



Presented by Stratton Publishing & Marketing Inc. and the National School Boards Association

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What to Include in Your 2010 LEARNING BY DESIGN Submission  
Please place items listed below in plastic sleeves in a soft binder in the following order:

**1. COVER PAGE.**

Include on cover page the **official** full name of the school or institution. Because projects will be listed alphabetically by school name, it is important that the official school name be included for correct placement.

**2. NARRATIVE.**

Submit a 200-word narrative description of the project in **paragraph form** (400 words for a two-page entry) for review by the judges. Please avoid bulleted lists in your narratives. Be sure to include:

- Educational program features, including the unique aspects of your design, what the jury members should look for, what you want to emphasize about this project, what makes it different, and points of interest.
- Description of any unusual site considerations.
- Brief technical information, including type of construction, materials, and mechanical systems.
- If available, a description of the design solution for review by the judges.

Place the one-page, single-spaced printed version of the narrative in the second plastic sleeve in the binder. **Include the Word file of the narrative on a CD/disk (with photos/renderings, see below) and insert it in the binder sleeve with the printed version of the narrative.**

**3. PHOTOGRAPHS, RENDERINGS, AND CAPTIONS.**

Photos to submit for consideration by the judges. **It is recommended that you submit at least:**

- Two (2) 8" x 10" exterior photographs or renderings of the project
- Four (4) 8" x 10" interior photographs or renderings of the project (Interior photos should include facilities, **preferably in use, to help jury members with scale.**)

**Guidelines:**

1. **Photo quality is an important factor in the jury decision.**
2. **Include identifying captions and photo credits on the back of all photos.** Also include identifying caption on the front of the sleeve.
3. **DO NOT** place photos back to back in sleeves and do not mount them.
4. Clearly label the photos that you wish to appear on the published entry. Label as: **print 1, print 2, and print 3, etc.,** on the back of the photo.
5. Photos will be used to color match digital photo submissions (*see No. 5 below*).
6. A one-page entry showcases 3 photos/renderings. A two-page entry showcases 6 photos/renderings.

**If you do not indicate photo preferences for publication, NSBA/Stratton will select photos to showcase the project. Please note: Any changes to the photo selections during the page layout review stage will incur an additional fee of \$100 per image replacement.**

**4. PLANS.**

Submit a complete site plan and floor plan.

- **Include original, black-and-white or color images, 8.5" x 11",**
- Insert plans in transparent window sleeves with a legend.
- Indicate which plan you want to be published with your entry.
- Include the electronic file for plan on the CD/disk in a folder labeled **PUBLISH.**

**5. DIGITAL SUBMISSION INSTRUCTIONS.**

Disk submission should include:

- **Narrative** in Word file format
- **Floor plan or site plan** as JPG or TIFF file
- **Photos for publication:** Digital photos are required for published entries.

**Digital Photo/Rendering Guidelines:**

1. Digital images must be at least 300 dpi at a 5" x 7" size.
2. Submit digital images on a CD, in a Macintosh-compatible format such as an EPS, JPG, or TIFF file.
3. Digital photos for the entry should be in the folder on the CD labeled **PUBLISH.**
4. For a one-page entry, 3 photos should be in the **PUBLISH** folder; for a two-page entry, 6 photos should be in the folder.
5. If other photos are to be included on the CD, place them in a separate folder labeled **OTHER.**
6. The binder photos will be used to check color accuracy of the digital file.
7. E-mail submissions are not acceptable.
8. No photos submitted should contain type (floor plans are the exception).

**6. PROJECT SUBMISSION FORM.**

Complete entire form. **Put a copy of Part 3 and Part 4 of this form in a binder sleeve for consideration by the jury.**

- Submit 1 complete copy of this form in its entirety (Parts 1-4) and clip it to the cover of the project submission binder.
- Be sure to include required signature on Part 4.
- All submissions, disks, and photos become the property of NSBA/Stratton and will not be returned.
- **Include Payment Form and payment with binder submission.**

PLEASE COMPLETE ALL SECTIONS: *(Check one.)*

LEARNING BY DESIGN General Excellence Edition (Published April 2010)

LEARNING BY DESIGN Special Edition—Focus on Green Design & Technology (Published October 2010)

1) OFFICIAL NAME OF EDUCATIONAL INSTITUTION: \_\_\_\_\_

2) NUMBER OF PAGES: For this project \_\_\_\_\_ page(s)

Complete a separate form for each entry. If you are entering multiple projects or projects of more than one page, you qualify for multi-page discounts *(see payment page for rates)*.

3) ELECTRONIC PROOFS AND PAGE LAYOUT APPROVAL PROCESS. If your project(s) is selected for inclusion in LEARNING BY DESIGN, one final proof of the page(s) will be sent to you in advance of the publication, to verify that all information is accurate. The proof will be sent electronically in a PDF file. Your timely response is essential. Please list the names, e-mail addresses, and phone and fax numbers of two individuals at your firm designated to approve the page proof.

