



## President's Book Awards Questions and Scoring Rubric for Graphic Design and Children's Books with Illustrations

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.