

Think before you print!



Information for Participants

Big opportunities for young designers

We are merging all of our student awards into a single award: the **iF DESIGN TALENT AWARD**.

For the last 13 years, iF has supported young designers with our Student Awards. Now we are combining them into a single award, held twice a year, giving students and young professionals all over the world the chance to participate with their innovative ideas. We hope to be even more successful in connecting young designers with business owners and industry, and to strengthening our Design Talent Network.

By holding the awards more often, we can focus topics more closely on what is happening in the world and see the world the way a young designer sees it.

Four topics per award period will be awarded a total of 20,000 EUR in prizes.

Participation

We would like to 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 2 years ago. Concepts should not be older than 2 years by the time they are submitted.

You can submit as many entries as you like – but each entry can only be submitted once per competition. You are not permitted to submit one entry to several topics.

Your concept can be submitted as one of the following:

- Product or Application
- Project
- Communication or Service

Entries can be submitted by individuals and also by teams of up to 4 people.

Participants can only register online. The deadline is 13 January 2017.

Topics

For the first 2017_01 competition, students and young graduates are encouraged to submit their concepts to the 4 following topics:

iF Topics

1. Bike-centered City 2030 – Shifting the traffic ecosystem

We are asking you to design part of a future urban concept that is not only bike-friendly, but rather puts bicycles and bicyclists in the center of traffic, of planning, and of urban life.

2. Public Value: Help & Support – Helping people help themselves

If you have an idea to solve a problem in society, we want to see it. Does it help people in need or help groups get along better together? We're looking for creative ideas on improving society - building public value.

Topic of our Sponsors

3. HANSGROHE DESIGN PRIZE 2017 by iF – Future Living: Innovative Forms of Using Water in Tomorrow's Kitchen

Water plays a central role in the kitchen where it shows the whole spectrum of its versatile applications. We are looking for clever, future-oriented and practical ideas that analyse and reframe the use of water in the kitchen and in adjacent spaces, inspired by cultural characteristics and traditions.

4. HAIER DESIGN PRIZE 2017 by iF – Wonderful Home Life: Global We, Local Me.

We are looking for home living products that reflect your local culture - and that could be interesting for people all over the world. What local characteristics of your home might appeal to people in other regions, speaking other languages, and even living in different ways?

Evaluation criteria

1. Innovation + Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness

2. Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

3. Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

4. Responsibility

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

5. Positioning

- Target group fit
- Differentiation

Dates / Fees

Registration deadline	13 January 2017	
Jury Session	20 January until 13 February 2017	
Announcement of Award Winners	22 February 2017	
Publication	22 February 2017	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

Participation in the iF DESIGN TALENT AWARD 2017 is free of charge.

What we need for registration

Each entry must be described using both text and images so that the jury is able to fully understand your entry.

Please note: To admit your entry to the jury your registration form has to be complete and contain all the necessary information. Placeholders (e.g. "Text will follow" or "xxx") in your description text are not allowed!

We need:

1. Text

- English language text /description (max. 650 characters incl. spaces)

Please note: Google Translate does not always provide a correct translation!

Without a clear English description your application will not be accepted.

2. Images

Please upload 1 to 2 images per entry as follows:

- Image size: 1536 pixel min. edge length, max. 15 megapixels
- Aspect ratio: Landscape, 4:3
- File format: JPG
- File size: max. 5 MB
- Color space: RGB
- File naming: your entry ID, name of your entry, No. of image, example: 323-222222_car_1

We will briefly check the entry regarding completeness und thematic correctness, and if it meets these criteria, we will publish the entry in the iF WORLD DESIGN GUIDE. If you win an award, we will use your entry description and images also for the iF design app and for our press work

3. Student ID

As a student please upload a scan of your student ID.

As a recent graduate please upload a scan of your graduation certificate.

4. Presentation poster

Very important for the jury process is your digital presentation poster! You can submit 1 or 2 posters for each entry. It should represent your idea clearly in words and images. (Details see next page.)

5. Optional video

You can also submit a video to explain your entry. The video should not be longer than three minutes and it must be possible to play the video using standard software.

Presentation Poster

Poster areas

Format: DIN A1 landscape (840 x 594 mm) divided as follows:

- Area 1 (840 x 430 mm): Description and images of your entry**
 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): Information about yourself / your team**
 As shown below, font size ca. 20 pt
 – Your entry: Entry-ID, Topics
 – Concept: Name of entry
 – Student/s: First name / Last name
 – University: Name of university, city / country of university, department
- Area 3 (top and bottom 840 x 50 mm): Blank area**
 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

MINUS
New scale system

How much gram is the broccoli and how much is it? Many people have common sense about purchasing a set of scale of vegetable per gram which is displayed in the Market. The scale which is able to take the subtraction from the total weight to show the total price of vegetable to be taken out from the box. Furthermore, the price after subtraction will show up on the balance, if the price provided is suitable. The prototype will be attached on a pack for further payment. The new concept of scale will reduce unnecessary actions to the users.

PICK Up → **KNOW The price** → **TAKE Out**

1 Pick up 1 broccoli
2 You can Know The Price
3 Touch The button

PROBLEM
I don't know How much it is.

SOLUTION
In one place & At a time

Your entry
Entry-ID
Topics

Concept
Name of entry

Student/s
First name / Last name

University
Name of university
City / Country of university
Department

Benefits for award 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 specially marked and 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 60,000 times.

iF university ranking

Only one university can be named per team and entry. If the entry wins an award, the respective university will receive points in the iF ranking university.

iF design exhibition Hamburg

Your entry will be represented in digital form in our iF design exhibition Hamburg throughout the year.

iF Press / PR

Our iF Press and PR work help our winners to get an awareness for their success.

GOLD SPONSORS 2017



Contact

Petra Kerker

phone +49.89.547279-35
petra.kerker@ifdesign.de

Tiziana Flavia Mazzara

phone +49.511.54224-217
tiziana.mazzara@ifdesign.de

www.ifworlddesignguide.com

