

PUBWEST BOOK DESIGN AWARDS CATEGORIES FOR 2012

- 1 Adult Trade Book—Illustrated** Examples include books that would generally be considered “coffee-table books.” Text should be limited to 25% of the total work and support the imagery within the book.
- 2 Adult Trade Book—Non-illustrated** Examples include, but are not limited to, traditional 6" x 9" or similar-size tomes that are primarily text and are meant to be read cover to cover, including fiction and nonfiction. If images are included, they should be limited to illustrations for chapter openers, occasional photos or artwork throughout text, and/or special sections.
- 3 Children's/Young Adult Book—Illustrated** Books should be profusely illustrated and are not limited to a page count restriction. The images should be the focus of the book and the text should be limited to no more than 25% of the book.
- 4 Children's/Young Adult Book—Non-illustrated** A children's or young adult book that is primarily text (at least 75%) and may contain illustrations for chapter openers, occasional photos or artwork throughout text, and/or special sections.
- 5 Academic/Non-Trade Book** Books should be intended first and foremost for students or to be used in an academic setting. However, they may have trade appeal as well. Entries should include basic elements such as reference sections, footnotes, and bibliographies.
- 6 Guide/Travel Book** Examples include identification guides on a variety of topics as well as field and travel guides.
- 7 How-to/Crafts Book** Examples include books that are intended to instruct readers on different methods and techniques relative to a specific project/craft.
- 8 Cookbook** Entries in this category should have the intent of aiding readers in cooking or preparing food. Books can be one- to four-color and may or may not include illustrations/photography.
- 9 Photography Book** A book whose subject matter is photography, in which the text is minimal and secondary to the photography.
- 10 Art Book** A book whose subject matter is fine art, and in which the text is minimal and secondary to the art presented.
- 11 Sports/Fitness/Recreation Book** Any book an athlete or person interested in a specific sport, fitness, or recreation activity would purchase to learn more about the subject matter. Books can be instructional, informational, or historical in content. There is no restriction on the ratio of photography/artwork to text.
- 12 Reference Book** Books in this category are generally one- and two-color works whose purpose for publication is to provide information in an organized manner. Reference books are generally not read cover to cover but are referred to when a reader is looking for specific information. Examples include almanacs, directories, and handbooks.
- 13 Short Stories/Poetry/Anthologies** Entries in this category generally contain collections of writings by either a single author or multiple authors. Front and back matter may include contributor biographies, further readings, chronologies, and permissions, which are often characteristic of books in this category.
- 14 Gift/Holiday/Specialty Book** Entries in this category are generally books that have unique subject matter, design elements, and bindery that are not standard to trade books.
- 15 Historical/Biographical Book** Entries should exhibit an appropriate balance of text and supporting graphics in order to thoroughly describe the subject matter of the book.
- 16 Graphic Album—New Material** A graphic album (sometimes referred to as a graphic novel) consists of a story told with graphics or images, much like a comic book with a number of panels on each page and text within the image panels. This category is for books with material appearing for the first time.
- 17 Graphic Album—Previously Published Material** A graphic album (sometimes referred to as a graphic novel) consists of a story told with graphics or images, much like a comic book with a number of panels on each page and text within the image panels. This category is for books with material that has been previously published in another format, such as a comic book or a newspaper, and is collected in one volume for the first time.
- 18 Jacket/Cover Design—Small Format (6 x 9 inches or smaller)** Books of any genre/category with strong shelf appeal and use of design, photography, artwork, and/or typography to enhance the subject matter.
- 19 Jacket/Cover Design—Large Format (larger than 6 x 9 inches)** Books of any genre/category with strong shelf appeal and use of design, photography, artwork, and/or typography to enhance the subject matter.
- 20 NEW! Special Edition** Special bound, small run books that aren't typically available in the traditional trade market - Limited editions, corporate or organizational history/promotional publications. The books in this category generally sell for high dollar and have few budget constraints.

THREE NEW E-BOOK CATEGORIES!

- 21 E-Book Standard** Books of any genre/category available in ePub or mobi formats. Digital editions must be released in calendar year 2011.
- 22 Enhanced E-Book** Books of any genre/category that include video, audio or other enhancements, but are still in ePub format. Digital editions must be released in calendar year 2011.
- 23 Book Apps** Books of any genre/category that are available as apps as opposed to other eBook formats. The app must function as a publication. Apps must be released in calendar year 2011.



ABOUT PUBWEST

Our association is a trade organization established in 1977 as the Rocky Mountain Book Publishers Association, a professional group to serve the needs of its members and as a forum for the discussion of publishing issues. Our membership ranges from small independent presses to publishing companies with worldwide operations.

Our associate members include printers, designers, binderies, and publishing freelancers. Membership is based primarily in the western United States and Canada. [Click here to learn more about PubWest and the benefits of joining today.](#)