

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. Did the Award entry clearly state the purpose and/or goals for the production or project?
2. Did the Award entry successfully achieve that purpose and/or meet the stated goals?
3. Overall impression of the publication.