

ids INTERIOR
DESIGN
SOCIETY



2011

IDS Designer of the Year Competition

The Complete Guide to the
IDS Designer of the Year Competition



HunterDouglas

2011

IDS Designer of the Year Award Competition Entry Rules

For design projects finished between May 1, 2010 through October 31, 2011



WHY YOU SHOULD ENTER:

- ★ **Interior Design Credibility** - Enhances your professional image with clients
- ★ **Design Recognition** – Full-color 12 page Portfolio recognizing all winners
- ★ **Sense of accomplishment** – An outlet to demonstrate outstanding work

ABOUT PHOTOGRAPHS: Since your project cannot be judged in person, good quality photos are key elements in your presentation. Whether or not you use a professional photographer, it's good to keep a few things in mind:

- ★ Take “before” photographs before the start of every project. If you make it a standard practice, you will be ready when the job you anticipated to be an average project turns out to be an **IDS DESIGNER OF THE YEAR AWARD** contender. Take these shots from many angles. Take photos for work-in progress if it will help show the complexity of the process or the obstacles encountered.
- ★ Do not use before photos with the kids, the family dog, site workers, etc. These elements are a distraction from the transformation that you are trying to convey. Also, we legally can't use photo with individuals without proper release forms on file. Therefore, these photos will not be chosen for display nor will they be used in publications.
- ★ Don't provide photographs that reveal the identity of the client or your company. Entries displaying company name, logo, etc. will be subject to point deductions or elimination.
- ★ Take the “after” shots from the same angles as the before photos whenever possible. This helps give the judges a good perspective of the transformation. We also need related pairs (the before and after) for print and publication.
- ★ Take both vertical and horizontal photos. If your project is published, it stands a better chance of being featured on Portfolio if the editors have a vertical shot from which to choose.
- ★ Provide the project photos displayed in your entry in your entry on a CD and submit with the other required documents. Photos on this CD must be high resolution (300 dpi or better), and in JPG, TIFF, or ESP format. Larger photos give us more flexibility since we can always make them smaller. We may not be able to make them larger without losing quality. This CD will not be returned
- ★ Only include photos that will enhance the project entry. You are allowed 15 pages, front and back, to display the project but you don't need to use them all.

PREPARING THE WINNING ENTRY

Your ability to present your project in a manner that helps the judges distinguish your project will go a long way toward setting you apart from the competition. The following tips are provided as guidelines and are derived from feedback from previous experience.

- ★ Plan your entry. A winner's entry is always thought out. Arrange your photos, project descriptions, etc. in a way that's easy to follow from the beginning to the end of the project.
- ★ Describe the client's needs/wants, and shows how your entry meets those needs. Point out any obstacles and how they were handled. A concise project description at the front of the entry can help the judges understand what you were trying to accomplish, laying the groundwork for the project before they get into the detail.
- ★ Avoid filling up your entry pages with too many words. Include only details that will help the judges determine why your project deserves high marks.
- ★ Make sure that the detailed budget and actual cost are included.
- ★ When displaying photographs, show the before and after photos on facing pages whenever possible, so the judges don't have to flip back and forth over and over.

GO TO www.interiordesignsociety/awards for your **IDS Designer of the Year Award** entry form.

Complete and return to the IDS National Office before October 31, 2011.

As soon as your payment is processed, you will be sent an entry number(s) via email. Insert the entry number in the designated place on the **IDS Designer of the Year Award**.

Entry materials. You will need:

- 1" white, clear view 3-ring binder, with pockets inside front and back cover.
- Clear plastic sleeves for displaying your project and submitting the required forms. Avery's PV119 product works well. Tip – Avoid using matte finish sleeves as they may alter the look of your photos.
- Complete your entry and send to IDS National, 164 S. Main Street, 8th Floor, and High Point, NC 27260.
- Entrant must be IDS National members in good standing
- Entries must include \$75 fee
- Project finish date must be between May 1, 2010 through October 31, 2011.
- All Entry forms must be received at IDS National before November 15, 2011.
- For each entry, slide the first page of the document behind the clear cover of the view binder.
- The first plastic sleeve in the entry is for the entry materials and will be removed upon arrival at the IDS National Office. These items will not be returned to you, so be sure to make copies for yourself before sending these in. This first sleeve must include:

(a) Entry Form - This form needs to be completed, signed by the homeowner and be notarized. The entry number emailed to you after purchase of your **IDS Designer of the Year Award** entry goes on the form.

