

Tips & Advice for Design Competition Entries



“Someone has to be the best; the champion; the winner. Why not you?”

[Butch Bellah, *The 10 Essential Habits of Sales Superstars: Plugging into the Power of Ten*](#)

Myth: “I have to be a CKD to enter”



Fact:

No, you do not need to hold an NKBA certification to enter a project, but you must be a current individual member or an employee of a member firm in good standing in the MN Chapter of NKBA.

Myth: “little ole’ me? I’ll never win”



Fact:

Entries are judged by a panel of judges selected from the Wisconsin/Upper Michigan NKBA Chapter to insure an unbiased opinion. Each year the panel is comprised of a different group of people, always with the majority of judges being certified professionals (CKD, CBD, etc.)

Fact:

Each project is carefully judged on a 50 point system in five categories. Each judge is instructed to look at each project individually – they are instructed to not compare a project to any other project in the competition – each project is judged on its own merit.

“You will never win if you never begin.” – [Helen Rowland](#)

The Official Judging Ballot



2014 DESIGN COMPETITION

Binder # 92 Category: SK Specialty sub-category: _____ Judge initials: AK

1) CREATIVITY / DESIGN SOLUTIONS TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (were there unique, clever or interesting solutions to design challenges?)
 Comments: Really well and
making sense - great appeal

2) ELEMENTS & PRINCIPLES OF DESIGN TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (good use of the elements & principles of design?
 line, form, balance, color, balance, scale, rhythm, proportion, etc.)
 Comments: Painted in
visibility? in same

3) PRESENTATION TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (clear/easy to read design statement? believe plans? quality of plans?
 were drawings to scale? were elevations included? fully dimensioned?
 easy to read/follow plans? Use of proper symbols? Professional photography?)
 Comments: Great plans &
photos

4) BASIC SAFETY & ERGONOMICS TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (NKBA Planning Guidelines must be followed for this section of judging.
 Refer to 2014 NKBA Kitchen & Bath Guidelines enclosed in Judging Packet.
 Judges have the authority to disqualify any project(s) that display an
 obvious disregard for the health, safety or welfare of a client.)
 Comments: _____

5) VISUAL APPEAL TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (how does the space look? Good use of texture & color?
 Attention to detail? "WOW" factor?)
 Comments: Beautiful

PROJECT POINTS GRAND TOTAL 49



2014 DESIGN COMPETITION

Binder # A2 Category: SK Specialty sub-category: _____ Judge initials: AK

1) CREATIVITY / DESIGN SOLUTIONS TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (were there unique, clever or interesting solutions to design challenges?)
 Comments: _____

2) ELEMENTS & PRINCIPLES OF DESIGN TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (good use of the elements & principles of design?
 line, form, balance, color, balance, scale, rhythm, proportion, etc.)
 Comments: _____

3) PRESENTATION TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (clear/easy to read design statement? believe plans? quality of plans?
 were drawings to scale? were elevations included? fully dimensioned?
 easy to read/follow plans? Use of proper symbols? Professional photography?)
 Comments: missing center lines & some
cabnet dimensions on floor plan

4) BASIC SAFETY & ERGONOMICS TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (NKBA Planning Guidelines must be followed for this section of judging.
 Refer to 2014 NKBA Kitchen & Bath Guidelines enclosed in Judging Packet.
 Judges have the authority to disqualify any project(s) that display an
 obvious disregard for the health, safety or welfare of a client.)
 Comments: _____

5) VISUAL APPEAL TOTAL POINTS

Score: 1 2 3 4 5 6 7 8 9 10 (circle one)
 (how does the space look? Good use of texture & color?
 Attention to detail? "WOW" factor?)
 Comments: _____

PROJECT POINTS GRAND TOTAL 42

The Five Judging Categories



➤ Creativity and Design Solution

➤ Elements and Principles of Design

➤ Visual Appeal

➤ Presentation*

*this category is judged on the quality of before and after floor plans, elevations, perspectives, and photos. Following **NKBA Design Presentation Standards** is highly recommended.

➤ Basic Safety and Ergonomics**

judges will reference the current **NKBA Planning Guidelines for this category.

Tips from the Judges



- It is advisable that any entry that is a renovation project includes a detailed “before” plan so that Judges can clearly see the transformation from old to new.
- If your project is new construction, include a copy of the original blueprints in place of “before” plans.
- Judges will not assume anything about your project. They are not there to interpret missing or vague information. Do not leave anything unclear. Include all dimensions, details and specifications on all plans and make sure a project legend is filled out completely.
- The entry really needs to represent the quality of the design. While an entry won’t be eliminated due to sloppy, unprofessional looking plans and photos, those poor qualities will lower the overall points scored.

The Design Statement



Make the most of your Design Statement!!!

- This is the first impression of your project - you have 300 words or less to impress the Judges.
- The best Design Statement is one that clearly, but briefly, outlines design challenges and client requirements, then concisely describes what was done to solve those challenges, overcome obstacles, and fulfill the client's needs.
- Lengthy or wordy design statements may sidetrack the Judges focus. Remember, they have 30-40 other projects to judge – make yours memorable.
- If your project has a lot of details to cover, consider including a bulleted list within your Design Statement to simplify the overview of your project for the Judges.

