



**American Society of Interior Designers - Arizona South Chapter  
2011-2012 Design Excellence Awards Competition  
Entry Packet**

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Now is the time to prepare your best projects for entry into the 2011-2012 Design Excellence Awards Competition. The digital format for entry is entering its 3<sup>rd</sup> year of use and has provided our Chapter with fair, unbiased judging.

We are pleased to once again announce our media publisher for the Residential Design Awards, *Tucson Lifestyle Home and Garden*. *Tucson Biz Magazine* has once again expressed interest in publicizing our Commercial Design Awards.

All winning entries will be announced and awarded at the Design Excellence Awards Ceremony to be held in February 2012, details to follow.

Based upon last year's successes there are a few refinements and modifications to the process so please read your instructions carefully; failure to follow these instructions may result in disqualification of your entry.

We encourage all ASID members to enter the 2011-2012 ASID Arizona South Chapter Design Excellence Awards Competition. This is an excellent opportunity to gain publicity for your firm, make your designs the benchmark of the industry, and inspire a new generation of young designers.

**Purpose**

The purpose of the ASID Design Excellence Awards Competition is to recognize and reward outstanding interior design by ASID Arizona South Chapter, and to encourage and inspire new ideas and techniques in the design and furnishing of interior spaces.

**Judging Criteria**

Submissions will be judged and winners determined by selected design professionals from across the country. The Jurors will use a point system guideline as follows. Product Design categories will follow a separate point system.

### All Categories (Except Product Design) – 100 points possible

(25) Presentation, Quality of Photography, Design Statement & Supporting Documents

(15) Scale & Proportion

(15) Effective Space Planning

(15) Appropriate Use of Color & Finishes

(10) Creative Use of Space

(10) Integration of Interior Design with Architecture

(10) Effective Use of Lighting

### Product Design - 100 Points Possible

(40) Presentation, Quality of photography, Design Statement & Documents

(15) Craftsmanship

(15) Color & Finish

(15) Scale & Proportion

(15) Creativity

### **Eligibility Criteria**

- Any ASID Professional, Allied or Industry Professional Member in good standing may enter the competition. Students may enter the competition as well. Please see Student Entry Packet for further information.
- Project completed after August 2009
- Previously awarded projects may not be submitted
- Non-winning projects may be re-submitted provided they meet all other eligibility criteria
- You may submit previously published national work if the project meets all other eligibility criteria.
- Projects previously published locally prior to February 1, 2011 are not eligible for submission.
- Any photos submitted for the awards cannot be used in any ads or other publications; this includes the use of the photo by other trades not involved in the submission prior to publication of *Tucson Lifestyle Home and Garden* to be published in 2012.
- Ads may contain photos from a project submitted provided that photo was not included in the award submission.

### **Tutorial Workshops**

An informative and hands on tutorial workshop for entry requirements, submission, rules, regulations, photographer tips, etc. will be scheduled for a later date dependent upon interest.

Please indicate your interest in such an event by e-mailing Jan O'Brien at

[jan@arizonadesigns.net](mailto:jan@arizonadesigns.net) or (520) 325-6050.

We strongly encourage all designers who are unfamiliar with the format to make use of this workshop opportunity.

## Photography

All photographs entered in the ASID AZ South 2011-2012 Design Excellence Awards competition must be professionally photographed. If the photographs do not meet 300dpi (dots per resolution) *Tucson Lifestyle Home and Garden* and *Tucson Biz* reserve the right to decline using the winning entry.

To encourage designers who may not have entered the competition before, ASID Arizona South has negotiated with local photographers at a special rate for this competition. For more information on these services, please email: [jan@arizonadesigns.net](mailto:jan@arizonadesigns.net)

