

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Technological Services – Electronic Report

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

1. The writing is clear, understandable and grammatically correct.
2. Is the content appropriate designed for use on electronic devices.
3. Information is it timely, interesting and informative.

**APPROPRIATE DESIGN AND TYPOGRAPHY** – 1-5 points for each item, maximum 15 points

1. The design is attractive and appropriate for intended audience.
2. The design supports the message.
3. The report has a responsive design for mobile platforms.

**IMAGES/VIDEO** – 1-5 points for each item, maximum 10 points

1. Photos/videos are used to enhance conveying the message.
2. Illustration design and artwork are effective and appropriate.

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

1. Your overall reaction to the publication.
2. The degree to which the publication achieves its objective.
3. The entry uses interactive/multimedia content.