Call for Entry to 2020 Good Design Selection

In accordance with Article 6 of the Industrial Design Promotion Act and Article 14 of the Enforcement Decree thereof, the 2020 Good Design Selection will take place as follows:

June 25, 2020
President, Korea Institute of Design Promotion

Overview

Since 1985, the Good Design (GD) Selection has served as a platform of fair competition to grant the Good Design (GD) mark, a government certification mark, to the goods and services showing excellence in design pursuant to the Industrial Design Promotion Act. The annual competition is hosted by the Ministry of Trade, Industry and Energy and organized by the Korea Institute of Design Promotion (KIDP).

Call for Entry

Qualifications

Companies manufacturing, selling or providing domestic or foreign goods, products, services and content (hereinafter “goods”), or their design developers

Eligible Goods ※ Pursuant to Paragraph (2) of Article 10 of the Enforcement Decree of the Industrial Promotion Act

Goods launched inside and outside of South Korea within the past two years as of the date of application, or planned to be introduced into the market this year

Ineligible Goods

Design goods involved in legal disputes based on domestic and foreign relevant laws, such as patent law, utility model law, design protection law, trademark law and copyright law

Design goods considered to copy or plagiarize other products

Design goods considered harmful to public order or social morality

Judging Criteria

※ Article 11 of the Enforcement Decree of the Industrial Design Promotion (Selection Criteria)

- Having visual design elements such as shape, form and color that achieve a balanced, original and aesthetically pleasing effect, and thus promote sales
- Functional in line with intended purpose, convenient to use and easy to maintain
- Appropriate and effective use of materials
- Suitable for commercial production and economically feasible
- Detailed Attributes

<table>
<thead>
<tr>
<th>Discipline</th>
<th>1st-2nd Rounds</th>
<th>3rd Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Design</td>
<td>Aesthetic, Original, Easy to use, Feasible, Fit for Purpose</td>
<td>Innovation-oriented Business Impact Social Value Future Vision</td>
</tr>
<tr>
<td>Visual Communication Design</td>
<td>Aesthetic, Original, Easy to use, Fit for Purpose, Eco-friendly</td>
<td></td>
</tr>
<tr>
<td>Media/Content Design</td>
<td>Aesthetic, Original, Easy to use, Interactive, Effective in Communication</td>
<td></td>
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<tr>
<td>Space/Environmental Design</td>
<td>Aesthetic, Original, Easy to use, Fit for Purpose, Eco-friendly</td>
<td></td>
</tr>
<tr>
<td>Fashion/Textile Design</td>
<td>Aesthetic, Original, Easy to use, Feasible, Fit for Purpose</td>
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</tr>
<tr>
<td>Service/Experience Design</td>
<td>Aesthetic, Original, Easy to use, Effective in Communication, Eco-friendly</td>
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<tr>
<td>Craft Design</td>
<td>Aesthetic, Original, Easy to use, Feasible, Fit for Purpose</td>
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</tbody>
</table>

**Universal Design Special Prize**
Among the GD Winners, a comprehensive evaluation made on the ease of use, flexibility, safety, practicality, aesthetics, durability and economics

**Ergonomic Design Special Prize**
Among the GD Winners, a comprehensive evaluation made on the ease of use, efficiency, functionality, emotional quality, safety and maintainability in consideration of the physical, cognitive, emotional, and sociocultural characteristics of human beings

