iF CONCEPT DESIGN AWARD 2012
INFORMATION FOR YOUR PARTICIPATION

Content

iF
concept
design award
2012

A PROJECT OF

iF DESIGN TALENTS

THE iF CONCEPT DESIGN AWARD 2012

The future starts here. Every year.
The iF concept design award is one of the most important and largest student design awards in the world. It has been presented annually since 2008.

Let the world know how good you are!
We are looking for concepts by students and graduates from all design disciplines, concepts that represent a response to future challenges and that consider intelligent and contemporary design strategies

Your competitors?
Strong. And they come from all over the world. Last year, we had 8,000 entries from 52 countries in the iF concept design award 2011 - but only the top 100 win an award. Who these top 100 will be is up to an international expert jury. The jury will recommend how the total prize money of EUR 30,000 will be distributed among some of the 100 winners as a recognition, an award and an incentive.

Participation in the iF concept design award is free, thanks to the commitment and funding by our sponsors. Companies and clients look to the iF concept design award for new ideas and for establishing relationships with young designers with whom they want to design the future. You can only win.

The designxport from Hamburg is the new partner of the iF concept design award 2012.

hosted by
designxport
hamburg

iF CONCEPT DESIGN AWARD 2012
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PARTICIPATION

Participation in the iF concept design award is free.

Students and recent graduates of all design related courses and programs (for example product, fashion and communication design, architecture, marketing and engineering) are welcome to register their entries.

Graduates are viewed as „young professionals". You are eligible to participate if you graduated no more than two years ago at the time of registration.
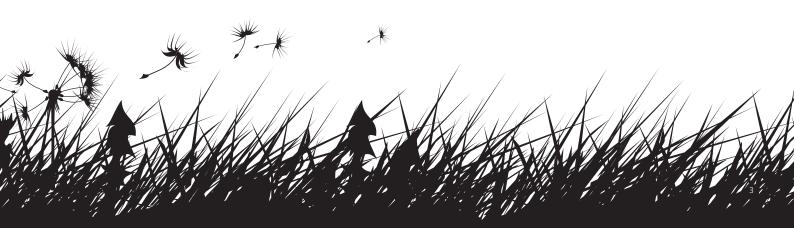
Projects should not be older than two years by the time they are submitted.

In addition to projects by individual designers, we will also accept works by small teams of designers with no more than 4 team members.

For the second time a special award within this competition is held, awarding a total of EUR 5.000 extra: the „Hansgrohe Preis 2012: Efficent Water Design" this time calling for entries around the topic „My Green Shower Pleasure".

Entries of the iF concept design award 2012 suitable for this topic will automatically additionally be judged by the special award jury.

CATEGORIES

To reflect the range of contributions, the iF concept design award accepts entries in four categories. There is no limit to the number of entries each participant can submit. However, each entry can only be submitted once and only in one category.

The jury might think that an entry would fit better into a different category. In this case, the jury can assign the entry to a new category. This usually means that the entry will have a better chance of being successful.

Here are the four categories of the iF concept design award, including a few examples of which types of entries should be submitted to each category.

01. product design / industrial design
- Product design
- Industrial design
- Transportation design
- Design of technological or health care devices
- Furniture and interior design objects
- Sports products
- Lifestyle products
- Ceramic products
- Survival and Emergency Kits
- Production methods, materials and their application

02. communication design / multimedia design
- Packaging design
- Graphic design
- Game design
- Design for digital media
- Cross media design
- GUI – graphical user interface design
- Advertising
- Photography
- Film and video
- Animation
- Illustration

03. fashion design
- Fashion design
- Textile design
- Costume design
- Jewelry design
- Fashion accessories
- Fashion illustration

04. architecture / interior design
- Public spaces and buildings
- Private buildings and spaces
- Office blocks
- Interior spaces
- Temporary architecture
- Exhibition design (trade fair booths, museum displays etc.)
- Communication media for public spaces
- Visual orientation systems
- Interactive installations

THE TEN EVALUATION CRITERIA

The ten evaluation criteria listed below are valid for all four categories of the iF concept design award.

