

judging criteria

first impression – would I want to take this ...?

content/concept – is the content interesting?

text – textquality? is it reasonable?

construction – structure, suspense, rhythm?

design – original, distinct, convincing?

typography – type, columns, lines ...?

setting – correctness?

pictures/ artwork– images, illustrations ...?

>> **print it?**

**judging criteria
(Art-Directors-Club-
competition)**

genuineness – is the work new and original, does it break rules?

clerarness – is it easy-to-understand, immediately realized?

persuasive power– arguments raised plausible?

style – is the workmanship convincing?

enjoyment – is fun to look at the work?