
Open Call for the 60th Korea International Design Award

In accordance with Industrial Design Promotion Act of Republic of Korea,
The 60th Korea International Design Award will be held as follows.

February 17, 2025

President of the Korea Institute of Design Promotion

Overview

This year marks the 60th anniversary of the Korea International Design Award, which was founded in 1966. It is South Korea's most prestigious design award, presented by the Ministry of Trade, Industry, and Energy and organized jointly by the Korea Institute of Design Promotion (KIDP) and the Korea Federation of Design Associations.

The Award is organized based on three categories: ****General & University(Graduate) Students****, aimed at discovering and nurturing talented designers who will lead the future; ****Recognized & Fellow****, focused on enhancing the status and pride of experts; and ****Youth****, intended to raise awareness of the importance of design among young people while encouraging their creativity and talents.

Call for Entry

Design works in 2D or 3D images and/or videos, which is originally created by participating designer, that fall into one of the following seven categories -

①Product, ②Visual/Communication, ③Digital Media/Contents, ④Space/Environmental, ⑤Fashion/Textile, ⑥Service/Experience, ⑦Craft.

Eligibility Requirements by Division

Division	Mandatory Requirements	Detailed Requirements
[General & University (Graduate) Students]	Any Entrants from regardless of nationality	Uni (Graduate) students may participate in this division, but there are no distinctions in evaluation except for purpose of data exploration
[Youth]	Youth(K-12)	Elementary / Middle / High(school) entrants are evaluated separately
[Recognized & Fellow Designers]	Individuals appointed as Recognized or Fellow designers	Recognized Designers Fellow Designers are evaluated separately

Evaluation Details

Jury Members

Domestic(Korean) and International Designers

Stages

1st Round (Online Evaluation)

General · Uni Students

Youth

[Venue] [Official Webpage](http://award.kidp.or.kr) (award.kidp.or.kr)

[Jury] Approximately 500 jurors will be selected through an open recruitment process

[Details] Selects preliminary round qualifiers from the submitted entries

2nd Round (Physical Evaluation)

General · Uni Students

Youth

[Venue] 3rd Floor, Exhibition Hall 2, aT Center, Seocho-gu, Seoul

[Jury] 40 jurors will be selected from those who have participated in the 1st Round Evaluation.

[Details] Selects winning entries, including Selection, Excellences, and Awarded Finalists.

Public Verification

General · Uni Students

Youth

[About] To check for potential plagiarism or any misconduct in the past of the awarded finalists 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 + Physical Evaluation)

① Public Evaluation

Common for all Division

[Details] The public will participate in evaluating the shortlisted awarded finalists

② Presentation Evaluation

General · Uni Students

[Venue] Exhibition Hall, B1F, Korea Design Center, Seongnam-si, Gyeonggi-do

[Jury] Chairperson of the Jury and 8 Section Chairs(of 2nd Round)

[Details] Final award determination

③ Physical Evaluation

Common for all Division

[Venue] Exhibition Hall, B1F, Korea Design Center, Seongnam-si, Gyeonggi-do

[Jury] Chairperson of the Jury and 8 Section Chairs(of 2nd Round)

[Evaluation Details] Final award determination

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	

Benefits of Awards

Common (General·University (Graduate) Students / Youth / Recognized·Fellow Designers)

I Finalist Package



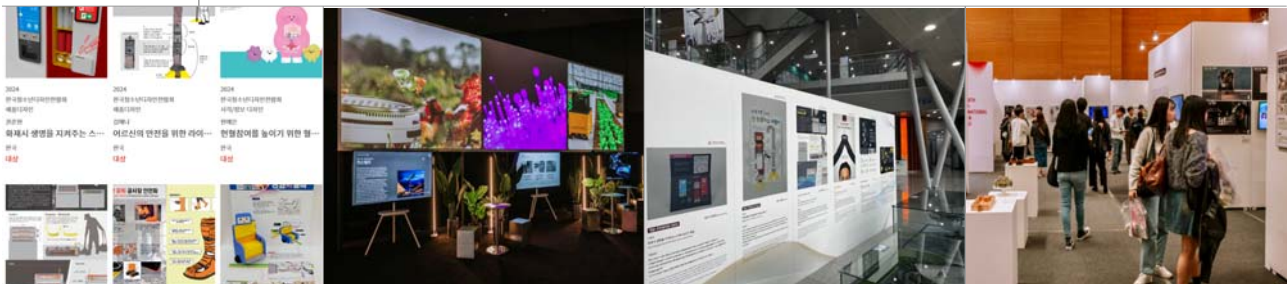
- The package (certificate & catalog) will be given to the winners.
- Ministerial Award winners or higher will receive certificates at the ceremony. Other winners will receive their packages via courier.

