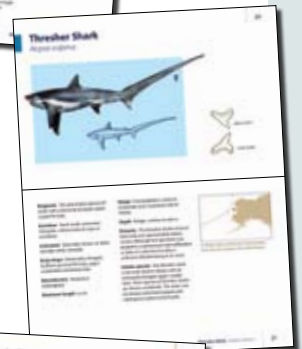
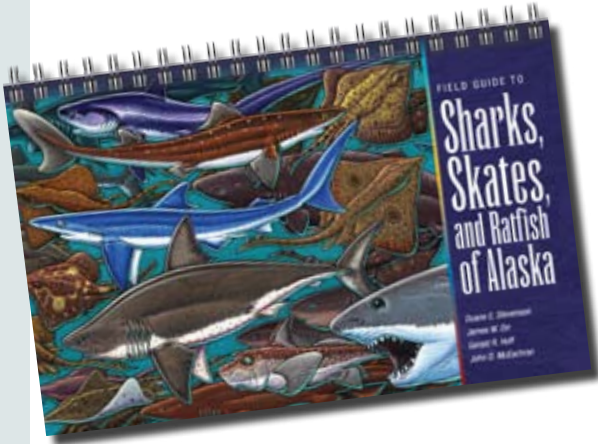


SILVER

FIELD GUIDE TO SHARKS, SKATES, AND RATFISH OF ALASKA



CLASS 21b

FOUR-COLOR POPULAR PUBLICATIONS

*Association for Communication Excellence
Critique & Awards Program 2008*

**Authors: Duane Stevenson, James Orr, Gerald Hoff,
and John McEachran**

**ACE awardees: Dave Partee, Jen Gunderson,
Sue Keller, and Kurt Byers**

Judge's Remarks: Beautifully produced, sure to become a useful reference among scientists, fisheries managers, and federal fisheries observers. Could very well be a winner as both a popular and technical publication because it is so nicely executed and clearly presented.

- Text well organized and clearly written.
- Purpose stated in the first sentence of preface.
- Helpful information inside the front and back.
- Outside front and back covers tie together.
- Complete table of contents, glossary, index, maps, and testimonials.
- Great pains taken to reproduce photos for easy identification and visual continuity.
- Excellent art and photos, cover art fabulous. I love that the designer included an engaging key to the fish and background on the cover artist.

