

# LEARNING BY DESIGN

FALL 2020

## CALL FOR ENTRIES

ARCHITECTURAL AND  
INTERIOR DESIGN  
AWARDS OF EXCELLENCE

PUBLISHED OCTOBER 2020

**Early Bird Discount Deadline**

March 13, 2020

**Final Reservation Deadline**

May 15, 2020

**Submission E-Upload Date**

June 22, 2020

[LEARNINGBYDESIGNMAGAZINE.COM](http://LEARNINGBYDESIGNMAGAZINE.COM)



Ephrata Area High School Media Center, Ephrata, PA | Photo: ©Nathan Cox Photography



**OPEN TO ALL TYPES OF  
LEARNING ENVIRONMENTS**

Canyon View High School, Waddell, AZ | Photo: ©2019 Bill Timmerman

Wilburton Elementary School, Bellevue, WA | Photo: Ben Benschneider

## Showcase the most innovative work in the education field

Enter *Learning By Design* magazine's FALL 2020 Architectural and Interior Design Awards of Excellence. The premier program for education design innovation and excellence.

For 29 years, *Learning By Design* has brought school and university leaders comprehensive compilations of the most progressive new spaces, innovative adaptive reuse and/or renovation of existing facilities.

Think of *Learning By Design* as an education executive's armchair guide to architecture and design.

*Learning By Design* is the most effective awards program for exposing your work to this influential audience.



[LEARNINGBYDESIGNMAGAZINE.COM](http://LEARNINGBYDESIGNMAGAZINE.COM)



The Williams College Bookstore, Williamstown, MA | Photo: Jeff Goldberg-ESTO | CambridgeSeven Associates, Inc., Cambridge, MA

# Learning By Design Reaches Your Market

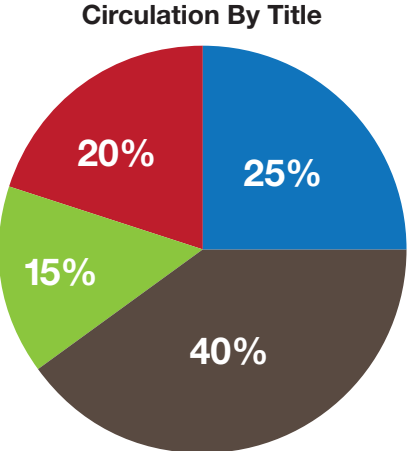
**25%** Education Architects; Designers and Consultants

**40%** K-12 School Districts (with 1,000+ enrollment); Public & Private Superintendents/ Heads of Schools; Public School Board Presidents; CEOs; Facilities/Construction Directors; Building & Grounds Directors

**15%** University/College Building Architects, Planners, Designers, Construction and Facilities Managers

**20%** University/College (4-year & Community College) Deans, Directors, Presidents, Chancellors, Business Managers

The circulation of *Learning By Design* is specifically focused to develop business for architecture and design firms.



# Unbeatable Exposure for Your Firm, Client and School!

All featured projects receive maximum national exposure before 50,000 education decision makers, **PLUS FREE marketing enhancements:**

- All projects are posted on Learningbydesignmagazine.com
- Every project receives for the school a custom award certificate that is double matt mounted and encased in a 14"x18" solid wood frame.
- A second award certificate is provided for the firm's office.
- All projects may provide a free video for gallery viewing at Learningbydesignmagazine.com, plus links to the firm's social media sites.
- Five (5) extra copies of *Learning By Design*.
- A listing of your firm with hotlink on Learningbydesignmagazine.com
- Top Award Winners 6-month LBD Website Scrolling Banner
- Distributed to attendees of A4LE LearningScapes, ED Spaces, and AUID Fall 2020 National Conventions
- All Projects Featured in the *Learning By Design* Online Project Gallery 24/7/365 days of the year.



## ENTER A PROJECT TODAY

We have made the entry-to-submission process easy and simple. Just log onto our "save-as-you-go" registration and submission module at:

<https://bydesign.secure-platform.com/a>

- Step 1: Create a User Name & Password**
- Step 2: Complete the Registration Form & Make a Secure Publication Fee Payment**
- Step 3: Provide Project Data, Narrative, Upload Plans & Photography**



## Awards Judging

The **Learning By Design** awards program is a blind, peer-reviewed and scored juried program.