I Online·Offline Exhibition



- All winning entries will be displayed online with category-based search.
- Awarded finalists will be showcased at Design Korea 2025, one of the largest design exhibition in Korea. Special exhibitions will also be held at various locations in collaboration with partner organizations.

(Below are images of examples of exhibition in 2024)



Online Exhibition

Hyundai Department Store

Korea Job World

Design Korea 2024

General · University (Graduate) Students

| Support for Commercialization



- An educational program will be conducted through a **selection evaluation** among winning entries that wish to be commercialized.
- The program includes **one-on-one mentoring, business training, and a presentation session.**
- Upon Completing the mentoring and business training, the 1st round screening and application fees for **Good Design Korea** will be waived.

| Global Design Workshop



- Designers of works awarded a Gold Prize or higher will be given the opportunity to join a **Global Design Workshop**, including visits to major companies.
- For team submissions, **only one representative** is eligible.

Youth

| Best Design School



- The Best Design School is granted to three schools each from elementary, middle, and high school, based on the total score from selection to higher-winning entries.

Prize	Grand	Gold	Silver	Bronze	Excellence	Selection
Score	15	10	7	5	2	1

| Sponsorship Benefits



- With the support of Samsung Electronics, award winners may be granted scholarships or the opportunity to join a workshop program.

| Admission Points for College Admission



- Winners may qualify for special admission programs or extra points in university entrance exams.
- As criteria vary by university, please refer to each university's admission guidelines for details.

Detailed Schedule ※ The schedule is subject to change depending on 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	Aug 4 (Mon) – Aug 5 (Tue)	Submission	<ul style="list-style-type: none"> Physical Entry Submission * For 1st round qualifiers * [Venue] aT Center, 3F, Exhibition Hall 2
	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 * Entries of Selection, Excellence, awarded finalists 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 1 (Mon) – Sep 3 (Wed)	Presentation material Submission	<ul style="list-style-type: none"> Preparation of PT Evaluation * Only for the division of General·Uni Students
	Sep 4 (Thu) – Sep 5 (Fri)	Submission	<ul style="list-style-type: none"> Entry Submission for Recognized·Fellow Designers Entrants may visit submission venue to arrange their entries as they wish for the evaluation.(optional) * [Venue] Korea Design Center, B1F, Exhibition Hall
	Sep 8 (Mon) – Sep 9 (Tue)	Evaluation	<ul style="list-style-type: none"> 3rd Round Evaluation * Different evaluation methods will be applied to each division * General·Uni Students - PT Evaluation * Youth / Recognized·Fellow - Physical Evaluation
	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
	Nov 16 (Sun)	Retrieval	<ul style="list-style-type: none"> Exhibition Item Retrieval

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

Common for all Division

Submitted descriptions, images, and videos will be used for evaluation.
Entries that pass the 1st round qualify for Selected or higher awards.

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

- ① Features of the entries should be provided in both Korean and English.
- ② Upload up to 5 image files
 - * 1 main image (required), up to 4 additional images(optional)
- ③ No restrictions on layout or form of expression.
- ④ For video-based entries, video submission is required.
- ⑤ Entries that have previously won or participated in other competitions are eligible

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

General · Uni Students

Youth

The 2nd round is to determine Selected, Excellences, and Awarded Finalists. All 1st round qualifiers may submit a physical entry for evaluation.

Submission Period	Retrieval Period
[Date] August 4 (Mon) – August 5 (Tue), 2025 [Time] 10:00 – 12:00 / 13:00 – 17:00	[Date] August 7 (Thu) – August 8 (Fri), 2025 [Time] 10:00 – 12:00 / 13:00 – 17:00

Submission & Retrieval Venue

aT Center, 3F, Exhibition Hall 2 (27, Gangnam-daero, Seocho-gu, Seoul, Korea)

- * Submission is allowed both in person and via courier.
- * Submission through a representative is also allowed.
- * The submission time will be determined by the actual arrival time of the entry(based on KST)

Guidelines(Common)

- ① **Details of entries(Entry ID(e.g., K2025A010001), Entry Title and Contact information) must be indicated on all physical entries.**
 - * Details must be placed on the back (for boards) or bottom (for physical works) to avoid visibility during evaluation process.
 - * Entries may be disqualified when details are exposed to jurors during evaluation process.
- ② **Board submissions: Only foam boards are allowed**
 - * Acrylic, hardboard, wooden panels, and other materials are not permitted.
- ③ **For Video files applying for Digital Media/Content Category**
 - Video files can be submitted via USB or other portable storage devices.
 - Same video files submitted on 1st round online submission can be reused.
 - * For video files that are **not in the Digital Media/Content Category**, a playable device(laptop, tablet, etc.) must also be submitted.
- ④ **If the entry is fragile or at risk of damage, please use protective cases.**

