2018 OCASLA AWARDS CALL FOR ENTRIES

CALL FOR ENTRIES

The Ohio Chapter of the American Society of Landscape Architects is pleased to announce a Call for Entries for the 2018 Professional and Student Awards Program. Building upon the high standard of recent year's award winners, this year's Award Recipients will receive publication in the 2018 Awards Booklet, and the OCASLA website. These publications will be available at the GALA 2018 to be held in Cleveland, Ohio in the fall.

See last year's Awards Booklet here: **2017 OCASLA Awards Booklet**
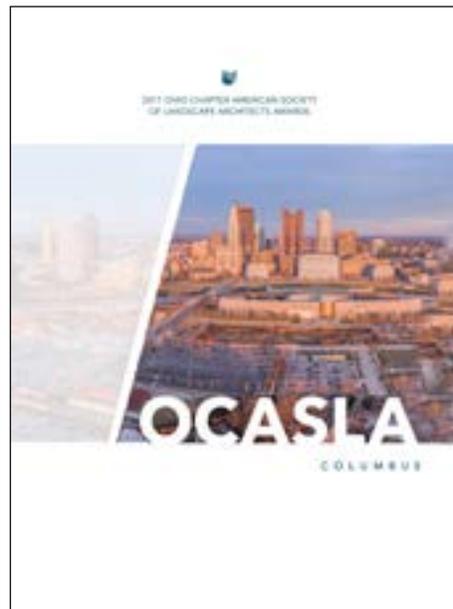
The OCASLA Awards Program features six juried categories:

General Design | Constructed
General Design | Not Constructed
Residential
Planning + Analysis
Communications + Research
Students (Must be currently enrolled or recent Spring 2018 graduate)

The awards program is juried by a diverse group of professionals and local practitioners who will convene in late July to review submittal and select the winners.

The announcement of winners will be made at GALA 2018 in the fall. Attended by over 100 professionals and guests last year in Columbus, this year's GALA in Cleveland promises to be an event not to miss!

For more information, please visit OCASLA's website at **www.ohioasla.org**

ALL ENTRIES MUST BE PURCHASED AND SUBMITTED ONLINE.

WINNING STRATEGIES

The 2017 OCASLA Professional and Student Awards drew more than 37 submissions from across the State. The jury met for a day of intense discussion and deliberation before selecting 4 Honor Awards and 6 Merit Awards for a total of 10 award recipients. What makes a submission a winner? Here are some tips for improving your submission to the OCASLA awards program:

Keep it simple and follow the directions
While it's tempting to customize a submission in hopes it will stand out from all the others, the best way to draw the jury's attention is through clear narrative description combined with high-quality photos and graphics. Creating the narrative description in landscape style instead of portrait, using colored ink, or submitting a collage in order to include more images can actually detract from your presentation or even get the submission disqualified. Keep the focus on communicating the project's value to the jury.

Focus on the narrative description
Provide the information requested in a direct, simple style. Highlight what makes the project unique, its environmental components, its long-term value, and how it raises the bar for the profession. Resist the temptation to overwrite. Use an easily readable font—Arial, Garamond, and Times Roman are good—in at least 10 point size. Increasing line spacing from single to 1.2 and double-spacing between paragraphs makes the narrative more readable as well.

Remember—photography is key
Let's face it, the best narrative in the world can't make up for poor photography. For design competitions, hire a professional photographer to shoot your project. Lighting is particularly important, and professional photographers night, if appropriate. Have the photos shot or scanned in a high-resolution (dimensions should be 3,300 pixels x 2,550 pixels, at a minimum of 300 ppi, pixels per inch) electronic format (.pdf format only). Do not submit color copies of photos; submit professionally processed digital photos no smaller than 8.5 x 11 inches.

Organize
Don't wait until the last minute to prepare your award's submission. Maintain an awards file. Most entry requirements for awards programs are set from year to year, and changes in procedure are minimal. Gather materials early and allow plenty of time for review. Two-person proof the narrative and captions for misspellings and typos. Neatness counts.

