TIPS ON ENTERING DESIGN AWARDS

BENEFITS OF ENTERING AWARDS & COMPETITIONS

Often leads to being published.
Photos can be reused for promotional advertising either by entrant or supplier.
Photos can be used to form part of designer's portfolio.
Industry accolades and recognition.
In some cases monetary/travel prizes.
Great sense of achievement for both the designer and their clients.

BE ORGANISED

Have a file set up for Design Award entries.
Plan a questionnaire to collect information.
Keep a record of client briefs and job specifications.
Plan in advance potential entries from work you have in progress. Consider each project as a potential winner.
Plan ahead and in the case of renovations, take before photos of kitchen / bathroom.
Contract – have the client agree to publication.

YOUR ENTRY

Check entry criteria and ensure that you have followed the competition rules.
Ensure your drawings are of a professional standard and are easy to read.
Always use a professional photographer.
Setting up boards, REMEMBER Simplicity is the key. Only use material necessary to enhance your entry. Excessive colour and clutter will distract the judges from your entry. Let your plans and photos tell the story.

FROM THE JUDGES PERSPECTIVE

Has the designer read and followed the competition rules.
How functional is the design.
Has the designer met the criteria for safe planning, ergonomics.
Has the designer specified the appropriate materials to meet the client's budget.
Has the designer followed and answered the client brief.
Client brief should be kept clear and concise and easy for the judges to read in a limited time. Don't write a story!! Use short paragraphs or bullet points.
Have professional photos been used which are suitable for use in publications.

Copyright Frances Robinson Design CMKD/CMBDNZ

PHOTOGRAPHER - A KEY INVESTMENT

Choose an experienced photographer (generally word of mouth in industry) have they had previous experience in this type of work? Have a look at projects he/she has done.
Check rights to use photos. Make sure you have publication rights.
Accessorise "but don't overdo it" Bar stools, Living things plants/flowers are often all that is needed.
Be involved with the photo shoot, that way you know exactly what you are getting.
Get your suppliers to help fund photography.

CAPITALISING ON YOUR AWARD SUCCESS

Set up award boards in your showroom, along with certificates. trophies etc
Involve your local newspaper - consider running an advertorial, great publicity for the designer / company.
Give credit to all involved clients, manufacturers, suppliers, installers.

BENEFITS OF BEING PUBLISHED

Gets your name and your company name "out there"
Client base will grow from " word of mouth" referrals.
Elevates your success.
Experienced designers can charge more.
Gives your clients added confidence.

PORTFOLIOS

Portfolios form a great resource tool and a great way to display award entries.
Enable you to show clients your different styles of work.
Different budgets and material choices.
Can include thank you letters from your clients.
Industry certification.
Publications / newspaper cuttings.

Copyright Frances Robinson Design CMKD/CMBDNZ