AMI Salon　　Category: **INTERACTIVE**_____　**ITEM NUMBER**:_____

Excellent	Very Good	Average	Fair	Poor	Failure
5	4	3	2	1	0
Very High	High	Adequate	Low	Minimal	Failure

Circle the score that matches your evaluation of the artwork in response to the criteria.

Part I: Communication/Problem Solving

	Criteria	Score					
1.	**CONVEYS THE MESSAGE:** How well does the interactive media object instruct or tell the story identified in the statement of purpose?	5	4	3	2	1	0
2.	**APPROPRIATE FOR THE INTENDED AUDIENCE:** The simplicity or complexity of the work should be appropriate for the knowledge of the audience. For example, simplistic or irrelevant labeling should not be used for specialists in their area of expertise. Does the interactivity and/or design support unique, ease-of-use considerations for those with special needs or visual impairment due to an age-related or disease-specific audience?	5	4	3	2	1	0
3.	**DEGREE OF PROBLEM SOLVING:** Consider the degree of problem solving expressed in the media object. Take into account obstacles created by the conceptual and technical parameters of the job as described on the statement of purpose.	5	4	3	2	1	0
4.	**APPROPRIATE USE OF INTERACTIVITY:** Is interactivity used effectively to achieve communication goals or is it used gratuitously? Has the interaction design solution helped to effectively solve the communication problem? Is the user a participant and not a spectator?	5	4	3	2	1	0
5.	**ACCURACY OF MEDICAL OR SCIENTIFIC INFORMATION REPRESENTED:** The information must be accurate, depicting currently accepted standards of biological and anatomical relationships and proportions. Pictorial manipulation of life science information or distortion of size relationships may sometimes be necessary as a communication tool but should be done clearly, with purpose and knowledge and should not be misleading or misinformative. **Note: This criterion is double weighted.**	10	8	6	4	2	0
6.	**CLARITY:** The pictorial information should be direct, precise, and easily read. It should be unencumbered with excessive, confusing, distracting peripheral information. When the artwork is presented as part of a series, information flow and consistency are taken into consideration. If work includes video or narration, pace and content should be considered.	5	4	3	2	1	0

Part II: Production Values

	Criteria	Score					
7.	**EFFECTIVENESS OF TECHNIQUE AND MEDIA FOR THE INTENDED PRESENTATION FORMAT:** All production standards for the presentation environment should be met, including: device dependent aspect ratio, use of color, value, line, and type within the format or viewing conditions; appropriate level of graphic complexity. If sound and video/animation are used, does the work effectively integrate these to enhance the message or story?	5	4	3	2	1	0
8.	**USER INTERFACE DESIGN:** Does the interface guide the user and focus attention effectively? Consider the following: placement and unity of visual elements; contrast; dynamics of form and shape; balance; and effective use of space. Is the overall appearance of the program visually compelling and well designed?	5	4	3	2	1	0
9.	**DRAFTSMANSHIP, CRAFTSMANSHIP AND DESIGN OF PICTORIAL ELEMENTS:** Representational images should exhibit dimensional quality, perspective, proportions, effective use of light, and skill in rendering. Graphic and diagramitic images should be skillfully rendered exhibiting skillful use of color, tone, and line.	5	4	3	2	1	0
10.	**USABILITY:** The effectiveness of the design in assisting the user to accomplish stated objectives, such as completing intended tasks or finding key information. Users should be given cues and provided with help when the media object's complexity warrants it.	5	4	3	2	1	0
11.	**FUNCTIONALITY**: The application should work without errors or unexpected failures. Does the application work flawlessly with elements loading quickly or seamlessly? For instance, does every button work when clicked? Good functionality makes the experience and learning primary and allows the technology to become invisible.	5	4	3	2	1	0

TOTAL SCORE:_____