Let plantings mature
Where site plantings are a key design component of a project, wait for the plantings to mature before photographing it for your portfolio or for awards submissions. Some firms wait up to three years before photographing projects. Consider submitting projects in less-traditional categories. Most competitions have several categories for submission. For example, the ASLA Professional Awards Program features five: General Design, Residential Design, Analysis and Planning, Communications, and Research. The combined design categories are far and away the most competitive, with twice as many submission as the next largest category; Analysis and Planning. Consider all the work your firm has done for the past several years. There may be projects to submit in alternative categories.

Resubmit projects you believe in
If your submission isn't successful one year, don't give up! — Resubmit it the following year. Juries change each year, and what appeals to a jury one year may completely differ the next. Keep a copy of your submission so that you don't have to re-create work you have already produced. Request jury comments if they are available. Simple changes, such as better photography or allowing plantings to mature, can turn the project into a winner.

See last year's winners in the 2017 Awards Booklet published by Great Lakes Publishing: **2017 OCASLA Awards Booklet**

GENERAL DESIGN - CONSTRUCTED

Recognizes: Site-specific works of landscape architecture or urban design. Entries in this category must be built.

Typical entries include: Public, institutional, or private landscapes of all kinds (except residential—see residential category); historic preservation, reclamation, conservation; green roofs, stormwater management, sustainable design; design for transportation or infrastructure; landscape art or installation; interior landscape design; and more.

Criteria: The jury will consider the quality of design and execution; design context; environmental sensitivity and sustainability; and design value to the client and to other designers.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Award in this category.

GENERAL DESIGN - NOT CONSTRUCTED

Recognizes: Site-specific works of landscape architecture or urban design. Entries in this category are not require to be built or implemented.

Typical entries include: Public, institutional, or private landscapes of all kinds (except residential—see residential category); historic preservation, reclamation, conservation; green roofs, stormwater management, sustainable design; design for transportation or infrastructure; landscape art or installation; interior landscape design; and more.

Criteria: The jury will consider the quality of design and execution of the overall presentation graphics (plans, sections, 3-D renderings, etc); design context; environmental sensitivity and sustainability; and design value to the client and to other designers.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Awards in this category.

RESIDENTIAL DESIGN

Recognizes: Site-specific works of landscape architecture or urban design. Entries in this category must be built.

Typical entries include: Single or multifamily residential projects; activity areas for cooking, entertaining, recreation, or relaxation; sustainable landscape applications; new construction or renovation projects; historic preservation, rooftop gardens; and more.

Criteria: The jury will consider the quality of design and execution; context; environmental sensitivity and sustainability; and design value to the client and to other designers.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Awards in this category.

PLANNING + ANALYSIS

Recognizes: The wide variety of professional activities that lead to, guide, and evaluate landscape architectural design. Entries in this category are not required to be built or implemented.

Typical entries include: Urban, suburban, rural, or regional efforts; development guidelines, transportation planning, town planning, or campus planning; plans for recovery or reclamation of brownfield sites; environmental planning in relation to legislative or policy initiatives or regulatory controls; cultural resource reports; cultural and natural resources protection, conservation, or historic preservation planning; and more.

Criteria: The jury will consider the quality of the analysis and planning efforts; context; environmental sensitivity and sustainability; likelihood of successful implementation; and value to the client, the public, and other designers.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Awards in this category.

COMMUNICATIONS + RESEARCH

Recognizes: Achievements in communicating landscape architecture works, techniques, technologies, history, or theory, and the lesson value to an intended audience. Research identifies and investigates challenges posed in landscape architecture, providing results that advance the body of knowledge for the profession.

Typical entries include: Print media, film, video, audio, CD, or DVD formates; online communications; interpretive design; exhibition design; and more. Research includes scientific research on topics related to the practice of landscape architecture; investigations into methods, techniques, or materials related to landscape architecture practice; studies of relationships of landscape architecture to law, education, public health and safety, or public policy; and more.

Criteria: The jury will consider the effectiveness of message presentation, the innovation in approach or delivery, and the value to the intended audience. For research, the jury will consider how the research is framed; the context and resources of the study; the methods of inquiry; the results of investigation; and the lesson value of the research conclusions to the field at large.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Awards in this category.

