

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Print – Special Publications

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 15 points

1. The design is attractive and appropriate for the intended audience.
2. The design supports the text.
3. Is the use of color effective?

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

1. Photos are effectively used to tell a story.
2. The design supports the message being conveyed.

OVERALL IMPRESSIONS AND RESULTS – 1-5 points for each item, maximum 15 points

1. The publication is easily accessible to the intended audience.
2. To what degree does it achieve its objective?
3. Overall impression of the publication.