



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.