(b) Photography Release Form – The owner of the photographs must complete and sign this form. Use more than one release if necessary. This form must be witnessed and cannot be altered.

(c) Duplicate set of photos – Include a CD of duplicate photos of binder. Use high resolution (300dpi or better) and in JPEG, TIF, or EPS format. Please include the project photos that were displayed in your binder.

- The remainder of your entry can be presented in up to but not more than 15 pages front and back or 30 pages one sided.

(a) The first page of the presentation must include the total project cost in the upper right hand corner. This total must match the total on the Entry Form, Homeowner's Affidavit section. Cost is defined as contract price, all extras, change orders, and the fair market value of materials and products that were purchased, sweat-equity and in-kind services provided, and/or any contract work.

(b) If you are including drawings that will not fit into a sleeve, insert them in the back pocket of the binder. They should not extend over the top of the binder, and will count as one page (one sleeve, front and back) of your total page count.

(c) Your name and/or company name cannot be visible on these pages.

(d) The entry must include "before" photos.

(e) Video and audio tapes cannot be accepted.

- Within approximately one week of the November 15, 2011 deadline, an email confirming the receipt of the binder will be sent to all entrants.

The Interior Design Society has made every effort to make this competition fair, open, and available to all IDS members in good standing. It is important that the rules of the competition are closely followed. The IDS National Awards Committee and IDS Designer of the Year Judges reserve the right to disqualify, adjust the category, or deduct points from any entry that does not follow the rules and guidelines, without prior notice.

DotY 2011

**IDS Designer of the Year Award
Entry Request Form**

For design projects finished between May 1, 2010 through October 31, 2011



Entrant Name: _____ Email: _____

Company Name: _____

Street Address: _____

City/State/Zip: _____ Residence Yes No

Phone: _____ Fax: _____

Please reserve _____ total entries for the IDS Designer of the Year Award. Entrants must be members of **IDS National** to be eligible.

I am submitting _____ individual entry/entries at a cost of \$75 each.

The categories are as follows:

- **Window Treatments:**
 - Top Treatment**
 - Full Treatment**
 - Decorative Hardware**
- **Kitchens:** **\$49,999 & under** **\$50,000 & above**
- **Baths:** **\$14,999 & under** **\$15,000 & above**
- **Bedrooms:** **\$19,999 & under** **\$20,000 & above**
- **Living Spaces:** **\$29,999 & under** **\$30,000 & above**
- **Specialty Areas:** **including media rooms, game rooms, home offices, outdoor rooms, wine cellars, laundry, sunrooms**

Project Owner's Name: _____

Project Owner's Address: _____

Project Cost: _____ **Project Completion Date:** _____

All entries must be submitted according to entry guidelines. After your IDS Designer of the Year entry has been received, an email will be sent with your confirmation and entry number. Complete information is available at www.interiordesignsociety/awards including all forms and rules. Completed entries are due at the IDS National office by Monday, November 15, 2011.

Please mail or fax for receipt by 4pmEST Monday, November 15, 2011 to:
IDS Designer of the Year Award, 164 S. Main Street, 8th Floor, High Point, NC 27260

My check/money order in the amount of \$ _____ made payable to IDS is enclosed.

You may charge \$ _____ to my credit card MasterCard Visa Amex Discover

Card Number: _____ Security Code: _____ Expiration _____

Full billing address for card: _____

Cardholder's Signature: _____

Full program rules and forms are available at www.interiordesignsociety/awards. By signing below, I affirm that I have read, understand, and agree to abide by the rules of this competition. I also agree that after the entry number is issued, no refunds will be made.

