

Project Submission Guidelines

The following pages constitute the guidelines that are to be followed in submitting your design for online publishing.

Text Guidelines

A strong project description goes beyond listing facts, it tells a clear story that explains the **why and how** behind the design. The text should follow a logical narrative, written in a neutral, third-person tone.

1. The Opening Hook

Begin with one powerful sentence that captures the essence of the project. This opening should highlight the most unique or impactful aspect of the design and immediately engage the reader.

2. The Context and Challenge

Briefly explain the project's background to frame the design decisions.

- **Site:** Summarize the physical and cultural context.
- **Client Brief:** Outline the client's main goals and needs.
- **Constraints:** Note key challenges such as budget, site limitations, or regulations.

3. The Design Concept and Solution

Describe the core design idea and how it responds to the site and client brief.

- **Form and Function:** Explain the building's form and spatial organization.
- **Materials and Construction:** Highlight material choices and any sustainable strategies.
- **User Experience:** Describe how the design affects the people using the space.

4. The Impact and Conclusion

Conclude by summarizing the project's contribution to its surroundings or community and its lasting value.

Writing Tips

- Be concise and purposeful.
- Focus on why decisions were made.
- An optional quote may reinforce the project's message.
- Write in American English and proofread carefully.

Need Help Crafting the Narrative?

Strong projects deserve strong storytelling.

If you'd like editorial refinement or a professionally structured project narrative aligned with publication and award standards, our team offers dedicated writing support.

[Request Writing Support](#)

Media Guidelines

Images should accurately represent the project's materiality, scale, and spatial experience.

File format

JPG, RGB, minimum 2880 px width.

File name format

"project-name_studio-name_photographer-name_00"

Photographs

10 - 30 images with no watermarks, text, or borders

Photo/render credits

Add photographer's or renderer's name on each file like in the file name format.

Accepted Content

- Exterior views
- Interior spaces
- Detail shots (materials, junctions, textures)
- Contextual images

Note: If the project is unbuilt, clearly label all visuals as "Rendered Images."

Mistakes to avoid



Check perspective correction



Include 80% of daylight images



Avoid overcrowded photos



Avoid excessive post production



Reference Project Images



Drawing Guidelines

Drawings should clearly communicate the architectural intent, spatial logic, and execution of the project.

Required Drawings

- Site Plan (showing context and orientation)
- Floor Plans (all relevant levels)
- Sections (minimum one longitudinal or transverse)
- Elevations (as required to understand form and façade)
- Axonometric / Exploded views
- Detail drawings (if relevant to concept or construction)

File format

JPG, RGB, minimum 2880 px width

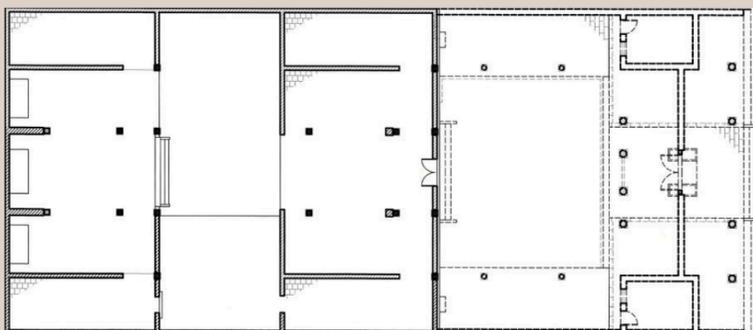
Each drawing should be a single file – do not include more than one plan in the same JPG file.

File name format (Example)

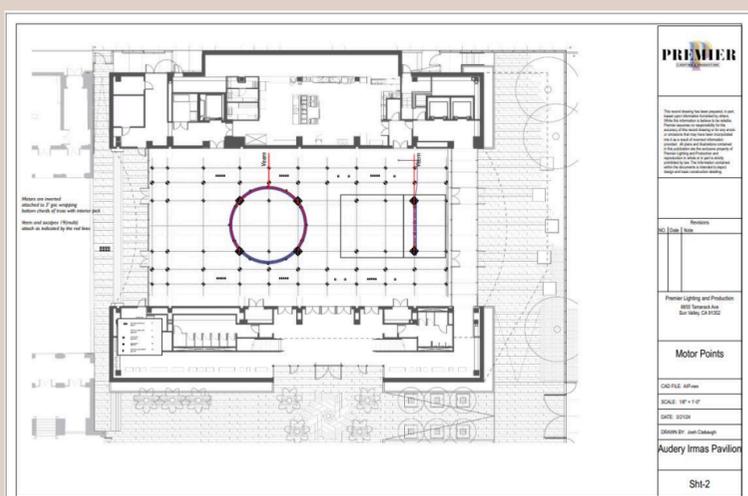
“project-name_studio-name_elevation”

Plans must be grayscale in white background. Exceptions are made for landscape projects and extra conceptual plans. Scale must be legible and consistent.