\_\_\_\_\_  
Name of person to review page proof

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Fax number

\_\_\_\_\_  
Alternate name of person to review page proof

\_\_\_\_\_  
Alternate e-mail address

**NOTE: PDF proofs are provided for content approval only—not for color approval!**

**Early Bird Discount Deadlines:**

**July 17, 2009**—LEARNING BY DESIGN General Excellence Edition

(Published April 2010)

**February 15, 2010**—LEARNING BY DESIGN Special Edition—Focus on Green Design & Technology

(Published October 2010)

**Final Reservation Deadlines:**

**September 30, 2009**—LEARNING BY DESIGN General Excellence Edition

(Published April 2010)

**March 31, 2010**—LEARNING BY DESIGN Special Edition—Focus on Green Design & Technology

(Published October 2010)

**MAIL ALL SUBMISSIONS in a soft binder to:**

LBD 2010/Stratton Publishing

Attn: Carrie Wood

5285 Shawnee Road, Suite 510

Alexandria, VA 22312-2334

**Submissions MUST be received no later than:**

**October 9, 2009**—LEARNING BY DESIGN General Excellence Edition

(Published April 2010)

**April 15, 2010**—LEARNING BY DESIGN Special Edition—Focus on Green Design & Technology

(Published October 2010)

The following information will appear in the left column of the published page(s):

**1) PROJECT NAME** (facility/building name to appear at top of published page)

\_\_\_\_\_  
*Name of educational institution*

\_\_\_\_\_  
*City/State*

**2) ARCHITECTURAL FIRM** (listed at top of left-hand column on published page)

\_\_\_\_\_  
*Firm name*

\_\_\_\_\_  
*Mailing address*

\_\_\_\_\_  
*City/State/ZIP*

\_\_\_\_\_  
*Web site*

\_\_\_\_\_  
*Contact at firm*

\_\_\_\_\_  
*Contact phone*

**3) OTHER FIRM** (if joint project, you may add the other firm, which will appear directly below your information **if space allows**)

\_\_\_\_\_  
*Firm name*

\_\_\_\_\_  
*Web site*

**4) DESIGN TEAM** (include individuals or firms to be listed in the left column of your page(s)—either name and title of firm members or contractor name and project role; limit listings to 6 or fewer. Names will be listed in order as they appear below, and only as space allows.)

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

\_\_\_\_\_  
*Name & Title or Contractor & Project Role*

**5) OWNER/CLIENT** (to be listed in the left column of your published page(s))

\_\_\_\_\_  
*Name of school district/educational institution*

\_\_\_\_\_  
*City/State*

\_\_\_\_\_  
*Name & Title (Superintendent, Headmaster, President, etc.)*

\_\_\_\_\_  
*Phone number of school/educational institution*

**Number of published pages** (*check one*)

1-page Entry

2-page Entry

Other \_\_\_\_\_

**Type of Educational Facility** (*check only one*)

Early Childhood & Elementary School

Middle School/Intermediate School

High School

Combined-Level School

College/University

Specialized Educational Facility

Other School/Facility

**Type of Project** (*check only one*)

New construction

Renovation/addition/restoration

**Project Category** (*check only one*)

Administrative areas/business offices

Cafeteria/dining hall

Campus master planning

Childcare center

Dormitories/residence halls

Entire school/campus building

Green school building Interior design

Landscape architecture/playground

Library/media center

Performing arts center

School community center/joint use facilities

School prototype plan

Sports facility/gymnasium/fitness center

Student center/union

Technology center

Vocational/industrial arts facility

Other \_\_\_\_\_

*In addition to jury review, the following information will be listed in the left column of published page(s).  
 (If the information requested is not available or does not apply, please leave blank.)*

<b>1. Project Name</b> (Name of school or educational institution)	
<b>2. Project City/State</b> (Use two-letter state abbreviation) Example: Alexandria, VA	
<b>3. School Category</b> Example: Elementary, Middle, High, College, etc.	
<b>4. Grades Served</b> (if applicable) Example: 6-8, post-secondary, etc.	
<b>5. Capacity</b> (Number of students/people)	
<b>6. Size of Site</b> (Acres)	
<b>7. Area of Building Footprint</b> (Square feet) Compute in accordance with American Institute of Architects Document D101	
<b>8. Volume of Building</b> (Cubic feet) Compute in accordance with American Institute of Architects Document D101	
<b>9. Space per Student</b> (Square feet) Compute from items 5 and 7	
<b>10. Cost per Student</b> Compute from items 5 and 12	\$
<b>11. Square Foot Cost</b> Compute from items 7 and 12	\$
<b>12. Cost of Construction</b> Exclusive of land, landscaping, fees, and furniture	\$
<b>13. Total Project Cost</b> Including land, building, landscaping fees, furniture, and equipment	\$
<b>14. Contract Date</b>	
<b>15. Completion Date</b>	
<b>16. Percent of Completion</b> If project is complete, enter 100%. If project is incomplete, please indicate percent of completion.	%

