The Korea Design Exhibition Award, launched in 1966, celebrates its 55th anniversary this year. Recognized as the most prestigious design award in South Korea, it is hosted by the Ministry of Trade, Industry and Energy and jointly organized by Korea Institute of Design Promotion (KIDP) and Korea Federation of Design Associations. This year, it will incorporate the Design Competition for Youth, which has been held separately since 1994.

The Award is organized into three sections: Invitation and Recommendation, aimed at enhancing South Korea’s standards and competitiveness of design and promoting the professional status and pride of mid-career designers; Adults and University Students, aimed at discovering competent designers and nurturing next-generation designers who will lead the future of design; and Youth (K-12), aimed at promoting awareness of the importance of design among youth and discovering and fostering young creative talent.

We would like to request the interest and participation of leading designers and students in the 55th Korea Design Exhibition Award.
Youth (K-12)

A. Call for Entry

Any designs created by the entrant in 2D and 3D images and/or videos that fall into one of the seven disciplines of the competition, and **only one entry per person** is accepted.

※ If a single person submits more than one entry, the submission of the entries will be invalidated and nullified, and applicable benefits may change.

**Qualifications**  ※ Any individuals who are (1) or (2)

(1) Anyone who is attending elementary, middle, or high school or on a leave of absence from such a school regardless of age

(2) Youth aged 8-19 years

※ Elementary School Division: 8-13 years old / Middle School Division: 14-16 years old / High School Division: 17-19 years old

※ University students not accepted for this section

B. Schedule

**Steps**

<table>
<thead>
<tr>
<th>Online Registration</th>
<th>1st Round Judging</th>
<th>Announcement of Finalists for Winner and Above</th>
<th>Entry Submission (Finalists for Winner and above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas Design Hub Tour</td>
<td>Exhibition/Awards Ceremony (Bronze Prize and above)</td>
<td>Announcement of Final Winners</td>
<td>2nd Round Judging</td>
</tr>
</tbody>
</table>

**Online Registration**  May 1 (Fri.) – July 29 (Fri.)  [http://award.kidp.or.kr](http://award.kidp.or.kr)

**1st Round Judging (online)**  During August  Announcement of Results: August 28 (Fri.)  ※ Finalists for Winner and above

**Entry Submission**  September 7 (Mon.) – September 11 (Fri.)  ※ ※ Finalists for Winner and above only

**2nd Round Judging**  During September  Announcement of Final Results: September 25 (Fri.)  ※ Confirming prize winners

**1st Round Moving Out**  End of September  ※ ※ Winners of Special Prize and Winner only  ※ Relevant entries to be discarded after Moving Out period

**Exhibition**  Oct 7 (Wed.) – 11 (Sun.)  DK Festival 2020 (COEX)

**Awards Ceremony**  Oct 11 (Sun.)  DK Festival 2020 (COEX)

**2nd Round Moving Out**  Oct 11 (Sun.)  ※ ※ Winners of Bronze Prize and above  ※ ※ All entries to be discarded after Moving Out period

**Overseas Design Hub Tour**  End of November (tentative)  Locations and other details to be announced

※ The above schedule is subject to change depending on operational circumstances.
C. Disciplines: 7 in total

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

<table>
<thead>
<tr>
<th>2. Visual Communication Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Communication Design</td>
<td>Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc.</td>
</tr>
<tr>
<td>• Packaging Design</td>
<td>POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.</td>
</tr>
<tr>
<td>• Brand Design</td>
<td>Identity, trademarks, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Digital Media/Content Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Contents Design</td>
<td>Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.</td>
</tr>
<tr>
<td>• Digital Media Design</td>
<td>Websites, applications (app), kiosks, etc.</td>
</tr>
<tr>
<td>• Game Design</td>
<td>Online/mobile games, VR/AR/MR games, etc.</td>
</tr>
<tr>
<td>• Interaction Design</td>
<td>UI/UX, human interaction, HCI, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Space/Environmental Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interior Design</td>
<td>Interiors, interior decorations, art decorations, lighting design, etc.</td>
</tr>
<tr>
<td>• Exhibition &amp; Scenic Design</td>
<td>Exhibitions, stages, event design, etc.</td>
</tr>
<tr>
<td>• Environmental Design</td>
<td>Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Fashion/Textile Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fashion Design</td>
<td>Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.</td>
</tr>
<tr>
<td>• Textile Design</td>
<td>Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.</td>
</tr>
<tr>
<td>• Jewelry &amp; Accessories Design</td>
<td>Jewelry, fashion accessories, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Service Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Service Design</td>
<td>Health care, leisure services, education services, etc.</td>
</tr>
<tr>
<td>• Community Design</td>
<td>Community services, public administration services, etc.</td>
</tr>
<tr>
<td>• Entertainment Design</td>
<td>Entertainment design, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. Craft Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Metal Craft Design</td>
<td>Metal crafts</td>
</tr>
<tr>
<td>• Ceramic Craft Design</td>
<td>Ceramic crafts</td>
</tr>
<tr>
<td>• Fabric Craft Design</td>
<td>Fabric crafts</td>
</tr>
<tr>
<td>• Wood Craft Design</td>
<td>Wood crafts</td>
</tr>
<tr>
<td>• Other Craft Design</td>
<td>Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.</td>
</tr>
</tbody>
</table>
D. Submission Method

