

2019 Benjamin Franklin Awards™

Book Evaluation - Cover/Jacket 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 cover 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

YES SOMEWHAT NO

- 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 back cover include an EAN barcode with human-readable price and 13-digit ISBN?
Does the book have a copyright page?
Is the book competitively priced with other books in this category?

APPEARANCE

10 9 8 7 6 5 4 3 2 1

- Is the cover design pleasing/interesting? 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?

LAYOUT

10 9 8 7 6 5 4 3 2 1

- Is the typeface attractive, readable and appropriate to the subject matter?
Are the photographs or illustrations appropriate, of good quality and reproduced well?
Are letter spacing, line spacing and word spacing correct and pleasing to the eye?

ORGANIZATION/COLOR

10 9 8 7 6 5 4 3 2 1

- Does the cover design immediately identify the benefits of the book, the subject matter or category?
Does back cover and flap (if any) design inform easily and interestingly?
Does the choice of colors (including B&W) stimulate interest and fit the subject? Do they show good contrast or complement each other well?

OVERALL REACTION

10 9 8 7 6 5 4 3 2 1

- Rate your overall reaction to the cover design of the book.
Rate the cover design’s overall ability to reach its targeted audience in competition with other books of the same genre.

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.

Independent Book Publishers Association, 1020 Manhattan Beach Blvd., #204, Manhattan Beach, CA 90266
310/546-1818 • FAX 310/546-3939 • E-mail: info@ibpa-online.org

PLEASE COMPLETE YOUR JUDGING NO LATER THAN FEBRUARY 28, 2019

