

ACI Awards Competition – Entry Form & Scoring Sheet #1 for:

- ◆ Magazine, 4-Color
- ◆ External Newsletter
- ◆ Regulations Publications

Category: _____

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging Appearance	Score
1. Does the overall appearance of the publication engage and hold your attention? (0 to 10 points)	
2. Does the cover attract your interest and relate the publication's function and content? (0 to 10 points)	
3. Are graphics, photos and illustrations attractive, useful, easy-to-understand and interesting? (0 to 10 points)	
4. Are graphic techniques such as screens, inks, typefaces and layout effective for attracting and holding your interest and facilitating easy reading? (0 to 10 points)	
5. Is the type easy to read and reflective of the publication's content? (0 to 10 points)	
6. Are facing pages well planned? (0 to 10 points)	
7. Is white space used effectively? (0 to 10 points)	
8. Is there a good balance between copy and graphics? (0 to 10 points)	
9. Does the information flow logically? Are major sections clearly defined? Is it easy to find information? (0 to 10 points)	
10. What is your overall impression of the quality of layout/design? (0 to 10 points)	

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- Entry Form #1 continued -

Criteria for Judging Editorial Content	Score
11. Does the copy engage and hold your interest? (0 to 10 points)	
12. Is the copy educational, informative and/or entertaining? (0 to 10 points)	
13. Is the material logically organized? (0 to 10 points)	
14. Is the language/word choice concise, appropriate, easy-to-understand and free from jargon, legalese and cliches? (0 to 10 points)	
15. Do titles, headlines, subheads, photo captions and cutlines catch your interest and add meaning to the publication? (0 to 10 points)	
16. Is the writing stimulating, original and appropriate to audience? (0 to 10 points)	
17. Does the publication help you get answers to your questions? (0 to 10 points)	
18. Do proper spelling, use of grammar, punctuation and syntax support the writing? (0 to 10 points)	
19. What is your overall impression of the quality of the writing? (0 to 10 points)	

Criteria for Judging Statement of Purpose	Score
20. Does the publication achieve its stated purpose? (0 to 10 points)	
Total Score (Possible 200 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #2 for:

- ◆ One-Time Publication, 4-Color (be sure to include four copies of your document if you are entering the brochure category)

Circle Category: BROCHURE BOOKS/REPORT OTHER

Title of Entry: _____

State of agency/organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____ e-mail: _____

ENTRY EVALUATION

Criteria for Judging Appearance	Scores
1. Are the front cover, back cover and introductory pages attractive and appealing? (0 to 10 points)	
2. Is the layout balanced, including facing pages, use of white space, photos, illustrations, and graphics? (0 to 10 points)	
3. Are the photos, illustrations and graphics of good quality? (0 to 10 points)	
4. Are the photos, illustrations and graphics used appropriately and do they enhance the subject? (0 to 10 points)	
5. Is the type easy to read, including titles, headings, subheadings, and captions? (0 to 10 points)	
6. What is your overall impression of the layout and design? (0 to 10 points)	
Criteria for Judging Content	
7. Is the copy organized, logical and easily followed? (0 to 10 points)	
8. Are the photos, illustrations, and graphic captions interesting, informative and meaningful? (0 to 10 points)	
9. Is the language level and grammar usage appropriate for the intended audience? (0 to 10 points)	
10. What is your overall impression of the quality of the writing, including style, grammar and punctuation? (0 to 10 points)	
Statement of Purpose (0 to 10 points)	
TOTAL SCORE (possible 110 points)	

Comment & Critique

Judges, please be generous, constructive and specific with our remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Write your comments on the reverse side of this score sheet.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #3 for:

- ◆ Magazine Wildlife Article
- ◆ Magazine Fisheries Article
- ◆ Magazine Parks, Historical or Cultural Article
- ◆ Magazine General Interest Article
- ◆ Print News Release

Category: _____

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Does the article fulfill its state purpose? (0 to 10 points)	
2. Does the article engage and hold your interest? (0 to 10 points)	
3. Does the format attract your attention? (0 to 10 points)	
4. Is the article educational, informative and/or entertaining? (0 to 10 points)	
5. Does the article help you get answers to your questions? (0 to 10 points)	
6. Is the material logically organized? (0 to 10 points)	
7. Is the language/word choice concise, appropriate, easy to understand and free from jargon and cliches? (0 to 10 points)	
8. Is the writing stimulating, original and appropriate to the audience? (0 to 10 points)	
9. Do proper spelling, use of grammar, punctuation and syntax support the writing? (0 to 10 points)	
10. What is your overall impression of the quality of the writing? (0 to 10 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please write your comments on the reverse side of this sheet.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #4 for:

