25TH AUSTRALASIAN CATALOGUE AWARDS

FRIDAY 2 SEPTEMBER 2016 THE CROWN PALLADIUM MELBOURNE

General	Category Code:	Entry Number:		
EVALUATION FORM	Judges Name:			
ROLE OF THE CATALOGUE — Up to 20 Poir	nts		SCORE	
 Is the catalogue logical to the Brand, Category, Target Does the catalogue clearly indicate what the catalogue 			/	20
TARGET AUDIENCE — Up to 20 Points			SCORE	
 Does the catalogue reflect and appeal to the targeted Does the catalogue offer an incentive, promotion, specaudience? <i>Please note: This may be an aspirational inc</i> Does the distribution method and zoning make logica 	cial or voucher that connects with the targeted entive and not always a literal suggestion or offe	r.	/	20
TARGET OBJECTIVE — Up to 20 Points			SCORE	
 Does the catalogue deliver in a logical manner to its ic Does the Distribution range make logical sense to the Does the quantity produced and distributed meet the Does the paper, ink and general production of the catalogue 	identified Target Objective or Audience? Targeted Objectives of the catalogue?		/	20
LAYOUT, DESIGN & ART DIRECTION — Up	to 20 Points		SCORE	
 Does the layout live up to the promise of the cover and Is the catalogue easy to follow? Are the prices, copy and pictures sensibly positioned a Are the images and fonts sufficient enough for the read Is the copywriting appropriate and work within the destination 	nd sufficiently sized? der to identify with the product or promotion?	ssly?	/	20
INNOVATION — Up to 20 Points			SCORE	
1. Does the catalogue have an x-factor that makes it unic	ue or memorable?		/	20
			TOTAL:	
			/	100

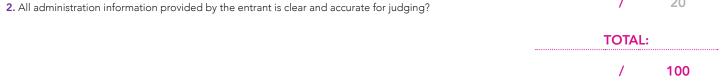


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Category Code: Entry Number: **Best Young Talent** Judges Name: **EVALUATION FORM** PROJECT OR WORK EXPERIENCE - Up to 40 Points SCORE 1. Does the applicants project or work experience indicate a level of excellence, aptitude and/or intelligence? 2. Do the project/s provided as examples indicate innovative thought or creative intelligence? 40 3. Does the entrant demonstrate enthusiasm to challenge the industry in a progressive style? 4. Do the project/s or work experience outlined indicate excellence in management of project components i.e. commitment to deadlines, quality, deliverables etc.? SCORE **REFERENCES** — Up to 40 Points 1. Peer feedback from clients, line managers or colleagues is positive, insightful and illustrates areas of 'best in class' performance? 2. Client insights demonstrate a high level of diligence and commitment to client deliverables? 3. Line manager feedback outlines genuine support and enthusiasm for the entrant with specific focus e.g. 40 'willing to take the extra step in every task I give him', 'she is the highest performer in customer service and raising the bar'. 4. The entrant indicates a willingness to learn and improve whether via additional study or approach. The entrant demonstrates ambition and entusiasm to achieve. PRESENTATION — Up to 20 Points **SCORE** 1. The rationale is well written and prepared? 1 20





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Best Young Designer	Category Code:	Entry Number:	
EVALUATION FORM	Judges Name:		
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LAYOUT — Up to 20 Points	SCORE	
 Does the layout live up to the promise of the cover and lead the reader through the catalogue/s effortlessly? Does the catalogue/s layout deliver an 'ease of use' and logical flow? Are the prices, copy and images sensibly positioned and sufficiently sized? Are the basic elements of finished art implemented - hi-res images, typesetting etc? 	/	20
CREATIVE — Up to 20 Points	SCORE	
 Does the catalogue/s demonstrate creative aptitude? Does the catalogue/s creative provide visual engagement? Are the design elements of the catalogue/s applied consistently? Are the design elements of the catalogue/s applied with strong visual impact? 	/	20
RATIONALE — Up to 20 Points	SCORE	
 Does the catalogue/s design reflect the rationale outlined? Does the catalogue/s design reflect the intent outlined in the rationale? Does the catalogue/s design reflect the purpose outlined in the rationale? Does the catalogue/s design reflect the objective/s outlined in the rationale? 	/	20
SUPPORT — Up to 20 Points	SCORE	
 A higher score is to be awarded to a designer working on their own merits without over-whelming support or senior input. The creative executed was in the majority, the designer's own work and without significant input from others. The creative work demonstrates individual thought and flair. 	/	20
INNOVATION — Up to 20 Points	SCORE	
1. Does the candidate demonstrate an x-factor that makes them unique and memorable?	/	20
	TOTAL:	
	/	100



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