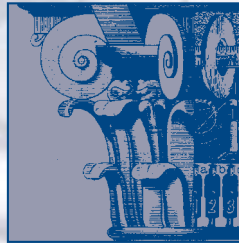


# LEARNING BY DESIGN

A SCHOOL LEADER'S GUIDE TO ARCHITECTURAL SERVICES



CALL FOR ENTRIES

2004

## **A UNIQUE OPPORTUNITY TO SHOWCASE ARCHITECTURAL DESIGN AND SERVICES**

Rising enrollments and aging infrastructure make this an unparalleled period for school design, renovation, and construction, with total spending projected to surpass \$21.5 billion this year alone. Nationwide, school board members, superintendents, facilities managers, and other key administrators are actively seeking the best firms to help meet their construction needs, and the competition for projects is hotter than ever.

Through the pages of *Learning By Design*, you can showcase your best work before more than 60,000 of these key school leaders—an exclusive opportunity to reach an influential market at an opportune time.

**EARLY BIRD DISCOUNT DEADLINE: ENTRY FORM MUST BE POSTMARKED BY SEPTEMBER 5, 2003**

**FINAL ENTRY DEADLINE: ALL MATERIALS MUST BE POSTMARKED BY NOVEMBER 3, 2003**

## WHAT IS *LEARNING BY DESIGN*?

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*Learning By Design: A School Leader's Guide to Architectural Services* is published annually by the National School Boards Association's flagship publication, *American School Board Journal*—the only national magazine for school board members. *Learning By Design* showcases exemplary school design projects by architects specializing in school design and serves as a ready reference guide for school leaders planning to build new schools or renovate existing facilities. Projects represented in *Learning By Design* may include new construction, renovations/additions/restorations, significant projects in progress, interior design, modular buildings, and special-purpose facilities for:

- Elementary School
- K-8 School
- Middle School
- Middle/High School
- K-12 School

## WHO RECEIVES *LEARNING BY DESIGN*?

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The 2004 edition of *Learning By Design* will be distributed to more than 60,000 key individuals who select and hire architectural, design, engineering, and construction firms for school districts nationwide, including special bonus distribution at NSBA's 2004 Annual Conference and architectural display in Orlando, Fla.

**No other venue offers design professionals such complete access to the real decision makers in public education. Allow your work to speak for itself. Submit your entry to *Learning By Design*, and give your firm a competitive advantage.**

## HOW CAN MY FIRM'S WORK BE REPRESENTED?

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Architectural, engineering and design firms—and others related to the field—may submit information, photographs, drawings, and/or plans of current school projects completed during the past five years or significant works in progress. (NOTE: Projects previously submitted as "Works in Progress" may be resubmitted upon completion.) There is no limit to the number of submissions per firm, or to the number of pages your entry may require in *Learning By Design*. Complete specifications and a questionnaire are included on the Entry Form, which must accompany all submissions.

## HOW WILL ENTRIES BE SELECTED?

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Entries will be screened by a panel of distinguished architects and facilities planners specializing in school design and construction. Judges will evaluate each entry based on the completeness of the presentation and the quality of the following components:

- Statement of owner's problem and architectural solution. (The design solution should be uniquely adapted to an educational program and should clearly reflect the challenges presented and how the architect met this challenge in response to function and aesthetics.)
- Floor plan
- Interior photographs (minimum of six) showing instructional and support spaces
- Exterior photographs showing main entrance and one other view
- Overall site plan

All projects that adhere to baseline standards of school design or construction will be included in the publication and will be recognized with special certificates. In addition, up to 10 entrants (selected at the discretion of the judges) will receive special citations and plaques for the winning architect and school district. The top entrant will be awarded the Grand Prize and will receive:

- Plaques for the winning architect and school district
- Special editorial treatment in *Learning By Design*
- A \$1,000 scholarship to be presented in the name of the Grand Prize architect and the publisher of *Learning By Design* to the winning project's superintendent or board president for use by a deserving student or students.

Entries from the school districts or architectural firms of jury members will not be eligible for Grand Prize or Citation Awards.

## HOW DO WE APPLY?

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Architects and others related to the field may submit entries in any of the following seven categories:

- New construction
- Renovations/additions/restorations
- Significant projects in progress
- Interior design
- Special-purpose facilities
- Landscape architecture/Playgrounds

Your reservation form must be postmarked by **September 5, 2003**, to take advantage of the **Early Bird Discount of 10%**. On receipt of the reservation form and fee, NSBA will mail the entrant an official 8½" x 11" binder, submittal instructions, and a data sheet/questionnaire for each building project. Each binder will contain 12 transparent sleeves for displaying 24 inserts back-to-back. Please note there is a \$100 nonrefundable processing charge, which will be applied toward your entry fee. Entry and portfolio (including photographs) must be postmarked by **November 3, 2003. Refunds will not be granted after January 1, 2004.**

To secure your place in the 2004 issue of *Learning By Design*, please complete the attached Reservation Form and return it to the National School Boards Association along with your \$100 nonrefundable application fee.

Need a sample copy of the 2003 *Learning By Design*? Fax your request to Toni Wilson, 703-549-6719. E-mail: twilson@nsba.org

## WHAT ARE THE FEES?

Those entries selected for inclusion in *Learning By Design* will be prepared by publishing specialists of *American School Board Journal*. Firms whose work is selected for inclusion in *Learning By Design* will be invoiced for a publication fee. Firms that submit multiple entries will be invoiced for total page count as outlined below.

Fees given are four-color price per page: e.g. two, 2-page spreads will be invoiced at \$1,900 per page.

