



## **Win and Use Awards for Success:**

### **Tips for Entering the Meta Remodeling Awards**

#### **Why Should I Enter the Meta Remodeling Awards?**

##### ***Entering Helps You:***

- ◆ Market your business
- ◆ Motivate your staff
- ◆ Inspire and challenge colleagues
- ◆ Provide recognition for staff

##### **“Fringe Benefits” of Entering Meta**

- ◆ Training ground for other awards competitions
- ◆ “Practice” developing entry binders
- ◆ Receive feedback on how your projects are perceived by others
- ◆ Contributes to “branding” your company locally
- ◆ Provides public recognition opportunity for employees

### **HOW TO CHOOSE THE RIGHT PROJECT**

#### **Start every project as though it will be an award winner.**

- ◆ Photograph plenty of “Before” photos from several angles.
- ◆ Match “After” photo angles with “Before” pictures.
- ◆ Involve the person who will make the entry binder with the project from the beginning.
- ◆ Develop “Project Statement” as project progresses.

#### **Every Project is NOT an Award Winner**

##### **Look for a “Hook”:**

- ◆ Unique design
- ◆ Obstacles overcome: this is a BIG part of a winning entry. Photograph during the project to document “obstacles” and how you handled them.
- ◆ Outstanding craftsmanship.

#### ***Look for something that makes this project stand out from all others!***

*This document was created by award-winning members of NARI of Silicon Valley: (rev. 8/11)*

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## **INVEST TO WIN!**

### **Focus on small number of outstanding projects**

#### **“Stage” your projects before photographing.**

- ◆ If you don’t know how to do this, hire someone who does
- ◆ Scout out site before going to photograph
- ◆ Obtain owner’s permission to move furnishings around
- ◆ If necessary, bring your own staging “props”
- ◆ Use flowers, wine, etc.
- ◆ Leave thank you gift for owner

### **Invest in photography**

- ◆ Hire professional
- ◆ Obtain high quality equipment

## **BETTER CONSTRUCTION PHOTOS: Tips for Award Competition**

### **Photography** By Ken VanBree - Imaging Perspective LLC

#### **Steps To Award Winning Photography**

##### **Taking better photographs:**

Rule 1: “Its always the glass”

Rule 2: Three things Photoshop cannot fix:

- ◆ Focus or camera shake
- ◆ Composition
- ◆ Exposure

Corollary : It is cheaper to fix it in the viewfinder than to fix it in Photoshop

Rule 3: Use a tripod

##### **Getting the best from digital**

Digital camera settings:

- ◆ Use lowest ISO (film speed) settings
- ◆ Don’t use digital zoom
- ◆ Use TIFF or Raw file output (or highest quality jpeg)
- ◆ Set sharpening to low or off
- ◆ Set contrast to low (if camera supports it)

##### **Screen Vs. Print**

Screen resolution 72dpi (dots or pixels/inch).

Full screen laptop image requires:  $1024 \times 768 = 0.786$  Mpixels

Print resolution 300-350 dpi

Full page ad (8.5x11 in) requires:  $(8.5 \times 300) \times (11 \times 300) = 8.4$  Mpixels

Don’t use a web image in a print ad

## **Mpixels Vs. Mbytes**

### **Pixel**

- ◆ Smallest 'picture element' of a digital image
- ◆ Specifies red, green and blue color values
- ◆ Each color value typically 8 bits or 1 byte

1 pixel = 3 bytes of data

1 Mega (million) pixels = 3 Mega bytes

This applies to uncompressed tiff files

2/3 of the color image data is estimated in most digital cameras.

## **Issues with Digital Color** (Bayer pattern)

### **Digital image file formats**

Uncompressed file formats:

- ◆ tiff - Tagged Image File Format
- ◆ Camera raw data (file extent varies – dcr, raw)
- ◆ bmp - Bitmap (Microsoft Windows)

Compressed file formats:

- ◆ jpeg or jpg – Joint Photographic Experts Group
- ◆ mpeg – Motion Picture Experts Group
- ◆ pdf – Portable Document Format (Adobe)

## **Lossless Vs. Lossy Compression**

Lossless compression

- ◆ Guarantees original data can be restored exactly
- ◆ Compression ratios of 2 or 3:1
- ◆ Examples: zip, lzw

Lossy compression

- ◆ Trades loss in image quality for higher compression ratios
- ◆ Examples: jpg, mpeg

## **Other Steps to Winning Photography!**

Tips for better entry binders:

- ◆ "Before" pictures are important; Shoot before and after pictures from same spot
- ◆ "After" pictures should be of finished project
- ◆ Only submit the pictures that are asked for
- ◆ Consistent use of landscape or portrait mode makes binders easier for judges
- ◆ Use high quality "after" pictures in your advertising.

## **THE ENTRY BINDER**

- ◆ **Read the directions!** Highlight and checklist areas of special importance.
- ◆ **Re-read the directions!**
- ◆ **Follow the directions exactly!**

**Project Statement** – write only what the judges are looking for and what your photos show. Keep it brief &/or bulleted.

**Client's needs:** describe.

### **To what degree does the project enhance existing structures functionally?**

- ◆ Do the room's new floor plans function well?
- ◆ Is the counter space or work area adequate to perform necessary tasks?
- ◆ Is there good traffic flow?
- ◆ Is safety addressed adequately?
- ◆ Are the materials functional?
- ◆ Is lighting addressed – both general & task?

### **To what degree does the project enhance the existing structure aesthetically?**

Keep in mind the following design criteria:

- ◆ Line & rhythm
- ◆ Continuity & repetition
- ◆ Texture, color, & contrast
- ◆ Symmetry & balance
- ◆ Emphasis

### **Is there evidence of superior craftsmanship?**

Moldings, woodwork, stairs, cabinetry, countertops, tile, glass, marble metal, stone, masonry, etc.

### **Were innovative uses of material and/or methods of construction used in the project?**

- ◆ Evident in photos?
- ◆ Described & noted?

### **Did the contractor overcome difficult obstacles?**

Described & overcome in creative way?

### **Floor plans**

- ◆ Use only Presentation Plans – don't use construction drawings
- ◆ Highlight areas of change

## **THE ENTRY BINDER** (cont'd)

### **Photos**

- ◆ Keep orientation all horizontal (“landscape”) or all vertical (“portrait”) if possible.
- ◆ Vary photo size to show details, as well as for interest in overall presentation
- ◆ Have “Before” pictures next to “After” photos taken from same angle

### **Captions**

- ◆ Call attention to those things judges are looking for (items in project statement)
- ◆ Use computer program to put captions on page with photo rather than handwriting or cut & paste.

## **SO THE JUDGING IS OVER—NOW WHAT?**

### ***If you’ve won an award, maximize its value!***

Broadcast your achievement to the world!

- ◆ Press releases to local publications
- ◆ Publication in local magazines
- ◆ Include “NARI Meta Remodeling Award Winner” in advertising
- ◆ Post photos to your website/send out newsletter to past clients
- ◆ Give homeowner copy of binder, photos, award, etc.
- ◆ If your homeowner will allow, host event in their home: home tour, party for subs, open house for neighbors & friends.
- ◆ Post your awards in your office w/ photos

### ***Whether you’ve won an award or not...***

You can still benefit from your efforts of entering:

- ◆ Use digital files of photos for marketing: portfolio, website, post cards, etc.
- ◆ Submit project to other competitions: CotY, Chrysalis, ASID, NKBA, many magazines and manufacturers have competitions
- ◆ Write articles for magazines; supply photos
- ◆ Use photos for presentations at Home Show or in-house training
- ◆ Create filing system to access projects/photos easily to spin for each use

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