point of view or style of expression or idiom. Additional observations and suggestions are welcomed by the publisher and should be provided online or on the back of this form.

Score your responses on a scale of 1 to 10 in which 1=worst rating and 10=best rating. Please consider each topic independently and offer an appropriate score for that topic. It is important to offer appropriate scores on each topic so we are able to determine the overall finalists.

Book title _____

Category number and name _____

Please rate the following by circling the appropriate number at the right.

Please circle an answer for each question:

COVER APPEARANCE

10 9 8 7 6 5 4 3 2 1

- Is the cover design pleasing and interesting in appearance? Does it evoke a positive response?
- Do you want to pick up the book and examine it more closely?
- Are front and spine copy legible from a reasonable distance, so as to show up on a bookstore shelf?
- Does the choice of colors (including B&W) stimulate interest and fit the subject?

COVER LAYOUT

10 9 8 7 6 5 4 3 2 1

- Does the organization of cover elements allow instantaneous "reading"?
- Does back cover and flap (if any) design inform easily and interestingly?
- Are the photographs or illustrations appropriate, of good quality and reproduced well?
- Is the typeface attractive, readable and appropriate to the subject matter?
- Are letter spacing, line spacing and word spacing correct and pleasing to the eye?

INTERIOR APPEARANCE

10 9 8 7 6 5 4 3 2 1

- Does the beginning of each chapter have a reader-friendly layout?
- Does the paper stock fit the book's design and function?
- If used, do the colors provide a sense of cohesiveness to the interior? Are they attractive and appropriate to the subject matter?
- Are the photographs or illustrations appropriate, of good quality and reproduced well?
- Is the typeface attractive, readable and appropriate to the subject matter?

INTERIOR LAYOUT

10 9 8 7 6 5 4 3 2 1

- Does the page layout (i.e., the organization of heads, subheads, indents, and breaks in copy) facilitate reading? Is it appropriate for its audience?
- Are the margins (including gutter) well spaced?
- Are letter spacing, line spacing and word spacing correct and pleasing to the eye?
- Are there obvious typographical or other distracting errors?

GENERAL

10 9 8 7 6 5 4 3 2 1

- Rate the quality of printing throughout.
- Are title page, copyright page, contents, and back matter (if needed) present? Do they contain all necessary information, presented clearly and attractively?
- Are company name, logo, and ISBN on back cover or spine?
- Does the paper stock fit the book's design and function?

OVERALL REACTION

10 9 8 7 6 5 4 3 2 1

- Rate your overall reaction to the design of the book.

TIE BREAKER

I rank this book # _____

- After reviewing all books in this category, please rank this book compared the others. Please rank just the top 10 books, with #1 being the book as best in the group. This score will be used as a tie breaker only.

We ask you to write comments on the back of this sheet to help our publishers improve their titles. Let them know what's working and where they can improve. These comments can be transferred to the online form.



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PLEASE COMPLETE YOUR JUDGING NO LATER THAN MARCH 31, 2014