**Schedule**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Website/Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Registration</td>
<td>May 1 (Fri.) – July 31 (Fri.)</td>
<td>award.kidp.or.kr</td>
</tr>
<tr>
<td>1st Round Judging (online)</td>
<td>August 6 (Thu.) – August 13 (Thu.)</td>
<td>Announcement of Results: August 18 (Tue.)</td>
</tr>
<tr>
<td>Entry (Goods) Submission Overseas</td>
<td>August 19 (Wed.) – September 2 (Wed.)</td>
<td>KIDP China Office</td>
</tr>
<tr>
<td>(China)</td>
<td>August 31 (Mon.) – September 2 (Wed.)</td>
<td>B1 Exhibition Hall, KDC</td>
</tr>
<tr>
<td>2nd Round Judging Overseas (China)</td>
<td>September 3 (Thu.) – September 4 (Fri.)</td>
<td>Announcement of Results: September 8 (Tue.)</td>
</tr>
<tr>
<td>Domestic</td>
<td>September 4 (Fri.)</td>
<td></td>
</tr>
<tr>
<td>2nd Round Judging Domestic</td>
<td>September 8 (Tue.) – 10 (Thu.)</td>
<td>Place of Physical Entry Submission</td>
</tr>
<tr>
<td><strong>Additional Submission</strong></td>
<td>September 9 (Wed.) – 14 (Mon.)</td>
<td>award.kidp.or.kr e-mail: <a href="mailto:good@kidp.or.kr">good@kidp.or.kr</a></td>
</tr>
<tr>
<td>* Finalists for the 3rd round of competition only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Round Judging</td>
<td>September 23 (Wed.)</td>
<td>Announcement of Final Results: September 25 (Fri.)</td>
</tr>
<tr>
<td>Awards Ceremony</td>
<td>October 7 (Wed.)</td>
<td>Hall C, COEX DK Festival 2020</td>
</tr>
<tr>
<td>Exhibition</td>
<td>October 7 (Wed.) – 11 (Sun.)</td>
<td>* DK Festival 2020</td>
</tr>
<tr>
<td>* Prize-winning and exhibition application entries only</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exhibit promotion of award-winning products At KDC</strong></td>
<td>October 11 (Sun.)</td>
<td>In the case of award-winning products, It will be moved to the Korea Design Center for further exhibition. (Schedule for moving-out is subject to notice separately)</td>
</tr>
</tbody>
</table>

※ The above schedule is subject to change depending on operational circumstances.
Disciplines

1. Product Design
   - Electrical & Electronic Equipment Design: Home appliances, mobile communications equipment and supplies, etc.
   - Industrial Machine & Tool Design: Industrial equipment, controllers, processing machines, etc.
   - Living Design: Toys, sports and leisure/sanitary/household goods, stationery, musical instruments, kitchenware, office supplies, health/medical devices, construction equipment/supplies, etc.
   - Style Design: Beauty products, glasses, hats, watches, shoes, bags, etc.
   - Furniture Design: Home furniture, office furniture, kitchen furniture, medical furniture, etc.
   - Automotive & Transportation: Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc.

2. Visual Communication Design
   - Communication Design: Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc.
   - Packaging Design: POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.
   - Brand Design: Identity, trademarks, etc.

3. Digital Media/Content Design
   - Contents Design: Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
   - Digital Media Design: Websites, applications (app), kiosks, etc.
   - Game Design: Online/mobile games, VR/AR/MR games, etc.
   - Interaction Design: UI/UX, human interaction, HCI, etc.

4. Space/Environmental Design
   - Interior Design: Interiors, interior decorations, art decorations, lighting design, etc.
   - Exhibition & Scenic Design: Exhibitions, stages, event design, etc.
   - Environmental Design: Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design

5. Fashion/Textile Design
   - Fashion Design: Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.
   - Textile Design: Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
   - Jewelry & Accessories Design: Jewelry, fashion accessories, etc.

6. Service Design
   - Service Design: Health care, leisure services, education services, etc.
   - Community Design: Community services, public administration services, etc.
   - Entertainment Design: Entertainment design, etc.

7. Craft Design
   - Metal Craft Design: Metal crafts
   - Ceramic Craft Design: Ceramic crafts
   - Fabric Craft Design: Fabric crafts
   - Wood Craft Design: Wood crafts
   - Other Craft Design: Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.
Entry Fees (VAT excluded, KRW)

Basic

<table>
<thead>
<tr>
<th>Round</th>
<th>Fee (KRW)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Round</td>
<td>200,000</td>
<td>All registered entries</td>
</tr>
<tr>
<td>2nd Round</td>
<td>500,000</td>
<td>Finalists for the 2nd-round competition</td>
</tr>
<tr>
<td>3rd Round</td>
<td>500,000</td>
<td>Finalists for prizes</td>
</tr>
</tbody>
</table>

