
Call for Entries to the Good Design (GD) Korea 2025

In accordance with Article 6 of the Industrial Design Promotion Act and Article 14 of its Enforcement Decree, the Good Design Korea 2025 will be held as follows.

February 17, 2025

President of the Korea Institute of Design Promotion

Overview

The Good Design(GD) Korea, hosted by the Ministry of Trade, Industry, and Energy and organized by the Korea Institute of Design Promotion, is based on the Industrial Design Promotion Act. It has been conducted annually since 1985, offering a government-certified GD (Good Design) mark to products recognized for their excellent design through a fair evaluation process.



Call for Entry

Eligible Entries

- **Products that had been sold or were scheduled for release both in and outside of Korea 2 years prior to the registration date of the Good Design(GD) Korea.**
 - * Submissions can be made by the company that holds the ownership of the product or by its design developer.
 - * For design developers, on the other hand, submissions are only eligible if they apply together with or have the approval of the company holds the ownership of the product.

Ineligible Entries

- **Design products involved in legal disputes under Korean or international regulations such as the Patent Act, Utility Model Act, Design Protection Act, Trademark Act, and Copyright Act.**
 - * Products that are deemed to be plagiarized from other products
 - * Products that are seen to be inimical to public order or social morals

Evaluation Criteria

General Criteria	
① Balanced, unique, and aesthetically attractive across visual design aspects like shape, form, and color are adequate to increase sales	② Functional in line with intended purpose, convenient to use and easy to maintain
③ Appropriate and effective use of materials	④ Suitable for commercial production and economically feasible

Specific Criteria						
Categories	[1st & 2nd]					[3rd]
① Product	Aesthetics	Originality	Usability	Eco-friendliness	Economics	Innovation-oriented Business Impact Social Value Future Prospects Eco-Friendliness
② Visual/Communication	Aesthetics	Originality	Usability	Eco-friendliness	Information Conveyance	
③ Digital Media/Contents	Aesthetics	Originality	Usability	Eco-friendliness	Information Conveyance	
④ Space/Environmental	Aesthetics	Originality	Usability	Eco-friendliness	Purposefulness	
⑤ Fashion/Textile	Aesthetics	Originality	Usability	Eco-friendliness	Economics	
⑥ Service/Experience	Aesthetics	Originality	Usability	Eco-friendliness	Interactivity	
⑦ Craft	Aesthetics	Originality	Usability	Eco-friendliness	Economics	

* Special Awards are selected based on an evaluation of design characteristics during the Award nomination process.

* Special Awards : Universal design, Design for single-person households, Green design, Ergonomic design.

Evaluation Process



Evaluation Details

Jury Members

Domestic(Korean) and International Designers

Stages

1st Round (Online Evaluation)

[Jury] Approximately 200 jurors will be selected through an open recruitment

[Evaluation Details] Selection of the 1st round qualifiers from submitted entries

2nd Round (On-site Evaluation or Physical Entry Evaluation)

[Jury] Total of 40 jurors will be selected from those who have participated in the 1st evaluation.

[Details] GD-selected entries through Physical Entry Evaluation and On-site Evaluation.

1. On-site Evaluation - Only For entries which are categorized in Space/Environmental Design

- ① The evaluation is conducted for applicants or companies requesting an evaluation visit.
- ② The evaluation is possible **only within the territory of the Republic of Korea.**

2. Physical Entry Evaluation - will be conducted on the entries that are physically submitted.

Public Verification

[Verification Process] Verifies the eligibility of award nominees through the official websites of the Ministry of Trade, Industry and Energy (MOTIE) and the Korea Institute of Design Promotion (KIDP)

3rd Round (Public Evaluation & Presentation Evaluation)

1. Public Evaluation - The public will participate in evaluating the shortlisted awarded nominees.

2. Presentation Evaluation

[Jury] Comprised of Jury who participated in 2nd evaluation and experts in distribution, investment, or intellectual property.

- ① The evaluation will be held for all shortlists(Approx. 80 teams).
- ② Submission of physical entries for 3rd round is optional.
- ③ Insurance is required for high-value items and those at risk of damage or loss.

* What is Public Evaluation?

Public Evaluation is a Korean national evaluation system in which the public participates in assessing the shortlists selected through the evaluation. This process is conducted via online platform managed by the Korean government or KIDP, and a score equivalent to 10% of the full marks will be allocated in the final decision.

About GD Selection

The final GD selections will be determined through the 2nd round. All qualifiers from the 2nd round will be eligible to use the GD Mark.