_____ Date: _____
Authorized Signature

Project Owner's Authorization: _____

Notary Public: _____
Commission Date: _____

2011

IDS Designer of the Year Award
Judges Ballot

For design projects finished between May 1, 2010 through October 31, 2011



Categories include:

- Window Treatments:**
- Top Treatment
 - Full Treatment
 - Decorative Hardware

Space Designs:

- | | | |
|------------------|---|--------------------|
| Kitchens: | • \$49,999 & under | • \$50,000 & above |
| Baths: | • \$14,999 & under | • \$15,000 & above |
| Bedrooms: | • \$19,999 & under | • \$20,000 & above |
| Living Spaces: | • \$29,999 & under | • \$30,000 & above |
| Specialty Areas: | including media rooms, game rooms, home offices, outdoor rooms, wine cellars, laundry, sunrooms | |

Judging Criteria is as follows:

Window Treatments:

Top or Full Window Treatments -

- ⇒ **Creative Installation:** Were there obstacles to overcome in the installation process, i.e. architecture, scale of room, design style? What makes this installation unique?
- ⇒ **Fabric Manipulation:** Were multiple fabrics and textures used in the treatment? How was the fabric treated as part of the overall design? Was imaginative use of color, pattern or texture a unique component? As an example, upscale treatments often use bump interlining, micro welt, and decorative embellishments to distinguish an outstanding design from an ordinary one.
- ⇒ **Proportion and Scale:** Does the treatment relate to the overall room design? Were embellishments, textures, color and/or patterns used to create continuity, balance, symmetry, or contrast within the space?

Decorative Hardware -

- ⇒ **Creative Installation:** Were there obstacles to overcome in the installation process, i.e. architecture, scale of room, design style? What makes this installation unique?
- ⇒ **Innovative Use:** Was decorative hardware used in an unusual way? What unique elements were introduced into the space to create bold or subtle tie-ins? Are the materials used distinctive to the design?
- ⇒ **Proportion and Scale:** Does the hardware relate to the overall room design? Were specific embellishments, textures, finishes and/or product styles used to create continuity, balance, symmetry, or contrast within the space?

Judges decisions will be based on a points system.

Space Designs –

- ⇒ **Client Needs:** To what degree were the expressed needs of the client met? Did the entry describe the client's needs and desires? Did the designer show that those needs were met?
- ⇒ **Functionally:** To what degree does the project enhance the existing structures functionally? Does the room's new floor plan function well? Is the counter space or work area adequate to perform necessary tasks? Is there good traffic flow? Is safety addressed adequately? Are materials functional? Is lighting addressed – both general & task.
- ⇒ **Aesthetics:** To what degree does the project enhance the existing structure aesthetically? Keep in mind the following design criteria: Line & rhythm, continuity & repetition, texture, color & contrast, symmetry & balance?
- ⇒ **Craftsmanship:** Is there evidence of superior craftsmanship regarding: Window treatments, furnishings, floor covering, wall treatments, etc.
- ⇒ **Obstacles:** Did the designer overcome difficult obstacles? Were difficult architectural and timing obstacles encountered as described by the designer and overcome in a creative way?
- ⇒ **Budget:** Was the project completed under or on budget? Were the budget lines itemized?
- ⇒ **Specifications:** Did the entry meet required specifications? Were the guidelines followed and all materials included? Was a floor plan included? Was the budget included?

2011

IDS Designer of the Year Award

Photography Release

For design projects finished between May 1, 2010 through October 31, 2011



The following release must be completed by one of the following:

- Photographer
- Homeowner
- Designer

Permission to Use Photographs:

Entrant: _____

Photographer: _____

Location: _____

I, _____ grant the Interior
(Property Owner's Name)

Design Society, it's representatives and employees the absolute right and unrestricted permission to take, use, reproduce, edit, exhibit, project, display and copyright photographic images and pictures of my property, whether still, single, multiple or moving, or in which the images may be included in whole or in part, in color or otherwise, through any form of media (print, digital, electronic, broadcast or otherwise) for the purpose of advertising, recruitment, marketing, fundraising, publicity, archival or any other lawful use.

I release and agree to hold harmless the Interior Design Society, it's Board of Directors, officers, employees, or others for whom the Interior Design Society is acting, from any liability by virtue of the taking of the pictures or using the biographical data, in any processing tending toward the completion of the finished product, and any use whatsoever of such pictures, whether intentional or otherwise.

I agree that the Interior Design Society may use such photographs with or without my name and for any lawful purpose, including, for example, such purposes as publicity, illustration, advertising, and Web content.

I have read and understand the above:

Printed Name

Signature

Date