



# iF DESIGN AWARD 2021 GUIDE AND BENEFITS FOR PARTICIPANTS

## What benefits do you gain by participating in the iF DESIGN AWARD?

The iF DESIGN AWARD is one of the most prestigious competitions for good design with international appeal in many disciplines under one roof. The iF DESIGN AWARD logo is known as a reliable seal of quality by consumers and the design community worldwide.

Designers, manufacturers, architects and interior designers who want to have their product or project evaluated by internationally renowned design experts have been competing for the iF DESIGN AWARD since 1953. They want to prove their design competence, convince discerning customers and, last but not least, strengthen their branding in their markets.

### **In difficult times, trust is what counts!**

Design is more than just looking good. Companies who invest in design are proven to be more successful – regardless of what branch of industry they are in.

The economy has taken an unpredictable turn. Winning an iF DESIGN AWARD helps you to stay in the top group of the industry, to reach new target groups and is an excellent, positive opportunity for marketing activities.

### **New jury process using a scorecard for greater transparency in the results**

Things are also moving ahead at iF. In order to do justice to the influence of increasing digitization, we have not only created new disciplines, but also further developed the jury process for the iF DESIGN AWARD 2021. The result will be more transparent because the participants receive an individual scorecard.

**But there's one thing that has remained unchanged: You can rely on our personal service before, during and after your registration – worldwide!**

**NOW MORE THAN EVER  
TWO FOR ONE**

**Special offer until  
30 October 2020:  
Every second  
registration is free  
of charge!**

## Take advantage of the benefits of participating in the iF DESIGN AWARD 2021

- Objective proof of design quality provided by independent experts based on transparent decisions
- A good investment and a competitive edge for innovative companies
- A label that inspires a sense of trust among users and customers at the POS
- A positive opportunity for communication with stakeholders
- The iF platforms draw attention and create networks

## What's new in 2021?

- **New Online Preselection**  
50% of all entries qualify for the Final Jury
- **New criteria system**  
enables detailed feedback to participants
- **New benefits**  
A scorecard for each entry, iF WORLD DESIGN INDEX, publication in iF WORLD DESIGN GUIDE and points in iF top label ranking for all finalists
- **More eco-friendly**  
50% fewer shipments means less environmental impact
- **More categories and disciplines**  
reflect more aspects of global design
- **More insights**  
A feedback poster for each participating entry gives detailed insight into the jury's decision and provides further useful background information on the result.



Learn more about:  
iF DESIGN AWARD 2021



Learn more about:  
iF WORLD DESIGN INDEX

## Participants



**For all disciplines:**

**Please register each entry online! The following data is needed:**

<b>Basic</b>	Discipline and category, entry name and type of entry (e.g. passenger car, website)
<b>Addresses</b>	Manufacturer or client (max. 2 addresses) and designer/design studio (max. 5 addresses)
<b>Images</b>	From 4 up to 7 images of your product/entry (file size: max. 5 MB, JPG, RGB, landscape 4:3, max. 15 megapixel). No text in image.
<b>Description</b>	Short description (max. 650 characters in total), no advertising text
<b>Statements</b>	Short statements for each of the five evaluation criteria, simple questions will help you to write these statements (max. 650 characters for each one)
<b>Media</b>	PDF and/or link

### TIP

The first step of the jury process is the Online Preselection. ALL entries will be judged on the basis of the digital media provided by the participant. The better your digital material is, the higher your chances are of being selected. Although a PDF or a video is not mandatory for some categories, it might be very helpful in convincing the jury to select your project.

Video can be a great way of showing your entry to the jury. This does not have to be an expensive advertising video. In many cases, a short personal presentation video showing the entry to the jury can make a huge difference in visualizing such things as scale and usability, for example.

## Online Preselection



**Independent international design experts will use our newly developed digital jury tool to select the best 50% of all entries as finalists.**

**NEW**

Finalists will be published online, will receive their individual scorecard as feedback from the jurors and will receive five ranking points for the iF top labels per entry.