Step 1: Online Registration

2D or 3D Image Upload: Up to five images (1 main image, 4 auxiliary images)
Video Upload: Video file and up to five images that represent the video (1 main image, 4 auxiliary images)
※ Submit 2D or 3D images or videos (or all of them)

The submitted images will be used for the First Round of Judging to select the finalists of Winner and above, and the images cannot be modified after the submission period.

※ Any errors in the participating designer or other information are the responsibility of the entrants, and the information entered cannot be revised after the registration period. Therefore, please carefully check the information entered when registering online.

- Registration Period
  May 1 (Fri.) – July 29 (Fri.), 2020, by 18:00

- Information Provision
  The entrant information will be disclosed to judges and for online/offline exhibition.
  Therefore, the correct information of the entrant (name, date of birth, school, school year, class, 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.
  ※ The information of a supervising teacher is not required. However, an entry without such information will be excluded from the candidates for the Supervisor Award.

- Image Size
  1,000 pixels on the longer side, either height or width
  Up to 3MB, JPG, RGB file

- Image Recommendations
  Use only product photos or digitally rendered images.
  Image composition such as background is allowed.
  Configure and express freely without limit.

- Digital Content
  Videos cannot exceed 3 minutes. / Up to 50MB, MP4, 3-minute or shorter playback time
  ※ Submitted videos cannot be longer than 3 minutes.
  ※ Videos should be submitted as MP4 files for judging and exhibition. With a URL, the second judging and exhibition is impossible.

- Entry Description
  A description in Korean is required to help judges and viewers understand the work during judging and online exhibition, and a description in English is optional.
Step 2: Entry Submission and Moving Out

This is a step for the finalists for the second-round of competition, and their physical entries are used for judging and exhibition.
※ Only the finalists for Winner and above from the First Round of Judging need to submit their entries.

- Submission Period
  September 7 (Mon.) – September 11 (Fri.), 2020, 10:00 - 18:00

- Place of Submission
  B1 Exhibition Hall, Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do (PoC of Korea Design Exhibition Award), TEL: 031-780-2165
  ※ Entry submission in person or by mail is accepted. The deadline indicates when physical materials must arrive at the Center, and any damage or destruction of materials caused by or resulting from mailing shall be the entrant’s responsibility.
  ※ Write the registration number on the entry before sending it by mail.

- 2D (either 2D or 3D)
  A 2D entry must be attached to a 5T white foam board for submission.
  ※ Acrylic panels, hardboard paper, wooden panels, picture frames, etc., other than form boards will not be accepted.
  (High School Division) 1 sheet of A1 (594 x 841mm or 841 x 594mm)
  (Elementary/Middle School Division) B3 (394X545), landscape or portrait

- 3D (either 2D or 3D)
  (Elementary/Middle/High School Divisions) 60cm or less for width, height, and depth each

- Entry Moving Out
  Entries of Special Prize and Winner : End of September 2020 (tentative) / B1, Korea Design Center
  Entries of Bronze Prize and above: October 11, 2020 (Sun.), 15:00 - 16:00 (tentative) (COEX exhibition hall, after the Awards Ceremony)

◆◆ Notes on Entries ◆◆
1. No personal information of the entrant (name, affiliation, etc.) shall be described on the front side of any entry.
   However, be sure to provide the online registration number (e.g. 18HM0001), entry discipline, entry name, entrant name, affiliation, and contact information on the back side of the entry (foam board).
2. All entries except exhibits must be removed during the designated Moving Out period, and KIDP shall not be held liable for any loss, theft, damage or destruction for an entry not removed within the designated period. All of the entries that are not removed by the deadline will be donated and/or discarded.
   ※ When an entry is selected for exhibition, the entrant must cooperate with KIDP for subsequent procedures, including but not limited to exhibition, transportation, and removal.
3. As entries can be damaged, destroyed, or lost during postal transit, removing them by mail is not possible.
   ※ If removing them within the designated period is impossible due to unavoidable circumstances, be sure to contact the person in charge of the matter.
4. For any entries that may be lost, damaged, or destroyed, entrants must prepare safety equipment, and KIDP shall not be held liable for any loss, damages or destruction of entries during the exhibition, installation or removal, or judging process.
   ※ As the public exhibition is held after the judgment step, entrants must prepare and take measures against theft, damage or destruction, and KIDP shall not be held liable for any theft or damages of entries during the exhibition.
   ※ Expensive, valuable, perishable, and deteriorating items (such as food) are not accepted for registration.
E. Judging