Optional For GD Winners that apply for exhibition at DK Festival

<table>
<thead>
<tr>
<th>Width/Height</th>
<th>0.6m</th>
<th>1.2m</th>
<th>2.4m</th>
<th>3.6m</th>
<th>4.8m</th>
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<tbody>
<tr>
<td>1m</td>
<td>600,000</td>
<td>650,000</td>
<td>750,000</td>
<td>850,000</td>
<td>950,000</td>
</tr>
<tr>
<td>2m</td>
<td>650,000</td>
<td>750,000</td>
<td>950,000</td>
<td>1,150,000</td>
<td>1,350,000</td>
</tr>
<tr>
<td>3m</td>
<td>700,000</td>
<td>850,000</td>
<td>1,150,000</td>
<td>1,450,000</td>
<td>1,750,000</td>
</tr>
<tr>
<td>4m</td>
<td>750,000</td>
<td>950,000</td>
<td>1,350,000</td>
<td>1,750,000</td>
<td>2,150,000</td>
</tr>
<tr>
<td>5m</td>
<td>800,000</td>
<td>1,050,000</td>
<td>1,550,000</td>
<td>2,050,000</td>
<td>2,550,000</td>
</tr>
</tbody>
</table>

※ The exhibition of prize-winning entries is free. GD Winners can participate in the exhibition after paying the related fees.

※ KRW 50,000 added per 0.6m² increase in space area, up to 42m².

※ The exhibition application of GD Winners may be cancelled due to limitations in the exhibition space.

Payment Method

Deposit Without Bankbook
Deposit Account: IBK 341-028815-04-217 (Account Holder: KIDP)

Credit Card and Real-Time Account Transfer
Through an online payment program
※ Select a payment method at the payment step after completing the Online Application Form

Payment Period
1st Round Judging Fees: Same as the Online Registration period
2nd Round Judging Fees: Within 14 days from the date of announcement of the 1st-round results
3rd Round Judging Fees: Within 7 days from the date of announcement of the 2nd-round results
※ The entries that do not pay the related fees within the designated payment period may be excluded from the judging process.
Submission Method

Steps

<table>
<thead>
<tr>
<th>May-July</th>
<th>August</th>
<th>August</th>
<th>August-September</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Registration</td>
<td>1st Round Judging (online)</td>
<td>Announcement of Results</td>
<td>Physical Entry Submission</td>
<td>2nd Round Judging (physical entry)</td>
</tr>
<tr>
<td>October</td>
<td>September</td>
<td>September</td>
<td>September</td>
<td>September</td>
</tr>
<tr>
<td>Awards Ceremony / Exhibition</td>
<td>1st Round Judging / Results Announcement</td>
<td>Additional Material Submission</td>
<td>Physical Entry Moving Out</td>
<td>Announcement of Results</td>
</tr>
</tbody>
</table>

1st Round: Online Registration

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images) The submitted images and written information are used for judging. However, overseas applications are also accepted at local offices.

Submission Period
May 1 (Fri.) – July 31 (Fri.), 2020

Information Provision
The applying company’s information will be disclosed to judges and for a collection of GD winners and online exhibition. Therefore, the correct information (entry name, entry description, applying company, contact information, address, etc.) must be entered.

※ The information entered cannot be revised (such as address change due to moving) after the registration deadline. Please keep this in mind when entering the required information.

Image Size
1,000 pixels on the longer side, either height or width
※ A video file must be submitted in case the entry is video.

Image Specification
Up to 1MB, JPG, RGB file
※ Video: MP4, 5-minute or shorter playback time

Entry Description
Main features can be described in Korean/English.
No. of Characters: Up to 700 characters

※ When submitting online, please describe universal design considerations in detail in terms of Design Features, Design Intention and Considerations for Ease of Use and Safety for the entries eligible for the Universal Design Special Prize.

※ When submitting online, please describe ergonomic design considerations in detail in terms of Ergonomic Overview, Ease of Use, Efficiency, Functionality, Emotional Quality, Safety and Maintainability for the entries eligible for the Ergonomic Design Special Prize.

※ When describing ergonomic design considerations, specify the application of the database of the human body dimensions available in Size Korea (www.sizekorea.kr), operated by the Korean Agency for Technology and Standards, to the product design.
2nd Round: Physical Submission and Moving Out

This is a step for the finalists for the second-round competition. The entries selected from the first-round competition must submit physical entries. Submission can be made either at domestic or foreign locations by selecting the nation of submission.

※ For designs of buildings, spatial facilities, CI and BI, submit them in panel form (A1 size, 2 panels) or save them in a mobile device (such as laptop or tablet). However, in the case of a video for the Digital Media/Content Design discipline, physical entry submission is not necessary (the video filed online in the First Round to be used).

※ Entry submission in person or by mail is accepted. The deadline indicates when physical materials must arrive at the place of submission (Korean Standard Time).

