



Information for Participants Edition 02

Great Opportunities for Young Designers

Join our brand-new edition of the iF DESIGN TALENT AWARD 2019_02. We invite you to submit your ideas to four actual topics. Every six months we change these topics, which will give you an opportunity to focus more on current events.

Our independent international expert jury will award the best concepts and will divide the prize money of EUR 5,000 per topic.

General Information

We welcome all students and recent graduates of all design-related courses and programs to register their concepts. Graduates are eligible to participate if they graduated no more than two years ago. Concepts should not be older than two years.

Participation

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

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

**Participation in the iF DESIGN TALENT AWARD 2019_02 is free of charge.
You can only register online. The deadline is 31 July 2019.**

Benefits for Winners

We offer all award winners the following advertising tools:

Logo + Certificate

- Winner logo for download
- Winner certificate as PDF file

Communication support

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

iF WORLD DESIGN GUIDE

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

iF design app

All winning entries will be published in the iF design app. This app is free and has been already downloaded 108,500 times.

Topics

You are encouraged to submit your concepts to these four specific topics:

1. What iF your design were to help James Bond during his next mission to save the world?

It's no secret that the success of any undercover investigation depends on first-class gadgets and technology. Imagine it's your design that keeps James Bond one step ahead of the "supervillain"?

Your task: Come up with a solution – from non-lethal weapon to new means of transportation or data surveillance – that supports agents in their daily mission.

2. What iF we had to stop sometimes?

Check posts. Read news. Scroll feeds. Share memes. We all are restlessly staring at screens. Any minute, we feed our brains with information of all kind. Many people suffer of FOMO – the "fear of missing out". They find it hard to simply pause and be offline for a minute and have a media induced restlessness.

Your task: Design a solution that helps people slow down and get off of (or escape) the social media pull for a while. We are looking for a tool for more mindfulness and a conscious and sensible use of media.

3. SAMSUNG DESIGN PRIZE 2019 by iF: Design for Collaboration – new concept of collaboration tools and solutions for the augmented workplace

We live in a world where the digital and real life overlap – especially in the workplace. A good communication is needed more than ever to maintain effortless communication and effective collaboration.

Your task: Design a practical smart solution or concept that helps people to communicate and collaborate easily in the daily business – be that digital or physical.

4. MINISO DESIGN PRIZE 2019 by iF: End poverty in all its forms everywhere by 2030

836 million people live in extreme poverty. It is more than the lack of income and resources to ensure a sustainable livelihood. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion as well as the lack of participation in decision-making.

Your task: Design a product, make a poster, shoot a video or run a project that helps to address the issue and fight poverty effectively.

Evaluation Criteria

In order to win an iF DESIGN TALENT AWARD, your idea must get above-average marks regarding several evaluation criteria and must clearly stand out among other submitted entries.

Innovation + Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness

Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

Positioning

- Target group fit
- Differentiation




Responsibility

- Human dignity
- Respect for the individual
- Fairness
- Consideration of environmental standards, carbon footprint
- Social responsibility
- Societal value

Dates

Registration deadline	31 July 2019	
Entry review	1 until 19 Aug 2019	Participants with incomplete/not qualified entries will be informed and given a short time to complete/revise their entries. Please check your email during the entry review period.
Jury session	20 August until 14 September 2019	
Information to the award winners	End of September 2019	
Publication of the award winners	End of October 2019	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

Five steps to participate in the iF DESIGN TALENT AWARD 2019 (Edition 02)

<p>1 Login into my iF</p>	<p>Login now or Create User Account</p> <p>Only once you have completed all required tabs, the button "Register now" will be activated.</p>
<p>2 Tab: Basic Data</p>	<ul style="list-style-type: none"> ■ Name of your entry ■ Choose your topic ■ Type of your entry ■ Save your basic data
<p>3 Tab: Images</p>	<ul style="list-style-type: none"> ■ Upload 1 to 2 images per entry as described. <div style="display: flex; justify-content: space-around;">   </div>
<p>4 Tab: Address Data</p>	<p>If you have studied at more than one university, please enter the one where the project you submit has been primarily designed. Add responsible designers in case you are a team.</p>
<p>5 Tab: Additional Media</p>	<ul style="list-style-type: none"> ■ Entry description ■ Presentation poster (Presentation poster will be served as the foundation for the jury decision) <div style="text-align: center;">  </div> <ul style="list-style-type: none"> ■ Certification of study ■ Name of supervisor/professor (optional) ■ Video (optional)

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.

Area 3
840 x 50 mm

Area 1
840 x 430 mm

Area 2
840 x 64 mm

Area 3
840 x 50 mm

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More information

Contact

Apply Now

Serena Lin

phone +886.2.27667007 | talent@ifdesign.de

www.ifworlddesignguide.com