



## 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

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

### 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

<b>Online Registration</b>	May 1 (Fri.) – July 31 (Fri.)	award.kidp.or.kr
<b>1st Round Judging(online)</b>	August 6 (Thu.) – August 13 (Thu.)	Announcement of Results: August 18 (Tue.)
<b>Entry (Goods) Submission</b>		
Overseas (China)	August 19 (Wed.) – September 2 (Wed.)	KIDP China Office
Domestic	August 31 (Mon.) – September 2 (Wed.)	B1 Exhibition Hall, KDC
<b>2nd Round Judging</b>		
Overseas (China)	September 3 (Thu.) – September 4 (Fri.)	Announcement of Results: September 8 (Tue.)
Domestic	September 4 (Fri.)	
<b>2nd Round Judging</b>		
Overseas (China)		Place of Physical Entry Submission
Domestic	September 8 (Tue.) – 10 (Thu.)	Place of Physical Entry Submission
※ No removal of the finalists for the 3rd round of competition ※ <del>Overseas entries not removed to be discarded or discarded after the Moving Out period</del>		
<b>Additional Submission</b>	September 9 (Wed.) – 14 (Mon.)	<ul style="list-style-type: none"> <li>award.kidp.or.kr</li> <li>e-mail: <a href="mailto:good@kidp.or.kr">good@kidp.or.kr</a></li> </ul>
* Finalists for the 3rd round of competition only		
<b>3rd Round Judging</b>	September 23 (Wed.)	Announcement of Final Results: September 25 (Fri.)
<b>Awards Ceremony</b>	October 7 (Wed.)	
<b>Exhibition</b>	October 7 (Wed.) – 11 (Sun.)	Hall C, COEX * DK Festival 2020
* Prize-winning and exhibition application entries only		

**Exhibit promotion of award-winning products At KDC**      **October 11 (Sun.)**

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)

※ The above schedule is subject to change depending on operational circumstances. 2 -

# Disciplines

<b>1. Product Design</b>	
• 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.
<b>2. Visual Communication Design</b>	
• 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.
<b>3. Digital Media/Content Design</b>	
• 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.
<b>4. Space/Environmental Design</b>	
• 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
<b>5. Fashion/Textile Design</b>	
• 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.
<b>6. Service Design</b>	
• Service Design	Health care, leisure services, education services, etc.
• Community Design	Community services, public administration services, etc.
• Entertainment Design	Entertainment design, etc.
<b>7. Craft Design</b>	
• 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

<b>1st Round</b>	200,000	All registered entries
<b>2nd Round</b>	500,000	Finalists for the 2nd-round competition
<b>3rd Round</b>	500,000	Finalists for prizes

### Optional For GD Winners that apply for exhibition at DK Festival

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

※ 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 0.6m<sup>2</sup> increase in space area, up to 42m<sup>2</sup>

※ 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

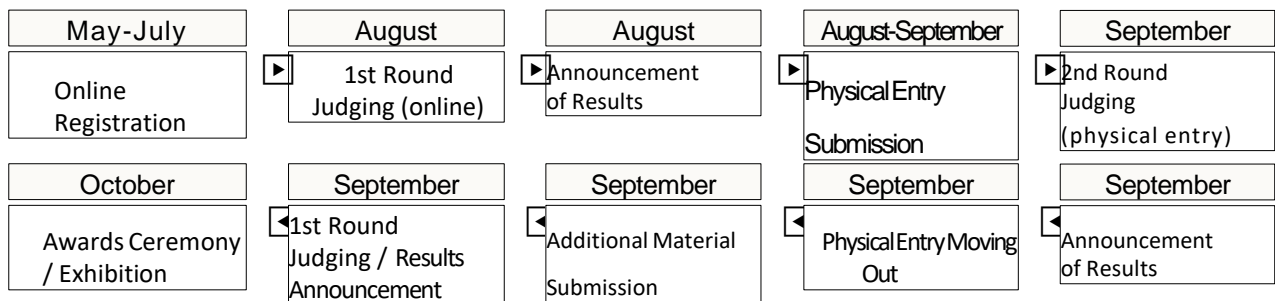
2nd Round Judging Fees: Within 14 days from the date of announcement of the 1st-round results

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



## 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](http://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, CIs and BIs, 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, BuildingA ShundeIndustrial DesignPark, 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

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

- ※ 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.

### I 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

### I 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.

### I 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 6-7-3 of of Design Deliberation Standards





## Extra Points for Government-Funded Projects

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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

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## Use of Good Design Australia (GDA)

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

## PR Activities and Online/Offline Exhibitions

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### 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](mailto:good@kidp.or.kr)

WEBSITE

<http://award.kidp.or.kr>

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Host



Organizer



Sponsor