## Finalists



### For digital submissions:

**All digital media have to be uploaded in tap „Media“ in the online registration form:**

<b>PDF</b>	The PDF file contains images, drawings, plans, layouts and descriptive text. The content should not be identical to the registration form. It must contain additional information explaining your entry in greater detail. Language: English Number of pages: Maximum of 8 pages File size: Maximum of 10 MB   Format: Landscape Screen resolution: 2560 x 1440 pixels
<b>Media link</b>	Enter a link to a website, microsite, App Store, Google Play Store or a video platform like YouTube, Vimeo, Pan. Baidu or any other domain that is accessible in Germany. If a password is required, please also enter the login data. Videos must be in English or with English subtitles and must be no longer than 2 minutes. Apps must be available for free download in a German app store. <b>The URL must be live and accessible from 1 December 2020 to 31 March 2021.</b>



### For physical submissions:

**All entries must first qualify for the Final Jury in the Online Preselection. We will publish detailed information about shipping on 28 January 2021 – with the results of the Online Preselection.**

<b>Shipping period</b>	1 February to 12 March 2021
<b>Important note</b>	Do not send in any products before 1 February 2021

## Final Jury



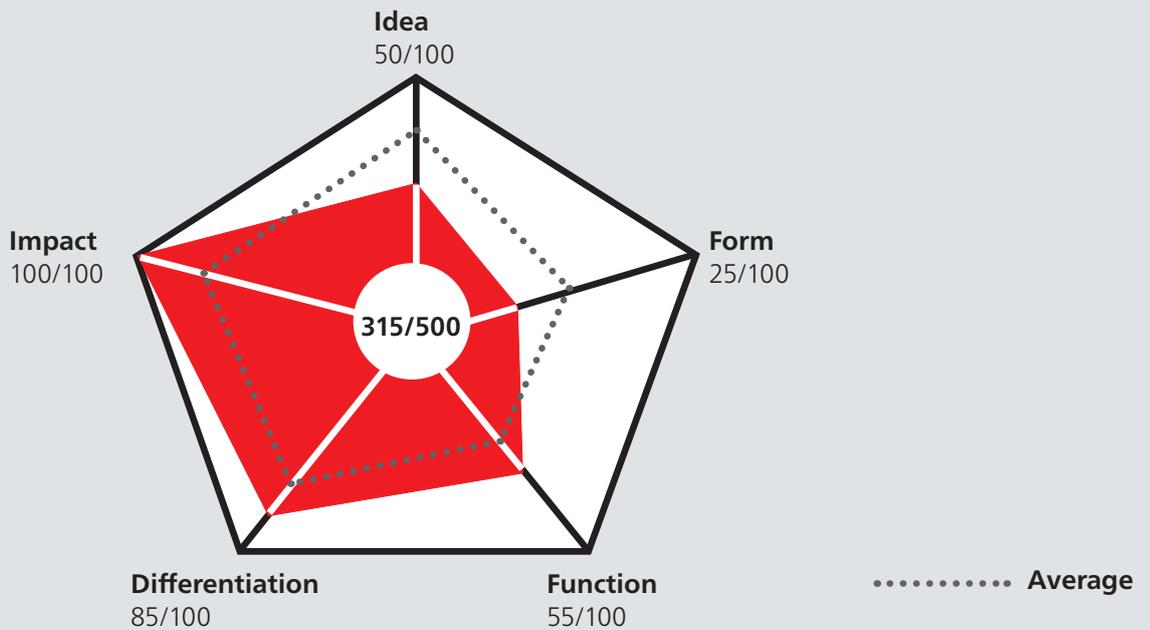
**All entries selected in the Online Preselection will be invited to the Final Jury after payment of the jury fee. 50 design experts will come together in Berlin in March 2021 to select the winners of the iF DESIGN AWARD 2021.**

Award winners will enjoy multiple benefits. In addition, they will receive 20 points for the iF top label ranking, iF gold award winners will receive an additional 100 points.

## Evaluation Criteria

The criteria will be used by the jurors to give scores to individual aspects of each entry. The total score is decisive to qualify the entry to be presented to the Final Jury. Each participant will receive an individual scorecard for each entry as feedback from the Online Preselection.

### Example of Evaluation



#### Idea

##### Relevance

Is it relevant?

##### Fit for purpose

Is the idea appropriate?

#### Differentiation

##### Innovation

Is it new?

##### Brand Differentiation

Does it support the brand?

#### Form

##### Aesthetics

Is it beautiful?

##### Emotional appeal

Does it engage the user?

##### Execution\*

Is it made well?

#### Impact

##### Social Benefit

Does it serve society?

##### Sustainability

Is it sustainable?

#### Function

##### Usability\*

Can it be used with ease?

##### Efficiency\*

Does it work well?

