



DESIGN
TALENT AWARD
2019

Overview for Participants Edition 01

Great Opportunities for Young Designers

Join our brand-new edition of the iF DESIGN TALENT AWARD 2019_01. 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_01 is free of charge.
You can only register online. The deadline is 31 January 2019.**

Benefits for Winners

We offer all award winners the following advertising tools:

Label + Certificate

- Winner logo for download
- Winner certificate as PDF file

iF design exhibition Hamburg

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

iF WORLD DESIGN GUIDE

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

iF Press

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

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. WONDERLAND DESIGN PRIZE 2019 by iF –

What iF yesterday's baby products were adapted to fit the lives of tomorrow's parents?

When it comes to childcare, parents in the 21st century pursue different routines and values than earlier generations. That's why they need new and different child care solutions: More sustainable, more flexible and – unlike most products of the past – fully compatible to today's ways of parenting.

Your task: Develop innovative childcare product designs that merge the well-tried-and-tested with the new.

2. HAIER DESIGN PRIZE 2019 by iF –

Housekeeping in the New World: new designs for helpful household appliances

In today's world, society has become ever more fast-paced, with less time to slow down and relax. And in the hustle and bustle of life, people have become spiritually drained and less motivated to deal with household chores. Thus, there is more attention on finding convenient household appliances to decrease time spent on chores and increase time for family, hobbies, and other interests.

Your task: Design a helpful household appliance that makes life at home more convenient. Optimize or innovate on a traditional approach. Give the user a totally new living experience.

3. What iF sharing was the new buying?

Sharing and swapping stuff that's only rarely used has become an increasingly popular trend. The sharing economy may be young, but it already offers plenty of opportunities to lend, rent and share stuff. You think you know the next business (or branch) that would profit from a sharing model? You're convinced your ideas will attract even more people to existing business models in the sharing economy?

Your task: Outline a business model, design solution or communication strategy for a sharing service, no matter whether start-up or already firmly established in the market.

4. What iF Virtual Reality could help you prepare for dangerous situations?

It's no surprise: the more someone goes through a situation, the more prepared and rational the reactions will be. That's the reason why e.g. pilots exercise in a flight simulator before finally taking it to the air – routine reactions to emergency situations are best acquired in a danger-free environment. Can you come up with VR applications for different learning scenarios?

Your task: Design a VR simulation for a potentially dangerous or stressful situation that allows people to train their emergency reactions in virtual reality.

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 January 2019	
Jury session	20 February until 15 March 2019	
Information to the award winners	End of March 2019	
Publication of the award winners	End of April 2019	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

Five steps to participate in the iF DESIGN TALENT AWARD 2019 (Edition 01)

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 responsible designers in case you are a team.
5 Tab: Additional Media	<ul style="list-style-type: none"> ■ Entry description ■ Presentation poster ■ Certification of study (Every team member must provide eligible certification of study with clear indication of university and year of study. All certifications should be included in one PDF.) ■ 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

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More information

Contact

Apply Now

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