

**The Association of Educational Publishers
2009 Evaluation Judging Form**

Judges:

Total Score _____ (out of a possible 16)

Entry # _____

Entry Title: _____

Indicate the Audience: Preschool K-5 Grades 6-8 Grade 9-12 Adult Learners

Please circle the appropriate number using 4 as the highest rank and 1 as the lowest.

- | | <u>Lowest</u> | | | <u>Highest</u> |
|---|---------------|----------|----------|----------------|
| • Design
(Adherence to established design principles. Note: The presence or absence of color should only be evaluated in regard to its use in the publication; one entry should not be judged better than another simply because it uses color. In addition, the presence of ads should only be evaluated in regard to their use in the publication.) | 1 | 2 | 3 | 4 |
| • Educational Value /Objectives
(Appropriateness of content for audience; quality of depth and breadth of subject matter covered; accuracy of concepts and information. Materials meet stated learning objectives) | 1 | 2 | 3 | 4 |
| • Originality/Creativity
(Uniqueness of approach to addressing subject matter and meeting audience needs.) | 1 | 2 | 3 | 4 |
| • Audience Interest
(Success at engaging and sustaining reader interest.) | 1 | 2 | 3 | 4 |
| • Effectiveness
(Success at engaging reader and furthering the goals of the marketing piece.) | 1 | 2 | 3 | 4 |
| • Editorial/Language
(Adherence to established editorial principles, e.g., appropriate for audience; clear, tight, and lively writing and consistency in style, content, and purpose; attention to grammar, punctuation and spelling.) | 1 | 2 | 3 | 4 |
| • Design
(Adherence to established design principles.) | 1 | 2 | 3 | 4 |
| • Creativity/Originality
(Uniqueness of layout, copy, and artwork.) | 1 | 2 | 3 | 4 |
| • Mission
(High-quality work incorporates excellence in editorial principles and design elements. Teacher instructions are clear and concise.) | 1 | 2 | 3 | 4 |
| • Editorial/Design Integration
(High-quality work incorporates excellence in editorial principles and design elements. Teacher instructions are clear and concise.) | 1 | 2 | 3 | 4 |

• **Language and Editorial Quality** 1 2 3 4
(i.e., accuracy of concepts and information; writing style; attention to grammar, punctuation, and spelling.)

• **Ease of Use** 1 2 3 4
(i.e., ease of loading and operation; ease of navigation; clear instructions and support materials; access to on-/off-line help; technologically appropriate for age level; logical design, format, and organization)

• **Teacher Instructions** 1 2 3 4
(Teacher instructions are clear and concise.)

• **Language Use** 1 2 3 4
(Adherence to established editorial principles, e.g., appropriate for audience; clear, tight, and lively writing and consistency in style, content, and purpose; attention to grammar, punctuation and spelling.)

• Based on your knowledge and experience how does this entry rank relative to similar entries?
 Below Average Average Above Average

• Judges Recommendation Non Finalist Finalist Winner Review at final judging

THIS SECTION MUST BE COMPLETED:

Please give at least **TWO** reasons for the score and rating that you gave this product.
(These comments are shared with entrants to help them improve their materials.)

1. _____
2. _____
3. _____