- ◆ Television Series (be sure to include four copies of your tape or DVD)
- ◆ Video News Release
- ◆ Video Other

Category: _____

Title of Entry (include episode title and number for TV series): _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging Message Design	Score
1. Objectives: How well did the program meet its stated objectives? Is it appropriate to the intended audience? (0 to 30 points)	
2. Design Strategy: Are good principles of communication applied to the development of the material? Is the content organized? Is there a logical, understandable flow? (0 to 25 points)	
3. Treatment: Is the treatment of the subject matter effective? Does the program have broad audience appeal? Does it capture and hold your interest? Does the topic appear to be handled fairly and accurately? Are appropriate production techniques used to focus on the critical components of the message design? (0 to 25 points)	
Criteria for Judging Creativity	
4. Writing: Is the script clear and understandable? Is the language appropriate for the subject matter and audience? Is it free of jargon and cliches? If script does not fit traditional style (e.g. narrative constructed totally from sound bites), is it appropriate and effective? (0 to 20 points)	
5. Direction: Does the director successfully integrate all program elements to achieve the stated objectives? (0 to 20 points)	
6. Editing: Do the editing techniques contribute to the program's effectiveness (pacing, shot selection, flow, etc.)? (0 to 20 points)	
7. Artistic Use of Medium: Do music, special effects, graphics, lighting, talent and other creative elements contribute to the quality of the material presented? Do these items enhance the program and not cover up poor message design? (0 to 20 points)	

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- Form #4 continued -

Criteria for Judging Production Elements	Score
8. Camera: Was the videography effective? Were camera movements steady and smooth? If not, were they appropriate to the program treatment? Was the exposure correct? (0 to 10 points)	
9. Lighting: Did the lighting contribute to the overall effectiveness of the program? Was there a proper ratio of key, back, fill, etc.? Was lighting consistent from scene to scene? (0 to 10 points)	
10. Audio: Was the audio clean and distortion-free? Was there appropriate balance between level of music, narration, effects, etc.? If used, were sound effects or music effective and appropriate? Was sound used creatively to enhance the program's effectiveness? (0 to 10 points)	
11. Talent: Did the talent's performance (whether pro or amateur, on-camera or voice-over) contribute to the program's effectiveness? (0 to 10 points)	
Total Score (Possible 200 points)	

Comment & Critique

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Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #5 for:

- ◆ Radio Program
- ◆ Radio Public Service Announcement

Category: _____

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Are the length, format and technical standards compatible with current broadcast requirements? (0 to 15 points)	
2. Is the treatment of the subject matter effective? Does the program have broad audience appeal? Does it capture and hold your interest? (0 to 15 points)	
3. Is the material clear and understandable? Is there a logical flow? Is the language appropriate for the subject matter and audience? (0 to 15 points)	
4. Is the material balanced and well-paced? Does the topic appear to be handled fairly and accurately? Does it avoid jargon, cliches and blatant propaganda? Is the material of sufficient quality to merit good placement on a broadcast schedule? (0 to 15 points)	
5. Is the medium used creatively? Does the program make effective use of voices, music, sound effects and other creative elements? Do these elements enhance the program and not cover up poor message design? (0 to 15 points)	
6. How well does the program achieve its stated purpose? (0 to 25 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #6 for:

- ◆ Posters
- ◆ Calendars

Category: _____

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Does the overall appearance of the poster/calendar engage and hold your attention? (0 to 20 points)	
2. Are graphics, photos and illustrations attractive, useful, easy to understand and interesting? (0 to 20 points)	
3. What is your overall impression of the quality of the layout/design? (0 to 20 points)	
4. Does the publication achieve its stated purpose? (0 to 40 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #7 for:
◆ Internal Communications

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. How well does this entry communicate agency or organization information to the employee? (0 to 40 points)	
2. Is the material prepared so it is understandable and easily comprehended? (0 to 10 points)	
3. Is the format attractive, and does it arouse your interest? (0 to 10 points)	
4. Does the material promote mutual understanding among employees? (0 to 10 points)	
5. Does the item open the door to useful, two-way communication between the employee and the agency or organization? (0 to 10 points)	
6. Will the item influence employee morale in a positive way? (0 to 10 points)	
7. Does this item show effective use of available resources (for example, a low-budget newsletter might fulfill its stated purpose as adequately as a more expensive product)? (0 to 10 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #8 for:
◆ Education & Outreach

