

Communications Category & Guidelines

An official entrant in the Professional Awards Communications category is not required to be a landscape architecture professional.

Recognizes: achievements in communicating landscape architecture works, techniques, technologies, history, or theory, and the lesson value to an intended audience.

Typical entries include: print media, film, video, audio, CD, or DVD formats; online communications; interpretive design; exhibition design; and more. **Supplemental materials may be submitted directly to ASLA Awards Program, 636 Eye Street NW, Washington, DC 20001. Label each item with the project's entry number.**

Criteria: The jury will consider the effectiveness of message presentation, the innovation in approach or delivery, and the value to the intended audience.

Submission: For student team entries, all team members who are landscape architecture students must be or join as Student or Student Affiliate ASLA members. **All student team members and their course of studies must be submitted with the entry.**

Project Title (Name): A submission must have a short, specific presentation title (containing no abbreviations) that indicates the nature of the presentation.

Project Statement: In 175 words or less, described the project and why it's award-worthy. This statement may be used in promotional materials if the project is selected for an award. NOTE: failure to submit this statement will lead to disqualification of entry.

Project Narrative: Addressing the criteria for the Communications category, describe in 1275 words or less the intended purpose, audience, message(s), impact and effectiveness, distribution method (commercial bookstores, Internet, etc.), circulation/distribution (number), and other issues as appropriate.

Images*: Include at least (1) site plan (Communications Category excluded), plus five (5) but no more than fifteen (15) drawings and/or photographs for a total of sixteen (16) images in a single .PDF file not to exceed 10 MB and 16 pages. Drawings and photographs must be "8.5x11" format and landscape orientation. Brief captions of no more than 40 words each are to be placed at the bottom of each image. **Label the .PDF file with the project entry number (do not label using your name).** NOTE: failure to submit images will lead to disqualification of entry. Winners will be required to submit high resolution photos.

Recognition: The Professional Awards Jury and the Student Awards Jury may each select one Award of Excellence and any number of Honor Awards in this category.

*Entrants are responsible for clearing photographs with photographers for publication and reproduction by ASLA. ASLA will provide proper photography and other project credits when using photos, but will not assume responsibility for any copyrights or photography fees. ASLA retains the right to publish photos submitted in winning entries in *Landscape Architecture* magazine, on the ASLA website, in promoting the awards program, and in other products in conjunction with promoting landscape architecture.