<b>1 Page</b>	<b>2 Pages</b>	<b>3 Pages</b>	<b>4 Pages</b>	<b>5 Pages</b>	<b>6 Pages</b>
<b>\$2,350</b>	<b>\$2,150</b>	<b>\$1,950</b>	<b>\$1,900</b>	<b>\$1,800</b>	<b>\$1,650</b>

**Early Bird Discount: All entries postmarked on or before September 5, 2003, receive -**

- A 5% discount off the per-page rate (i.e. for one page your rate will be \$2,232.50) You will be invoiced in April 2004.
- Another 5% discount if you include your complete portfolio (your rate will be \$2,120.88)
- An extra 5% discount if you include your payment in full (your rate will be \$2,014.84)

## LEARNING BY DESIGN 2004 RESERVATION FORM

**Complete and mail entry form before by November 3, 2003 to:  
NSBA, c/o Toni Wilson, 1680 Duke Street, Alexandria, VA 22314  
Phone: 703-838-6227 ■ Fax: 703-549-6719 ■ E-mail: twilson@nsba.org**

Firm Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Please list the project being submitted to the jury:**

Name of School (or Institution) _____		<u>School Category</u> (check only one)  <input type="checkbox"/> Elementary school <input type="checkbox"/> K-8 school <input type="checkbox"/> Middle school <input type="checkbox"/> Middle/High school <input type="checkbox"/> K-12 school <input type="checkbox"/> Other school project
Location (City and State) _____		
Superintendent or (President) _____		
School District _____		
<u>Type of Project</u> (check only one in each column) <input type="checkbox"/> New construction <input type="checkbox"/> Renovation/additions/restoration <input type="checkbox"/> Significant project in progress <input type="checkbox"/> Interior design <input type="checkbox"/> Special purpose facility <input type="checkbox"/> Landscape/playground	<u>Page Reservation</u> <input type="checkbox"/> 1 page <input type="checkbox"/> 2 pages <input type="checkbox"/> 3 pages <input type="checkbox"/> 4 pages <input type="checkbox"/> 5 pages <input type="checkbox"/> 6 pages	

Total Remittance \$ \_\_\_\_\_

Payable to: National School Boards Association

Refunds will not be granted after January 1, 2004

\* For additional reservations please photocopy this form.

**Method of Payment Check One:**

Check enclosed, made payable to NSBA

MasterCard     Visa     American Express

Card # \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**ASBJ**

## ABOUT *LEARNING BY DESIGN*

Since 1891, the National School Boards Association's flagship magazine, *American School Board Journal*, has served the needs of school leaders—including school board members, superintendents, and other leading school administrators. *Learning By Design* is produced by the same award-winning professionals who publish *American School Board Journal*. In addition to top-quality presentation, you get tightly targeted distribution, making *Learning By Design* a one-of-a-kind promotional opportunity you will not want to miss.

*Learning By Design* was created to assist school decision makers in preparing for major building programs and to provide *American School Board Journal's* powerful constituency of school board members and school administrators a selective buyer's guide to professional architectural and related services. Experience with similar publications shows that school leaders value and retain special guides and reports from *American School Board Journal*.

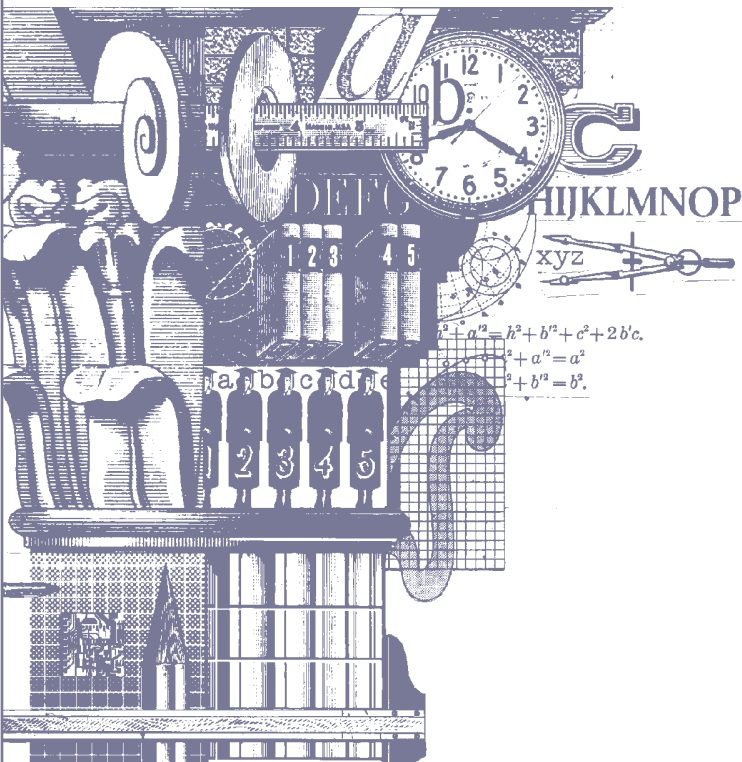
## HIGH-LEVEL READERSHIP

Showcased in *Learning By Design*, your work will be seen by a readership unparalleled by any other organization or publication in the country—school leaders who themselves hold the decision-making and fiduciary authority to select and hire your firm.

- All school superintendents
- School board members
- School architects
- School business officials

Take advantage of this special opportunity by sending in your entry today.

**For more information about architectural project submissions, call Phyllis Hurdleston, Architect Liaison, 717-560-6706**



Early Bird Discount Deadline: Entry form must be postmarked by September 5, 2003  
Final Entry Deadline: All materials must be postmarked by November 3, 2003