



SWBDA Judging Criteria

The Southwest Book Design and Production Awards (SWBDA) recognizes creativity and quality in book design and distinction in production. They help raise the standards of excellence in book design and publishing throughout the Southwest. Books will be judged on the principles and elements of design, including industry accepted format, visual appeal, and consistency.

The judges will consider the following criteria. No single criterion will cause a book to win or win an award. Instead, all the criteria will be applied to assess the book holistically.

- Overall visual appeal
- Adherence to principles and elements of design and industry-accepted format, including:
 - Is essential identifying information easily accessible inside and outside the book:
 - The title
 - The name of the author or editor
 - The name of the publisher
 - Publisher's contact information
 - Website (optional)
 - E-mail (optional)
 - Phone (optional)
 - Mailing address (optional)
 - Half-title Page
 - If there a half-title page, does it only include the title (not any subtitle, author, or publisher)?
 - The first half-title page can include a series page, especially in academic titles.
 - Second half-title (optional)
 - If there a second half-title page, does it only include the title (not any subtitle, author, or publisher)?
 - Title page
 - Does it include the title?
 - Does it include the subtitle? (optional)
 - Does it include the name of the author, editor, and other key contributors?
 - Does it include the name of the publisher?

- Copyright page
 - Is there a copyright statement?
 - Is there a valid ISBN-13?
 - Does it include the name of the publisher?
 - Does it include the publisher's location (city, minimum)?
- Is there "about the author" information available in a prominent location such as the front matter, back matter, or cover?
- Book Appearance
 - Front Cover
 - Is the front cover readable?
 - Is the front cover attractive?
 - Is the front cover useful in small size, for web presentation?
 - Does the front cover include the author's name?
 - Does the front cover include the title?
 - Does it include the subtitle? (optional)
 - Does it include the name of the publisher? (optional)
 - Spine
 - Is it readable?
 - Is it attractive?
 - Does it include the name of the author?
 - Does it include the title?
 - Does it include the Subtitle (optional)
 - Does it include the Publisher (optional)
 - Interior
 - Is it readable?
 - Is it attractive?
 - If relevant, are there understandable chapter and section titles?
 - Are titles set in a larger font than text?
 - Are the heads clearly differentiated and set apart from the running text?
 - Back cover
 - Is it readable?
 - Is it attractive?
 - Does it include an EAN Bookland barcode, encoding the ISBN?
 - Does it include a human-readable ISBN?
 - Is there an author photo (if one is not included in the interior)? (optional)