



# Information for Participants Edition 02

## Great Opportunities for Young Designers

The iF DESIGN TALENT AWARD is one of the biggest and most prestigious competitions for young designers in the field of design worldwide. This world-renowned award stands for outstanding design achievements and helps you to stand out from the crowd. Use this special challenge and unique opportunity to prove your skills to an international jury of experts!

**Registrations for the second round of the iF DESIGN TALENT AWARD 2020 are open until 15 July 2020.**

## Our Categories

We based our categories on the **Sustainable Development Goals (SDG) of the United Nations**. With this we would like to express our respect for the important work of this organization. For that is certain: only with combined forces will it be possible to master the many unsolved tasks of our world.

## The Jury

An independent international jury of experts will award the best concepts and will divide the prize money of **EUR 50,000 in total** (EUR 25,000 per round).

## General Information

Students and recent graduates of all design-related courses and programs are welcome to register their concepts. Graduates who graduated no more than two years ago are eligible to participate.

- **Participation is free of charge!**
- **Registration is only possible online at [www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)**
- **Deadline for registration is 15 July 2020.**

## Participation

Submit as many concepts as you like – but each can only be registered once per competition. You are not allowed to submit the same concept to several categories. Your concept can be a product, a project, an application, a communication idea or a service concept. Entries can be submitted by individuals and also by **teams of up to four people**.

Your entry description should be in **ENGLISH** for the international jury to access and judge.

## Benefits for Winners

All award winners will benefit from these extensive communication activities:

### Logo + Certificate

- Winner logo for download
- Winner certificate for download

### iF WORLD DESIGN GUIDE

Your award winning entry will be shown in the iF WORLD DESIGN GUIDE unlimited in time.

### iF design exhibition

Your entry will be presented digitally in the iF design exhibition Chengdu.

### iF design app

All winning entries will be published in the iF design app. This app is free and has been already downloaded 117,230 times.

### Communication support

Our press work will support you as winner to gain recognition for your success.

## Categories: Sustainable Development Goals of the UNITED NATIONS (Goal 1-15)



**More:** <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

## Evaluation Criteria

In order to win an iF DESIGN TALENT AWARD, your idea must get above-average marks in terms of answering the following questions and must clearly stand out among other submitted entries:

- Does it approach or solve a relevant problem?
- Does it reflect moral-ethical standards?
- Does it strengthen or promote high group relations?
- Does it create a positive experience?
- Does it balance effort and use value?

## Dates

|                                         |                |                                                        |
|-----------------------------------------|----------------|--------------------------------------------------------|
| <b>Registration deadline</b>            | 15 July 2020   |                                                        |
| <b>Jury session</b>                     | August 2020    |                                                        |
| <b>Information to the award winners</b> | September 2020 |                                                        |
| <b>Publication of the award winners</b> | October 2020   | iF WORLD DESIGN GUIDE,<br>iF design app, press release |

## Five steps to participate in the iF DESIGN TALENT AWARD 2020\_02

|                                |                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Login into my iF</b>      | <a href="#">Login now</a> or <a href="#">Create User Account</a><br>Only once you have completed all required tabs, the button "Register now" will be activated.                                                                                                                                                                                                                            |
| <b>2 Tab: Basic Data</b>       | <ul style="list-style-type: none"> <li>■ Name of your entry</li> <li>■ Choose your category</li> <li>■ Type of your entry</li> <li>■ Save your basic data</li> </ul>                                                                                                                                                                                                                        |
| <b>3 Tab: Images</b>           | <ul style="list-style-type: none"> <li>■ Upload 1 to 2 images per entry as described.</li> <li>■ Please clearly present the appearance of the work or upload a scenario diagram; it CANNOT include the text description or presentation poster</li> <li>■ File size: max. 5 MB / Aspect ratio: Landscape 4:3</li> </ul>                                                                     |
| <b>4 Tab: Address Data</b>     | <ul style="list-style-type: none"> <li>■ If you have studied at more than one university, please enter the one where the project you submit has been primarily designed.</li> <li>■ In case you are a team (up to 4 people), please add names in the field 'responsible designers' under 'University'.</li> </ul>                                                                           |
| <b>5 Tab: Additional Media</b> | Please fill in all requested information in English <ul style="list-style-type: none"> <li>■ Entry description</li> <li>■ Presentation poster<br/>(Presentation poster will be served as the foundation for the jury decision. The poster can be 1 or 2 pages.)</li> <li>■ Certification of study</li> <li>■ Name of supervisor/professor (optional)</li> <li>■ Video (optional)</li> </ul> |

## Requirements for the Presentation Poster

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

### Poster Details

#### Area 1 (840 x 430 mm)

This can be designed as you wish but must include a short, catchy presentation of your design in words and pictures.

#### Area 2 (840 x 64 mm)

Use font size ca. 20 pt.

- Your entry: Entry-ID, Topic
- Concept: Name of entry
- Student/s: First name / Last name
- University: Name of university, city / country of university, department

- Size and Format: DIN A1, Landscape (840 mm length x 594 mm height)
- Font size for descriptive text and index data: 20 pt
- Font: Frutiger or other sans serif fonts such as Arial, Franklin Gothic, Futura, Helvetica, Univers
- Image Resolution: 300 dpi at 100% positioning
- Data delivery as platform-independent PDF-X3 file
- Maximum file size: 5 MB
- Color space: RGB

#### Area 3 (840 x 50 mm)

Top and bottom: Please leave blank for print and assembly.

**MINUS**  
New scale system

The concept of MINUS is based on a scale which involves the concept of minus. You must subtract the total weight of the vegetables from the total weight of the scale. The scale which is below the box will be subtracted from the total weight as soon as you pick up the vegetables. The price which is below the box will be subtracted from the total weight as soon as you pick up the vegetables. The price which is below the box will be subtracted from the total weight as soon as you pick up the vegetables. The price which is below the box will be subtracted from the total weight as soon as you pick up the vegetables.

**1 Pick up 1 broccoli**  
Total weight: -250g

**2 You can Know The Price**  
The price of the broccoli is displayed on the scale.

**3 Touch The button**  
Touch the button to see the price.

**PROBLEM**  
I don't know how much it is.

**SOLUTION**  
In one place & At a time

|                                           |                                 |                                            |                                                                                       |
|-------------------------------------------|---------------------------------|--------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Your entry</b><br>Entry-ID<br>Category | <b>Concept</b><br>Name of entry | <b>Student/s</b><br>First name / Last name | <b>University</b><br>Name of university<br>City / Country of university<br>Department |
|-------------------------------------------|---------------------------------|--------------------------------------------|---------------------------------------------------------------------------------------|

**Area 3**  
840 x 50 mm

**Area 1**  
840 x 430 mm

**Area 2**  
840 x 64 mm

**Area 3**  
840 x 50 mm

## Sponsors 2020



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## Contact

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