



DESIGN
TALENT AWARD
2018

Overview for Participants Edition 02

Big Opportunities for Young Designers

Join our brand-new edition of the iF DESIGN TALENT AWARD 2018_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 service concept. Entries can be submitted by individuals and also by teams of up to four people.

Participation in the iF DESIGN TALENT AWARD 2018_02 is free of charge.

You can only register online. The deadline is 30 July 2018.

Benefits for Winners

We offer all award winners the following advertising tools:

Label + Certificate

- Winner logo for download
- Winner certificate as PDF file

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 70,000 times.

iF design exhibition Hamburg

Your entry will be presented with posters and in digital form in our iF design exhibition Hamburg.

iF Press

Our iF Press and PR work help you as a winner to gain recognition for your success.

Topics

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

1. What iF your design could save 360,000 lives?

About 7% of all fatal accidents are classified as death by drowning. With an estimated 360,000 drowning deaths per year, it's statistically the 3rd most common cause for accidental death worldwide. Infants and small children up to 4 years are particularly at risk, but older children and teenagers are increasingly affected. The problem is worse in poorer world regions and among lower social classes, where children rarely get the chance of learning to swim.

Your task: Come up with a design solution that makes swimming a part of general education.

2. What iF religion and spirituality were reinvented for our 21st century lifestyle?

Religious practice is a vital part of human culture since the dawn of time. Each nation and culture formed their very own traditions and rituals. Some survived, some got forgotten, perhaps, simply because they no longer offered value for the lives we lead today. However, as more and more people are looking for meaningful spiritual practice, it's a valid question, how communication design and technology can convey deep spiritual values and propel religious rituals into our present-day age?

Your task: Revive religious rituals and/or enhance spiritual practice with a digital design solution.

3. SAMSUNG DESIGN PRIZE 2018 by iF –

Smart Care: What iF you could make smart devices and appliances really helpful for daily self-care?

Awareness and regular self-care are important factors for a healthy life. Apps and smart devices can effectively support the physical, emotional and mental well-being – for example with habit tracking or meditation reminders.

Your task: Design a practical smart solution that supports and motivates people to follow a regular self-care program.

4. MINISO DESIGN PRIZE 2018 by iF –

Back to Nature: What iF your design was as healthy as it was beautiful?

Touch, sense and smell – sometimes it takes only a few simple sensual experiences to make our body and soul feel fresh and healthy again. More and more people look for simple healthy lifestyle – and for beauty products that are in tune with nature.

Your task: Design an innovative, natural, environmental-friendly healthcare or beauty product that improves health physically and mentally.

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	30 July 2018	
Jury session	20 August until 14 September 2018	
Information to the award winners	End of September 2018	
Publication of the award winners	End of October 2018	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

Five steps to participate in the iF DESIGN TALENT AWARD 2018 (Edition 02)

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 topic ■ Type of your entry ■ Save your basic data
3 Tab: Images	Upload 1 to 2 images per entry as described.
4 Tab: Address Data	If you have studied at more than one university, please enter the one where the project you submit has been primarily designed. Add additional designers in case you are a team.
5 Tab: Additional Media	<ul style="list-style-type: none"> ■ Entry description ■ Presentation poster ■ 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:

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

Area 3 (840 x 50 mm)

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

Poster Details

- 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

Area 1
840 x 430 mm

Area 2
840 x 64 mm

Area 3
840 x 50 mm

Your entry Entry-ID Topics	Concept Name of entry	Student/s First name / Last name	University Name of university City / Country of university Department
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Sponsors 2018

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More information

Apply Now

Contact

Penny Wu / Amber Tung

phone +886.2.27667007 | talent@ifdesign.de

www.ifworlddesignguide.com