

SUNYCUAD Awards for Excellence Program

Rating Sheet

19. VISUAL DESIGN IN PRINT

This category recognizes individual publications for overall excellence in design. Typography, use of color, photography/ illustration, design, format, printing quality, and budget are considered. One publication constitutes a single entry.

Submit entries in one of the following subcategories:

a. Single-page publications (*may have multiple folds*);

b. Multi-page publications;

c. Covers;

d. Posters;

e. Logos/nameplates;

f. Specialty pieces (*for example, videocassette covers, cod packages, pocket folders, t-shirts, invitations, etc.*).

There is no abstract required for category 19 but each entry must include a statement providing total production costs, including design, writing, and photography, as well as the unit cost for each publication. CD not includes staff salaries or postage in calculating costs.

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	