

# 2017 New Mexico/Arizona Book Award Judging Criteria

BOOK TITLE \_\_\_\_\_

AUTHOR \_\_\_\_\_

Rate each question on the scale indicated, with 1 being the lowest score

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**COVER/APPEARANCE (20% of the Total Score): The cover and first impressions are very important to the success of every book. Does the cover attract the potential reader? Is it a measure of what is inside? Is it appropriate to the type of book?**

- 5 4 3 2 1 1) Is the cover design pleasing and interesting in appearance? Does it evoke a positive response? Do you want to pick up the book and examine it more closely? Does the choice of colors (including b&w) stimulate interest and fit the subject?
- 5 4 3 2 1 2) Is the cover an accurate measure of what is inside? Are the photographs or illustrations on the cover appropriate to the subject matter? Does the organization of the cover elements allow instantaneous "reading?"
- 5 4 3 2 1 3) Does back cover and flap (if any) design inform easily and interestingly? Are front and spine copy legible from a reasonable distance, so as to show up on a bookstore shelf?
- Yes Some No 4) Are company name or logo, and ISBN on back cover or spine or found somewhere in the book?

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**TEXT/INTERIOR (20% of the Total Score): Is the type readable? Does the layout help or hinder reading of the book? Is the text consistent? Is the interior clean and clear; does it help in comprehension? Does it need proofreading and editing?**

- 5 4 3 2 1 5) Is the text readable (print quality as well as typestyle)? Is the interior typeface attractive, readable, and appropriate to the subject matter? Are letter spacing, line spacing, and word spacing correct and pleasing to the eye? Is it reader friendly?
- 5 4 3 2 1 6) Does the page layout (i.e., the organization of heads, subheads, indents, and breaks in copy) facilitate reading? Is it appropriate for its audience? Is the design/layout consistent throughout?
- 5 4 3 2 1 7) Are the photographs or illustrations on the interior appropriate, of good quality and reproduced well? Is the printing quality good throughout? Is the printing consistent throughout?
- No A Little A Lot 8) Does it need proofreading and editing?

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**CONTENT (60% of the Total Score): Is the book well-written? Does it use appropriate language? Is it engaging? Does it hold interest?**

- 6 5 4 3 2 1 9) Not all books fit into a bookstore or library audience. Is this book appropriate for its intended audience?
- 6 5 4 3 2 1 10) Does the story engage the reader? Does it have a strong narrative format? Does it hold interest from beginning to end?
- 6 5 4 3 2 1 11) If it is fiction, are the characters and plot well-developed? If non-fiction, does it provide a thorough investigation into a specific topic?
- 6 5 4 3 2 1 12) Did you like/love to read this book? Was it hard to put down?
- 6 5 4 3 2 1 13) Would you recommend this book to a friend/colleague?

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Judge Name/Email/Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(name will not be shared with entrant)

\_\_\_\_ If this book is available after the judging process is over, I am interested in having a copy. We need your address to be able to mail it. Please return this sheet along with the book when you are finished judging each one. **Deadline for judging is August 30, 2017.**

Return to: NM Book Awards, 925 Salamanca NW, Los Ranchos, NM 87107