

2018 Benjamin Franklin Awards™

Book Evaluation - Design

PLEASE POST your scores and comments online. **A link to the online judging form will be sent to you by e-mail.** Please use these paper forms as worksheets and keep them as backup should you need to send them to IBPA. Please focus on the editorial elements only. There is a separate set of editorial judges for this category, please focus on design only.

Evaluate the overall design objectively, whether or not you agree with the author's point of view or style of expression or idiom. Observations and suggestions should be provided on the back of this form and transferred online so entrants understand why they are receiving the scores they receive. Score your responses on a scale of 10 to 1 in which **10=perfect, 9=very good, 8=good, 7=significantly above average, 6=above average, 5=average, 4=below average, 3=significantly below average, 2=poor, 1=very poor.** Please consider each topic independently and offer an appropriate score and comments for that topic. It is important to offer appropriate scores on each topic so we are able to determine the overall winners and so entrants can work to improve future editions of their books.

Book title _____

Category number and name _____

Circle the appropriate number or statement at the right (note numeric definitions above).

APPROPRIATENESS FOR CATEGORY

YES SOMEWHAT NO

- Is the book appropriate for this category?

GENERAL/ESSENTIALS

YES SOMEWHAT NO

- Does the back cover include an EAN barcode with human-readable price and 13-digit ISBN?
- Does the spine include the title, author's name and publisher name and/or logo?
- Does the cover include the publisher name and/or logo and the shelving category?
- Does the book have a copyright page?

If you answered yes to all four questions to the left, please circle YES; 2-3=SOMEWHAT; 0-1=NO

COVER APPEARANCE

10 9 8 7 6 5 4 3 2 1

- Is the cover design pleasing and interesting in appearance? Does the front cover copy immediately identify the benefits of the book, the subject matter, or category?
- Is the text, especially the title, subtitle and author name, legible on the print version, so as to show up on a bookstore shelf and when the cover is made into a digital thumbnail?
- Does the choice of colors (including B&W) stimulate interest and fit the subject? Do colors translate well to both print and digital?
- Is the book's cover art and design competitive with other books in this category?

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?
- Consider paper quality. Does the text bleed through. Is readability a problem?
- 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?

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 # _____
Only rank the top 10, with #1 being the best in the group

- Please rank just the top 10 books compared to the others in this category, with #1 being the best in the group and #10 being the 10th best.

Observations and suggestions should be provided on the back of this form and transferred online so entrants understand why they are receiving the scores they receive and so they can improve future editions of their books.

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PLEASE COMPLETE YOUR JUDGING NO LATER THAN FEBRUARY 28, 2018

