

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

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

*THE FOLLOWING CRITERIA ARE TO BE EVALUATED  
EXCLUSIVELY AS THEY PERTAIN TO THE COLLECTED WORK OF MEDICAL ILLUSTRATIONS APPEARING IN THE BOOK.*

**Part I: Communication Values**

<p>1. <b>CONVEYS THE MESSAGE:</b> Generally, medical art is produced to convey a specific message or idea. In the case of a book, the collected work must be evaluated. How well do the illustrations communicate the message identified in the statement of purpose?</p>	5 4 3 2 1 0
<p>2. <b>APPROPRIATE FOR THE INTENDED AUDIENCE:</b> The simplicity or complexity of the artwork 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.</p>	5 4 3 2 1 0
<p>3. <b>USE OF MEDICAL ILLUSTRATION TO ILLUMINATE:</b> Do the medical illustrations in the book create a necessary and appropriate visual interpretation or clarification of the text or photographs?</p>	5 4 3 2 1 0
<p>4. <b>ACCURACY OF MEDICAL OR SCIENTIFIC INFORMATION REPRESENTED:</b> The information must be accurate, depicting currently accepted standards of biological and anatomical relationships and proportions. Pictorial manipulation of anatomical information as a teaching tool should not be misleading or cause confusion. Note: This criterion is double weighted.</p>	10 8 6 4 2 0
<p>5. <b>CLARITY:</b> The pictorial information should be clear, direct, precise, and easily read. It should be unencumbered with excessive, confusing, distracting peripheral information.</p>	5 4 3 2 1 0

**Part II: Production Values**

<p>6. <b>EFFECTIVENESS OF ILLUSTRATION TECHNIQUE(S) AND ILLUSTRATION MEDIA FOR USE IN BOOK PUBLICATION:</b> All basic reproduction criteria for book publication should be met, including: proper use of color, tone, line, and type within the reproduction limitations of the format; appropriate level of graphic complexity. Is the use of artistic style successful given the parameters of the publication?</p>	5 4 3 2 1 0
<p>7. <b>OVERALL COMPOSITION, DRAFTSMANSHIP, AND CRAFTSMANSHIP OF THE ILLUSTRATIONS ONLY:</b> Evaluate the collective work in the use of design elements to focus attention, the creation of the illusion of depth, space and form, and the overall level of skill demonstrated in the application and handling of the technique and media.</p>	5 4 3 2 1 0
<p>8. <b>CONSISTENCY OF ARTISTIC AND DIDACTIC RENDERING:</b> The book has no obvious or distracting inconsistencies in artistic style. The book has consistent use of didactic color throughout. For example, neurovasculature, tissues, or other repeated elements are rendered in the same manor and consistent colors throughout the book.</p>	5 4 3 2 1 0
<p>9. <b>INTEGRATION OF MEDICAL ILLUSTRATIONS INTO LAYOUT AND DESIGN:</b> The medical illustrations are seamlessly integrated in the layout and design. The artwork blends with the design concept. Take into account the surrounding design and photographs, the size of illustrations, and consistency of the size of labels and lead lines on illustrations.</p>	5 4 3 2 1 0

**TOTAL SCORE** \_\_\_\_\_