Guidelines

Division	For Board Entries		For Model Entries
[General & University (Graduate)Students]	5T(5mm thick) Foam Board Size: A1 (594×841mm) 1 to 3 sheets Any orientations(Both Horizontal and Vertical)		Max dimensions: 100cm(W)×100cm(D) ×100cm(H)
[Youth]	<ul style="list-style-type: none"> ▪ High School 5T Foam Board Size: A2(420×594mm) Any Orientation 1 to 3 sheets	<ul style="list-style-type: none"> ▪ Elementary·Middle School 5T Foam Board Size: 394x545mm Any Orientation 1 to 3 sheets	Max dimensions: 60cm(W)×60cm(D) ×100cm(H)

Retrieval Guidelines

All entries must be retrieved within the retrieval period except Awarded Finalists.

3rd Round : Presentation Submission General · Uni Students

Awarded Finalists of General & University(Graduate)Student must submit a presentation file for the 3rd round PT evaluation.

Submission Period

September 1 (Mon) – September 3 (Wed), 2025 (17:00 KST)

Submission Method

Official Email of Korea International Design Award (kida@kidp.or.kr)

Format

[File Format] PPT or PDF

*For PPT submissions, please include all font files used.

Presentation Guidelines

[Presentation Duration] 5 mins / [Q&A Session] 5 mins

* Team members may accompany for demonstrations.

3rd Round Physical Submission & Retrieval Common for all Division

The 3rd round evaluation is the final stage to determine prizes level through presentations or physical evaluations.

Submission Period

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

[Time] 10:00 – 12:00 / 13:00 – 17:00

Submission Venue

Korea Design Center, B1F, Exhibition Hall

Guidelines

[Recognized & Fellow Designers] Those who wish to submit a physical entries of their online-submitted one may do so during this period.

[Common for all] All entrants may visit submission venue to arrange their entries as they wish to be evaluated for the evaluation.

* However, **modifications to the originally submitted design concept** are not allowed.

Awards

General & University(Graduate)Students / Recognized & Fellow Designers

Accolade	Qty.	Prize
Grand Prize Winner	1	Certificate 30 million KRW
Gold Prize Winner	2	Certificate 10 million KRW
Silver Prize Winner	18	Certificate 1 million KRW
Bronze Prize Winner	20	Certificate 50 thousand KRW
Excellence	approx. 5%	Certificate
Selection	approx. 10%	Certificate

Youth

Accolade	Qty.	Prize
Grand Prize	3	Certificate 10 million KRW
Gold Prize	12	Certificate
Silver Prize	12	Certificate
Bronze Prize	12	Certificate
Excellence	Approx. 10%	Certificate
Selection	Approx. 30%	Certificate

Instructor Prizes ※ Awarded to the instructors of Youth winners

Accolade	Qty.	Prize
Grand Prize Winner	3	Certificate
Gold Prize Winner	12	Certificate
Silver Prize Winner	12	Certificate
Bronze Prize Winner	12	Certificate

Best Design School Prize

Accolade	Qty.	Prize
Best Design School	9	Certificate

• **Selection Criteria**

* In case of a tie, the school with the highest-ranking award winner will be selected

- Grand : 15 points per entry
- Gold : 10 points per entry
- Silver : 7 points per entry
- Bronze : 5 points per entry
- Excellence : 2 points per entry
- Selection : 1 point per entry

DK Award Exhibition

[Venue] COEX Hall D * at Design Korea 2025

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

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	kida@kidp.or.kr
Website	https://award.kidp.or.kr

Organizing & Supporting Institutions

Host	 산업통상자원부 Ministry of Trade, Industry and Energy
Organizer	 한국디자인진흥원 KIDP  kfd Korean Federation of Design Associations 사단법인 한국디자인단체총연합회
Sponsors	Ministry of SMEs and Startups, Ministry of Gender Equality and Family, Ministry of National Defense, Korean Intellectual Property Office, Korea Chamber of Commerce and Industry, Korea Institute for Youth Policy, Korea Scout Association, Korea Council of Youth Organizations, Girl Scouts of Korea, Seoul YMCA, Seoul YWCA, Samsung Electronics Co., Ltd.