STUDENT

Recognizes: Collaborative work by landscape architecture students with students from allied and/or complementary disciplines, including those in landscape architecture and other design fields; as well as individual student work. Student entries are not required to be built. (Student must be currently enrolled or recent Spring 2017 graduate)

Typical entries include: Landscape architecture projects that meet the criteria within the categories of General Design, Residential Design, Planning and Analysis, and Communications and Research brought about through collaborative/individual efforts.

Criteria: The jury will consider the quality of design and execution of the overall presentation graphics (plans, sections, 3-D renderings, etc); design context; environmental sensitivity and sustainability.

Recognition: The Awards Jury may each select one Award of Excellence and any number of Honor and Merit Awards in this category.

2018 OCASLA AWARDS ENTRY SUBMITTAL PROCESS

ENTRY INFORMATION

Deadlines:
- **Friday, June 22nd @ 5:00pm** | Entry Fee, Entry Form + Number Assignment
- **Friday, July 20th @ 5:00pm** | Dropbox Upload
- Items must be received by deadline date, no exceptions
- Any missing information will result in disqualification

Please send questions or comments to:
Chris Laster, ASLA
VP of Communications
Ohio Chapter ASLA
awards@ohioasla.org

ENTRY FEE AND SUBMITTAL PROCESS

Required Entry Fee Payment:
- Online Credit Card Payment Accepted Only, see deadline above.
- Visa, Mastercard and Discover Accepted, see deadline above.
- Log on to **www.ohioasla.org** to submit payment and to receive your submittal number.
- Individual payment required for each entry submittal.
- Email Entry Form to **awards@ohioasla.org** at time of Entry Fee Payment.

Required Submittal Process:
- See Required Dropbox Upload Checklist below for submittal documents.
- Items must be received by deadline date, no exceptions.

ENTRY SUBMITTAL UPLOAD REQUIREMENTS

Required Dropbox Upload Checklist:

☐ Labeled Folder with Submittal Number (One labeled .Zip dropbox folder per entry with assigned Submittal Number)

☐ Descriptive Data Summary Form (Completed and saved in Microsoft Word format, download at www.ohioasla.org)

☐ Concealed Identity Form (Completed and saved in Microsoft Word format, download at www.ohioasla.org)

☐ Plant List Form - Optional (Completed and saved in Microsoft Word format, download at www.ohioasla.org)

☐ Project Image PDF (A multi-page PDF document containing a max. of (15) pages of drawings and/or photographs):
- The PDF file shall be numbered sequentially using your assigned Entry Number. For example, if your assigned Entry Number is 100, your PDF pages should be labeled as 100.01 to 100.15.
- To insure proper presentation sequencing, your PDF file should be saved as you entry number, for example 100 pdf, and placed in a separate folder inside your dropbox folder titled 'Project Title - Images'
- Only PDF files will be accepted, dimensions should be 3300 pixels x 2550 pixels, at 300 pixels per inch (8.5"x11")
- Page captions should be properly labeled on the page to correlate with the page names. Any pages with more than 40 description words per page will result in disqualification, this does not include text on plan graphics or any other graphic text.

☐ One (1) 36"x 36" PDF Display Graphic (Saved in high resolution 200 ppi (pixels per inch) format. In the event of a winning entry, the graphic will be printed and displayed at GALA 2017 and at the Center for Architecture and Design. The Display Graphic should be a way to explain the project to the public. The display should include a 'Project Identification Label', such as a firm logo with the project name and location, and may also include brief written statements. (Please save the Display Graphic as follows: 'YourProjectName_Display.pdf')

☐ **(Communications + Research Category Entrants Only) (Unlike the other categories, submissions in the Communications + Research Category may include alternate items. If submitting a booklet or video, a copy of the booklet or video should be included with the entry submission. To the extent possible without editing or defacing the communications item, please conceal the identity of the author, publisher, etc., on the item.)

Additional Notes:

- Text documents should be saved in Microsoft Word format. Templates are available for download at: **www.ohioasla.org**
- The use of powerpoint presentations (unless they are part of the Communications + Research category) will result in
- Entrants are responsible for clearing photographs with photographers for publication and reproduction by OCASLA. OCASLA will provide proper photography credit when using photos, but will not assume responsibility for any copyrights or photography fees.