※ Not submitting a physical entry will be considered as forfeiture and therefore excluded from the second-round competition.

※ Any entries not removed during the designated Moving Out period are not the responsibility of the hosting or organizing institutions and will be donated and/or discarded after the period.

However, please note that the exhibits at DK Festival 2020 will be removed on the closing day of the exhibition (October 11 (Sun.), 15:00 - 16:00).

※ The entries that advance to the third-round of the competition need to submit an image (3,000 x 4,000mm or more, CMYK, 300dpi required) for catalog production in the event they are selected as GD Winners.

Overseas Submission Period
August 19 (Wed.) – September 2 (Wed.), 2020, 10:00 – 17:00

Overseas (China) Place of Submission
Beijing: 309, ZhengDongZongHeKeJiLou(A12), 751 D.Park, JiuXianQiaoLu 4, ChaoYangQu, Beijing, China
Yiwu: 10F Yiwu Industrial Design Center, NO.451, ChouZhouBei Rd., Yiwu, Zhejiangsheng, China
Guangzhou: 1F, Building A, Shundeindustrial Design Park, NO.1 North Sanle Road, Beijiao, Shunde, Foshan, Guangdong, China

Domestic Submission Period
August 31 (Mon.) – September 2 (Wed.), 2020, 10:00 – 17:00

Domestic Place of Submission
B1 Exhibition Hall, Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do (PoC of Good Design)

Moving Out Period
September 8 (Tue.) – September 10 (Thu.), 2020, 10:00 – 17:00
※ The entries that advance to the final-round of judging are not subject to removal.

Place of Moving Out
Same as the place of physical submission

3rd Round: Additional Submission

If necessary, finalists shall submit additional materials, such as presentation files (up to 10 slides in PPT or a 3-minute long or shorter video) or panels (1 sheet in A1 size, portrait), following the schedule below.

※ For overseas goods, submit images.

Panel Submission Period/Method
September 9 (Wed.) – 14 (Mon.), 2020, by 17:00 / No. 705, Korea Design Center

Presentation Submission Period/Method
September 9 (Wed.) – 14 (Mon.), 2020, by 17:00 / Website (award.kidp.or.kr) or Email (good@kidp.or.kr)
Judging

Composition of Judges
Korean and foreign experts in each design discipline

Steps
1st Round
(Online) Selecting finalists for the second-round of competition

2nd Round
(Domestic/Overseas Physical Entries) Selecting GD Winners and finalists for prizes

3rd Round
Determining final prize winners
※ As the public exhibition is held after the third-round of judging, entrants must prepare and take measures against theft, damage and/or destruction, and KIDP shall not be held liable for any theft and/or damages of entries during the exhibition (valuable or expensive goods that can be damaged, destroyed, lost and/or stolen must be insured).

Awards Ceremony

Time/Venue
October 7 (Wed.), 2020 / DK Festival 2020 (COEX)

Details of Awards

<table>
<thead>
<tr>
<th>Classification</th>
<th>Qty</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize</td>
<td>1</td>
<td>President Prize</td>
</tr>
<tr>
<td>Gold Prize</td>
<td>2</td>
<td>Prime Minister Prize</td>
</tr>
<tr>
<td>Silver Prize</td>
<td>13</td>
<td>Minister of Trade, Industry and Energy Prize</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(incl. Universal Design Special Prize)</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Minister of SMEs and Startups Prize</td>
</tr>
<tr>
<td>Bronze Prize</td>
<td>5</td>
<td>Administrator of Public Procurement Service</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Commissioner of Korean Intellectual Property</td>
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<td></td>
<td>10</td>
<td>President of Korean Agency for Technology</td>
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<td></td>
<td></td>
<td>and Standards Prize (Ergonomic Design Special Prize)</td>
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<td></td>
<td>30</td>
<td>KIDP President Prize</td>
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<td></td>
<td>or less</td>
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</tbody>
</table>

※ Prize details and the number of prizes are subject to change at the discretion of the organizations issuing the prize certificates. ※ The Minister of SMEs and Startups and Administrator of Public Procurement Service Prizes will be awarded to SMEs only. ※ Special Prizes will be granted to the Universal Design and Ergonomic Design divisions.

