

2008 Annual Awards Program

**CALL FOR ENTRIES FOR
LANDSCAPE ARCHITECTURAL COMMUNICATIONS**

RECOGNIZING EXCELLENCE IN LANDSCAPE ARCHITECTURE

The BSLA seeks to recognize excellence in the diverse practices of our members. To that end, all members are encouraged to submit their best work for review by the program jury. Projects should merit recognition in one or more of the following areas:

- Social, Cultural, or Environmental Significance
- Quality, Craftsmanship, Creativity, or Artistry
- Innovative Technologies, Techniques, or Concepts
- Enhancement of the Public's Awareness and Perception of the Field of Landscape Architecture

AWARDS:

Award of Excellence – Each year the Juries may select one entry that represents an outstanding advancement or contribution to the profession of landscape architecture.

Honor Award – The highest award in each category. Multiple Honor Awards may be given in each category.

Merit Award – An award recognizing superior professional accomplishment. Multiple Merit awards may be given in each category.

Student Award of Excellence – Each year the Juries may select one Student entry that represents an outstanding project by a member Student. This award includes a \$300 grant.

Student Honor and Merit Awards analogous to the professional awards, but recognizing accomplishment created within an educational setting.

LANDSCAPE ARCHITECTURAL COMMUNICATIONS CATEGORY:

This category recognizes achievements in communicating landscape architecture works, techniques, technologies, history, or theory, and their lesson value to the intended audience.

Typical entries include: print media, film, video, audio, CD, or DVD formats; online communications; interpretive design; exhibition design; and more. For students, project representations may also be entered in this category.

Criteria: The jury will consider the effectiveness of message presentation, innovation in approach or delivery, and value to the intended audience.

ENTRY ELIGIBILITY:

The Boston Society of Landscape Architects Awards program is open to submittals of work by New England-based landscape architectural practitioners and students. Individuals, firms, project owners, public agencies, organizations, or other entities may submit as long as the project's creative team includes a registered landscape architect, a graduate of a landscape architecture program, a faculty member of a landscape architecture program, or a student enrolled in a landscape architecture program.

In addition, non-landscape architects may enter the Communications Category if the work submitted contributes significantly to the understanding or practice of the field of landscape architecture.

Submitting firms and individuals are not required to be members of the BSLA, but higher entry fees apply to non-members.

SUBMISSION REQUIREMENTS:

This call for entry pertains to Communications submissions only. Note that a project may only be submitted once in a given year, and separate submittals of the same project in different Categories, such as Design and Planning, or Planning and Communications, is not allowed.

Submittals are to be comprised of two parts: Part 1-Supporting Documentation, and Part 2 – Jury Packets. Submit all parts of the entry submittal as described below in a labeled large envelope or delivery box. Please use **PAPER** envelopes and packaging. **NO TYVEK ENVELOPES.**

Submission format will be *strictly enforced*.

PART 1: SUPPORTING DOCUMENTATION

This is for office use only and will not be reviewed by the Jury.

In a paper envelope separate from the Part 2 Jury Packets, provide **TWO** printed copies.

Entries which have the Part 1 Supporting Documentation included within the individual Jury Packets will not be reviewed.

Supporting Documentation shall be one page, one-sided, 8-1/2" x 11", 10 point minimum type size, and may not include any descriptive text or images. Provide the following supporting documentation:

A. Name of the Project, and Location if applicable.

NOTE: The project name submitted in Part 1 must be consistently used on all Jury Packet labels, all project references in text, in all image file names, and on CDs. The project name submitted in Part 1 will be the only project name used for Awards recognition.

B. Entry category

C. Submitting firm / entity

D. Lead project landscape architect / author / designer

E. Contact person for the submitting firm, including email address, telephone and fax numbers, and delivery address with street address and zip code (no post office box numbers, please!)

F. Project Owner/Client Name and address, if applicable

G. Other significant contributing professionals: Name and address of architects, engineers, graphic designers, photographers, and other significant subconsultants and collaborators.

This form is not to be submitted electronically. **Two hard copies are required only.**

PART 2: COMMUNICATIONS CATEGORY JURY PACKETS

To be distributed for consideration by the members of the Jury.

SUBMISSION FORMAT REQUIREMENTS

NOTE: Communications Category submittals are NOT required to be anonymous.

Project Name: The Project Name on the Jury Submittal Packets, and all project references in text, in image file names, and on compact Discs must exactly match the Project Name provided in Part 1 Supporting Documentation.

