

Submission Insights

Hints and Tips



Each project will be evaluated based on the content of its submission binder and judged on the success with which the project has met its individual requirements, with particular emphasis on design excellence. Responsible architects use their knowledge and skills in support of the belief that buildings and communities can be sustainable and safe, accessible and beautiful and create an increasingly livable and vibrant world. In developing a submission binder, consider effective ways to tell the project's story from start to finish and to show how the facility related concerns and needs of the client throughout the building life cycle stages of planning, design and construction, and operation were contemplatively, gracefully and successfully addressed. Be sure to address the project's context.

DO

Efficiently/succinctly explain the client's needs / problems.

DO

Briefly tell the story of getting to the solution.

DO

Highlight the process and connect to the goal.

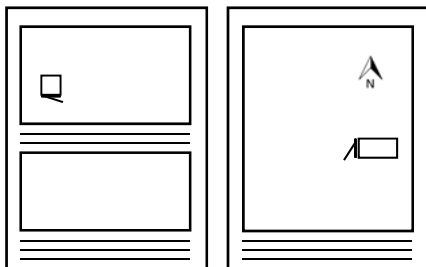
DO

Caption every image and call outs to describe the solution.

DO

Present your creativity and your client's satisfaction.

DO



DON'T

Assume the jury knows the project.

DON'T

Just list facts.

DON'T

Present project as just a project.

DON'T

Use too much text to describe the solution.

DON'T

Market your or your firm's or capabilities.

DON'T