[For Selected entries] GD Certificate(1 Copy), Catalog(1 Copy)

* For the issuance of certificates, GD certificate will be issued per selected entry. certificate and catalog for each GD-selected entry will be sent via courier.



About the Awards

The final accolade for the shortlisted entries will be determined in the 3rd round.

[For awarded entries] GD Certificate (1 Copy), Catalog (1 Copy), Award Certificate (1 Copy), Trophy (1 unit)

* For the issuance, certificates and the trophy will be issued per selected entry.

For Silver Prize and above, Award Certificate and the trophy will be presented at the Award Ceremony.

For Bronze Prize, Award Certificate and the trophy will be sent via courier.

Evaluation Fee

Stage		Total Payment * VAT included	Remarks
1 st Round	Online	220,000KRW	Online applied Entries
2 nd Round	Physical	550,000KRW	1 st Round qualifiers
	On-site	880,000KRW	1 st Round qualifiers * Only accepted for the Space/Environmental category
3 rd Round	Presentation	550,000KRW	2 nd Round qualifiers(shortlisted entries)

Payment Deadline

For 1 st Round	Within the online application period
For 2 nd Round	Within 4 days from the date of the 1st round results announcement
For 3 rd Round	Within 3 days from the date of the 2nd round results announcement

Payment Options

Payment Options can be selected at the payment stage after completing the registration.

Payment can be proceeded after choosing one of the payment methods below.

Option ①	Credit card payment	Processed through the website(award.kidp.or.kr)
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Tax invoice for credit card payments will be issued.

Option ②	Real-time Transfer	Processed through the website(award.kidp.or.kr)
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You can complete the transfer instantly using the provided temporary account.




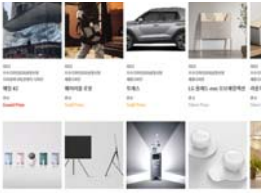


Additional Guidelines

Please ensure to use a corporate card in the applying company's name or make real-time transfers and direct bank deposits under the company name.

Detailed Schedule ※ The schedule is subject to change depending on work progress.

	Date	Stage	Details
Briefing Session	April 1 (Tue)	Briefing	<ul style="list-style-type: none"> At Korea Design Center(Seongnam City) * Schedules of Regional briefing will be announced later
↓			
1st Round	May 1 (Thu) – June 30 (Mon)	Submission	<ul style="list-style-type: none"> Online Submission via Official Website * award.kidp.or.kr
	July 8 (Tue) – July 10 (Thu)	Evaluation	<ul style="list-style-type: none"> 1st Round Evaluation * Online Evaluation will be section-based
	July 15 (Tue)	Announcement	<ul style="list-style-type: none"> 1st Round Results Announcement
↓			
2nd Round	July 22 (Tue) - July 24 (Fri)	Evaluation	<ul style="list-style-type: none"> On-site Evaluation * Only For entries which are categorized in Space/Environmental Design
	Aug 4 (Mon) – Aug 5 (Tue)	Submission	<ul style="list-style-type: none"> Physical Entry Submission * For 1st round qualifiers * [Venue] aT Center, Exhibition Hall 1
	Aug 6 (Wed)	Evaluation	<ul style="list-style-type: none"> 2nd Round Evaluation * Physical Evaluation will be section-based
	Aug 7 (Thu) – Aug 8 (Fri)	Retrieval	<ul style="list-style-type: none"> Physical Entry Retrieval After Evaluation
	Aug 12 (Tue)	Announcement	<ul style="list-style-type: none"> 2nd Round Results Announcement * GD Selection Entries will be decided.
3rd Round	Aug 21 (Thu) – Sep 4 (Thu)	Public Verification & Public Evaluation	<ul style="list-style-type: none"> Public Verification Public Evaluation * Results from Public Evaluation will contribute 10% to the 3rd round evaluation.
	Sep 4 (Thu) – Sep 5 (Fri)	Submission	<ul style="list-style-type: none"> Physical Entry Submission for PT(Optional) * [Venue] Korea Design Center, B1F, Exhibition Hall
	Sep 10 (Wed) – Sep 11 (Fri)	Evaluation	<ul style="list-style-type: none"> 3rd Round Evaluation * The evaluation will be conducted publicly * Eligibility for GD Selection remains even without participation.
	Sep 15 (Mon) – Sep 16 (Tue)	Retrieval	<ul style="list-style-type: none"> Physical Entry Retrieval After Evaluation
	Sep 24 (Wed)	Announcement	<ul style="list-style-type: none"> All winners will be informed individually.
↓			
Award Ceremony & Exhibition	Nov 11 (Tue)	Submission for Exhibition	<ul style="list-style-type: none"> Entry Submission for Exhibition(Optional) * [Venue] COEX Hall D, Design Korea 2025
	Nov 12 (Wed) – Nov 16 (Sun)	Exhibition	<ul style="list-style-type: none"> Exhibition of All Awarded Finalist Works
	Nov 14 (Fri)	Award Ceremony	<ul style="list-style-type: none"> Final Results Announcement * [Attendance] Silver Prize and above
	Nov 16 (Sun)	Retrieval	<ul style="list-style-type: none"> Exhibition Item Retrieval

