

Application Guide for Good Design Korea 2026

GOOD DESIGN KOREA has been implemented annually since 1985 in accordance with the Industrial Design Promotion Act.

It is a system that grants the government-certified GD mark to outstanding designs through fair screening by domestic and international expert judges in line with global design trends.

Overview

| **Host** Ministry of Trade, Industry and Energy(MOTIE)

| **Organizer** Korea Institute of Design Promotion(KIDP)

| **Legal Basis** Article 6 of the Industrial Design Promotion Act

| Eligibility

Conditions for Submission:	Products or design outputs that are currently on the market or scheduled for release within two years from the date of regular registration deadline. Product owners or design development companies may apply individually or jointly.
Ineligible Entres:	Designs that are subject to legal disputes under applicable domestic or international intellectual property laws (including patent, utility model, design, trademark, and copyright laws) * infringe upon or imitate other products, or that are deemed contrary to public order or morals.

| Evaluation Checklist

- ❶ The elements such as shape, pattern, and color constituting the exterior must be comprehensively and beautifully composed to promote sales and have originality.
- ❷ It must have functions suitable for the purpose of use, be convenient to use, and be easy to maintain.
- ❸ Suitable materials must be used effectively.
- ❹ It must be suitable for commercial production and be economically viable.

| Process

Application		Evaluation		Ceremony	
Early Bird Deadline	May 31	Product/ On-site Review	July 13 - Aug 5	Award Ceremony	Nov 27
Regular Deadline	June 30	Public Evaluation	Aug 20 - Sep 3	Prize Winner's Exhibition	Nov 25 - Nov 29
		Final Presentation	Sep 15 - Sep 17		

I Disciplines & Categories

① Product Design

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|---------------------------------------|---|
| 01. Electrical & Electronic Equipment | Home Appliances, mobile communication devices and equipment, etc. |
| 02. Industrial Machine & Tool | Industrial equipment, controllers, processing machines, etc. |
| 03. Living | Toys, sports and leisure goods, sanitary/household items, stationery, musical instruments, kitchenware, office supplies, health/medical devices, construction equipment, etc. |
| 04. Style | Beauty products, eyewear, hats, watches, footwear, bags, etc. |
| 05. Furniture | Home furniture, office furniture, kitchen furniture, medical furniture, etc. |
| 06. Automotive & Transportation | Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc. |
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② Visual / Communication Design

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|-------------------|--|
| 01. Communication | Books, newspapers and magazines, printings, advertisements, infographics, color systems, signage, etc. |
| 02. Package | POP, packaging, labels, shopping bags, boxes, containers, structural packaging, etc. |
| 03. Brand | Corporate Identity(CI), Brand Identity(BI), logos, trademarks, etc. |
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③ Digital Media / Contents Design

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|-------------------|---|
| 01. Content | Video(broadcast, advertisement, movie), animation, character, photography, typography, icons, emoticons, illustration, webtoons, etc. |
| 02. Digital Media | Websites, applications (apps), kiosks, etc. |
| 03. Game | Online/Mobile games, VR/AR/MR games, etc. |
| 04. Interaction | User Interface (UI), Human Interaction, HCI, etc. |
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④ Space / Environmental Design

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|---------------------------|---|
| 01. Interior Architecture | Interiors, interior decoration, art objects/installations, lighting design, etc. |
| 02. Exhibition and stage | Exhibitions, stages, event design, etc. |
| 03. Environmental | Public design, landscaping and leisure facilities, public facilities, scenic design, etc. |
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⑤ Fashion / Textile Design

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|------------------------------|---|
| 01. Fashion | Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, underwear, etc. |
| 02. Textile | Interior fabrics, woven fabrics, knitted fabrics, prints, fabric crafts, etc. |
| 03. Precious Metal / Jewelry | Fine jewelry, fashion jewelry, etc. |
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⑥ Service / Experience Design