JURY SUBMITTAL PACKETS:

Provide **six** Jury Packets for each project submitted. Place Jury Packet items listed below in an unsealed plain paper envelope with the Project Name and location labeled on the front.

EACH Jury Packet envelope shall include the following items as described below:

- I. Submission Subject
- II. Executive Summary
- III. Descriptive Statement
- IV. Key to Supplemental Images
- V. Compact Disc with Supplemental Images, PowerPoint, and Descriptive Statement

Provide entry packets in easily recyclable paper envelopes only. Do not submit in Tyvek envelopes or metal-containing or plastic binders, and do not put CDs in jewel cases or plastic sleeves.

I. SUBMISSION SUBJECT:

One easily reviewable copy of the submitted subject, whether a study, report, print media, video, or compact disc containing easily reviewable files of the subject video, audio, film, website or other online communications; interpretive design; exhibition design; etc.

As submitted materials must be distributable to individual jurors, material submitted which is larger than a Large size FedEx box will not be distributed for review in advance but will only be reviewed during the Jury Deliberations.

II. EXECUTIVE SUMMARY

Executive summary of the project to be one paragraph on one page 8 ½" x 11" size sheet and shall be text only (no images) of **no more than 100 words**. For awarded entries, this summary will be used as the basis of the awards presentation narrative.

III. DESCRIPTIVE STATEMENT

Descriptive Statement to be one page, single-sided 8½"x11" size sheet, and shall be text only, with no images, in an easily readable **10 point minimum size** font, margins 3/4 inch or larger.

The Descriptive Statement should be provided in hard copy, and as an electronic file in either Word or Word Perfect format on the Supplemental Image CD as described below.

Format the Descriptive Statement into clear bulleted paragraphs as follows:

- A. Project Data:** Name of project, date of project completion, project budgets, project size as applicable.
- B. Purpose of the Communications piece:** Its program requirements and scope.
- C. Project Intent**
- D. Role of the submitting professional,** as well as the role of the client, public, and other design professionals. If the submitting Entrant was not the lead designer or author, or not the designer of the project depicted, please be very clear in identifying the submitting entity's scope and role.
- E. Project's Significance:** What makes this project noteworthy and deserving of recognition?

IV. KEY TO SUPPLEMENTAL DIGITAL IMAGES

Up to two pages, one-sided, 8 1/2" x 11", 12 point minimum type size, minimum 1 inch margins.

Provide computer thumbnail 'Index Prints' of the Supplemental Images as described below, with file names and with descriptive text keyed to the image file name as described in 'Digital Image Format Requirements'. **No more than 50 words for any single image.**

V. COMPACT DISC WITH SUPPLEMENTAL DIGITAL IMAGES AND POWERPOINT

Provide a labeled Compact Disc with files as described below in a paper CD sleeve within each Jury Packet.

- A. Supplemental Digital Images:** Provide a signature digital image of the cover of the Submittal subject, or other signature image of the project, plus a **minimum of 5 and maximum of 20** Supplemental digital images. JPEG files depicting single pages of a website, individual slides from a slide show, significant diagrams, plans, tables, and other graphics are strongly encouraged. See 'Supplemental Digital Image and PowerPoint Format Requirements' in section C below.
- B. PowerPoint file of Supplemental Images:** In addition to providing individual JPEG files for each of the Supplemental Images, incorporate the Supplemental Images into a PowerPoint file for easy viewing by the Jury. See PowerPoint file requirements in section C.6 below.
- C. Supplemental Digital Image and PowerPoint Format Requirements**
 - 1. The supplemental images for all entries are to be submitted digitally on CD-rom. Only CD format will be accepted.

2. The CD must be readable by a PC.
3. The CD must be clearly labeled with the project name.
4. Images are to be provided in **JPEG format** only, with a **maximum file size per image of 500kb**, to ensure ease of readability on a variety of computers.
5. Each image contained on the submission Disc must have a FILE NAME based on the Project name and an alphabetical image 'number' (e.g.: ProjectName_**A**.jpg, ProjectName_**B**.jpg, etc.) Use letter designations rather than numbers to ensure images will display in order. The printed Key to Images shall refer to the file names for image descriptions.
6. A simple PowerPoint slideshow placing the JPEG image files in order on the image CD, along with the separate image files must be provided. PowerPoint slides must have a plain black background and may NOT include text (except for the first slide) or animation. The first slide shall include the Project Name and Location only. So that the PowerPoints for all entries can be combined to one file for review on the day of Jury Deliberations, you must compress the PowerPoint file before burning it to the CD. Directions for compressing a PowerPoint file are included in the Frequently Asked Question document on the BSLA website.

