

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Print – Report

EDITORIAL EXCELLENCE – 1-5 points for each item, maximum 15 points

1. The writing is clear, understandable and grammatically correct.
2. The content is appropriate and attention getting for intended audience.
3. The information is timely and informative.

APPROPRIATE DESIGN and TYPOGRAPHY – 1-5 points for each item, maximum 10 points

1. The design is attractive and appropriate for the intended audience.
2. The design supports the text.

PHOTOS/ILLUSTRATIONS – 1-5 points for each item, maximum 10 points

1. Photos are effectively used to tell a story.
2. Illustration design and artwork are effective and appropriate.

OVERALL IMPRESSIONS AND RESULTS – 1-5 points for each item, maximum 10 points

1. The entry achieved its objective and was easily accessible to the intended audience..
2. Overall impression of the publication.