

# 25TH AUSTRALASIAN CATALOGUE AWARDS

FRIDAY 2 SEPTEMBER 2016  
THE CROWN PALLADIUM MELBOURNE

## General

## EVALUATION FORM

Category Code:

Entry Number:

Judges Name:

### ROLE OF THE CATALOGUE — Up to 20 Points

SCORE

1. Is the catalogue logical to the Brand, Category, Target Audience and Objectives?
2. Does the catalogue clearly indicate what the catalogue is promoting?

/ 20

### TARGET AUDIENCE — Up to 20 Points

SCORE

1. Does the catalogue reflect and appeal to the targeted audience?
2. Does the catalogue offer an incentive, promotion, special or voucher that connects with the targeted audience? *Please note: This may be an aspirational incentive and not always a literal suggestion or offer.*
3. Does the distribution method and zoning make logical sense to reach the targeted audience?

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### TARGET OBJECTIVE — Up to 20 Points

SCORE

1. Does the catalogue deliver in a logical manner to its identified Target Objective?
2. Does the Distribution range make logical sense to the identified Target Objective or Audience?
3. Does the quantity produced and distributed meet the Targeted Objectives of the catalogue?
4. Does the paper, ink and general production of the catalogue meet the Targeted Objectives?

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### LAYOUT, DESIGN & ART DIRECTION — Up to 20 Points

SCORE

1. Does the layout live up to the promise of the cover and lead the reader through the catalogue effortlessly?
2. Is the catalogue easy to follow?
3. Are the prices, copy and pictures sensibly positioned and sufficiently sized?
4. Are the images and fonts sufficient enough for the reader to identify with the product or promotion?
5. Is the copywriting appropriate and work within the design?

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### INNOVATION — Up to 20 Points

SCORE

1. Does the catalogue have an x-factor that makes it unique or memorable?

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TOTAL:

/ 100

## Australasian Catalogue Association

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**Best Young Talent**  
**EVALUATION FORM**

Category Code:	Entry Number:
Judges Name:	

**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?
- 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.?

/ 40

**REFERENCES — Up to 40 Points**

**SCORE**

- 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. '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 enthusiasm to achieve.

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**PRESENTATION — Up to 20 Points**

**SCORE**

- 1. The rationale is well written and prepared?
- 2. All administration information provided by the entrant is clear and accurate for judging?

/ 20

**TOTAL:**  
/ 100



**Best Young Designer**  
**EVALUATION FORM**

Category Code:	Entry Number:
Judges Name:	

**LAYOUT — Up to 20 Points**

**SCORE**

1. Does the layout live up to the promise of the cover and lead the reader through the catalogue/s effortlessly?
2. Does the catalogue/s layout deliver an 'ease of use' and logical flow?
3. Are the prices, copy and images sensibly positioned and sufficiently sized?
4. Are the basic elements of finished art implemented - hi-res images, typesetting etc?

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**CREATIVE — Up to 20 Points**

**SCORE**

1. Does the catalogue/s demonstrate creative aptitude?
2. Does the catalogue/s creative provide visual engagement?
3. Are the design elements of the catalogue/s applied consistently?
4. Are the design elements of the catalogue/s applied with strong visual impact?

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**RATIONALE — Up to 20 Points**

**SCORE**

1. Does the catalogue/s design reflect the rationale outlined?
2. Does the catalogue/s design reflect the intent outlined in the rationale?
3. Does the catalogue/s design reflect the purpose outlined in the rationale?
4. Does the catalogue/s design reflect the objective/s outlined in the rationale?

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**SUPPORT — Up to 20 Points**

**SCORE**

1. A higher score is to be awarded to a designer working on their own merits without over-whelming support or senior input.
2. The creative executed was in the majority, the designer's own work and without significant input from others.
3. The creative work demonstrates individual thought and flair.

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**INNOVATION — Up to 20 Points**

**SCORE**

1. Does the candidate demonstrate an x-factor that makes them unique and memorable?

/ 20

**TOTAL:**

/ 100