## Categories

- Singular Residential Space  
This space is limited to one room or area with no full walls separating spaces.  
This space must not be part of any other category.
- Residential Space Under 3500 Sq. Ft. (New or Remodel)  
The designer must present photographs of at least two significant areas;  
no more than 8 photographs allowed.
- Residential Space Over 3500 Sq. Ft. (New or Remodel)  
The designer must present photographs of at least four significant areas;  
no more than 8 photographs allowed.
- Kitchens – Large (48 Sq. Ft. or more of countertop Space)
- Kitchens – Small (48 Sq. Ft. or under of countertop space)
- Bathrooms - Large (Overall floor space square footage of 75 or more)
- Bathrooms – Small (Overall floor space square footage of 75 or under)
- Show House/Model Home/Spec Home  
The designer must present photographs of at least two significant areas.
- Outdoor Living
- Specialty Design (Accessibility/Green/ Historic Preservation/Adaptive Reuse)  
Focuses on a space that has been designed keeping universal, accessibility or green design in mind. The design statement must address these efforts.  
OR Focuses on a building or space originally built for one use and adapted to a new purpose. The design statement must address efforts for historical accuracy.
- Commercial Space under 3500 Sq. Ft.  
The designer must present photographs of at least two significant areas;  
no more than 8 photographs allowed.
- Commercial Space over 3500 Sq. Ft.  
The designer must present photographs of at least four significant areas;  
no more than 8 photographs allowed.
- Product Design by an Interior Designer/Residential
- Product Design by an Interior Designer/Commercial
- Product Design by an Industry Partner

## Schedule

- 05/16/11 Entry Packets available on [www.asidtucson.org](http://www.asidtucson.org) or [www.ASIDConnex.org](http://www.ASIDConnex.org)
- 09/22/11 4:00 PM Deadline for receipt of entry binders  
Drop off location is Arizona Designs Kitchen & Baths, 2425 East Fort Lowell Road, Tucson, 85719. Phone 325-6050 for directions.
- 01/27/12 Student Entry Deadline
- February 2012 ASID Arizona South Awards Celebration

## How to Enter/Entry Requirements:

By requesting all information to be electronic, the Entry Format has been designed to be both environmentally friendly and cost efficient.

## PART I: Powerpoint Entry CD

Please include the following information in PowerPoint format

- All information (text, photos, floor plans) needs to be centered horizontally and vertically.
- Use a black background and white text for each slide.
- All text should be Arial font, 20 Point
- Do not use any additional graphics or animations.
- Do not set up presentation on a timed, slide show format.
- Remove all title blocks, logos and firm names from all images. Failure to do so could result in disqualification.
- Label the CD & CD Sleeve with category name only (no plastic cases)

## SLIDES TO INCLUDE

- Slide 1: Category Name Only
- Slide 2: Design Statement (150 words or less with Category name listed at the top)
  1. The design statement is a verbal presentation in written form in 150 words or less. Pretend you are speaking directly to another person; set the stage for the juror and the reader; identify the problem or challenges; identify specific goals with the project. The maximum word requirement for the Design Statement must be followed or it may result in automatic disqualification.
  2. The Design Statement should state exactly what the designer has done:

Furniture	Finishes	Lighting Design (include drawing)
Space Planning	Flooring	Architectural Details (include drawing)
Accessorizing	Custom Architectural Elements (include drawing)	
- Slides 3, 4, 5, 6, 7, 8, 9 & 10: Project Photos with Design Caption
  - The number of photo slides depends on how many photos you are providing. A maximum of 8 photos may be included. Please limit photos to only what is necessary to convey your message.
  - One photo per slide with caption per slide.
  - **Power Point Photos are to be presented in JPG format and are not to exceed 1MB.**

- Under or on the side of each photo provide one clear, concise and simple sentence. These captions will be used for *Tucson Lifestyle Home and Garden* and/or *Tucson Biz* if your entry is selected as a winner. The magazines will make no changes to these captions.
- Final Slides:
  - One overall floor plan is allowed; note on the floor plan the view locations for photo reference.
  - Optional: Reflected ceiling plan
  - **Plans are to be in JPG format.**
  - Please remove all title blocks. No identification of designer, client, resources or project will be allowed.
  - Plans should indicate furniture placement and location of all architectural features; a separate lighting plan may be included. For the Product Design entries, include working drawings.

#### Auxiliary Photos

- A maximum of 4 auxiliary photos may be included but are not required. These photos do NOT have to be professional quality and do NOT require written descriptions. Limit “before” photos to one page per submission with a maximum of 4 images per page. Limit “Details” to one page per submission with a maximum of 4 images per page (reflected ceiling if not used above, flooring, finishes, etc.)
- Auxiliary photos are to be on the PowerPoint Presentation only. Separate auxiliary/before photos are not to be included on the photo CDs, include them ONLY on the PowerPoint.

#### **PART II: Photo CD's**

- All photos (other than auxiliary) used in the PowerPoint presentation must be included as separate files on 2 CDs at 300DPI; these are to be formatted for professional publishing quality. Please make (2) copies of this CD, one for the magazine feature and one for use by the Awards Celebration committee. We recommend one disc be .jpeg format and one .tif format if possible. Otherwise .jpeg is acceptable for both.

