

2019 Benjamin Franklin Awards™

Book Evaluation - Interior 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. You are one of two or three judges in this category.

Evaluate the interior 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).

GENERAL/ESSENTIALS

- Does the book have a title page?
- Does the book have a copyright page?
- Does the front matter, back matter or jacket copy include info about the author?
- Does the back cover include an EAN barcode with human-readable price and 13-digit ISBN?
- Is the book competitively priced with other books in this category?

YES SOMEWHAT NO

If you answered yes to all five questions to the left, please circle YES; 3-4=SOMEWHAT; 0-2=NO

LAYOUT

- 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 there obvious typographical or other distracting errors?

10 9 8 7 6 5 4 3 2 1

APPEARANCE

- 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?

10 9 8 7 6 5 4 3 2 1

TYPOGRAPHY

- Is the typeface attractive, readable and appropriate to the subject matter and intended audience?
- Are letterspacing, linespacing, and wordspacing correct and pleasing to the eye?

10 9 8 7 6 5 4 3 2 1

OVERALL REACTION

- Rate your overall reaction to the interior design of the book from first page to last.

10 9 8 7 6 5 4 3 2 1

TIE BREAKER

- 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.

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

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