The most important aspect in the iF concept design award is the creative concept behind a submitted product. This means, we are first and foremost looking for great ideas. These ideas should be elaborated and presented in the best way possible. Another important point is whether the concept represents a solution to an existing problem and whether it is realistic and can be implemented.

In order to receive an iF concept design award, a contribution must get above-average marks regarding several evaluation criteria and must clearly stand out in regard to at least one evaluation criterion. The better you score in as many criteria as possible, the greater your chance of receiving an award - and the higher the prize money might be.

The ten evaluation criteria

Degree of innovation / creativity
Does the contribution represent a new idea? Does it improve on an existing idea and to which degree?

Quality of Design / Marketing
Do the design, aesthetics and presentation of the entry stand out from the crowd?

Practical aspects / degree of elaboration
Is the contribution well thought through and is it useful? Did the designer(s) analyze the needs of the target audience? Were these needs taken into account and does the product meet the audience's needs?

Functionality
When implemented, does the contribution work as intended in the concept?

Application
Is the product self-explanatory and easy to use? If applicable: is it compatible with other components or products?

Material
Are the selected materials fit for purpose? Can they be used in the real product?

Sustainability
Is the contribution environmentally friendly? Does the product have a long life span? Are the materials environmentally friendly? Are recycled materials used or can the selected materials be recycled?

Social responsibility
Have humanist values or ethical standards been considered?
Does this product promote social justice? Does it help those in need?

Universal design
Does the contribution meet a universal design standard? Is the product useful and attractive beyond its immediate target audience?

Safety
Are the designers aware of any potential safety risks in the use of the product?
How are these safety risks tackled or avoided?

INFORMATION FOR REGISTRATION

Please make sure that your registration form is complete and contains all the necessary information. The earlier the regsitration is filled in, the shorter are waiting times for questions and for completing the registration.

When you are in the login area, and have registered an account, please fill in one registration form for each entry you want to submit. After you have submitted your online registration, we will immediately send you a confirmation email. This email will contain an entry identification code (xxx-xxxxx) for each submitted entry. The entry ID helps us to clearly identify and assign each entry. Please make sure that the relevant entry ID is contained in all communications with us.

Additional information on how to complete the registration form
Please use the index tab address data of the registration form. Create a new address as university address under additional address to enter the full name and address of your current (or former) university.

If you have studied at more than one university, please enter the one where the project you submit has mainly been designed.

Please also enter the full department name and the title, first and second name of the supervising faculty. If your project was not supervised, then please enter the title and name of the department head instead.

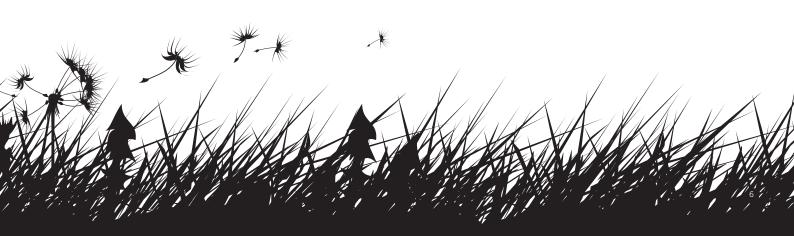**Additional information for team projects**
Teams with up to four members can together submit one or more entries. You can only create one user account for the whole team.

All team members, including the registering team member, have to be listed with their full names in the field „Responsible designers". Unfortunately, it is not possible to register an additional team member at a later date. Should the field responsible designers not show under an already existing address, click change under the address and the field will show.

All correspondence will be sent to the team member who created and owns the user account for the team. If your team project wins an iF concept design award, all team members will, of course, receive an award

Additional information iF ranking university
Only one university can be named for each team and entry. If the entry wins an award, this university will receive the points in the iF ranking university.

INFORMATION FOR ENTRY DATA

1) Description
We need a description of your entry. Please use the text fields under the header „entry data" to enter a description of your entry and its special features in English. This description should be no longer than 650 characters (incl. spaces). You may additionally enter a description in German.

