

2009 Design Exchange Awards Submission

Things to Consider:

- All information must be provided or your submission will be disqualified. Competition entries will not be returned.
- Images will be compiled into a PowerPoint slideshow for the judging process.
- Each entry is numerically rated based on how well it meets the criteria for design effectiveness. All criteria receive equal weight in scoring and award selection.
- Submissions should be clear, concise and persuasive. The ultimate objective is to convince the judges that good design really works – and means good business.

PROJECT DESCRIPTION

In order to introduce your project to the judges, provide an overview, consisting of no more than *one 8.5" x 11" page (one-sided)*, with font no smaller than 12 point that follows the following format. Please provide this as one hard copy and one digital copy (saved to the same disk as visual materials).

Include the name of project, name of client, reason for execution of project, objectives of project. **DO NOT** include the name of your firm in any of the submitted competition materials **EXCEPT** on the Registration Form. Include the project's date of completion.

Using the following format, explain how your submission addresses the following five criteria:

1. FUNCTION

Performance of the design solution in relation to stated objectives and user needs.

2. PROFITABILITY

Including positive financial returns, strengthening of corporate brand positioning, relationship building, cost reduction, enhancing employee satisfaction and/or improving operational efficiencies.

3. AESTHETICS

Alignment of all elements in the design solution for maximum physical, intellectual and emotional appeal.

4. INNOVATION

Ability to apply new thinking, new methods and/or new technologies to address a specific challenge or opportunity. Ability to show added value to the profession.

5. ACCESSIBILITY AND SUSTAINABILITY

Design that makes daily life easier, safer, more comfortable and more affordable for everyone regardless of age, size, background or ability; surpasses code compliance to current legislation. Also minimal impact on the environment, reduces resources, minimizes waste, energy resource efficiency, surpasses conformance to current legislation and promotes knowledge & positive behaviours concerning environmental & social responsibilities.

VISUAL MATERIALS

Support and illustrate your strategic design with 5 different images of the project (each image should be from a different perspective) included on a disk. Please ensure the Design Firm's name is not included in visuals. Do not send hard copy photographs.

Resolution/Format: All 5 images must be 72 dpi and saved in JPEG (.jpg) format.

Additionally, please choose 2 of these same images and *also* provide them in a high-resolution (300 dpi) print-ready file and saved in EPS (.eps) format. (These latter images will be used for the winning entries' display in the DXA exhibition).

File name: Name each file with the name of your project and numbers 1 through 7 with the highest resolution images being number 6 and 7. (e.g. SmithHouse_1.jpg)

REGISTRATION FORM (attached)

Please complete the attached Registration Form, and include it with your submission. Both the Designers and their Clients are required to review the submission. Each entry must be signed by a principal, senior executive or CEO representing the Client *and* similar senior officer from the Design Firm.*

*Individuals who are both the designer and the client may sign both portions.

Checklist:

- Eligibility requirements have been met
- Submission includes one-pager Project Summary on one 8.5" x 11" page (one-sided) provided as both a hard copy and a digital copy (on same disk as visual materials)
- Submission includes a disk with 5 72 dpi JPEG images and 2 of which are *also* saved as high-resolution 300 dpi EPS format
- Firm/Design Team name only appears on Registration Form
- Authorization in the form of signatures have been obtained from Client and Design Firm
- Payment in the form of cheque or credit card information is included on the Registration Form
- You have read and understood the 'Fine Print'
- For multiple entries: each entry must have a separate registration form and payment

The Fine Print:

1. The judges' decisions are final.
2. The Design Exchange cannot be held responsible for entries submitted without both the permission of the client and the design firm.

3. Copyright of the submissions remains with the entrant, however by making an entry, the designer and the client assign the right to publish, exhibit or promote the contents of the submission or an edited version of the same to the Design Exchange without seeking further permission.

4. In order to make a convincing case for submission, an entrant may choose to include information of a confidential nature (i.e. increased profits). Entrants and clients may wish to restrict exposure of such information to awards administrators and judges only. In these cases, entrants must provide two (2) versions of their submissions - one of which is suitable for publication, exhibition and promotion. Any material which is not for publication or exhibition must be marked clearly on the page(s) where this information appears.

