



## Announcing the Interior Design Education Video Competition

celebrating your educational achievements & skills

**You are invited to take part in an interior design student, practitioner and educator video event that celebrates your preparation to be an interior design professional and informs others about the value of your skills.**

### What is it?

Thousands of students and practicing interior designers across North America and other countries are currently pursuing or have completed education and examination requirements that fully prepare them to practice and to protect the public's health, safety and welfare and quality of life. However, the public, design professionals and prospective interior design students do not always understand this.

This is your opportunity to create and share a short video with the public from your point of view that celebrates and explains the importance of established interior design education and examination standards you are participating in—and that will prepare you to assist the public as an interior design professional. Participation by many will ensure dozens, or possibly hundreds of searchable videos on YouTube available to the public that promote and explain the interior design preparation path.

### Why should I participate?

You work hard to earn your interior design education and examination successes. Your video contribution makes the public aware of the value of your preparation and provides an accurate viewpoint about what interior design is really about and how interior design skills assist the public. If you're a student, this video can make an excellent addition to your portfolio. If you're an educator or practitioner, this video demonstrates your commitment to excellence to your peers and profession. The payoff is for us all- better informed clients and the public, better professional recognition of your high standards and better preparation for tomorrow's interior design students. Also, the potential opportunity to have your video circulated far and wide and even win a cash award- see below.

### Who may participate?

- **interior design students** engaged in a higher education program of study in interior design with a minimum 40 semester/60 quarter hours interior design coursework leading to a degree, certificate or diploma. (To participate, you will need to supply the name of an instructor who has reviewed your video entry).
- **interior design educators** employed full or part-time in a higher education program of study in interior design that offers a minimum 40 semester/60 quarter hours interior design coursework leading to a degree, certificate or diploma.

- **interior design practitioners** who have completed a minimum 40 semester/60 quarter hours of interior design coursework that comprise a degree, certificate or diploma and have passed or are currently preparing to take the NCIDQ examination.
- **teams** composed of any number or combination of eligible persons above are also permitted.

## What information should the video explain or celebrate?

The main audience for the video is various public groups who deserve to be aware of **the nature and importance of interior design standards of preparation**. Thousands of students and practicing interior designers across North America and other countries are currently pursuing, or have completed these established standards in order to be fully prepared to practice and to protect the public's health, safety and welfare/quality of life.

The video should address the following topic:

Topic

### **How is the public's economic well being impacted by the skills of fully prepared interior design practitioners?**

**The audience is legislators, potential clients, potential interior design students and the general public.**

Interior design contributes to the economic well-being of society locally, regionally and globally. A robust international marketplace for service and products exists for interior design in a variety of public and private settings (residential, commercial, hospitality, government, healthcare, etc.). Thus, design impacts economic welfare on a global scale. In addition interior design also has a significant impact on local economies through the profession's role in strengthening the competitiveness of local businesses, hiring of specialized trades, and even in designers' participation in community service projects, such as Habitat for Humanity.

### **What types of design skills benefit economic well-being?**

Qualified interior designers are skilled business people who are prepared to manage complex design projects, leading to better outcomes for clients and users. Interior design professionals conduct life-cycle costing of products and materials, use strategies to project and measure return on investment of design choices, and plan high functioning spaces using safe, efficient, and environmentally sound systems and products that result in cost savings, contribute to quality of life, increase productivity, and preserve limited natural resources. Hiring a skilled interior designer can enhance a business' brand positioning, help a client communicate core values and mission, reduce employee turnover and absences, prevent accidents and control liability costs, and result in higher return on investment. These are just a few examples of how hiring a qualified interior designer benefits economic well-being.

*Note that your video should not promote a specific institution or program of study, nor should it identify any program by name.*

## Are there further parameters I should know about?

Members of this public viewing audience will include prospective clients, prospective interior design students and lawmakers. Creative approaches to the video are highly encouraged. This could include imagery of any kind, interviews, testimonials, demonstrations, case studies, or even non-traditional ideas including copyright-permissible music or other concepts. The video should be entertaining, positive and offer a compelling message that advocates education and examination as described above.

The video *must be between 1 minute and 3 minutes in length*. Be efficient and succinct! Last year's winning entries are online at [www.idec.org/videocompetition](http://www.idec.org/videocompetition)

**How can I create and edit a video?** Many universities or photography stores offer digital video cameras for checkout or you can rent one for a day. You can perform simple edits with digital video using a computer and free software programs widely available on the Internet or other sources. We will accept video entries using any spoken language. If the video is non-English, provide English subtitles to attract more viewers.

No copyright infringing content (audio or video) can be included. You can learn more about this by clicking [here](#). See additional legal notices below.

