Category	Subcategory	✓	#	Criteria	Notes
Overall Book Appearance	**Overall Visual Appeal**		1	As a whole, is the book visually appealing?	This is a holistic design assessment, before looking in any detail at the book. Even if a book meets all detailed criteria, if it is not visually appealing to the judges, it will not likely win an award.
	Appropriate Size		2	Does the book have a physical size appropriate to its genre?	A poetry book should not generally be the same format as a "coffee table book." If a book does not meet size expectations of its genre, it will be hard to market and sell.
	Gracefulness of Hand		3	Does the book have gracefulness of "hand"?	"Hand" can be thought of as the feel or the handling qualities of the book. This encompasses the totality of aspects of a book as you hold it, such as the book's size, weight, cover texture, and the quality of paper — essentially, how comfortable and appealing the book is to hold and read.
Front Cover	**Readability**		4	Is the front cover readable?	
	Attractiveness		5	Is the front cover attractive? Does it have shelf appeal?	
	Web Readable		6	Is the front cover design readable in small size, for web presentation?	
	Author's Name		7	Does the front cover include the author's name?	
	Title		8	Does the front cover include the title?	
	Subtitle		9	Does the front cover include the subtitle?	*Required,* *if the book has a subtitle.*
	Publisher Identification		10	Does the front cover include the name of the publisher or the publisher's colophon?	*Optional.* But if it's not on the front cover, it's more important that it's elsewhere on the cover.
	Cover Art		11	**Interestingness.** Is the cover art intrinsically interesting and eye catching?	
			12	**Color.** Are the color choices (including possibly black and white) appropriate to the genre and in service to the book?	

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			13	**Adds Value.** Does the art work add value, by explaining or augmentnig the title and book content, or drawing in the reader?	
			14	**Works with Text.** Does the text work in with images for instant understanding without either text or images being overwhelmed?	
			15	**Appealing Contrast.** Is there an appealing contrast in color, shapes, and text?	
			16	**Wraps and Readability.** If the image wraps the spine and/or the back cover, has attention been paid to readability of the spine and back cover?	*Optional.* This only applies if the front cover art wraps the spine and/or back cover.
Spine	**Readability**		17	Is the spine readable?	
	Attractiveness		18	Is the spine attractive? Does it have shelf appeal?	
	Author's Name		19	Does the spine include the author's name?	
	Title		20	Does the spine include the title?	
	Publisher Identification		21	Does the spine include the name of the publisher or the publisher's colophon?	
Back Cover	**Readability**		22	Is the back cover readable?	
	Attractiveness		23	Is the back cover attractive?	
	Marketing Content		24	Does the back cover include information about the book and author that are likely to spark interest in potential readers?	
	Book Data		25	**Barcode.** Does it include an EAN Bookland barcode, encoding the ISBN?	
			26	**ISBN.** Does it include a human-readable ISBN?	
			27	**Price.** Does it include a human-readable price?	*Optional.*
			28	**BISAC.** Does it have audience or BISAC (Book Industry Standards and Communications) categories?	For more information, see https://www.bisg.org/complete-bisac-subject-headings-list and https://www.a2books.org/bisac-the-book-organizing-system-even-the-library-supports-html/
	Author Information		29	Is there information about the author and an author photograph?	*Optional.* Sometimes, the about the author and the author photo will appear in the back matter or the flaps of a dustjacket.

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Front Matter	**Half-Title Page**		30	Is there a half-title page?	"The half-title or bastard title is a page carrying nothing but the title of a book—as opposed to the title page, which also lists subtitle, author, publisher and edition. The half-title is usually counted as the first page (p. i) in a printed book. The half-title can have some ornamentation of the
			31	Does the half-title page only include the title?	The half-title should not include the subtitle, author, publisher, or anything but the title. (However, if there are two half-title pages, the first half-title page may include a series page. This is common in academic titles.)
			32	Is the half-title page formatted correctly?	A half-title page should be plain. Traditionally it uses a very neutral font with the title in all caps. More contemporary styles are to have a slight echo of the design of the title on the title page, or to include minimal ornamentation
	Second Half-Title Page		33	Is there a second half-title page?	*Optional.*
			34	Does the second half-title page only include the title, and is it formatted correctly?	Like the half-title, the second half-title (if there is one) should not include the subtitle, author, publisher, or anything but the title, and the formatting should be plain.
	Title Page		35	Does it include the title? And is it well designed?	
			36	Does it include the subtitle? If so, is it well designed?	*Required,* if the book has a subtitle.
			37	Does it include the name of the author, editor, and other key contributors?	
			38	Does it include the name of the publisher?	

