

2022 Design | Access Project & Video Tours

The Chapter is excited to start planning our sixth annual Design | Access event, held during Experience Architecture 2022. The program is designed to give the public access to local AIA Central Valley projects; to give the public an opportunity to get to know the architects and firms that design these projects; and to share the value and importance of good design in our community.

This year's Design | Access aims to celebrate the diversity of work and inherent innovation that form part of the region's architectural repertoire. The central valley is home to a variety of architects and practices that cater to the specificities of this region in their own unique way. Design | Access 2022 looks forward to highlighting this variety in scale, use, design and experience. To enter a project for consideration, please click heren/besset/<a href=

Similar to last year, this year's event will offer both - video and in-person – tour options. Participants can choose their preferred tour medium for their submitted project or submit in both formats (video + in person tour).

The in-person tours will be held Friday, October 7th, 2022 and run from 12 noon to 4:00 p.m. Video tours will be released on the same day, and may be accessed from the Chapter's Vimeo account: https://vimeo.com/aiacv.

General Guidelines (for both in-person and video tours):

- There is no fee to participate.
- You may submit multiple projects for consideration.
- Please complete a separate survey for each entry
- The deadline to submit projects for consideration is Friday, July 15, 2022. Projects will be curated, and firms will be contacted to confirm their participation.
- Please provide AIACV a project image for which you have obtained expressed permission to use from all the rights holders by **Monday**, **August 1**, **2022**.
 Release forms will be provided to projects selected to participate.
- In-person tours run Friday, October 7th from 12 noon 4 p.m.
- Based on the project type and access requirements, on-site tour guides may be optional.
- Optional: Hosts are encouraged to provide a PDF information sheet (template for this will be provided) and for in person tours, display boards.

Video Tours

Video tours can adopt a variety of styles ranging from 360-degree views of spaces that allow attendees to browse the space at their own pace, or as a personalized video walk-through that provides details and unique insight on the project from the architect's perspective. We leave it up to you/your firm to explore and determine the approach you want to take to best showcase your project.

Here is a link to the Design | Access webpage to view the 2020 and 2021 participant videos: https://aiacv.org/designaccess/

Video Technical Guidelines:

- Participants will create their own videos with their own equipment. There are no restrictions on the equipment you may use (smartphone, tablet, GoPro, professional camera, etc. – are allowed).
- Entrants will need to upload their video files to AIACV's Vimeo account:
 [https://vimeo.com/aiacv]. A username and password will be provided to the primary contact. When uploading, videos must be set to "PRIVATE". AIACV will coordinate the release of videos during Experience Architecture.
- Videos may be no longer than 10 minutes in length (they should be at least 1080p and the file size should not be more than 2GB).
- Videos must include the Design | Access event slide provided. The slide will be provided to you once your project is selected for inclusion by the Chapter.
- Videos must also include project name/title/firm at the start of the video, after the event slide.
- Please include any credits in the last 5-to-10 seconds of the film.
- You may only use third-party images, footage, music, or any other creative/proprietary
 content for which you have obtained expressed permission to use from all the rights
 holders. You will be required to share this information with AIACV as part of the
 final video submission due Monday, September 19th, 2022.. Release forms will be
 provided to projects selected to participate.
- While subtitles in your film are not required, if you have audio other than music, they are encouraged to make your film ADA accessible.
- Ownership of the content submitted to Design | Access will remain with the
 producers/filmmakers. Owners reserve the right to use the film submitted to the
 challenge for personal purposes. Owners also reserve the right to use the film submitted
 to Design | Access for marketing and branding of the firm and/or architectural project.
 AIACV reserves the right to use the film submitted to Design | Access for promotion or
 distribution in connection with Experience Architecture and to place it on the Design |
 Access website, for access after Experience Architecture concludes.

For a helpful guide on making a video, please take a look at the <u>AIA Film Challenge 2020 – Tool Kit</u> (https://aiafilmchallenge.org/wp-

content/uploads/2020/06/COM20 FilmChallengetoolkit sm v02.pdf)

We know it's a busy time for our members and firms, but we hope you will find value in opening your projects doors or creating a video to document and celebrate a project you and your firm are particularly proud of. Not only will it be promoted by the AIA Central Valley Chapter during Experience Architecture and on our Design | Access webpage, but you can also post to your firm's website and social media.

We thank you for your consideration in submitting a project and invite you to contact us if you have any specific questions or concerns.

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Design |Access Event Leaders