



President’s Book Awards Questions and Scoring Rubric for Children’s Books with Illustrations, categories 30 & 31

1. **COVER (Front, Back, and Spine).** How well does this book’s **cover** reflect the content?
Consider the text, fonts, colors, and artwork on the cover, front, back, and spine.

Rating	Score	Scoring Criteria for Cover (Front, Back, and Spine)
Excellent	9–10	~ Cover consistently reflects the book’s content and is free of typos or other errors. ~ Text, fonts, color, and artwork are clear and appealing. ~ Front, back, and spine are consistent and complementary from front to back.
Very Good	7–8	~ Cover mostly reflects the book’s content with no obvious errors. ~ Text, fonts, color, and artwork are clear and appealing. ~ Front, back, and spine are relative and complementary from front to back.
Good	5–6	~ Cover adequately reflects the book’s content. ~ Text, fonts, color, and artwork are acceptable. ~ Front, back, and spine are relative from front to back.
Fair	3–4	~ Cover somewhat reflects the book’s content. ~ Text, fonts, color, and artwork are dull or lack quality. ~ Front, back, and spine do not quite match or complement each other.
Poor	1–2	~ Cover does not reflect the book’s content or is missing key elements. ~ Inadequate text, fonts, color, and/or artwork. ~ Front, back, and spine are inconsistent.

2. **CATEGORY.** How well does this book meet the definition of the **category** in which it is entered?
If the book is entered in multiple categories, each category is scored separately.

Rating	Score	Scoring Criteria for Category Entered
Excellent	9–10	~ The book perfectly aligns with the definition of the category.
Very Good	7–8	~ The book aligns with most of the definition of the category.
Good	5–6	~ The book meets some of the definition of the category.
Fair	3–4	~ The book fits a few elements of the definition, but would better fit a different category.
Poor	1–2	~ The book does not fit the category.

3. **RELEVANCE.** How **relevant** or appropriate is this book to the target reader for the category?
Consider the target reader’s viewpoint.

Rating	Score	Scoring Criteria for Relevance to the Target Reader
Excellent	9–10	~ Extremely relevant.
Very Good	7–8	~ Highly relevant.
Good	5–6	~ Relevant.
Fair	3–4	~ Somewhat relevant.
Poor	1–2	~ Irrelevant.

4. **CONTENT.** How interesting or informative is the **content, including illustrations**, of this book to someone who enjoys reading books in this category?

Consider the book's overall content, detail, and significance to the intended reader.

Rating	Score	Scoring Criteria for Content
Excellent	9–10	~ Exceptionally detailed. ~ Highly significant to the intended reader.
Very Good	7–8	~ Detailed. ~ Significant to the intended reader.
Good	5–6	~ Somewhat detailed. ~ Somewhat significant to the intended reader.
Fair	3–4	~ Lacking details. ~ Might not be significant to the intended reader.
Poor	1–2	~ Missing details. ~ Significance to the intended reader is not apparent.

5. **NARRATIVE AND ILLUSTRATIONS.** How well does the author **tell the complete story** or convey information through words and pictures?

Consider logical progression and continuity that enables the target reader to easily understand the author's intent.

Rating	Score	Scoring Criteria for Telling the Complete Story
Excellent	9–10	~ The author's intent is conveyed through words and graphics in an impressive, highly entertaining, complete story.
Very Good	7–8	~ The author's intent is conveyed through words and graphics in a complete and entertaining story.
Good	5–6	~ The author's intent is evident through a complete story with graphics.
Fair	3–4	~ The author's intent is not clear due to a confusing or inconsistent story and ineffectual graphics.
Poor	1–2	~ The author's intent is not evident.

6. **ENGAGEMENT.** From the perspective of the target reader, how **engaging and appealing** is this book?

Consider the author's creativity and balance of descriptive words and phrases.

Rating	Score	Scoring Criteria for Engagement and Appeal
Excellent	9–10	~ Specific words, phrases, and graphics are consistently creative, and intentionally used to engage and strongly appeal to the target reader.
Very Good	7–8	~ Specific words, phrases, and graphics and phrases are usually creative, and intentionally used to engage and appeal to the target reader.
Good	5–6	~ Words, phrases, and graphics are generically used to engage and appeal to the target reader.
Fair	3–4	~ Some words, phrases, or graphics used might appeal to the target reader.
Poor	1–2	~ The words, phrases, and graphics used would not appeal to the target reader.

7. **ORGANIZATION.** How well is the **content** of this book **organized**?

Assess the flow, completeness, and sequencing of content, such as paragraphs, chapters, relation of images to text, etc.

Rating	Score	Scoring Criteria for Organization of Content
Excellent	9–10	~ Thoughtfully organized, logically sequenced, complete, flows naturally from beginning to end.
Very Good	7–8	~ Organized, logically sequenced, complete, flows naturally from beginning to end.
Good	5–6	~ Logically sequenced and complete.
Fair	3–4	~ Some content seems to be out of sequence or incomplete.
Poor	1–2	~ Little to no evidence of organization.

8. **EDITING/PROOFREADING.** How well is the text of this book **edited and proofread**?

Look for typographical errors as well as errors in spelling, punctuation, word usage, missing words, and sentence structure.

Rating	Score	Scoring Criteria for Editing
Excellent	9–10	~ No apparent errors in text.
Very Good	7–8	~ May contain a few minor errors in text that do not distract the reader.
Good	5–6	~ Limited errors in text.
Fair	3–4	~ Several errors in text are apparent and might distract the reader.
Poor	1–2	~ Multiple errors in text distract the reader.

9. **QUALITY OF ILLUSTRATIONS.** What is the overall quality of the graphics, including any drawings, photographs, and word art used? *Consider clarity, color, resolution, and tone.*

Rating	Score	Scoring Criteria for Proofreading
Excellent	9–10	~ Images are consistently of the highest resolution, colorful, crisp and clear.
Very Good	7–8	~ Most of the images are of a high resolution, colorful, and clear.
Good	5–6	~ Some of the images are clear, while others might bleed on the edge.
Fair	3–4	~ Some images are not clear due to lower resolution. ~ Some images are pixelated.
Poor	1–2	~ All images are extremely low-resolution and blurry.

10. **FORMATTING.** How well is this book's interior arranged/**formatted** for aesthetics and readability?

Consider font, layout, placement and quality of images, and overall appearance.

Rating	Score	Scoring Criteria for Formatting
Excellent	9–10	~ Innovative, creative, and aesthetically pleasing arrangement of text and/or graphics. ~ Intentionally formatted to create and enhance the most engaging reading experience possible.
Very Good	7–8	~ Creative and aesthetically pleasing arrangement of text and/or graphics. ~ Intentionally formatted to create an engaging reading experience.
Good	5–6	~ Normal arrangement of text and/or graphics. ~ Conventionally formatted to provide a good reading experience.
Fair	3–4	~ Some text or graphics appear to be out of place. ~ Unconventional formatting distracts or disengages the reader.
Poor	1–2	~ Little to no evidence of intentional formatting.