

# IALD AWARDS TIPS AND TRICKS

## MAKING THE MOST OF YOUR ENTRY

IALD

### FAQS ABOUT THE IALD INTERNATIONAL LIGHTING DESIGN AWARDS

#### WHEN ARE AWARD SUBMISSIONS DUE?

14 OCTOBER 2011 – EARLY DEADLINE

28 OCTOBER 2011 – LATE DEADLINE

#### HOW CAN I SUBMIT MY ENTRY?

THE EASIEST WAY TO COMPLETE YOUR SUBMISSION IS ONLINE USING THE DEDICATED SUBMISSION SITE FOR THE IALD INTERNATIONAL LIGHTING DESIGN AWARDS, WHICH IS LINKED FROM THE IALD HOMEPAGE, [HTTP://WWW.IALD.ORG](http://www.iald.org). THE ONLINE SUBMISSION SITE ALLOWS YOU TO KEY IN YOUR PROJECT BRIEF, KEYED DESCRIPTION, UPLOAD IMAGES AND PAY FOR ALL YOUR ENTRIES. ALTERNATIVELY, YOU MAY ALSO FILL OUT THE HARD-COPY CALL FOR ENTRIES LOCATED ONLINE ON THE IALD HOMEPAGE, [HTTP://WWW.IALD.ORG](http://www.iald.org).

#### WHEN WILL THE 29TH ANNUAL IALD INTERNATIONAL LIGHTING DESIGN AWARDS BE DISTRIBUTED?

THE SUBMISSIONS TO THE IALD AWARDS WILL BE JUDGED IN EARLY DECEMBER; ENTRANTS WILL KNOW THE STATUS OF THEIR SUBMISSION NO LATER THAN 17 DECEMBER. AWARDS WILL BE FORMALLY ANNOUNCED AT THE ANNUAL IALD EDUCATION TRUST BENEFIT DINNER & 29TH ANNUAL IALD INTERNATIONAL LIGHTING DESIGN AWARDS CEREMONY ON 10 MAY 2012 IN LAS VEGAS, NEVADA USA.

#### HOW ARE THE PROJECTS SCORED?

SEVEN JUDGES GATHER FOR ONE WEEK IN CHICAGO, IL USA TO REVIEW EACH AND EVERY IMAGE OF EACH AND EVERY PROJECT SUBMISSION. PROJECTS ARE SCORED ON A SERIES OF QUESTIONS RELATED TO ITS AESTHETIC AND TECHNICAL EXCELLENCE IN LIGHTING DESIGN. THE QUESTIONS ARE INCLUDED IN THE CALL FOR ENTRIES DOCUMENT.

### MAKING THE MOST OF YOUR IALD INTERNATIONAL LIGHTING DESIGN AWARDS ENTRY

#### PROJECT BRIEF

THE 200-WORD BRIEF IS THE FIRST OPPORTUNITY TO COMMUNICATE YOUR PROJECT'S SIGNIFICANCE TO THE JUDGES. READ ALOUD WHILE IMAGES ARE FLASHED ON SCREEN, YOUR PROJECT BRIEF SHOULD BEGIN TO SET THE STAGE FOR THE KEYED DESCRIPTION, DISCUSSING THE MERITS OF THE PROJECT, ITS DESIGN BRIEF, TECHNOLOGICAL CHALLENGES, INNOVATION, SUSTAINABLE ELEMENTS OF NOTE AND TECHNIQUE. MAKE EVERY WORD COUNT, AND MAKE THE JUDGES INTERESTED IN HEARING MORE!

#### KEYED DESCRIPTIONS

KEYED DESCRIPTIONS ARE THE 400-WORD ACCOMPANIMENT TO YOUR SELECTED IMAGE. EACH IMAGE SHOULD BE REFERENCED IN NUMERICAL ORDER WITHIN THE KEYED DESCRIPTION [THIS IS WHERE FOLLOWING THE IMAGING-NAMING INSTRUCTIONS IS IMPORTANT: ##PROJECTNAME.JPG]. ENTRANTS SHOULD SPECIFICALLY ADDRESS THE QUESTIONS ASKED TO THE JUDGES ON THEIR SCORING SHEET REGARDING TECHNICAL AND AESTHETIC EXCELLENCE IN LIGHTING DESIGN.

#### IMAGE SELECTION

IMAGES CAN MAKE OR BREAK A PROJECT. MANY TIMES A PARTICULARLY STUNNING PROJECT IS MARRED BY POOR VISUALS OR IMAGE SELECTION. DAYLIT IMAGES ARE PARTICULARLY PROBLEMATIC, AS IT MAKES JUDGING THE SUCCESS OF ARTIFICIAL LIGHTING NEARLY IMPOSSIBLE. IF A SUBMISSION IS INCLUDING MORE THAN ONE OR TWO IMAGES THAT INCLUDE DAYLIGHT, THE ENTRANT SHOULD INDICATE WHY THIS IS SO [DAYLIGHT BEING A FOCUS OF DESIGN TECHNIQUE, MAIN USE OF ENVIRONMENT IS DURING DAYLIGHT HOURS, ETC.]. ALSO, NOTE THAT THE MAXIMUM IMAGE COUNT IS 10 – YOU MAY SUBMIT LESS THAN 10 IMAGES. EVERY IMAGE IS CONSIDERED IN JUDGING AND EQUALLY SCRUTINIZED. IF YOU ARE INCLUDING EXTRA IMAGES JUST FOR THE SAKE OF INCLUDING THEM, ASK YOURSELF IF THEY ARE SUPPORTING OR SABOTAGING YOUR SUBMISSION.

INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS

**IALD**

# CALL FOR ENTRIES

## 29TH ANNUAL IALD INTERNATIONAL LIGHTING DESIGN AWARDS

THE IALD INTERNATIONAL LIGHTING DESIGN AWARDS HONOR LIGHTING DESIGN THAT REACHES NEW HEIGHTS, MOVES BEYOND THE ORDINARY, AND REPRESENTS EXCELLENCE IN AESTHETIC AND TECHNICAL DESIGN ACHIEVEMENT.

The IALD encourages submissions of all types and sizes. Judging categories include academic/ institutional, corporate, hospitality, monumental structures/ public spaces, residential, retail/ entertainment and site/facade. Projects may also be submitted for consideration under the Sustainable Design Award category, where the project will undergo an additional round of judging keyed solely to fulfillment of sustainable design principles. Projects will be considered on their own merit, not judged against each other. There is no minimum or maximum number of awards granted. Awards of Excellence and Merit will be based on points earned for both aesthetic and technical design achievement. Recognition in the form of a Special Citation may be given for a particularly innovative aspect of a project's lighting design. One grand prize, The Radiance Award, will be presented to the project that is judged among all submittals to be the finest example of lighting design excellence (based on the highest point score).

### SUBMISSION DEADLINES

14 OCTOBER 2011 - EARLY DEADLINE

28 OCTOBER 2011 - LATE DEADLINE

COMPLETE RULES AND ONLINE ENTRY FORM AVAILABLE AT [IALD.ORG](http://IALD.ORG).  
EMAIL QUESTIONS TO [AWARDS@IALD.ORG](mailto:AWARDS@IALD.ORG) OR CALL +1 312 527 3677.