2) Images
Please upload one or two images of your entry. Make sure you have these images available before you open the registration form. If you receive an award, we will use these images for the iF online exhibition and for our PR work. Please make sure to use the following formats for your images:

file format: JPG
file size: max. 5 MB
color space: RGB
You can find more information concerning your description and images in the downloadable PDF file on the right hand side.

3) Student ID
If you are still a student, please upload a photo or scan of your student ID. If you are a recent graduate, please upload a photo or scan of your graduation certificate. In exceptional cases, an official document from the university proving the student status can be accepted.

4) Presentation Poster
We need a presentation poster for each entry you submit. Please create a digital poster for each entry and upload this poster until registration deadline.
The presentation poster is the foundation for the jury decision. The poster should clearly represent your entry in words and images. The essence of your design should be immediately obvious. Please also add some information about yourself.
To help you with the creation of the presentation poster, we have collected a number of useful tips in the terms of entry PDF documents on the right hand side. Summary of poster specifications:

format:
A1 horizontal (594 x 840mm)
font size for description and index data: 20pt
font:
Frutiger or other sans serif fonts such as Arial, Franklin Gothic, Futura, Helvetica, Univers
resolution: 300 dpi at 100% positioning data must be sent as platform independent PDF-X3 file
maximum file size: 5MB

The information about yourself, your team and your entry must be also be included: entry-ID code, category, project title, name(s) of designer(s), name of university, city, country and university department, email address

If you wish, a link to a film or video that describes your entry. Only when the link appears on the poster can the film be considered by the jury.

Description and images for the presentation poster
The presentation poster must contain a description and images. You might have uploaded a description and one or two images with your registration form. You can also use these for the presentation poster. If you prefer, you can create an alternative description and images for the poster. Please note: the description and all other text on the presentation poster must be in English. You may additionally include the text in another language of your choice.

5) Film / Video
You are welcome to explain your concept also in a film /video. If you do so, you need to enter a link to the film or video in the description text you submit with your registration form. This link should also appear on the presentation poster. The film/ video must be accessible with standard PC software and must be no longer than 3 minutes. The film /video of winning entries might be shown in exhibition.

PRESENTATION POSTER

Format: A1 landscape (840 x 594 mm) divided as follows:

Area 1 (840 x 430 mm):
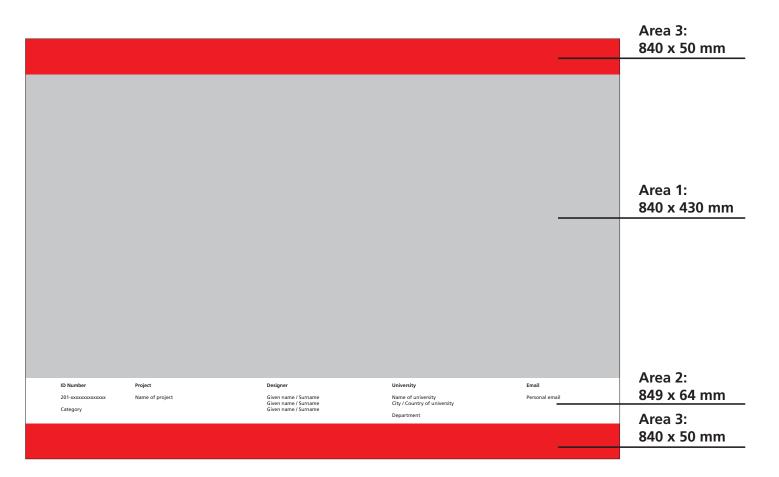To be arranged freely: has to include the short, pithy presentation of your draft design
in words and pictures

Area 2 (840 x 64 mm):
As shown below, font size ca. 20pt

Area 3 (top and bottom 840 x 50mm)
Please leave blank for print and assembly

**Area 3:
840 x 50 mm**

**Area 1:
840 x 430 mm**

ID Number	Project	Designer	University	Email
201-xxxxxxxxxxxxx	Name of project	Given name / Surname	Name of university	Personal email
Category		Given name / Surname	City / Country of university	
		Given name / Surname	Department	

**Area 2:
849 x 64 mm**

**Area 3:
840 x 50 mm**

For Area 2:

ID Number
201-xxxxxxxxxxxxxx
Category

Project
Name of project

Designer
Given name / Surname
.....

