

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Best Use of Photography

**STRATEGY** – 1-5 points for each item, maximum 15 points

1. The target audience was researched and identified.
2. Objectives were quantifiable and the message was clear.
3. Techniques used support the goals of the campaign.

**CREATIVITY** – 1-5 points for each item, maximum 15 points

1. Photograph composition is impactful.
2. The photograph effectively conveys the desired message/story.
3. Photograph effectively uses color, contrast and/or light to inspire a target audience.

**IMPLEMENTATION AND EVALUATION** – 1-5 points for each item, maximum 15 points

1. Evaluate the methods and vehicles of distribution.
2. To what extent does the photograph relate to the program being publicized?
3. How likely are members of the target audience to retain or remember the activity?

**OVERALL PRODUCT** - 1-5 points for each item, maximum 15 points

1. Evaluate the benefit of the program/project to the organization.
2. How well does the program/project reflect the best possible image for the jurisdiction or program?
3. What is your overall impression of the project/program?