



DETAILS OF PARTICIPATION

1.0 Design Intent

- 1.1 All layouts for this Capability Profile (CP) will be carried out by the Institute's appointed Designer to achieve and present a cohesive design of the publication.
- 1.2 The CP is akin to a bookmark or hyperlink to each participating firm's own website and/or corporate brochure. As such it will only contain key information of each firm. However, the participating firm will have its logo inserted in the accompanying Members' Firms Listing.
- 1.3 Participating firms need only to submit their content materials, no layout is required.

2.0 Quality of Images and Submission Procedure

2.1 Quality and Format of Images

All pictures for insertion in the CP should be professionally taken photographs in **high-resolution TIFF format of 300 dpi** and no smaller than the desired printed size. Computer renderings and drawings should be of an equivalent resolution and sizes.

SIA will not be responsible for the quality of reproduction, especially if the originals are of poor quality. Firms should also ensure correct colour rendering for 4-colour offset printing in CMYK.

2.2 Submission Procedure

As the CP is fully digital in production, **printed content materials will no longer be accepted**. Please send your photographic prints by a web link (e.g. APEX FileMan, Dropbox, WeTransfer etc.) to Secretariat (e: cp@sia.org.sg).

3.0 Materials to be submitted

3.1 Key Personnel(s) Image(s)

An important feature of the CP is the photograph of **key personnel(s) [i.e. Director(s) / Partner(s) / Principal(s)]** to showcase the people behind our Singapore firms. This is to give a personal touch to the profiling of our Singapore brand.

Only **SIA Fellow/Corporate/Associate Members who are Director(s) / Partner(s) / Principal(s)** can be shown in the photograph. Each individual in the photograph is to be clearly identified by name and appointment on a text document accompanying the pictures (please refer to sample document in the Booking Form).



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Each participating firm is required to submit (a) professionally taken photograph(s) of its key personnel(s). This may be a group or individual photograph(s) of **Directors, Partners or Principal**, taken in colour to ensure an overall design consistency.

Specs for Photos:

- all photographs in high-resolution **TIFF format of 300 dpi**.
- please **label photographs** (e.g. for a photo of John from ABC company, please label or John@ABC.tiff).
- Please include sequence of photographs (if any).

3.2 Project Images

Besides the photograph(s) stated in 3.1 above, the maximum number of project images allowed is:

No. of Pages	Max. No. of Images*	Remarks
2-Page listing	6 images	<ul style="list-style-type: none">• In hi-res TIFF format at 300 dpi.
4-Page listing	12 images	<ul style="list-style-type: none">• Please label images (e.g. for ABC Building, label 'ABC01.tiff, ABC02.tiff etc.).
6-Page listing	18 images	

* Additional images (maximum 2 images) are subjected to SIA's approval. Each approved additional image is subjected to a charge of \$300.00 (inclusive of GST).

SIA will arrange these images to achieve the desired design across the page(s) of a participating firm. Insertion of additional images will not be accepted.

Each participating firm is responsible for selecting the number of images to be incorporated based on the above maximum limit.

Please **do not include more images than permitted** as the editorial and design team will not be responsible if excess images are omitted.

3.3 Captions for Project Images

Each project image should be **properly identified** and **accompanied by a short project title on a text document** (please refer to sample document on captions in the Booking Form).

3.4 I Am Architect – Synopsis for Featured Projects

By submitting the images for CP, the Institute is given permission to feature these images on I Am Architect website (<https://iamarchitect.sg/>). Please include a project description on a text document (max 100 words per project).



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3.5 Firm's Logo and Details

To complement the CP, a participating firm will be allowed to include its logo in the Members' Firms listing.

Your firm's **logo should be provided as a high-resolution TIFF image of 300 dpi**. Please ensure that colours are accurately recorded for printing in CMYK, as SIA will not be responsible for any mismatched colours.

3.6 Firm Write-up

In keeping with the CP format, write-up for each participating firm should be done in a **third person narrative style** rather than as an advertisement. This will engender a writing style in a neutral tone that is more suited for soft selling. The opening of your narrative could focus on an aspect that is most important to your firm for this year, and then weaving in other key points that you may wish to convey.

The narrative should avoid listing of the scope of services as such information can be hosted on your own website or printed in your corporate brochure. Only SIA members should be mentioned if your narrative includes profiling of key personnel(s). For any collaborative effort, the collaborating firm should be duly acknowledged if the said project is mentioned or shown. Each participating firm should ensure the accuracy of its narrative and avoid any false or unsubstantiated claims.

SIA reserves the right to edit a firm's narrative for editorial or design purpose, in which case a draft will be provided to seek the firm's concurrence.