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|--------------------------|---|
| 01. Service / Experience | Health care, leisure services, education services, etc. |
| 02. Community | Community service, public administration service, etc. |
| 03. Entertainment | Theme parks, amusement parks, stage/performances, interactive media experiences, etc. |
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⑦ Craft Design

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| 01. Metal Craft | Tableware, ornaments, metal art objects, etc. |
| 02. Ceramic Craft | Pottery, porcelain, ceramic art objects, etc. |
| 03. Textile Craft | Tapestries, dyeing, weaving crafts, etc. |
| 04. Wood Craft | Wooden furniture (craft based), wood carvings, wooden objects, etc. |
| 05. Other Crafts | Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, etc. |
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Application

Good Design Korea entries are submitted through the official website.

The application process consists of three steps:

(1) creating an account, (2) Logging in, (3) submitting your entry, and (4) making payment.

To complete your registration successfully, payment must be made by the Regular Registration deadline.

Annual Application Schedule
(Dates remain consistent each year.)

Early Bird Registration Period May 1 – May 31

Regular Registration Period June 1 – June 30 (23:59 KST)

| How to Apply (Step-by-Step)

01 Create Account

First-time applicants to Good Design Korea must create an corporate account on the DesignDB platform, operated by the organizing institution, KIDP.

Only for New applicants

[Register for a new account](#)

02 Log in

Please return to the application page after registering a new account or logging in. To avoid confusion with other KIDP program websites, we recommend using the link at the bottom of this page to access the application directly.

[Log in](#)

03 Submit Entry

After logging in, click the button below to start your application. Please remember to click final submit once you have filled out the form. Please note that your entry will only be considered fully complete once the payment is successfully processed before the deadline.

- ❶ A “Save as Draft” feature is available, allowing you to review your application before submitting it. Please double-check that you have completed the final submission.
- ❷ Once your final submission is complete, payment instructions and details will be displayed on the screen.

[Click here to apply](#)

04 Make a Payment

Once your application is submitted, you will be directed to the payment screen. Click the 'Make a Payment' button and follow the prompts to complete your transaction. After the payment is successfully processed, you can review your submission details under the 'My Page' tab.

› **Submission Fees** Early Bird 770,000KRW | Regular 880,000KRW

Evaluation

Good designs are selected through a physical product evaluation.

International participants can submit and retrieve their physical entries directly, or apply for our designated proxy service to handle the process.

Stage	Evaluation Phase	Date	Target	Objective & Key Details
1	Product / On-site Review	July 13 – Aug 5	All Entries	Selection for the GD Mark
2	Public Evaluation*	Aug 20 – Sep 3	Top 80 Entries	Reflecting Public Opinion (10% of Final Score)
	Final Presentation	Sep 15 – Sep 17		Determination of Prize Winners (90% of Final Score)

› Forwarding service fees for global participants are charged at actual cost through our official agency.

* Understanding the Public Evaluation:

Unlike many other international design competitions, Good Design Korea incorporates a unique **Public Evaluation system** for its Top 80 finalists. We believe that truly outstanding design not only meets expert standards but also enriches the everyday lives of consumers. In this stage, the Top 80 entries are presented to the public for voting. This public feedback accounts for 10% of the final score, ensuring that our ultimate Prize Winners are highly recognized and valued by the society they serve.

For TOP 80 Finalists

The TOP 80 entries selected from the Product Review will advance to the presentation evaluation to finalize their award status. A judging fee applies to proceed with this evaluation.

Final Screening Registration

Final Screening Registration Period August 14 – August 21

Presentation Material Submission September 9 – September 11 (23:59 KST)

› Checking Your Registration & Payment Status

After logging in, click the user profile icon at the top of the screen.

You can verify your registration & transaction details and status using the "My Page" and "Payment List" menus from the drop-down list.



* Note for International Applicants:

Please rest assured that all successful candidates will be notified individually via email.

We will send detailed instructions and guidance for each subsequent stage to the email address registered to your account.