Composition of Judges
Korean and foreign experts in each design discipline

Steps

1st Round (Online) 2nd Round (with panel and model)
Confirming the finalists for Winner and above Grand Prize, Gold Prize, Silver Prize, Bronze Prize, Special Prize, Winner

Criteria

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

F. Awards Ceremony

Date and Venue
Time/Date: October 11 (Sun.), 2020, 13:00 – 15:00 (tentative)
Venue: Hall C, COEX
※ Winners should arrive 30 minutes prior to the scheduled ceremony to rehearse and prepare.
※ Winners’ families and friends can attend the ceremony.
※ Entries must be removed immediately after the ceremony (15:00 - 16:00).
※ The above schedule is subject to change depending on operational circumstances.

G. Details of Awards

~ Individual Student Award

<table>
<thead>
<tr>
<th>Classification</th>
<th>No. Of Winners</th>
<th>Prize</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize</td>
<td>3 (1 each from Elementary/Middle/High)</td>
<td>Prime Minister Prize</td>
<td>Prize Certificate</td>
</tr>
<tr>
<td>Gold Prize</td>
<td>12 (4 each from Elementary/Middle/High)</td>
<td>Minister Prize</td>
<td>Prize Certificate</td>
</tr>
<tr>
<td>Silver Prize</td>
<td>12 (4 each from Elementary/Middle/High)</td>
<td>Head of Sponsor/Organizer Prize</td>
<td>Prize Certificate</td>
</tr>
<tr>
<td>Bronze Prize</td>
<td>12 (4 each from Elementary/Middle/High)</td>
<td>Head of Sponsor Prize</td>
<td>Prize Certificate</td>
</tr>
<tr>
<td>Special Prize</td>
<td>About 10% of total entries</td>
<td>Head of Co-Organizer Prize</td>
<td>Prize Certificate (No awards ceremony)</td>
</tr>
<tr>
<td>Winner</td>
<td>About 20% of total entries</td>
<td>Head of Co-Organizer Prize</td>
<td>Prize Certificate (No awards ceremony)</td>
</tr>
</tbody>
</table>
**- Supervisor Award** (top prize awarded in case winning more than one prize)

<table>
<thead>
<tr>
<th>Classification</th>
<th>Qty</th>
<th>Prize</th>
<th>No. of Winners</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize</td>
<td>3</td>
<td>KIPO Commissioner Prize</td>
<td>Supervising Teacher of Grand Prize Winner of Student Award (1 each from Elementary/Middle/High)</td>
<td>Citation</td>
</tr>
<tr>
<td>Gold Prize</td>
<td>12</td>
<td>Head of Co-Organizer Prize</td>
<td>Supervising Teacher of Gold Prize Winner of Student Award (4 each from Elementary/Middle/High)</td>
<td>Citation</td>
</tr>
<tr>
<td>Silver Prize</td>
<td>12</td>
<td>Head of Co-Organizer Prize</td>
<td>Supervising Teacher of Silver Prize Winner of Student Award (4 each from Elementary/Middle/High)</td>
<td>Citation</td>
</tr>
<tr>
<td>Bronze Prize</td>
<td>12</td>
<td>Head of Co-Organizer Prize</td>
<td>Supervising Teacher of Bronze Prize Winner of Student Award (1 each from Elementary/Middle/High)</td>
<td>Citation</td>
</tr>
</tbody>
</table>

**- Excellence Design School**

<table>
<thead>
<tr>
<th>Place of Prize</th>
<th>Qty</th>
<th>Prize</th>
<th>No. of Winners</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellence Design School</td>
<td>3</td>
<td>Head of Co-Organizer Prize</td>
<td>1 each from Elementary/Middle/High</td>
<td>Citation, Plaque, KRW 1 million</td>
</tr>
<tr>
<td>Excellence Design School</td>
<td>3</td>
<td>Head of Co-Organizer Prize</td>
<td>1 each from Elementary/Middle/High</td>
<td>Citation, Plaque, KRW 0.7 million</td>
</tr>
<tr>
<td>Excellence Design School</td>
<td>3</td>
<td>Head of Co-Organizer Prize</td>
<td>1 each from Elementary/Middle/High</td>
<td>Citation, Plaque, KRW 0.5 million</td>
</tr>
</tbody>
</table>

※ Credit points will be given to prize-winning entries of Winner and above, and the schools that earn the highest scores will be awarded the Excellence Design School.