Benefits for Selection

I Good Design(GD) Korea Mark	
	<p>How to Use</p> <p>The GD mark can be used on the selected product, packaging, manuals, warranties, and the company's website. However, if the product's appearance has changed since the time of selection, the use of the GD mark can be suspended or revoked.</p>
I GD Package	
	<p>GD Selected Entries receive a GD certificate and catalog.</p> <p>Award-winning Entries(shortlisted entries) receive a GD certificate, catalog, award certificate, and trophy.</p> <p>The Silver Prize and above will receive their package at the Award Ceremony.</p> <p>For Bronze Prize and below, their package will be sent via courier.</p>
I GDA(Good Design Australia)	
	<p>In partnership with Good Design Australia (GDA), GD-selected entries can use the GDA symbol without an additional screening upon payment of the required fee.</p>
I Promotion & Exhibition	
 	<p>Promotional support</p> <p>Sustainable exposure through media worldwide is provided.</p> <p>The results of the selection will be announced on the official website (http://award.kidp.or.kr) and published in daily newspapers and economic publications.</p> <p>Lauching on DDP</p> <p>Opportunity for the entries to join DDP's online and offline stores (Offline Store) Immersive and Experience-Centered Content (B1 Floor, DDP) (Online Store) Design story-based Sales Service (www.ddpdesignstore.org)</p> <p>* Details on eligibility, schedule and other specifics will be announced in June.</p>
	<p>Exhibition</p> <p>Awarded entries will be freely showcased at Design Korea 2025, one of the largest design exhibition in Korea.</p> <p>50% discount on participation fees (booth fees) is offered to GD-selected companies from the past three years ('23-'25) that wish to participate in the enterprise division at Design Korea 2025.</p> <p>Discounts on participation fees are limited to SMEs.</p> <p>For further details, please refer to the Design Korea official website (https://designkorea.kidp.or.kr/).</p>

Categories of Entries

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, packing structures, etc.
• Brand Design	Identity, trademarks, etc.
③ Digital Media/Contents Design	
• Contents Design	Videos (broadcast, advertisements, movies), animations, characters, photos, typography, icons, emojis, illustrations, webtoons, etc
• Digital Media Design	Websites, applications(apps), 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 Architecture 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, cityscape design
⑤ Fashion/Textile Design	
• Fashion Design	Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, underwear, etc.
• Textile Design	Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
• Jewelry & Accessories Design	Jewelry, fashion accessories, etc.
⑥ Service/Experience Design	
• Service/Experience 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	Textile Crafts
• Wood Craft Design	Wood Crafts
• Other craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, etc.

1st Round: Online Submission

Submitted descriptions, images, and related company's informations will be used for evaluation.

Submission Period

May 1, 2025 (Thu) – June 30, 2025 (Mon) 23:59:59 (KST)

Submission Method

Online submission via DKaward Website

* URL : <https://award.kidp.or.kr>

Guidelines

Features of the entries should be provided in both Korean and English.

* 700-character limit

Upload File Specifications

① File Formats

- Images: JPG, PNG, GIF / Videos: MP4

② File Size

- Images: Up to 3MB / Videos: Up to 50MB, max 5 mins

* To prevent any playback issues during evaluation, video submissions via url are recommended.

Usage of Submitted Information

- Required informations of Entrants will be published in evaluation materials, catalogs, and online exhibition part of official website; All informations must be accurate.

* Changes to informations after the submission deadline will not be accepted under any circumstances.

2nd Round : Physical Entry Submission and Retrieval

2nd round is to determine GD Selections and Award Nominees.

All 1st round qualifiers must submit a physical entry for evaluation.

* Entries that pass the 2nd Round will be selected as 2025 Good Design (GD) selected products.

Submission

[Date] August 4 (Mon) – August 5 (Tue), 2025

[Time] 10:00 – 12:00 / 13:00 – 17:00

Submit the physical entries that passed the 1st Round.