The jury make-up consists of 5–7 highly regarded education facility architects, designers, and education-based professionals from across North America. Jurors are recommended by the American Institute of Architects Committee on Architecture for Education (AIA-CAE), the Association for Learning Environments (A4LE), the Association for University Interior Designers (AUID), and by the Publisher of *Learning By Design*.

Every project is judged and scored in seven specific criteria. From the highest scoring projects the jury will choose several projects for special recognition of either Grand Prize, Citation of Excellence, or Honorable Mention awards. All other projects will be published as Outstanding Projects.

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Enter today at <https://bydesign.secure-platform.com/a>

## Additional Exposure for Noted Projects

**Winning a top award:** Grand Prize, Citation of Excellence, or Honorable Mention truly means your work stands out among its peers.

These “Best-in-Class” projects may not just be beautiful, but rather they showcase the latest concepts in forward-thinking education design and practice and tell how teams collaborated to achieve excellence.

*Learning By Design* recognizes stand-out award winners with added space and jury comments.

- Every **GRAND PRIZE** Award Winner receives an additional full-page portfolio and national press release mention.
- **CITATION OF EXCELLENCE** award winners receive an extra half-page portfolio.
- **HONORABLE MENTION** award winners receive an additional quarter-page portfolio.

Each issue of *Learning By Design* reaches the members of **The Association For Learning Environments (A4LE)**; **The Society for College and University Planners (SCUP)**; **The American Institute of Architects Committee on Architecture for Education (AIA-CAE)**; **The Association for University Interior Designers (AUID)**.

# LEARNING BY DESIGN

FALL 2018



**ENTER BY  
MARCH 13TH  
AND SAVE  
\$300**

"This is a very learner-centered facility."

## Awards Judging Criteria

Judges evaluate projects based on the following criteria:

- ✓ **Innovation:** The extent in which the finished design fulfilled project goals by use of innovative, dynamic, and flexible building or site solutions.
- ✓ **Sustainability:** How does the project live up to modern energy and environmental-design expectations? What sustainable building practices did it employ; what green building certification did it receive; does the design support a connection to nature?
- ✓ **Next Generation Learning:** The manner in which the design supports modern pedagogical practices that shape the student experience and enhance academic activities.
- ✓ **Functional Design/Planning Process:** How did the design meet the organization's strategic goals and bottom line while supporting the needs of the key stakeholders and the fundamental components of contemporary education design?
- ✓ **Community Needs:** How does the design demonstrates flexibility and adaptation to meet the community's needs. Is the design appropriate in context to the local economic demographic and site location and addressing issues of safety and security?
- ✓ **Interiors:** How interior design elements (color, texture, art, lighting, acoustics) enrich the built environment; are applicable to the age and or demographic of the designed space and inhabitants; and celebrate the culture of the institution or community served.
- ✓ **Judging Components:** How did the visual presentation look? Did the photography show the learning spaces as well as the exterior, the public or common use spaces? Were site and floor plans included? Was the narrative informative and reflective of the project's challenges, its goals, and the client's desired outcomes? Did renovations show before and after photos?

## Recent Jury Members Include:

Rebecca Seward-Beamer, AIA Associate,  
BRIC Architecture  
Portland, OR

Page Dettman, PhD, ALEP Chief  
Education Evangelist MeTEOR Education  
Senior Faculty, Center for College and  
Career Readiness  
Ospray, CA

Sharon Haar, FAIA, Professor, Taubman  
College of Architecture and Urban  
Planning, University of Michigan  
Ann Arbor, MI

Julia Eiko Hawkinson, AIA, ALEP LEED  
AP BD+C, O+M, WELL AP Senior Facilities  
Development Manager, Los Angeles  
Unified School District  
Los Angeles, CA

Jennifer Kelsall, PhD, Superintendent,  
Ridgewood High School District 234  
Norridge, IL

Dwain A. Lutzow, AIA, CEO, DLA  
Architects, Ltd.  
Itasca, IL

David M. Van Galen, AIA, LEED AP,  
Principal, Integrus Architecture  
Seattle, WA

Bruce Wardell, AIA, IFRAA, Founder and  
Design Principal, brwarchitects  
Charlottesville, VA

## Submission Guidelines

**Who May Submit:** Architectural firms, Interior Design firms, education institutions, construction firms, planners, and facility design consultants.