5. While every precaution will be taken to safeguard entries, the Design Exchange cannot be held responsible for any loss or damage to registration submissions. Submissions will not be returned.

6. All information/requested materials must be provided or your submission will be disqualified. No refund of entry fees will be made for disqualified submissions.

Questions? Contact Rosa Ricci, Membership Coordinator & Community Liaison at 416-216-2127 or rosa@dx.org

Ready? Submit Submission Package and Registration Form to:

Design Exchange Awards, Design Exchange
234 Bay Street, P.O. Box 18, Toronto-Dominion Centre
Toronto, Ontario, M5K 1B2

Submissions can be mailed, couriered or dropped off at Design Exchange, Monday-Friday, 9am-5pm. Submissions dated later than September 30th, 2009 will not be accepted.

Finalists will be notified in late October and asked to submit examples of their winning project in the form of drawings, models, prototypes and/or process drawings for the 2009 DXA exhibition. Winners will be asked to provide these examples to the Design Exchange in early November. These materials will be available for pick-up in late February at the conclusion of the exhibition.

PLEASE COMPLETE THIS FORM IN FULL AND SEND WITH
PAYMENT AND SUBMISSION TO ADDRESS BELOW BY EITHER
JULY 31st, 2009 (Early-Bird) or SEPTEMBER 30th, 2009 (Final)

DESIGN EXCHANGE AWARDS REGISTRATION FORM

Design Exchange Awards, Design Exchange
234 Bay Street, P.O. Box 18, Toronto Dominion Centre
Toronto, ON, M5K 1B2

CATEGORIES *(please check appropriate category):*

- | | | |
|---|--|--|
| <input type="checkbox"/> Architecture - Commercial | <input type="checkbox"/> Industrial Design | <input type="checkbox"/> Landscape Architecture |
| <input type="checkbox"/> Architecture - Residential | <input type="checkbox"/> Interior Design - Commercial | <input type="checkbox"/> Urban Design |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Interior Design - Residential | <input type="checkbox"/> Visual Communication: Brand and Identity |
| <input type="checkbox"/> Apparel/Fashion Design | <input type="checkbox"/> Interior Design - Temporary or Portable | <input type="checkbox"/> Visual Communication: Content Development and Editorial |

PROJECT NAME: _____

CLIENT

NAME OF ORGANIZATION _____

CONTACT NAME _____

POSITION _____

ADDRESS _____

POSTAL CODE _____ CITY _____

PHONE _____ FAX _____

EMAIL _____

SIGNATURE OF PRINCIPAL, CEO OR SENIOR REPRESENTATIVE _____

DESIGNER

NAME OF DESIGN FIRM / DESIGNER(S) _____

ADDITIONAL DESIGNERS, COLLABORATORS OR PARTNERS *(please specify)* _____

CONTACT NAME _____

POSITION _____

ADDRESS _____

POSTAL CODE _____ CITY _____

PHONE _____ FAX _____

EMAIL _____

SIGNATURE OF PRINCIPAL, CEO OR SENIOR REPRESENTATIVE _____

DECLARATION I, the undersigned, acknowledge that I have read and understand the terms and conditions of participation in the 2009 Design Exchange Awards and certify that the information provided is true and complete to the best of my knowledge.

SIGNATURE OF CLIENT _____

SIGNATURE OF DESIGN FIRM / DESIGNER _____

DATE _____

DATE _____

NOMINATION FOR SPECIAL AWARD – CANADIAN COMPANY OR CEO WITH BEST DESIGN STRATEGY *(List company/CEO names)* _____

PAYMENT INFORMATION

Early-Bird Deadline (July 31) Fee:
Final Deadline (Sept 26) Fee:

DX Members \$70 Non-members: \$100
DX Members \$90 Non-members: \$125

- Yes, I am a DX member Member # _____
 No, I am not a member

Enclosed is my cheque in the amount of \$ _____ *(Please make cheques payable to: Design Exchange)*

OR please charge my credit card: VISA MASTERCARD AMEX

Number _____ Expiry Date (mm/yy) _____

Name on credit card _____