### **How do I submit the video?**

**STEP 1.** An internet connection is necessary to submit your video. Create your video and upload it to YouTube.

When you post your video, include the following:

- **Title** Include Interior Design somewhere in the “title” entry of the Video.
- **Description** Describe what your video is about.
- **Tags** Write “Interior Design Education”, and any other related text tags.
- **Video Category** Choose “Education”.

**STEP 2.** Also upload your video to the IDEC web site <http://www.idec.org/videocompetition>. When submitting to the IDEC website, video must be in MP4, MOV, or WMV format. You will be asked for:

- your name and contact information
- your learning institution or design firm
- if you are a student, the name and email of an instructor at your institution who has reviewed your entry
- the title of your video
- the short description of your video
- the link to the YouTube video (provided when you uploaded your video to YouTube in Step 1)
- agreement with contest waiver – see page 5 of this document

You can create and submit as many videos as you wish. There is no submittal fee.

**When:** The video must be completed and uploaded by **midnight, February 1, 2012.**

### **How might my video be further recognized and rewarded?**

A panel of judges from IDEC, NCIDQ, and CIDA will review the videos shortly after the submittal deadline. These organizations will choose and announce an Honorable Mention for a selection of videos they deem the most compelling and that answer the questions above in a creative, successful way. These videos will be honored with a certificate of achievement sent to their creators. The judges may also, at their option, show these videos at their conferences and/or provide links from their organization websites to them.

And, those videos that the judges deem the most compelling and appropriate will be announced at the Interior Design Educators Council Annual Conference, March 19 – 22, 2012 in Baltimore, MD and awarded cash prizes.

## What do the winners receive?

- First place will receive \$1500.
- Second place will receive \$1000.
- Third Place will receive \$500.

PLUS, links to these first, second and third place videos will be placed on the websites of IDEC, NCIDQ, and CIDA. Winners will also be featured in an issue of Interiors & Sources magazine.

## Questions?

Send your comments and questions via email [video@idec.org](mailto:video@idec.org)

Sponsored by the Interior Design Educators Council, The National Council for Interior Design Qualification and the Council for Interior Design Accreditation with media partner Interiors and Sources.

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1. GENERAL CONDITIONS: Winners will be notified by e-mail or mailing address (at Sponsors` sole discretion) and may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability within seven days of notification. In the event of noncompliance, if a winner cannot be reached at the e-mail or mailing address on that winner's entry, or if a prize or prize notification is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. All taxes, fees, and surcharges on prizes are the sole responsibility of the prizewinner. By participating and accepting a prize, where permitted by law, the winner grants to Sponsor, (and agrees to confirm that grant in writing), and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), the winner's submission, name, portrait, picture, voice, likeness and biographical information as news or information and for advertising and promotional purposes without additional compensation or review.

2. RELEASE OF LIABILITY: All entrants release Sponsors, their parent, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this Web site and Contest from any and all liability with respect to or in any way arising from this Contest and/or acceptance or use/misuse of the prizes, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web-site users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure, theft, or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer on-line systems, servers, or providers; computer equipment; software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participants or to any person's computer related to or resulting from participating or downloading materials in this Web site or Contest. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest, or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Contest is not capable of running as planned, including, without limitation, infection by computer virus, worm or bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the contest.

## 2011 Interior Design Video Competition Waiver

I, \_\_\_\_\_, enter into this release with the Interior Design Educators Council, the National Council for Interior Design Qualification, the Council for Interior Design Accreditation, and Interiors and Sources ("the Sponsors"). I authorize the Sponsors to use the video at their discretion. I grant the Sponsors a perpetual, royalty free license to the video. The Sponsors may use and license others to use the video in its original or edited form in any media for any and all educational or commercial purposes, and may use and license others to use my name, image, likeness, voice and biographical or other information in connection with the video.

I understand that use of all the video may include but not necessarily be limited to commercial or promotional use, distribution through various means, which may include satellite broadcast, cable TV, webcast, on-demand.

All materials used in the video are my own or are materials for which I have obtained any necessary permission. I acknowledge and agree that the copyright to the video shall be owned by the Sponsors. My video will not infringe any copyrights or other rights of others, and will contain nothing defamatory or obscene. My video is not subject to any prior agreements that would limit the scope of the permission I am granting here. If I breach the representations I am making here, and if the Sponsors should suffer damages as a result, I agree to indemnify the Sponsors for those damages.

I further acknowledge that I will not be compensated for any uses made of the video.

I hereby waive all rights and release the Sponsors (including their officials, employees, representatives, agents, licensees, successors, and assigns) from, and shall neither sue or bring any proceeding against any such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the video.

I agree that I have read and understood the contents hereof, and that I have the right and authority to execute this release.

\_\_\_\_\_  
Releaser's signature

\_\_\_\_\_  
Date