#### **PART II: The Envelope/Project Checklist**

The following items are to be inserted in a large 10”x13” manila envelope, self-adhesive envelopes are not allowed. Outside of the envelope should be labeled with category, designers’ name and contact phone number. Use white paper only for the following as required:

1. Official Entry Form (see separate sheet; this must be submitted for each entry).
3. Signed Publicity Release (see separate sheet; this must be submitted for each entry).
4. List of Design Participants and Suppliers.
5. (1) Powerpoint Entry CD (Use paper sleeves for CDs, no plastic cases.)
6. (2) CD's that include the digital images of the photographs.
  - Two digital discs per entry include images of all photographs used within the Powerpoint Entry CD (Part I). Remember up to eight photos can be used and

need to be placed on the CD as eight separate files. Do not include auxiliary photos. Label the discs with your name and project category. The discs will be used for publication purposes should your entry receive an award to be published in *Tucson Lifestyle Home and Garden* or *Tucson Biz*. These files should be PROFESSIONAL QUALITY PHOTOGRAPHS and formatted at 300dpi (dots per inch).

7. COPIES OF THE DESIGN STATEMENT ARE NOT REQUIRED THIS YEAR.
8. COPIES OF THE POWER POINT PRESENTATION ARE NOT REQUIRED THIS YEAR.
9. CAPTION SHEET: Please provide one Caption sheet with the Design Statement clearly printed and the photos numbered.
9. \$75.00 check per entry made payable to ASID Arizona South

Please note: The submitted entries will not be returned.

Should you have any questions, please contact: Jan O'Brien at [jan@arizonadesigns.net](mailto:jan@arizonadesigns.net).

We wish you the best of luck and look forward to seeing you at the awards ceremony!

**OFFICIAL ENTRY FORM**

**2011-2012 ASID DESIGN EXCELLENCE AWARDS**

Category\_\_\_\_\_

ASID MEMBERSHIP # \_\_\_\_\_

NAME (S) \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE (\_\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

PROJECT NAME \_\_\_\_\_

PROJECT ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

I (We) am (are) the principal designer(s) of this project.

I (We) have read all; entry information and agree to comply with all the rules and requirements as stated.

I (We) also understand that all requirements (including digital disc. and Guide sheet) must be met and submitted to Arizona Designs Kitchens and Baths, 2425 East Ft. Lowell Road, by **4 P.M., September 22, 2011**. I also understand that late entries and those not meeting the requirements will be automatically disqualified.

**DESIGNER SIGNATURE** \_\_\_\_\_

Date: \_\_\_\_\_

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**FOR OFFICE USE ONLY**

Binder Envelope Review Date: \_\_\_\_\_

Entry Requirements Verified: \_\_\_\_\_

Entry Accepted: \_\_\_\_\_

## 2011-2012 ASID Official Publicity Release Form

### Designer Release

I authorize ASID Arizona South Chapter and *Tucson Lifestyle Home and Garden and Biz Tucson* to use photographs, slides and other submitted materials for publicity release. I understand that ASID accepts no responsibility for errors or omissions in publicity. I agree that to the best of my knowledge, no publicity utilizing the images for this project will be published between time of entry and March 2012 (Residential) June 2012 (Commercial)

Designer Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

### Photographer Release

I authorize ASID Arizona South Chapter and *Tucson Lifestyle Home and Garden and Biz Tucson* to use photographs, slides and other submitted materials for publicity release. I understand that ASID accepts no responsibility for errors or omissions in publicity. I agree that to the best of my knowledge, no publicity utilizing the images for this project will be published between time of entry and March 2012(residential) June 2012(Commercial)

Photographer Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

### Client Release

I authorize \_\_\_\_\_ (name of designer) to entry my property in the ASID Arizona South 2011-2012 Design Excellence Awards Competition and allow ASID and *Tucson Lifestyle Home and Garden and Biz Tucson* to publish photographs of my home (business) should the project be chosen as a winner.

I also authorize ASID to use my name in conjunction with any article that may be published about the project.    \_\_\_\_\_yes    \_\_\_\_\_no

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

### Employer Release

I authorize \_\_\_\_\_(name of designer) to entry my property in the ASID Arizona South 2011-2012 Design Excellence Awards Competition and allow ASID and *Tucson Lifestyle Home and Garden and Biz Tucson* to publish photographs of this project should it be chosen as a winner.

Employer Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_