### Eligible Education Facilities

Early childhood/elementary school; middle school/intermediate school; combined-level school; high school; specialized educational facility/voc-ed; college/university; community college.

### Entry Construction Type

**New construction/addition; renovation/adaptive reuse/restoration; project-in-progress.**

All projects must have been completed within 5 years prior to October 2020, except projects-in-progress which must be shovel ready.

### Project Categories

- Administration areas/business offices
- Cafeteria/dining hall
- Campus master planning
- Career-tech/voc ed
- Childcare center
- Conference and training center
- Dorm/residence hall
- Entire school/campus building
- Green/sustainable design
- Historic Preservation
- Interior Design
- Laboratories/teaching
- Landscape architecture
- Learning garden
- Library/media center
- MakerSpace/Fabrication Lab
- Media/arts/performing arts center
- Modular building/classrooms
- Multi-use/joint-use building/space
- Playground/outdoor space
- Science Center
- Sports Facility/fitness center
- School prototype plan
- Signage/Wayfinding
- Single space
- Student center/union
- Technology center
- Other

### Submission and Publication Materials: Due June 22, 2020

**For the Jury:** Submitters provide project statistics, an overview, answers to a few questions, up to 5 site/floor plans and 12 photographs. Include side notes to best explain the project attributes, outcomes or other points of interest.

**For Publication:** Submitters may provide a unique for publication project overview and a set number of high-resolution photos corresponding to the projects paid publication layout size fee.

## Project Page Layout

When you reserve your project entry you will choose the number of pages you ultimately want devoted to your project when published in *Learning By Design*. More pages allows for more descriptive text; or more or larger photographs which equates to greater reader exposure.

1 Page: 3 photos/200 words	2 Pages: 4-6 photos/400 words
3 Pages: 5-7 photos/600 words	

### Publication Fees

All entries must be prepaid. Entry fees help cover judging expenses and production. Per-page discounts apply to multiple pages for one project, or when entering multiple projects. Submit reservations before the Early Bird September 27, 2019 Deadline and receive the lowest rates.

Total Number of Pages	Early Bird Rate Deadline: March 13, 2020	Regular Rate Deadline: May 15, 2020
1 Page	\$1,975	\$2,275
2 Pages	\$1,900/page (\$3,800 total)	\$2,075/page (\$4,150 total)
3 Pages	\$1,800/page (\$5,400 total)	\$1,975/page (\$5,925 total)

### How to Enter

1. Go online to: <https://bydesign.secure-platform.com/a> and create an account. If you are a previous *Learning By Design* participant, use your existing login details.
2. Once logged in, complete the Registration Form for your first project. If you are submitting multiple projects, continue to add project registrations until all your projects have been saved. Finalize your reservation by making a credit card payment in the "Shopping Cart" or request an invoice.
3. Once your project(s) is registered you will receive a confirmation of your order by email and detailed next-step How To Complete My Submission Form Instructions.
4. Your submission form completion deadline is June 22, 2020.
5. Awards notification will occur in August 2020, followed by a project page(s) proof for your approval. The Fall 2020 edition of *Learning By Design* will mail by October 1, 2020.

Questions? Contact Mark Goodman: [mark@learningbydesignmagazine.com](mailto:mark@learningbydesignmagazine.com) | P: 216.896.9333 | Enter today at <https://bydesign.secure-platform.com/a>

# LEARNING BY DESIGN

THE PREMIER SOURCE FOR EDUCATION  
DESIGN INNOVATION AND EXCELLENCE

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## Enter Early and Save!

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March 13, 2020

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June 22, 2020

Outstanding  
education facility  
architecture and  
interior design  
projects do  
not recognize  
themselves...  
**BUT WE DO!**

### In partnership with:

Committee on  
Architecture for Education

an **AIA** Knowledge Community



The Society for College  
and University Planning