



2010 DESIGN EXCELLENCE

ENTRY REQUIREMENTS AND CHECKLIST - (Page 1 of 2)

Each entry requires a separate flat folder with pocket and clear plastic sleeves (provided by you). Insert the following items into transparent plastic sleeves contained in the folder (suggested folder: Office Depot twin pocket folder with fasteners Mfr# OD57738). NO identification of designer, firm or project shall be visible on items shown in transparent plastic sleeves, including designer / firm name, logos, trademarks, etc. However, in commercial design categories, it is acceptable for company / client logos and signage to appear in photographs. Entries failing to follow instructions will be disqualified.

Please also note that any entrant can enter as many projects as they like but each individual project can only be entered in 3 separate categories. This will give a diverse number of designers more opportunities to win an award.

1. **Category Page:** On plain white paper, state the project category name and corresponding project number that you are entering. Insert this into the first window of the first plastic sleeve of your folder.
2. **Concept Statement Page:** On plain white paper, type the project concept [not to exceed 250 words] and insert into the back side of first plastic sleeve. Include information on design solutions, challenges, and/or why you took your particular approach. Take care not to disclose you or your firm's identity by name or any other means. Carefully and accurately craft the piece as a version of it will be published if you win.
3. **Floorplan, including furnishings:** Delete all identification as described above. Plan may be reduced to fit the sleeve, but must be legible and discernable. If the sheet is larger than the sleeve, then plan may be neatly folded. Insert into the front part of second plastic sleeve of your folder.
4. Include up to five (5) color photographs not to exceed 8.5-by-11 inches in size, each inserted into the front and back sides of remaining plastic sleeves. Delete all identification as described above. Note: If the photos submitted do not have permission to be published by both the Photographer and the Owner, then the project cannot be entered into Design Excellence. If you are presenting a renovation and would like to show "before" images, then more than one image may be put on a page and counted as one image. Note: If you win, not all submitted photos are guaranteed to be published.
5. 2 CD's with images should be submitted as follows:
 - (1) One CD with a HIGH resolution image (at least 300 DPI) of the ONE image you would like to have published to represent your project should you be a finalist. Either with a CD label or an appropriate marker, write the following *directly* on the CD: entrant name, phone number, project category name, corresponding project number and identify as HIGH res image. Place in a protective CD sleeve or case and then place in the front pocket of your project entry folder. Ensure (with tape, etc.) that CD will not fall out and become separated from entry.
 - (2) One CD with LOW resolution images (72 DPI) of all (5) color photographs submitted in entry binder. Either with a CD label or an appropriate marker, write the following *directly* on the CD: entrant name, phone number, project category name, corresponding project number and identify as LOW res images. Place in a protective CD sleeve or case and then place in the front pocket of your project entry folder. Ensure (with tape, etc.) that CD will not fall out and become separated from entry.
6. Complete the Entry Form, Owner Permission Form and Photographer Permission Form. Fold, seal, and place all three forms in a plain white envelope. Write the project category name and corresponding project number on the outside of the envelope and place the envelope in the front pocket of your project entry folder.
7. Include check in the amount of \$45/\$60 for each entry (*not* each Entrant). (It is OK that our check identifies you/your company). Make check payable to Texas Chapter ASID-Austin Design Community, and put "Design Excellence" in the memo line. See Submittal Instructions & Due Date section of this form for entry fee details. Paperclip the check to the envelope containing the three forms, which should be located in the front pocket of your folder. NOTE: If you are submitting multiple entries and paying all entry fees with only one check, indicated this by writing a quick, explanatory note on the outside of the envelopes contained with the project entry folders that do not include the master entry fee check.

SUBMITTAL INSTRUCTIONS & DUE DATE – (Page 2 of 2)

TO RECEIVE AN EARLY BIRD DISCOUNTED ENTRY FEE OF \$45/ENTRY, SUBMITTAL FOLDERS MUST BE RECEIVED NO LATER THAN 3:00pm ON FRIDAY, JULY 30, 2010.
NO EXCEPTIONS.

ALL OTHER ENTRIES WILL HAVE AN ENTRY FEE OF \$60/ENTRY AND MUST BE RECEIVED NO LATER THAN 3:00PM ON FRIDAY, AUGUST, 20, 2010. NO EXCEPTIONS.

Mail or personally deliver (call for business hours) to: Andrea Redfern
Palmer Todd, Inc
500 Park Blvd
Austin, TX 78751
512.206.0444

Folders will be returned after the Design Excellence Awards event on Friday, November 5, 2010. If you are in attendance, then you may pick it up at the event. If you would like yours mailed to you, you must provide a self-addressed label and pre-stamped padded envelope or box. If you have procedural questions, contact ASID Design Excellence Committee members:

Andrea Redfern – andrear@palmertodd.com or
Amanda Ayala – amanda@bellavillads.com

CONTACTS

It takes many volunteers to make a competition and event like Design Excellence happen. If you have questions about any aspect of Design Excellence, please contact:

Jill Williams, Design Excellence Chair – jillw@palmertodd.com

OVERVIEW OF RELATED SCHEDULE

COMPETITION [announcement: June 21, 2010 | entry due date: August 20, 2010]

EVENT [taking place on November 05, 2010 in Austin – invitation details to follow]