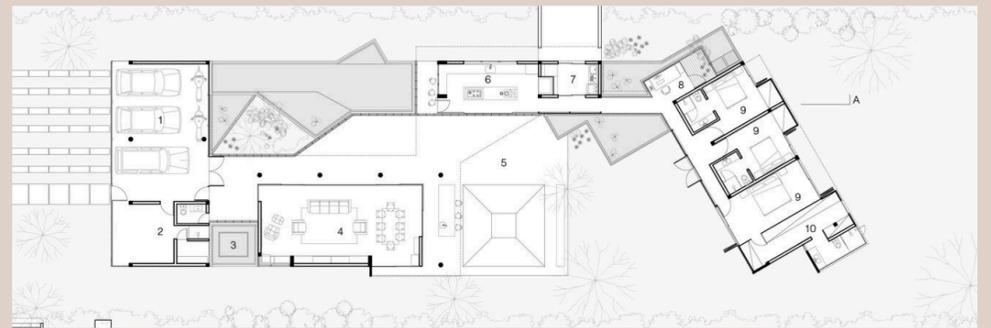
Remember to provide:



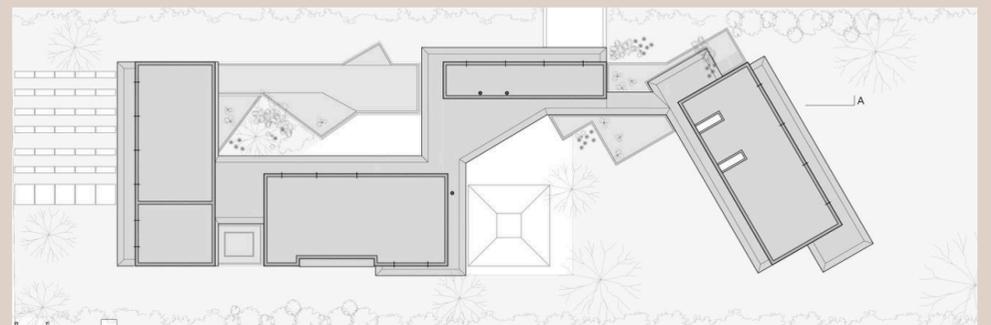
Clear and direct drawings



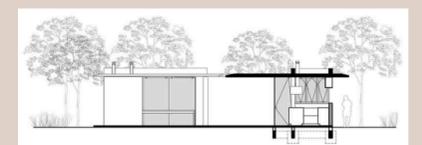
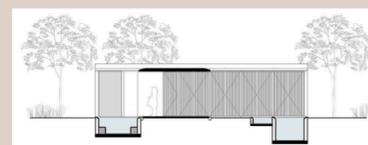
Do not include labels or borders



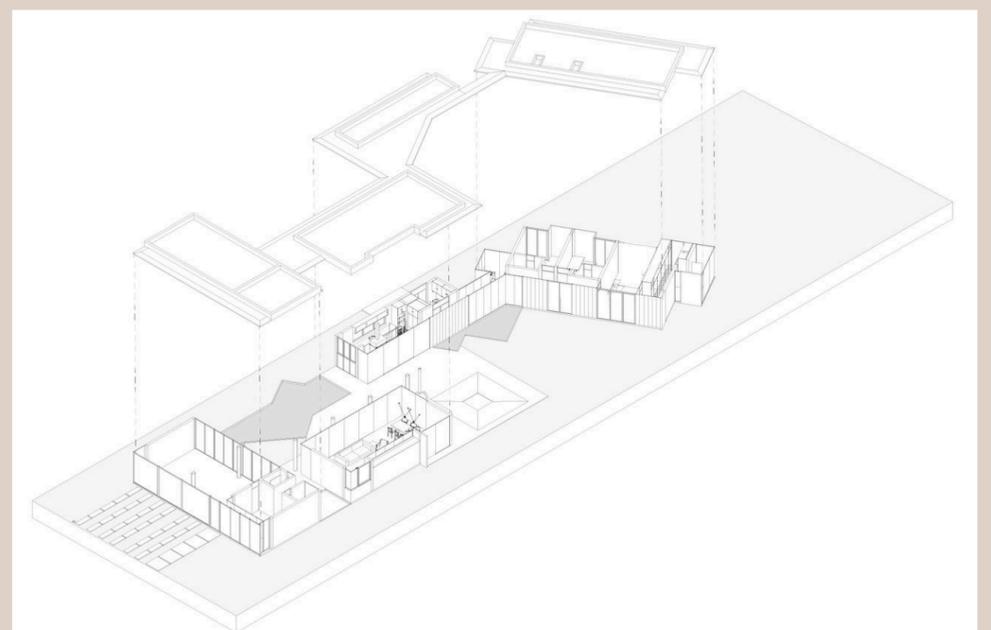
Site plan



Roof plan



Elevations and Sections



Axonometric

Final Submission Checklist

GENERAL FILE REQUIREMENTS

- Files are clearly named and organized as per the sample folders

DRAWING CONTENT

- Plans included (MANDATORY)
- Site Plan
- Floor Plans
- Roof Plan (if applicable)
- Sections
- Elevations
- Axonometric (recommended)
- Diagrams / Conceptual drawings (if relevant)
- Constructive details (if relevant)
- Sketches (optional)

DRAWING STYLE & FORMAT

- Each drawing/image saved as a separate file
- Drawings are grayscale in white background (Exception only for landscape or extra conceptual drawings)

MEDIA (PHOTOGRAPHY) CONTENT

- Minimum 10 images
- JPG, RGB, minimum 2880 px width
- At least 1 featured horizontal image
- Daylight images only
- Professional architectural photography
- Proper perspective correction

POST-PRODUCTION

- Clean and professional editing
- No excessive post-production

PHOTO RESTRICTIONS

- No overcrowded scenes
- No night shots

CREDITS & SPECIAL CASES

- Photographer's name included



Bureau of Architecture Media

[SUBMIT PRESS RELEASE](#)

[DISCUSS PR STRATEGY](#)