University
Name of university
City / Country of university
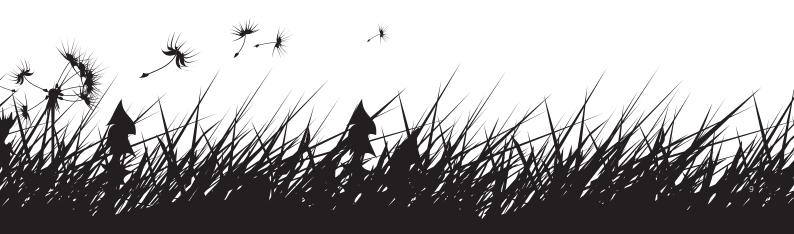Department

Email
Personal email

THE JURY

In a first step, an initial jury will select the best 300 entries out of all submissions. Participants will be informed via email, as will those who have not been selected for this shortlist.

Another jury consisting of international designers, professors or teaching staff will then select the 100 iF concept design design award winners from this shortlist. The jury will also decide on the most outstanding entries, which will additionally receive prize money. The total prize money is EUR 30,000. The jury will decide on how much money goes to each entry. We will let you know about the jury decisions as soon as possible.

The decision of the jury is legally binding and final.

The intellectual property rights of all submitted designs remain with the participants. The organizers will not implement any concepts submitted to the iF concept design award.

AWARD WINNERS

All successful contributions will receive the iF logo. As an award winner you are entitled to use this logo for commercial purposes. An iF concept design award not only signifies outstanding achievements in design, but also ensures that the universities of the award winners will receive points in the iF ranking university.

iF design yearbook concept 2012
All award-winning contributions will be published free of charge in the iF design yearbook concept 2012. Each award winner will receive one free copy of the yearbook and another free copy for their university. It is also possible to buy more copies. iF will also send out free yearbook copies to a large number of international media representatives.

iF online exhibition
All award-winning contributions will be represented with up to two images and a description in the iF online exhibition on the iF website. This exhibition is not limited in duration. As an award winner, you can add a link to your website that directly points to your design in the iF online exhibition. With some 3.5 million page views per month, the iF website is one of the most popular design platforms on the Internet. Visitors from over 100 countries come to find information about the iF design awards.

iF ranking university
The universities of the award winners of the iF concept design award will receive points in the iF ranking university. The iF ranking includes all award winners from all iF design awards that were presented in the last three years. The iF ranking is updated once a year after the awards ceremony. The university of an award winner can also request the logo for the iF ranking university. Universities and award winners can use this logo in their commercial communication.

Commercial material
The iF label is a seal of design excellence that is known the world over. Each award-winning entry can benefit from this. In order to make the most of this image-promoting factor, we offer all award winners a number of efficient advertising tools:

■ certificate for award winners
■ iF award winner logo for download

Cash Prizes
All those who have also won a cash prize, will be immediately notified.

Press
Before, during and after the competition iF's comprehensive PR work ensures that the iF concept design award will receive a great deal of attention in the national and international press. In economics and lifestyle magazines, in the specialized design press, in daily and weekly newspapers, as well as in radio and TV, there will be reports about the outstanding quality of the award-winning submissions. This thorough press coverage is based on longstanding contacts with more than 100 media representatives worldwide. With this comprehensive communication package, iF achieves optimal publicity for iF concept design award winners.

THE DATES

Registration deadline:
10 January 2012

Notification of shortlist:
from 15 March 2012 onwards

Jury session:
20 and 21 March 2012

Notification of jury decision:
from 1 April 2012 onwards

iF design yearbook concept 2012:
end of June 2012

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