Category	Subcategory	✓	#	Criteria	Notes
			39	Does it include the publisher's logo or colophon?	
			40	Does it include the location of the publisher?	*Optional on the title page;* required on the copyright page whether or not it is on the title page.
	Copyright Page		41	**Copyright Statement.** Is there a copyright statement?	*The copyright statement may be in the back matter.* This became common with e-books, and
			42	**Copyright Statement.** Is there a copyright statement for other contributors?	*Optional.* In some cases, other contributors (authors, editors, illustrators, or photographers) will warrant a copyright. For books with large contributions by more than one contributor, there should be additional copyright statements.
			43	**Identifying Numbers.** Is there an ISBN-13 number?	Since 2007, ISBNs have contained 13 digits.
			44	**Identifying Numbers.** Is there a Library of Congress Cataloguing Number (LCCN)?	*Optional.* This registration is free and recommended.
			45	**Publisher Info.** Does it include the name of the publisher?	
			46	**Publisher Info.** Does it include the publisher's location?	The city at a minimum.
			47	**Publisher Info.** Does it include the publisher's contact information?	This can be any or all of e-mail, street address, website, or social media. Without contact information, the publisher and author may miss out on permissions sales opportunities.
			48	**Country of Origin.** Does it include the country of origin?	*Optional.* This is less common for POD books, which are often printed in the country closest to the purchaser.
			49	Does it include a disclaimer?	*Optional.*

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	Additional Front Matter Items		50	Does the front matter include: a frontispiece, dedication, epigraph, table of contents, list of figures, list of tables, also-by, foreword, preface, acknowledgments, introduction, prologue, or other content?	*Optional.* What's expected will depend quite a bit on the genre of the book. For example, some books will benefit from the inclusion of an image, drawing, or map as a frontispiece, facing the title page. And a technical book including many tables, will benefit from a list of tables, but this would be inappropriate in many books.
			51	**Appropriateness.** Are each of the additional front matter items appropriate to the book?	
			52	**Design.** Are each of the additional front matter items well designed?	
Body	**Readability**		53	Is the interior readable?	This includes a consideration of the readability of fonts and correct use of white space.
	Attractiveness		54	Is the interior attractive?	Beyond the bare readability, is the interior attractive to look at?
	Fonts		55	Are fonts appropriately chosen?	Are they right for the genre? Are decisions well made between serif and sans serif fonts? Are fonts used in families, such that there isn't an appearance of too many fonts? Are fonts sized reasonably and consistently? Is there appropriate leading (space between lines) and kerning (space between letters)?
	Titling		56	Is there differentiation between titles, heads, and subheads from each other and from body fonts and paragraphs?	Can a reader easily understand the organizational hierarchy based on the formatting of titles and headings?

Category	Subcategory	✓	#	Criteria	Notes
	Captioning		57	Is there differentiation between table headings and illustration captions and from body fonts and paragraphs? If there are images, and if captioning of images appropriate for the genre, are there captions and are they formatted appropriately?	*Optional.* Even when there are tables and illustrations, they don't always need to be captioned.
	Paper for Text		58	Is the thickness of the paper appropriate to the content? Has bleed-through been considered? Is the paper pleasant to "hand," that is, to the touch?	
	Paper for Illustrations		59	If there are illustrations, is the paper suitable for their reproduction?	
	Layout		60	**Consistency.** Is there a consistency of margins, white space, space above and below body paragraphs and titling elements, tables, and illustrations?	
			61	**Margins.** Has there been attention to margins, allowing for grace of design and readability?	
			62	**White Space.** Has there been attention to white space, using white space to define breaks and make the book readable and understandable?	
			63	**Divisions.** If the book has chapter or section divisions, are these clear, consistent, and attractive? If there are division devices (dingbats or drawings) are these clear, consistent, and attractive?	
	Illustrations		64	Is there a consistency in photographs or art, in terms of re color, brightness, appropriateness to support, not overpower text? (Alternately, if it is mainly a book of illustrations, does any text allow the images the space they need?)	
			65	Is the quantity, size, and sharpness of illustrations appropriate for the publication?	
Back Matter	**About the Author**		66	Does the back matter include information about the author?	*Optional.* Sometimes, the about the author and the author photo will
	Author Photo		67	Does the back matter include an author photograph?	*Optional.* Sometimes, the about the author and the author photo will appear on the back cover or the flaps of a dustjacket.

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	Additional Back Matter Items		68	Does the back matter include an epilogue, outro, afterword, conclusion, postscript, appendix, addendum, glossary, bibliography, index, list of tables or figures, colophon, postface or other additional back matter content?	***Optional.*** Many books will not need these; some items, such as lists of tables or figures, will be in the front matter.
			69	**Appropriateness.** Are each of the additional back matter items appropriate to the book?	
			70	**Design.** Are each of the additional back matter items well designed?	