Contact Kaki Martin at 617-218-5643 x262 (kaki@klopfmartin.com) with questions relating to the Communications Category submissions.

SCHEDULE

Deadline for Entries – 3:00 PM; Wednesday, February 6, 2008.

No late submissions will be accepted, for any reason, including weather related delays.

Delivery address:

Attn: Awards
Boston Society of Landscape Architects
19 Harrison Street
Framingham, MA 01702-2313
tel 508.620.5018 fax 508.879.4892 e-mail: info@BSLAweb.org

Jury Convenes – Saturday, March 8, 2008. Notification of Jury award selections will be made to winning entrants, via telephone or email, March 10 and 11, 2008, and by standard mail. Non-winning entrants will be notified by mail.

The presentation of Awards will be made as part of the Annual BSLA Chapter Gala to be held Wednesday April 30, 2008 at the Hotel Marlowe in Cambridge.

ENTRY FEES:

For each submission, please enclose a check for **\$100 BSLA members – \$150 non-members**, payable to the Boston Society of Landscape Architects. The fee will not be refunded for any reason.

Student category submissions will be accepted from full-time undergraduate or graduate student members, at a reduced fee of \$30. Non-student research entries submitted by classroom instructors will not be accepted as student submissions.

AWARDED PROJECTS- GRAPHIC BOARDS:

Award recipients will be required to submit a 20"x 20" presentation board of their project dry mounted on black foam core, with specific dimensional requirements for the images and text, for display at the Annual BSLA Gala.

Requirements for these boards will be included in letters confirming your award. These boards must be received at the Chapter Office from the winning entrants by Wednesday, April 23, 2008.

Following the Gala, these boards will become the property of the BSLA to be used for educational purposes at events such as the annual State House Exhibit.

The images submitted digitally or included on the boards may be scanned and (with full credit to the landscape architects) provided to news media as deemed appropriate by the BSLA to publicize the practice of landscape architecture.

BSLA POLICIES:

- A. Reinforcement of Deadline:** In fairness to all participants, the BSLA will be adamant. **No submissions will be accepted after the deadline for any reason.** Plan ahead and allow for traffic and bad weather!
- B. Compliance with submittal format requirements:** Submittals which are not in compliance with the format requirements outlined in this Call for Entries will be disqualified, and will not be reviewed by the Jury. Entry fees will not be refunded for disqualified entries.
- C. Return of Submittal Materials:** The Entrant may request to have any submittal materials remaining after the completion of jury deliberations returned. If the entrant wishes to have materials returned, a completed Fed-Ex slip with account number, or a self-addressed pre-paid mailer must be included with the submittal. Please note, however, that due to time constraints, returns may not be made until early May, after the BSLA Gala.

If any delivery format other than FedEx is requested, the entrant must provide all required packaging and the requested delivery service must make the pick-up at the business location of an awards committee member at no cost to the BSLA. Please note that the Awards Committee can not make special trips to postal or other delivery service facilities for the return of materials, and can not provide any suitable packaging material other than FedEx.

Alternately, the entrant may indicate on the submittal form that they will make arrangements to pick-up the materials at the location of an awards committee member following the day of Jury deliberations.

- D. Non-Conflict of Interest Requirements for Jurors:** No Juror's firm shall submit a project for an award within the same category that the Juror sits on. (The Design category Jury convenes in a different room than the Jury for the remaining categories, so members of the Design Jury may submit to another category, and vice versa.)
- E. Awards Certificates, and Project Name and Project team:**

For projects which receive awards, the entrant will receive two Certificates of Award at no additional charge. Additional Certificates of Award may be purchased at a cost of \$35 per certificate. All orders for certificates must be made by June 2, 2008. Any orders for duplicate Certificates of Award must be made by the Entrant, and may not be ordered directly by other members of the project team.

For the Certificates of Award, the Project Name and Project Team to be indicated on the Certificate will only be as listed in the Supporting Documentation provided with the Entry submittal. Requests for changes to project name, design firm name, project team members, etc. for listing on the Certificates of Award will not be honored. Please note that due to space restrictions, except in the case of a residential client, only firm names will be listed on the certificates. The names of individual team members will not be listed.

For answers to likely questions you may have, and for some guidelines for preparing your submittal, please see the link for the separate Frequently Asked Questions PDF on the **Awards** tab on the BSLA website at www.BSLAweb.org.