



President’s Book Awards Questions and Scoring Rubric COVER DESIGN (Front, Back, and Spine) for categories 37 – 40

1. OVERALL IMPRESSION.

Rating	Score	Scoring Criteria for Overall Impression
Excellent	9–10	~ Pleasing appearance immediately captures the reader’s attention and interest. ~ Tone and elements are consistent, reflecting inspiration from the book’s content. ~ All fonts and graphics are crisp and clear.
Very Good	7–8	~ Appearance sparks the reader’s interest. ~ Tone and elements are consistent. ~ Text, fonts, color, and artwork are clear and appealing.
Good	5–6	~ Appearance suggests a generic design but still entices the reader’s interest. ~ Text, fonts, color, and artwork are acceptable.
Fair	3–4	~ Generic appearance that doesn’t capture interest. ~ Text, fonts, color, and artwork are dull or lack quality. ~ Graphics and fonts do not match or complement each other.
Poor	1–2	~ Unappealing. ~ Inadequate text, fonts, color, and/or artwork.

2. ORIGINALITY. Consider the author’s descriptive paragraph. How original is the author’s overall selection of artwork and colors?

Rating	Score	Scoring Criteria for Originality
Excellent	9–10	~ Overall concept is highly innovative, unique, and original. ~ Images include important characters and/or themes based on the book’s content.
Very Good	7–8	~ Overall concept is somewhat innovative and original. ~ Images include important characters and/or themes based on the book’s content.
Good	5–6	~ Cover design is original. ~ Images include some characters and/or themes based on the book’s content.
Fair	3–4	~ Cover design is generic and doesn’t suggest any originality. ~ Images, characters, and/or themes are not effectively represented.
Poor	1–2	~ Generically designed with little forethought.

3. CREATIVITY. Consider the author’s descriptive paragraph. How creative was the designer in achieving the author’s original goals?

Rating	Score	Scoring Criteria for Creativity
Excellent	9–10	~ Artwork and layout are highly creative and unique and are exceptionally effective in capturing the overall concept.
Very Good	7–8	~ Artwork and layout are very creative and effective in capturing the overall concept.
Good	5–6	~ Artwork and layout are somewhat creative and attempt to capture the overall concept.
Fair	3–4	~ Artwork and layout are generic but manage to capture the overall concept.
Poor	1–2	~ Artwork and layout seem unimaginative and fail to capture the overall concept.

4. **RELEVANCE.** Consider the author’s descriptive paragraph. Is the overall design relevant to the target reader and in the subject category?

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

5. **COMPETITIVENESS.** Is this book’s cover art and design competitive with other books typical for this category?

Rating	Score	Scoring Criteria for Competitiveness
Excellent	9–10	~ Cover shines above other covers within the genre and commands attention.
Very Good	7–8	~ Cover stands out among other covers within the genre and attracts attention.
Good	5–6	~ Cover holds its own among other covers within the genre and attracts attention.
Fair	3–4	~ Cover blends in with other covers within the genre and falls short of attracting attention.
Poor	1–2	~ Cover doesn’t fit within the genre.

6. **QUALITY OF IMAGES.** Consider clarity, resolution, and tone. What is the overall quality of the images?

Rating	Score	Scoring Criteria for Quality of Images
Excellent	9–10	~ Images are consistently of the highest resolution, crisp and clear.
Very Good	7–8	~ Most of the images are of a high resolution 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.

7. **WRAP-AROUND COVER.** Are the front, back, and spine relative, complementary, and consistent?

Rating	Score	Scoring Criteria for Wrap-Around Cover
Excellent	9–10	~ Colors, fonts, and images are consistent and highly complementary from front to back.
Very Good	7–8	~ Colors, fonts, and images are relative and complementary from front to back.
Good	5–6	~ Colors, fonts, and images are somewhat complementary, with minor inconsistencies.
Fair	3–4	~ Colors, fonts, and images are inconsistent and do not quite match.
Poor	1–2	~ Colors, fonts, and images do not complement each other and are highly inconsistent.

8. STYLE and QUALITY OF FONTS. Consider the title, subtitle, author name, and other text.

Rating	Score	Scoring Criteria for Style of Fonts
Excellent	9–10	~ Excellent choice of font style, size, and color. Effectively takes color from the background to complement the balance and make it pop. ~ All text is beautiful, crisp, clear, and legible. ~ Choice of color and fonts enhances the overall tone.
Very Good	7–8	~ Nice choice of font style and size. Uses color from the background to complement the balance. ~ All text is crisp, clear, and legible. ~ Choice of color and fonts matches the overall tone.
Good	5–6	~ Appropriate choice of font style, size, and color. ~ All text is legible but may be slightly pixelated. ~ Choice of color and fonts temper the overall tone rather than match or enhance it.
Fair	3–4	~ Generic choice of font style, size, and color. ~ All text is legible but somewhat blurry and pixelated.
Poor	1–2	~ Text is generally illegible.

9. EDITING. Look for errors in the text. Consider spelling, punctuation, word usage, missing words, and sentence structure.

Rating	Score	Scoring Criteria for Editing
Excellent	9–10	~ No apparent errors in text. ~ High-quality sentence structure consistently enhances the reader's experience.
Very Good	7–8	~ May contain a few minor errors in text that do not distract the reader. ~ Sentence structure is logical and sometimes enhances the reader's experience.
Good	5–6	~ Limited errors in text. ~ Sentence structure is suitable for the intended reader.
Fair	3–4	~ Several errors in text are apparent and might distract the reader. ~ Sentence structure is sometimes incorrect or illogical.
Poor	1–2	~ Multiple errors in text distract the reader. ~ Sentence structure is often incorrect or illogical.

10. COMPOSITION. Consider placement and quality of text and images.

Rating	Score	Scoring Criteria for Composition
Excellent	9–10	~ Exceptionally well-organized. ~ Shadows and light sources are consistent. ~ All necessary elements of a book cover are included and arranged effectively. ~ Images are consistently relative to distance from the viewer.
Very Good	7–8	~ Well-organized. ~ Shadows and light sources are consistent. ~ Most necessary elements of a book cover are included and arranged effectively. ~ Images are consistently relative to distance from the viewer.
Good	5–6	~ Fairly well-organized. ~ Shadows and light sources are somewhat consistent. ~ Most necessary elements of a book cover are included but may be arranged ineffectively.
Fair	3–4	~ Generically organized. ~ Shadows and light sources are somewhat consistent. ~ Many necessary elements of a book cover are missing.
Poor	1–2	~ Poorly organized. ~ Shadows and light sources are not consistent. ~ Many necessary elements of a book cover are missing.