Each participating firm should also include a write-up on their capabilities and elaborate their areas of expertise. The following are the broad categories of expertise which would be graphically presented:

Project Expertise

- Civic
- Commercial
- Cultural
- Education
- Hospitality
- Healthcare
- Industrial
- Residential
- Retail
- Transportation
- Others – to specify

Special Expertise

- Design Management
- Interior Design
- Landscape Design
- Master Planning
- Project Management
- Others – to specify



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Maximum number of words allowed is:

- 2-Page Listing: max 500 words;
- 4-Page Listing: max 800 words;
- 6-Page Listing: max 1,200 words.

Listing of awards or prizes won in competitions is permitted but such listing should commensurate with the number of pages subscribed. SIA reserves the right to edit such listing for editorial or design purposes.

4.0 Schedule and Enquiry

4.1 Timetable

Please note the following schedule:

07 Oct 2022	Call for Participation (Circulars to SIA Members)
21 Oct 2022	Deadline for Booking and Submission of content materials
Oct - Nov 2022	Digital proof in PDF for vetting by participating firm
30 Nov 2022	Deadline for final amendments (before 2 nd digital proof)
Nov - Dec 2022	Production by SIA
January 2023	Release of Publication

4.2 Digital Proof - Amendments

To facilitate a smoother production process and to minimise the need for additional amendments, participating firms are to ensure the accuracy of its firm write-up and captions for images from the onset. **There will be no further amendments allowed after the 2nd digital proof.**

Any additional design time arising from any amendments after the 2nd digital proof will be charged at \$50.00 (inclusive of 7% GST) per page, and is subjected to the production schedule.

4.3 Enquiry

For enquiry, please contact Rebecca Wong of the SIA Secretariat at cp@sia.org.sg.



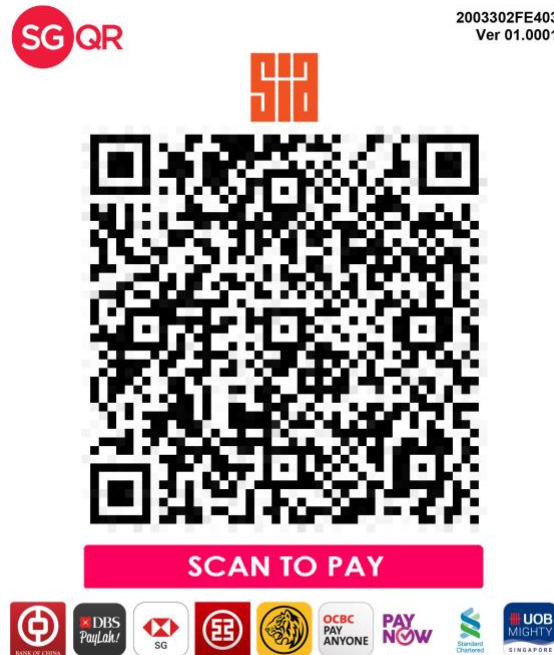
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BOOKING FORM

(ACC Code: DES/PUB)

Payment:

- Payment should be made via PayNow or Bank Transfer
- PayNow



Singapore Institute of Architects
UEN: S63SS0027H

- Bank Transfer

DBS Bank Ltd
12 Marina Boulevard Level 3, DBS Asia Central MBFC Tower 3, Singapore 018982
Bank Swift Code: DBS SSGSG
Telex: RS24455
Beneficiary: Singapore Institute of Architects
A/C: 009-015813-8

* Please Include:

Transaction Ref.: (CP 2022 - 23 , < firm name > Date: Amount (S\$):



SUBMISSION OF MATERIALS

Kindly complete this form and submit together with the materials. Please tick the following expertise(s) below:

A) Areas of Expertise

Project Expertise

- Civic
- Commercial
- Cultural
- Education
- Hospitality
- Healthcare
- Industrial
- Residential
- Retail
- Transportation
- Others – to specify

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Special Expertise

- Design Management
- Interior Design
- Landscape Design
- Master Planning
- Project Management
- Others – to specify

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B) Description (All items are compulsory)

- Company write-up (in MS Word or Rich Text Format)
- Caption for all images (in MS Word or Rich Text Format)
- Project Description (in MS Word or Rich Text Format) (for feature at I Am Architect website)

c) Images (in TIFF format only)

- Project images** (No. of images: ____)
 - Please label images (e.g., for ABC Building, label 'ABC.tiff')
- Photograph of Key Personnel(s)**
 - Please label photographs (e.g., for photograph of John from ABC Company, please label 'John@ABC.tiff')
 - Please include sequence of display (if any)
- Company Logo**
 - Please label logo (e.g., for logo of ABC Company, please label 'logo@ABC.tiff')



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SAMPLE DOCUMENT FOR CAPTIONS FOR IMAGES (ACC Code: DES/PUB)

SAMPLE DOCUMENT FOR CAPTIONS FOR IMAGES

No.	Thumbnail of Image	Caption
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1.

2.

4.

5.

6.