



Information for Participants

Edition 02



Big Opportunities for Young Designers

We have combined all our student awards together to create a single competition – the iF DESIGN TALENT AWARD. Every six months, we will highlight four different topics. This will give you an opportunity to focus more on current events. For the second competition (2017_02) we would like to invite you to enter your visionary ideas on four actual topics.

Our 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 one 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 2017 is free of charge.
You can only register online. The deadline is 20 June 2017.**

Topics

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

1. Smart Homes, Connected Cities – Visions for Cities and Citizens

Your task: Use technology to make our cities and houses more livable, safer or more efficient.

No longer the realm of science fiction, 'smart' devices (meaning technology that responds intuitively to human activity) are becoming reality. Doors and gates that lock and unlock automatically, parking meters that sense when a car arrives and leaves - these are just the beginning. We expect new thinking, breathtaking ideas and the combination of creating new options without ignoring the existing problems.

2. Public Value, Life & Humanity – Living Together

Your task: Design a product or idea to support people living together peacefully.

How can we improve the way we live together, both newcomers and long-term residents? Which products might make life easier for new city residents? What concepts could assist in reducing resentment and improving mutual understanding?

3. Micro Apartments – Maximizing Small Space

Your task: Design a better mini apartment.

Small apartments have become hugely popular, often for reasons of economy. In all cases, small homes are cheaper and easier to build than larger ones. The challenge for today is to fit the most functionality, comfort and luxury into the smallest space possible.

4. Future Healthcare – Using Technology to Keep Us Healthier

Your task: We are looking for interesting concepts and ideas to improve the healthcare of tomorrow.

Since time immemorial, man has tried to heal the sick with medicine and technical assistance. How can our health systems be improved through new technologies, digital tools, services and information, so that people who otherwise have no access to medical care can benefit from them?

Important Dates

Registration deadline	20 June 2017	
Jury session	29 June until 13 July 2017	
Announcement of award winners	20 July 2017	
Winners publication	20 July 2017	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

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

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 ranking university

Only one university can be named per team and entry. If your entry wins an award, your 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

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

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Step by step – How to Register

Login in **“my iF”** or create a new user profile.

Important:

Only once you have completed all required tabs, the button “Register now” will be activated.

1 Tab: Basic Data

- Name of your entry
- Type of your entry
- Choose your topic
- **Save your basic data**

2 Tab: 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: 325-222222_car_1

3 Tab: Additional Media

a. Entry description

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

Please note:

Placeholders (e.g. “Text will follow” or “xxx”) in your description text are not allowed! Google Translate does not always provide a correct translation! Without a clear English description your application will not be accepted.

b. Presentation poster

Your digital presentation poster is very important for the jury process. You can submit one or two posters for each entry. It should represent your idea clearly in words and images. (See next page for details.)

c. Certification of study

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

d. 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.

4 Tab: Address Data

Please use the index tab “Address Data” to indicate your university address. If already available in “my iF addressbook” just choose an address from there. If you want to create a new address as university address, please click on the button “Change” under your university address and then click on “Add new Address”.

If you have studied at more than one university, please enter the one where the project you submit has been primarily designed.

Requirements for the Presentation Poster

Poster Areas

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

We will briefly check the entry regarding completeness and 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.

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

PICK UP → **KNOW THE PRICE** → **TAKE OUT**

1 Pick up 1 broccoli
The price will be subtracted from the total weight as soon as the fresh vegetable is taken out from the box. Furthermore, the price after subtraction will show up on the balance. If the price provided is stable, the price tag will be attached on a paper for further payment.

2 You can Know The Price
The price of fresh produce is stable.

3 Touch The button
You can get the price lower.

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