##### User Benefit

Does it serve the user?

\*Not judged in Online Preselection for categories with physical entries.

## Dates

<b>26 June 2020</b>	Early bird registration
<b>30 October 2020</b>	Regular registration
<b>1 December 2020</b>	Last chance registration
<b>18 – 22 January 2021</b>	Online Preselection
<b>28 January 2021</b>	Results of the Online Preselection will be communicated
<b>1 February – 12 March 2021</b>	Shipment of selected entries to the Final Jury
<b>29 – 31 Mar 2021</b>	Final Jury at Messe Berlin, Germany Results will be announced in April 2021
<b>April 2021</b>	Winners Publication   iF WORLD DESIGN GUIDE, press releases, social media, newsletter
<b>10 May 2021</b>	Awards ceremony: iF design award night at the Friedrichstadt-Palast in Berlin, Germany

## Disciplines

Entries to the iF DESIGN AWARD 2021 can be made in nine different disciplines that reflect a wide variety of creative industries.

Each discipline is divided into several categories.

- Product Design
- Packaging Design
- Communication Design
- Interior Architecture
- Professional Concept
- Service Design
- Architecture
  
- **User Experience (UX)**
- **User Interface (UI)**



Learn more about:  
Disciplines and Categories

## Fees

### Registration Fee, Jury Fee and Winners Fee at a glance

#### Registration Fee

<b>For all disciplines</b>	Early bird registration by 26 June 2020*	EUR 250 per entry
	Regular registration by 30 October 2020*	EUR 350 per entry
	Last chance registration by 1 December 2020	EUR 450 per entry

The registration fee has to be paid to participate.

It covers the costs for the organization and execution of the Online Preselection.

**\* Special offer until 30 October 2020: Every second registration is free of charge:**

This offer applies to the registration fee only. The registrations have to be made from **one** "my iF account" to qualify for this offer and within one registration period (early bird or regular). Registrations made in separate registration periods cannot be combined.

#### Jury Fee

<b>For all disciplines</b>	EUR 200 per entry
----------------------------	-------------------

The jury fee has to be paid for each entry selected in the Online Preselection for the Final Jury.

Participation in the Final Jury is mandatory. The jury fee includes the organization and assessment process.

The participant must pay all transport, customs and insurance fees.

#### Winners Fee

<b>Product Design, Packaging Design</b>	EUR 2,700 per entry
<b>For all other disciplines</b>	EUR 1,600 per entry

The winners fee is a mandatory fee for each awarded entry.

The entries selected by the jury will receive the iF DESIGN AWARD 2021. Upon the granting of the award, award winners are obliged to pay the winners fee per entry for the Benefits (see next page).

**All fees are listed as net amounts.**

VAT may have to be added depending on the type of service and on the participant's place of residence.

## Benefits for Finalists

### iF WORLD DESIGN GUIDE

Your entry / Your company will be featured in the largest design platform on the internet, which you can use for your communications activities.

### Individual Scorecard

Each registration will be judged according to a scorecard and you as a participant will be given insight into the jury's decision.

### iF top labels

As a finalist, you will receive five ranking points for the iF top labels per entry.

## Benefits for Winners

### Logo iF DESIGN AWARD 2021

Use the world-renowned seal of design quality to publicize your success.

### iF WORLD DESIGN GUIDE

Your entry / Your company will be featured in the largest design platform on the internet, which you can use for your communications activities. All winners will also receive a company profile that will enable them to effectively present themselves to an international audience interested in design.

### Press and PR measures

Attract international attention with our comprehensive PR measures and benefit from content marketing, including design specials, interviews and winner clips.

### iF certificates

We will provide certificates in digital and brushed-aluminum form.

### iF Jury Report

Winners will receive a detailed jury report for each awarded entry.

### iF design award night

You will receive 4 tickets to the iF design award night on 10 May 2021 at the Friedrichstadt-Palast in Berlin.

### Exhibitions and Presentations

Winners will be presented in digital exhibitions and presentations at selected international locations.

### iF top labels

As an award winner, you will receive 20 ranking points for the iF top labels per entry. iF gold award winners will receive an additional 100 points.



**Learn more about:  
Benefits for Winners**

## Contact

Please feel free to contact us at any time:

**iF DESIGN AWARD Team**

phone +49.511.54224-224 | [award@ifdesign.de](mailto:award@ifdesign.de)

[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)