Submit as a panel (A1 size, up to 2 sheets) or insert into a functional device (e.g., laptop or tablet PC) for submission.

* In case of **[Space/Environmental Design]**, on-site evaluation will be conducted upon request. Eligibility for on-site evaluation will be reviewed among 1st round qualifiers.

* In case of **[Digital Media/Contents Design]**, No additional submission is required **if the entry is a video file**; the file submitted during the online submission will be used for evaluation.

Failure to submit the physical entry will result in forfeiting the evaluation opportunity and lead to disqualification.

Physical entries from all countries must be submitted in Korea

Retrieval

[Date] August 7 (Thu) – August 8 (Fri), 2025

[Time] 10:00 – 12:00 / 13:00 – 17:00

After the 2nd Round, all entries must be retrieved within the period.

Entries that are not retrieved by the deadline will be discarded.

Submission & Retrieval Venue

[Venue] aT Center, 3F, Exhibition Hall 2, 27 Gangnam-daero, Seocho-gu, Seoul, Korea

Submission is allowed both in person and via courier.

Submitting through a representative is allowed.

3rd Round Physical Submission(Optional) & Retrieval

The 3rd round physical submission is submitted solely to assist with the presentation and is optional for companies wishing to participate.

Submission

[Date] September 4 (Thu) – September 5 (Fri), 2025

[Time] 10:00 – 12:00 / 13:00 – 17:00

Physical entry submission will be available for 2nd round qualifiers who wish to showcase their physical entries as supplementary materials during the 3rd round evaluation.

* Submit as a panel (A1 size, up to 2 sheets) or insert into a functional device (e.g., laptop or tablet PC) for submission.

Retrieval

[Date] September 15 (Mon) – September 16 (Tue), 2025

[Time] 10:00 – 12:00 / 13:00 – 17:00

After the 3rd Round, all entries must be retrieved within the retrieval period. Entries that are not retrieved by the deadline will be discarded.

Submission & Retrieval Venue

[Venue] B1 Exhibition Hall, Korea Design Center, 322 Yanghyeon-ro, Seongnam-si, Gyeonggi-do, Korea

Submission is allowed both in person and via courier.

Submitting through a representative is allowed.

Award Ceremony

Date & Venue

[Venue] COEX Hall D * In conjunction with Design Korea 2025

[Date] November 12–16, 2025 * During the Design Korea 2025

Award Details

Accolade	Qty.	Prize
Grand Prize	1	Presidential Award
Gold Prize	2	Prime Minister's Award
Silver Prize	25	Ministerial Award (Special Prize* Incl.) *Universal design, Design for single-person households, Green design
Bronze Prize	approx. 53	Partner Organization Award

Exhibition

[Venue] COEX Hall D * at Design Korea 2025

[Date] November 12–16, 2025 * During the Design Korea 2025

Awarded entries will be freely showcased at Design Korea 2025

50% discount on participation fees (booth fees) is offered to GD-selected companies from the past three years ('23-'25) that wish to participate in the enterprise division at Design Korea 2025.

Discounts on participation fees are limited to SMEs.

Intellectual Property & Plagiarism Policy

- ① If a participant plagiarizes another person's creative work, their entry will be disqualified in accordance with the **Korea Institute of Design Promotion's (KIDP) "Competition Plagiarized Work Re-Evaluation Guidelines."** Additionally, they will face sanctions, including a three-year ban from future submissions.
- ② Entries that cite works without the permission or ownership of the intellectual property rights holder, as well as plagiarized works, proxy submissions, and previously awarded works, will be disqualified. Additionally, failure to comply with the guidelines set by the organizing institution may result in disqualification and revocation of awards.
- ③ The entrant is fully responsible for any disputes arising from intellectual property rights (e.g., design rights, copyrights) related to the submitted work.
- ④ For works with potential dispute concerns, we recommend proceeding with rights protection procedures before submission.

Contact Information

Department	Exhibition and Awards Division, Education and R&D Department, Korea Institute of Design Promotion (KIDP)
Email	gd@kidp.or.kr
Website	http://award.kidp.or.kr

Host/Organizer

Host	 산업통상자원부 Ministry of Trade, Industry and Energy
Organizer	 kidp 한국디자인진흥원 KIDP KOREAN INSTITUTE OF DESIGN PROMOTION
Sponsors	 중소벤처기업부 Ministry of SMEs and Startups  조달청 Public Procurement Service  특허청 Korean Intellectual Property Office  국가기술표준원 Korean Agency for Technology and Standards