



DESIGN
TALENT AWARD
2020

Information for Participants Edition 01

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 first round of the iF DESIGN TALENT AWARD 2020 are open until 30 January 2020.

What is new?

For the first time 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 will it 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 40,000 in total** (EUR 20,000 per round).

General Information

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

- **Participation is free of charge!**
- **Registration is only possible online at www.ifworlddesignguide.com**
- **Deadline for registration is 30 January 2020.**

Participation

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**.

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

Benefits for Winners

All award winners will benefit from these extensive communication activities:

Logo + 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 unlimited in time.

iF design exhibition

Your entry will be presented in the iF design exhibition Chengdu.

iF design app

All winning entries will be published in the iF design app. This app is free and has been already downloaded 117,230 times.

Communication support

Our press work will support you as winner to gain 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

In order to win an iF DESIGN TALENT AWARD, your idea must get above-average marks in terms of answering the following questions and must clearly stand out among other submitted entries:

- Does it approach or solve a relevant problem?
- Does it reflect moral-ethical standards?
- Does it strengthen or promote high group relations?
- Does it create a positive experience?
- Does it balance effort and use value?

Dates

Registration deadline	30 January 2020	
Entry review	1 to 28 February 2020	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	March 2020	
Information to the award winners	Beginning of April 2020	
Publication of the award winners	Beginning of May 2020	iF WORLD DESIGN GUIDE, iF design app, press release

Five steps to participate in the iF DESIGN TALENT AWARD 2020_01

1 Login into my iF	<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>
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	<p>Please fill in all requested information in English</p> <ul style="list-style-type: none"> ■ Entry description ■ Presentation poster (Presentation poster will be served as the foundation for the jury decision. The poster can be 1 or 2 pages.) ■ 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

MINUS
New scale system

The concept of MINUS is fairly unrivaled with a scale which involves the concept of minus. How much gets to the table and how much is left? Many people have concerns about the accuracy of the scale. The scale which is below the box will be subtracted from the total weight as soon as the picked vegetables are taken out from the box. For example, the price after subtraction will show up on the display as the price provided is suitable. The price tag will be attached on a paper for further payment. The new concept of scale will include unnecessary vendors to the user.

1 Pick up 1 broccoli
Total Gram = 2500g
-250g

2 You can Know The Price
The price after subtraction

3 Touch The button
Touch the button to get the price

PROBLEM
I don't know How much it is.

SOLUTION
In one place & At a time
MINUS will show you how much weight you picked out of the box. And the scale will calculate how much it is going to be.

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