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Is the selected medium (print, video, etc.) appropriate? Is the medium used effectively to explain the educational message? (0 to 10 points)	
2. Is the educational message appropriate? Does it reflect the entry's statement of purpose? Does the right message come across clearly? (0 to 10 points)	
3. Are the materials user-friendly and/or student-ready? Could someone untrained in conservation education use the materials effectively? (0 to 10 points)	
4. Are the graphics pleasing and effective? (0 to 10 points)	
5. Are the materials well-written or scripted, and is the product well-edited? (0 to 10 points)	
6. Are the contents accurate and based on scientific information? (0 to 10 points)	
7. Does the entry address conservation issues that are pertinent to the intended audience? Is it written or scripted at the appropriate level? (0 to 10 points)	
8. Can the success or failure of the entry be measured or tracked? Is there a plan to monitor and evaluate the results of the educational effort and the effectiveness of its message? (0 to 10 points)	
9. Does the entry achieve its stated purpose? (0 to 20 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please write your comments on the reverse side of this sheet.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #9 for:

◆ Web Sites

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Does the information appear to be current and well-maintained? (0 to 10 points)	
2. Is the site an effective customer service tool? (0 to 10 points)	
3. Does the site use graphics effectively? (0 to 10 points)	
4. Is the navigation clear, intuitive, easy to use and working? (0 to 10 points)	
5. Is the download time acceptable? (0 to 10 points)	
6. Does the site work properly? Minimal errors? (0 to 10 points)	
7. Is there creative use of the media - Interactivity? (0 to 5 points)	
8. Is there creative use of the media using multimedia? (0 to 5 points)	
9. Is the site accessible? Work in multiple browsers? ADA compliant? (0 to 10 points)	
10. Does the entry achieve its stated purpose? (0 to 20 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #10 for:
◆ Photography

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. Sharpness of image? (0 to 10 points)	
2. Composition? (0 to 10 points)	
3. Proper exposure? (0 to 10 points)	
4. Depth of field appropriate to subject? (0 to 10 points)	
5. Effective use of lighting? (0 to 10 points)	
6. Effective use of camera angles? (0 to 10 points)	
7. Setting appropriate for subject? (0 to 10 points)	
8. Aesthetic appeal? (0 to 10 points)	
9. Effective use of cropping? (0 to 10 points)	
10. Does the photo fulfill its stated purpose? (0 to 10 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #11 for:

- ◆ Communication Campaigns
- ◆ Exhibits and Dioramas

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

Criteria for Judging	Score
1. How well does the entry achieve its slated purpose? (0 to 100 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please continue on the back if necessary.

Judge's Name: _____

ACI Awards Competition – Entry Form & Scoring Sheet #12 for:

◆ Big Idea, Small Budget

Title of Entry: _____

State of Agency/Organization: _____

Person Submitting Entry: _____

Complete Address: _____

Phone: _____ Fax: _____

E-mail: _____

ENTRY EVALUATION

NOTE: Entries may include information that will not be part of the following scoring but will provide useful information that other member agencies and organizations may learn from or replicate.

Criteria for Judging	Score
1. How well does the entry fulfill its stated purpose? Does the entry provide all information sought on the entry form? More points awarded to entries that appear, through all documentation, to meet the stated purpose of this entry. (0 to 30 points)	
2. How do you rate the "cost/success" ratio? Compare to other entries, carefully considering cost, success, obstacles and benefit. For example, a million-dollar campaign with a million-dollar result receives 0 points; it belongs in another category. A \$150/month effort that does the same thing gets more points. An effort that, because of the innovative solution, overcame significant obstacles gets additional points. Consider the overall benefit to the agency or program. Some results may be difficult to measure, but the entry should provide adequate guidance to provide even a subjective point of comparison to other entries. (0 to 40 points)	
3. How do you rate the "Wow" factor? Is this creative? Unique? Flashy and exciting? Is the technology or technique responsible for the success new and amazing? Was it an innovative use of an existing process or technology? Is there some aspect of this that is creative, unique, exciting, different? (0 to 10 points)	
4. If a one-time event, how was success measured? If an ongoing event, how was/is success being tracked? This may be intimated elsewhere, but this item will help other agencies understand how project was deemed successful. Top score goes to entry that explains a quantifiable, logical method of measuring success. (0 to 10 points)	
5. What was the total cost of this project? Lower cost = more points. (0 to 10 points)	
Total Score (Possible 100 points)	

Comment & Critique

Judges, please be generous, constructive and specific with your remarks. Your input is a vital learning tool for entrants in the ACI Awards Contest. Please write your comments on the reverse side of this sheet.

Judge's Name: _____