



## VICE Awards – Official Evaluation Criteria

This document outlines the official evaluation system used by the VICE Awards to assess submitted websites. Each project is judged in four main categories: UX (User Experience), UI (User Interface), Creativity, and SEO. Each category contains multiple subcategories to ensure a fair, detailed, and holistic assessment of each website's design and performance.

### 1. User Experience (UX)

UX focuses on how users interact with your website. A strong user experience keeps visitors engaged and helps them achieve their goals intuitively and efficiently.

#### **Usability**

- Navigation clarity – Menus and links are easy to find and use.
- Readability – Text is easy to read across devices and screen sizes.
- Feedback – Clear responses to user actions (e.g., button clicks, form submissions).

#### **Accessibility**

- Contrast ratio – Sufficient color contrast for visually impaired users.
- Keyboard navigation – Website can be navigated without a mouse.
- Alt texts – Images include descriptive alt texts for screen readers.

#### **Speed**

- Page load time – Optimized load times under 2 seconds where possible.
- Lazy loading – Efficient handling of off-screen elements.
- Performance on mobile – Fast rendering and loading across devices.

#### **Flow**

- Logical content structure – Information is grouped and ordered naturally.
- User journey – Clear paths for different goals (e.g., learn, buy, contact).
- Minimized friction – Fewer steps or distractions between action and result.



## **2. User Interface (UI)**

UI evaluates the visual design and interface components of a website. It ensures that the layout is clean, consistent, and visually appealing.

### **Consistency**

- Uniform design patterns – Buttons, menus, and inputs follow a unified style.
- Visual hierarchy – Proper use of headings, spacing, and sizes to guide attention.
- Responsive design – Layout adapts properly to different screen sizes.

### **Typography**

- Font pairing – Effective use of font combinations.
- Legibility – Fonts are readable and sized appropriately.
- Line spacing – Proper line height for easy reading.

### **Color**

- Color harmony – Well-balanced use of color palettes.
- Contrast – Sufficient contrast between elements and backgrounds.
- Brand alignment – Colors reflect brand identity.

### **Balance**

- White space – Proper spacing around elements for clarity.
- Layout symmetry – Well-aligned sections and components.
- Content-to-space ratio – Balanced distribution of text, media, and empty space.

## **3. Creativity**

Creativity assesses the originality and conceptual depth of the project. It highlights the unique thinking and storytelling embedded in the design.

### **Originality**

- Distinctive design – Avoids templates and clichés.
- Visual uniqueness – Creative illustrations, layouts, and transitions.
- Unique tone – A style that sets the site apart from others in the field.

### **Storytelling**

- Narrative structure – Content follows a logical story.



- Emotional appeal – Design evokes emotion or connection.
- Visual flow – Images and text support the storytelling.

### **Concept**

- Cohesion – Strong connection between brand and concept.
- Execution – The concept is well-executed through all design elements.
- Purpose – The concept directly supports the site's goal.

### **Innovation**

- Interactive features – Advanced animations or user interactions.
- Technology use – Leveraging modern tools like WebGL, GSAP, or Lottie.
- New formats – Experimentation with scrolling, navigation, or layout.

## **4. Search Engine Optimization (SEO)**

SEO evaluates how technically optimized a website is for search engines. We base our audit on factors used by tools like SE Ranking to determine site health.

### **Technical SEO**

- Site speed – Pages load quickly (below 2s ideal).
- Mobile responsiveness – Optimized for mobile devices.
- HTTPS – Secure and encrypted connection using SSL.

### **On-Page SEO**

- Meta tags – Unique and relevant titles and descriptions.
- Header structure – Logical use of H1 to H3 for readability and SEO.
- Alt attributes – Descriptive image alt texts for indexing.

### **Indexability**

- Robots.txt – Properly configured to allow or block crawlers.
- XML sitemap – Up-to-date sitemap submitted to search engines.
- Canonical tags – Avoids duplicate content issues.

### **Content Quality**

- Keyword relevance – Text contains meaningful keywords naturally.
- No duplicate content – Unique content across all pages.
- Structured data – Schema markup used for rich results.