



MADE

Edmonton

Edmonton Urban Design Awards – Student Submission Guidelines

These guidelines are intended to support students in crafting compelling, well-considered, and visually refined submissions. Entries should communicate a strong design vision while demonstrating thoughtful engagement with urban context, clarity of thought, and excellence in presentation.

Clarity of Vision

- Begin with a strong, clearly articulated concept. Your narrative should define the urban issue being addressed, the objectives of your design, and the core idea driving your proposal.
- Avoid overcomplicating your explanations, accessible language that effectively communicates your intent to both professional and non-professional audiences.
- Ensure consistency between your written narrative and visual materials; the two should reinforce and complement each other.

High-Quality Visuals

- Submit renderings, diagrams, plans, and sections that are polished and convey professionalism.
- Use texture, lighting, and shadow thoughtfully in renderings to communicate materiality, atmosphere, and human experience.
- Always include contextual cues such as people, vehicles, and greenery to show human scale and usability.
- Be selective—prioritize visuals that best convey your key ideas rather than overwhelming the viewer with too many images.

Page Layout & Graphic Design

- Use white space strategically. A clean layout with breathing room allows each element to shine and reduces visual fatigue.
- Establish a clear visual hierarchy using font sizes, alignment, and grouping of content. Guide the viewer's eye deliberately.
- Maintain consistency in typography, color scheme, and line work across your submission. Avoid overusing colors or graphic flourishes that distract from content.
- Every element on the page should serve a purpose—edit rigorously.

Thoughtful Narrative

- Your project statement should clearly convey what the proposal is, why it matters, and how it contributes to better urban environments.
- Connect your design to broader urban design themes such as social equity, accessibility, sustainability, and resiliency.
- Reflect critically on your own process—what challenges did you encounter, and how did your design evolve as a result?

Contextual Awareness

- Demonstrate a deep understanding of place. Use maps, site photos, and analysis diagrams to establish your project's relationship with its surroundings.
- Explain how your proposal responds to local history, cultural identity, natural systems, and existing urban form.
- Avoid generic solutions—ground your design in the specific realities and opportunities of the context.

Innovation & Creativity

- Explore bold ideas, but ensure they are grounded in real-world challenges and user needs.
- Challenge conventional approaches with fresh thinking and new typologies that enhance how people interact with urban space.
- Celebrate experimentation but maintain clarity in how your innovation will function in practice.

Technical Accuracy

- Ensure plans, sections, and diagrams are legible and drawn to scale. Include graphic scales, north arrows, and legends as needed.
- Balance technical information with visual appeal—technical drawings should not feel overly dense or cluttered.
- Annotate only where necessary to enhance understanding, not to fill space.

Review Before Submission

- Ask peers, mentors, or instructors for feedback on both the clarity and composition of your submission.
- Proofread all written content carefully—grammar, spelling, and tone affect how your submission is received.
- Confirm that all required components (statements, visuals, technical drawings) are present and properly labeled.

Final Tip: Tell a Story

Think of your submission as a narrative journey—from problem identification to concept, design, and resolution. Let your values, insights, and passion for urban design come through. The best projects don't just show—they connect, persuade, and inspire.