***Include this page in a binder sleeve with your submission—to be reviewed by the judges***

1. PHOTO RELEASE.

Name of school/educational institution \_\_\_\_\_

Location of project (City/State) \_\_\_\_\_

Please provide information on the following photos to be published (2-3 word captions & photo credits, if applicable)

PHOTO 1 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

PHOTO 2 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

PHOTO 3 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

**Additional photo information for two-page entries:**

*(for entries larger than two pages, please attach a separate sheet and list captions and photo credits)*

PHOTO 4 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

PHOTO 5 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

PHOTO 6 Caption \_\_\_\_\_ Photo Credit \_\_\_\_\_

NSBA/Stratton have my (our) permission to: Print photos in LEARNING BY DESIGN; display photos on the LEARNING BY DESIGN Web site; send photos electronically to jury members; display panels at NSBA's Annual Conference; print in *ASBJ* or *LBD*, and any related publications; display panels at affiliate organization conferences; print photos on NSBA and LEARNING BY DESIGN marketing materials, i.e., brochures, awards, call for entries, etc.; display photos on the National Clearinghouse for Educational Facilities Web site; display photos on CEFPI Web site. Any other use will require separate permission.

**MUST CHECK ONE BOX BELOW AND SIGN:**

By submitting this entry, I warrant that I/firm **own the copyright interests** for the enclosed photographs and text and that we license them to the publisher to be used in LEARNING BY DESIGN and in all subsequent reprint formats and documents related to LEARNING BY DESIGN as listed above.

By submitting this entry, I warrant that I/firm **do not own the copyright interests** for the enclosed photographs and text **but have received/obtained permission from the owner/photographer** who has granted license to the publisher for use in LEARNING BY DESIGN and in all subsequent reprint formats and documents related to LEARNING BY DESIGN as listed above.

2. SUBMISSION AUTHORIZATION. Indicate your approval and authorization of your submission:

By signing below, I certify that to the best of my knowledge and belief, the project submitted for inclusion in LEARNING BY DESIGN complies with applicable building codes and regulations and all firms associated with the project authorize this submission and agree with the information provided.

Name \_\_\_\_\_

Company \_\_\_\_\_

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

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

\*\*\***Signature of authorized firm representative:** \_\_\_\_\_

*(Required)*

***Include this page in a binder sleeve with your submission—to be reviewed by the judges***

**LEARNING BY DESIGN 2010 FEES & PAYMENT FORM**

**Fill out one payment form per firm. Include total page count for all projects submitted.**

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

**List Project Name(s):** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Total page(s) count for all projects submitted:** \_\_\_\_\_ pages @ \$\_\_\_\_\_ per page *(see chart below)*

**Total amount paid:** \$\_\_\_\_\_

**FEES:**

- Fees are to cover the cost of judging and production. If you submit multiple entries or multiple pages in a single submission, total fees are for total page count as outlined below. Early Bird Discounts apply for reservations submitted prior to the Early Bird Deadlines.

<b>TOTAL PAGES/ ENTRIES SUBMITTED</b>	<b>Postmarked by Early Bird Deadline</b>	<b>Postmarked AFTER Early Bird Deadline</b>	<b>BEST VALUE! COMBO RATE</b> At least one project in both LBD Editions
1 Page	\$1,995 per page	\$2,250 pp	NA
2 Pages	\$1,895 per page	\$2,075 pp	\$1,795 pp
3 Pages	\$1,795 per page	\$1,975 pp	\$1,685 pp
4+ Pages	\$1,695 per page	\$1,865 pp	\$1,575 pp

- No refunds for entries cancelled/withdrawn after submission deadlines.
- **Image Changes:** \$100 per image replacement for changes requested after first page layout.

**PAYMENT METHOD: *Payment is required with submission. (Check one)***

Check enclosed, payable to **Stratton Publishing & Marketing Inc.** (Fed Tax ID #54-1579723)

Credit Card Payment \$ \_\_\_\_\_

*(Check one)*     MasterCard     Visa

Card Number \_\_\_\_\_

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

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

If you have any questions, please contact Carrie Wood at Stratton Publishing: 703/914-9200 x 25.

Return this page with your 4-part Form to:

**LBD 2010/Stratton Publishing  
 Attn: Carrie Wood  
 5285 Shawnee Road, Suite 510  
 Alexandria, VA 22312-2334  
 703/914-9200; Fax: 703/914-6777  
 Web site: [www.learningbydesign.biz](http://www.learningbydesign.biz)**