Photography



- Photography is what brings an entry to life for the Judges. The photos submitted with your entry should show the entire room and represent the entire scope of the project.
- “Before” photos are required, but do not need to be of professional quality.
- Professional photography is highly recommended for your “After” photos.

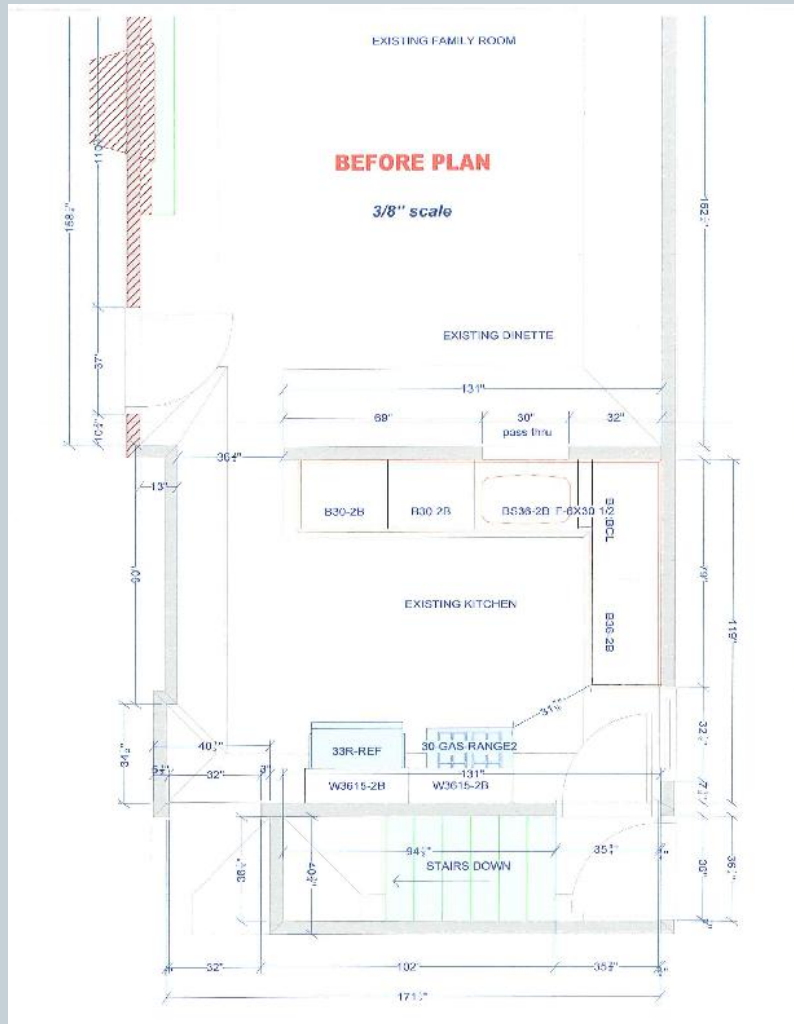
The “Before” Plan



Following **NKBA Design Presentation Standards** for all your drawings is highly recommended. Drawings can be hand drawn or computer generated.

- Before Plan must be in 1/4” or 1/2” scale – scale must be noted on plans
- Before Plan should indicate if this is a remodel or new construction
- Adjacent rooms should be noted and labeled
- *Elevations are not required with the Before Plan*
- Before Plan - the entire room should be completely dimensioned :
 - Size/Location of walls, windows, doors, walkways
 - Size/Location of cabinets, countertops, plumbing, and appliances
 - Centerlines noted on window/door openings, plumbing and appliances
 - Walkways and fixed obstacles should be dimensioned
 - Note door swing direction
 - Note ceiling height on floor plan

The "Before" Plan



Example of a winning before plan

The “After” Plan



Following **NKBA Design Presentation Standards** for all your drawings is highly recommended. Drawings can be hand drawn or computer generated.

- After Plan must be in 1/4” or 1/2” scale – scale must be noted on plans
- Elevations must be included - detailed and dimensioned in noted scale
- Adjacent rooms should be noted and labeled
- After Plan must include cabinet and appliance notation / description
- After Plan – the entire room should be completely dimensioned:
 - Size/Location of walls, windows, doors, walkways, fixed obstacles
 - Size/Location of cabinets, countertops, plumbing, and appliances
 - Centerlines noted on window/door openings, plumbing and appliances
 - Note door swing direction
 - Note ceiling height on floor plan and elevations

The “After” Plan



The Bottom Line:

- The set of “After” Plans you include for submission should be a fully executable set of drawings. Any contractor should be able to pick up this set of plans and understand the entire scope of your project.

Professional Benefits of a Winning Project



Success in the form of a winning entry in this competition means increased visibility to consumers, peer recognition and valuable publicity opportunities.

When asked, past winners have said that being published as an award winning designer has gained them additional recognition and referrals from existing clients and increased exposure to new clients.

Publicity opportunities for a winning entry include:

- ✓ winning projects are featured in November issue of Midwest Magazine
- ✓ winning projects are featured on Midwest Home Magazine's website
- ✓ winning projects are featured in Midwest Home November e-newsletter
- ✓ special advertising packages offered by Midwest Magazine
- ✓ winning projects will be featured on NKBAMN.org website
- ✓ opportunity to join an elite group of award winning Minnesota designers



Questions???



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