National Association for Interpretation
Interpretive Media Awards
Evaluation Criteria

Interpretation
The entry exhibits outstanding application of interpretive principles.

Relate	Does the entry relate to something within the experience of the audience (i.e. universal concepts)?
Provoke	Does the entry spark curiosity and retain interest?
Reveal	Does the entry focus on larger ideas rather than simply providing information?
Art	Does the entry have visual and/or auditory appeal?
Whole	How well is the entry organized around a theme?

Message and Design
The entry communicates its intended message effectively through an appropriate design.

Purpose	Does the entry serve a clear purpose according to the mission of the site?
Meaning	Does the entry help the audience discover meaning about the topic by linking tangibles and intangibles?
Appropriate	Is the entry appropriate for the intended audience, the location, the resource, and the agency?
Organized	Is the entry organized in a logical, easy-to-follow format (introduction-bridge-body-conclusion)?

Media
The entry utilizes effective media principles to support its interpretive message.

Medium	Is the entry's medium (i.e. video, sign, brochure) appropriate for the subject and audience?
Accessible	Were efforts made to make the entry accessible to a wide range of audiences (i.e. non-English speakers, people with disabilities, children, etc…)?
Quality	How would you rate the overall quality of the entry?