※ Credit points for Excellence Design School:
- Grand Prize: 15 points per prize winning entry
- Gold Prize: 10 points per prize winning entry
- Silver Prize: 7 points per prize winning entry
- Bronze Prize: 5 points per prize winning entry
- Special Prize: 2 points per prize winning entry
- Winner Prize: 1 point per prize winning entry

※ Prize details and quantities are subject to change at the discretion of the organizations issuing prize certificates.
H. Benefits of Prize Winners

All competition results will be posted on the website of the Design Competition for Youth (http://award.kidp.or.kr). Prize winners will be eligible for the following benefits.

I. Overseas Design Tour (End of November, tentative)

- **Beneficiaries:** Elementary, Middle, and High School Divisions prize winners of Gold Prize and above and their supervising teachers
  - Opportunities to study advanced cases of design through **overseas major design hub tour**
  - **Tour expenses** (transportation, lodging, meals, insurance, entrance fees, etc.) will be provided.
  - The overseas tour will be conducted for major award-winning students who do not have any reasons of disqualification for overseas trip, and the schedules are subject to change or cancellation due to operational circumstances.

J. Online/Offline Exhibition and Promotional Activities

- The prize-winning works will be exhibited at DK Festival 2020, the largest design fair in South Korea.
  - **They will be displayed online** with major information such as entrant information, work photos and videos, and design intent.
  - Prize winners and their works will be promoted to the public in various types of content through major media channels such as YouTube and SNS.

I. Regulations on Intellectual Property Rights Protection

(1) If found to have plagiarized someone else’s creative work, his/her creation activity shall be canceled and revoked, and disciplinary measures shall be imposed such as restrictions on entry for three years pursuant to the “Guidelines for Reconsideration of Plagiarism in Competition”.

(2) If any work is not properly cited, plagiarized, copied, or created by any other person(s) than the entrant, a previously award-winning work is submitted without the approval, consent, or permission of the intellectual property rights holder or without the ownership of the intellectual property rights of the work, or the guidelines set by the competent authorities of the competition are not complied with, the submission and/or award-winning of the entry shall be canceled and revoked.

(3) Resolving or settling any disputes arising in connection with or in any way related to intellectual property rights (design right, copyright, etc.) of the submitted work shall be the responsibility of the entrant.

J. Regulations on Submission and Moving Out

(1) Entrants will be notified of major matters and issues related to the exhibition via the phone number or email address provided during online registration, and therefore, be sure to provide valid contact information.

※ KIDP will not be held liable for any disadvantages caused by or resulting from missing contact information.
(2) As a delay, or waiting time may occur due to overload or large crowds, it is recommended to register online and physically submit your entries before the deadline days.

(3) The number of entries per school should not exceed 300, and therefore, if there are more entries than the limit, screening first by the school is necessary before submission to the competition.

(4) All entries except online exhibits must be removed within the designated Moving Out period, and KIDP shall not be held liable for any loss, theft, damages or destruction of the entries that are not removed by the deadline. All entries not removed by the deadline will be donated and/or discarded.

※ When an entry is selected for exhibition, the entrant must cooperate with KIDP for subsequent procedures, including but not limited to exhibition, transportation, and removal.

(5) As entries can be damaged, destroyed, or lost during postal transit, removing them by mail is not possible.

※ If removing them within the designated period is impossible due to unavoidable circumstances, be sure to contact the person in charge of the matter.

(6) For any entries that may be lost, stolen, damaged, or destroyed, entrants must prepare and provide safety equipment, and KIDP shall not be held liable for any loss, theft, damages or destruction of such entries.

※ However, expensive, valuable, perishable, and deteriorating items (such as food) are not accepted for registration.

(7) Entries previously submitted to other competitions, including award-winning works, can be submitted to this competition.

(8) All matters and issues related to the event are posted and disclosed on the website.

※ Website: award.kidp.or.kr

PoC of Korea Design Exhibition Award (Youth)
Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do

TEL 031-780-2162  EMAIL youth@kidp.or.kr  WEBSITE http://award.kidp.or.kr

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Organizer

Sponsor

Corporate Sponsor  Samsung Electronics

* Sponsoring institutions and companies are subject to change.