



ENTRY GUIDE 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 2021 are open until 14 July 2021.

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 it will 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).

Who can participate?

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

How to participate?

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**.

All data of your registration should be in **ENGLISH** for the international jury to access and judge.

- **Participation is free of charge!**
- **Registration is only possible online at www.ifworlddesignguide.com**

Benefits for Winners

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 physically and digitally in the iF design center Chengdu.

iF jury feedback chart

Winners will receive their individual iF jury report for each awarded entry.

iF design app

All winning entries will be published in the renewed iF design app.

Communication support

Our PR and social media activities will support you as a winner to gain the appropriate recognition for your success.

Categories:

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

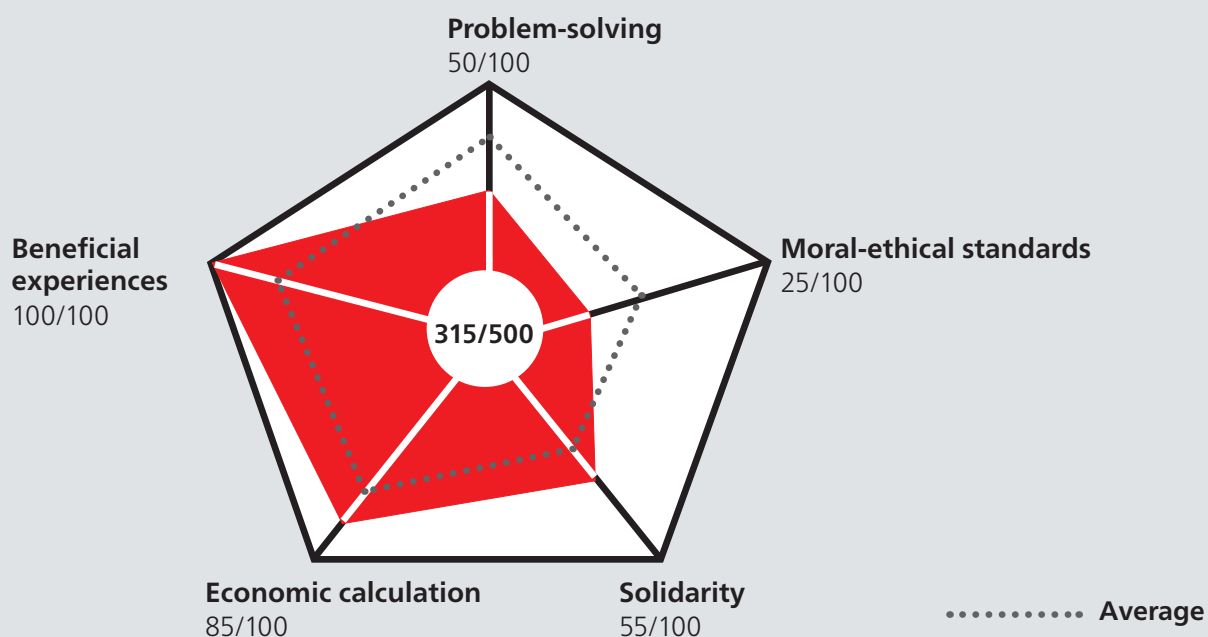


More: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Evaluation Criteria

Our newly developed scorecard will serve as the basis for the jury evaluation. The updated five criteria will be used by the jurors to give scores to individual aspects of each entry.

Example of Evaluation



Problem-solving Does it solve a problem?

- Degree of innovation
- Degree of elaboration
- Uniqueness
- Use value and usability

Moral-ethical standards Does it reflect or promote high moral-ethical standards?

- Human dignity
- Respect for the individual justice and fairness
- Awareness of environmental standards
- Social responsibility

Solidarity Does it strengthen group relations?

- Sensitivity for cultural traditions and power relations
- Concern for common goals and the collective
- Addressing social conflict through dialogue

Economic calculation Does it make economic sense?

- Efficient use of resources
- Feasibility and ease of implementation
- Long-term perspective
- Profitability

Beneficial experiences Does it create a positive experience?

- Respect for the individual, justice + fairness, positive experience and fun
- Aesthetic potential, spatial ambience
- Social responsibility, comfort and pleasure

Dates

Registration deadline	14 July 2021	
Jury session	August 2021	
Information to the award winners	September 2021	
Publication of the award winners	October 2021	iF WORLD DESIGN GUIDE, iF design app, PR and social media

Five steps to participate

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

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

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

Use font size ca. 20 pt.

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

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

- 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



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Contact

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