

SUNYCUAD Awards for Excellence Program

Rating Sheet

22. EFFECTIVE, EFFICIENT, AND ELEGANT PUBLICATIONS

This category recognizes individual publications that exemplify creative work produced on a limited budget. Entries are restricted to materials that are written and designed in house but may have been printed off campus. Items entered in this category may also be entered in other categories.

Entries must include a brief abstract (maximum of four pages) outlining a concise description of the program, its objectives and goals, planning and resources (including cost per piece), and well-documented results. Do not include staff salaries or postage in calculating costs. Particular attention is given to the relationship between the publication's effectiveness and overall quality to cost.

Submit entries in either of the following categories:

- a. **One- or two-color publications**
- b. **Three-- or full-color publications**

Criteria	rating 1-5, with 5 being highest
Creativity/innovation	
Quality of presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	