Exhibition and Moving Out of Prize and GD Winners

Exhibition Schedule/Venue
October 7 (Wed.) – 11 (Sun.), 2020 / Hall C, COEX in Seoul (DK Festival 2020)

Moving Out Schedule/Venue
October 11 (Sun.), 2020, 15:00 - 16:00 / Same as above
In the case of award-winning products, It will be moved to the Korea Design Center for further exhibition. (Schedule for moving-out is subject to notice separately)
※ President Prize-winning designs should be permanently preserved at the Design Korea Museum as GD historical data.
(However, the permanent preservation method can be decided in consultation with the prize-winning company, considering the characteristics of the product or design.)
Benefits for GD Winners

The selection results will be posted on online and offline media outlets as well as the GD website (http://award.kidp.or.kr). GD Winners can attract attention simply by using the government-certified GD mark as an outstanding design. They are eligible for various benefits, such as SMEs’ access the public procurement market and expansion of their sales channels, the use of Good Design Australia (GDA), online and offline exhibitions and promotional activities.

- **Use of Mark**  ※ Legal Basis: Article 16 of the Enforcement Decree of the Industrial Design Promotion Act
  
  • **Application**
  
  It can be applied to the packaging, manual, warranty and website. However, if the appearance of GD-winning goods is not the same as at the time of selection, the use right of the mark will be suspended and revoked.

  • **GD Winner Certificate**
  
  1 certificate issued per GD winning good  ※ Access the website for additional issuance

  Making revisions to GD Winners
  
  - **Scope of Revision:** Product name, type and brand name only
  
  - **Application:** Submit Revision Application and related evidence
  
  - **Period:** Within 14 days from the date of notification of selection results

- **Provision of Winner Service**

  The Winner Service includes a package of the GD Mark use right, winner certificate, and a collection of goods.

  *A trophy will be granted only to prize-winning goods.

- **SMEs’ Access to the Public Procurement Market**

  • **Listed in the Priority Purchase System for SME-Developed Technology Products**
  
  The GD-winning goods are included in the System, which is designed to encourage public institutions to purchase SME-developed technology products with priority to help SMEs expand their sales channels, Chapter 2, Article 3, Subparagraph 11 of the Enforcement Regulations on the Operation of Priority Purchase for SME-Developed Technology Products

  • **Extra points in the quality evaluation of excellent procurement commodities**
  
  During the deliberation of excellent procurement commodities by the Public Procurement Service, one point is given to the products accredited for quality, and GD-winning goods can receive two extra points, thus three extra points in total.

  Extra Points in the Self-Evaluation Table for Credit Standing [Annex 1, Form 16 (Article 4, Paragraph 2)] and Credit Evaluation Form for Excellent Product Designation [Annex 1, Form 17 (Article 4, Paragraph 2)] in the Regulations on Designation and Management of Excellent Procurement Commodities

  • **Eligible for Excellent Procurement Joint Trademark Commodities**
  
  GD-winning goods are eligible to be designated Excellent Procurement Joint Trademark Commodities.

  Chapter 1, Article 3, Paragraph 4, Subparagraph 4-11 of the Regulations on Designation and Management of Excellent Procurement Joint Trademark Commodities

  • **Designated for priority review of design patent by KIPO**
  
  When applying for a design patent, GD-winning goods are designated for priority review by the Korean Intellectual Property Office (KIPO), Part 6 (Other Review Criteria), Chapter 4 (Priority Deliberation), Article 6-7 of Design Deliberation Standards
Extra Points for Government-Funded Projects

When applying for KIDP support projects, GD-winning goods are given extra points. Please check the detailed preferential conditions as they differ by project.

Expansion of Distribution and Sales Channels

Opportunities to expand sales channels, such as business matching and entering department stores, will be given through showcases in the consumer goods exhibition.

Use of Good Design Australia (GDA)

GD winners can use the GDA mark by simply paying related fees without needing to complete additional procedures.

PR Activities and Online/Offline Exhibitions

- Media PR
  Continuous media exposure at home and abroad will be provided, such as interviews with media outlets.

- Online Exhibition
  All GD-winning entries of the year are displayed online. Search by category, photos, product information, and more will be available online for the public.

- Offline Exhibition
  Offline exhibitions, such as the DK Festival, the largest design fair in South Korea, will provide opportunities to showcase goods to many people.
Contact Info

PoC of Good Design Selection

TEL 031-780-2163/2102  EMAIL good@kidp.or.kr  WEBSITE http://award.kidp.or.kr

Host

Organizer

Sponsor

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