



DESIGN  
TALENT AWARD  
2017

## Overview 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.**

### 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.

## 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?

## 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

<b>Registration deadline</b>	20 June 2017	
<b>Jury session</b>	6 July until 4 August 2017	
<b>Announcement of award winners</b>	mid-August 2017	
<b>Winners publication</b>	September 2017	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

## Five steps to participate in the iF DESIGN TALENT AWARD 2017 (Edition 02)

<b>1 Login into my iF</b>	<p><a href="#">Login now</a> or <a href="#">Create User Account</a></p> <p>Only once you have completed all required tabs, the button "Register now" will be activated.</p>
<b>2 Tab: Basic Data</b>	<ul style="list-style-type: none"> <li>■ Name of your entry</li> <li>■ Type of your entry</li> <li>■ Choose your topic</li> <li>■ <b>Save your basic data</b></li> </ul>
<b>3 Tab: Images</b>	Upload 1 to 2 images per entry as described.
<b>4 Tab: Address Data</b>	If you have studied at more than one university, please enter the one where the project you submit has been primarily designed.
<b>5 Tab: Additional Media</b>	<ul style="list-style-type: none"> <li>■ Entry description</li> <li>■ Presentation poster</li> <li>■ Certification of study</li> <li>■ Optional video</li> </ul>

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### More information

### Apply Now

### Contact

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[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)

## 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

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