



The 40th Good Design (GD) Selection 2024

By Article 6 of the Industrial Design Promotion Act, Article 14 of the Enforcement Decree of the same Act, and Article 5 of the Enforcement Rules, the "40th Good Design (GD) Award Products" selection in 2024 will be held as follows.

February 22, 2024

President, Korea Institute of Design Promotion

A. Host, Organizer, Sponsorship, & Contact Information

Host	 산업통상자원부 Ministry of Trade, Industry and Energy			
Organizer	 kidp 한국디자인진흥원 Korea Institute of Design Promotion			
Sponsorship	 중소벤처기업부 Ministry of SMEs and Startups	 조달청 Public Procurement Service	 특허청 Korean Intellectual Property Office	 국가기술표준원 Korean Agency for Technology and Standards
Contact Information	Good Design Selection Team, Exhibition & Awards Division, Education & R&D Department, Korea Institute of Design Promotion			
	Phone Number: 82-31-780-2139/2165/2155	Email: gd@kidp.or.kr	Website: https://award.kidp.or.kr	
	Address: Exhibition & Awards Division, Korea Institute of Design Promotion, Suite 601, Korea Design Center Building, 322 Yanghyeon-ro (344-1 Yatap-dong), Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (13496)			

B. Awards Overview

The selection of Good Design (GD) Award Products, hosted by the Ministry of Trade, Industry, and Energy and organized by the Korea Institute of Design Promotion, is based on Article 6 of 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.

C. Call for Entry

Eligible Entries	※ As per Article 10 (2) of the Enforcement Decree of the Industrial Design Promotion Act
Goods that are less than two years old as of the registration date, or those that are scheduled to be released inside or outside of Korea	- Applications can be submitted by the domestic or foreign company that owns the relevant good, or by the design developer of the product. * Design developers, on the other hand, are only eligible if they apply together with or have the approval of the local or foreign firm that owns the relevant good.
Ineligible Entries	※ As per Article 10 (2) clauses 1 to 4 of the Enforcement Decree of the Industrial Design Promotion Act
	1. Products involved in legal disputes related to industrial design (Products with legal disputes under domestic and foreign laws, including Patent Law, Utility Model Law, Design Protection Law, Trademark Law, and Copyright Law) 2. Design goods that are deemed to be copied (plagiarized) from other products 3. Design goods that are seen to be inimical to public order or social morals 4. Products deemed inappropriate for selection as Good Design (GD) Award Products by the Minister of Trade, Industry, and Energy ※ If any issues corresponding to clauses 1 to 4 are discovered after the application for selection, the application will be disqualified, and any selection or award may be revoked. The host and organizing institutions will not be held responsible. (*The selection evaluation fee is non-refundable) ※ Products with potential for dispute are advised to undergo rights protection procedures before application.

D. Selection Evaluation Fee

※ Refer to page 13, "N. Payment and Fee Submission Methods," for payment methods

Section	Payment Amount				Remarks
	Criteria	Evaluation Fee	VAT 10%	Total Payment	
1st Stage: Online Submission (Evaluation)	Per application	200,000 KRW	20,000 KRW	220,000 KRW	Products applied online in the 1st stage
2nd Stage: Physical Entry Submission (Evaluation)	Per application	500,000 KRW	50,000 KRW	550,000 KRW	Products that passed the 1st stage of online evaluation
3rd Stage: Final Submission (Evaluation)	Per application	500,000 KRW	50,000 KRW	550,000 KRW	Products that passed the 2nd stage physical entry evaluation and are award candidates

※ Products that pass the 2nd stage physical entry evaluation are eligible for GD selection (use of GD mark allowed), and the 3rd stage evaluation is the final decision-making process for awarding among GD-selected products.

E. Design Categories Eligible for Application (Items)

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 and 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/ Contents Design	
• Digital Media Design	Websites, applications (app), kiosks, etc.
• Contents Design	Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
• Game Design	Online/mobile games, VR/AR/MR games, etc.
• Interaction Design	User interface (UI), human interaction, HCI, etc.
4. Space/Environmental Design	
• Interior Architecture Design	Exterior and interior architecture, interior design, interior decorations, artistic decorations, lighting, etc.
• Exhibition & Scenic Design	Exhibitions, stages, event design, etc.
• Environmental Design	Space, environment, public, landscaping and leisure, public facilities, and scenery
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/Experience Design	
• Service/Experience Design	Health care, hospitality and leisure services, education services, experience design (UX, CX), etc.
• Community Design	Community services, public administration services, etc.
• Entertainment Design	Entertainment, 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, etc.

F. Selection Criteria (Evaluation Criteria) & Detail Items

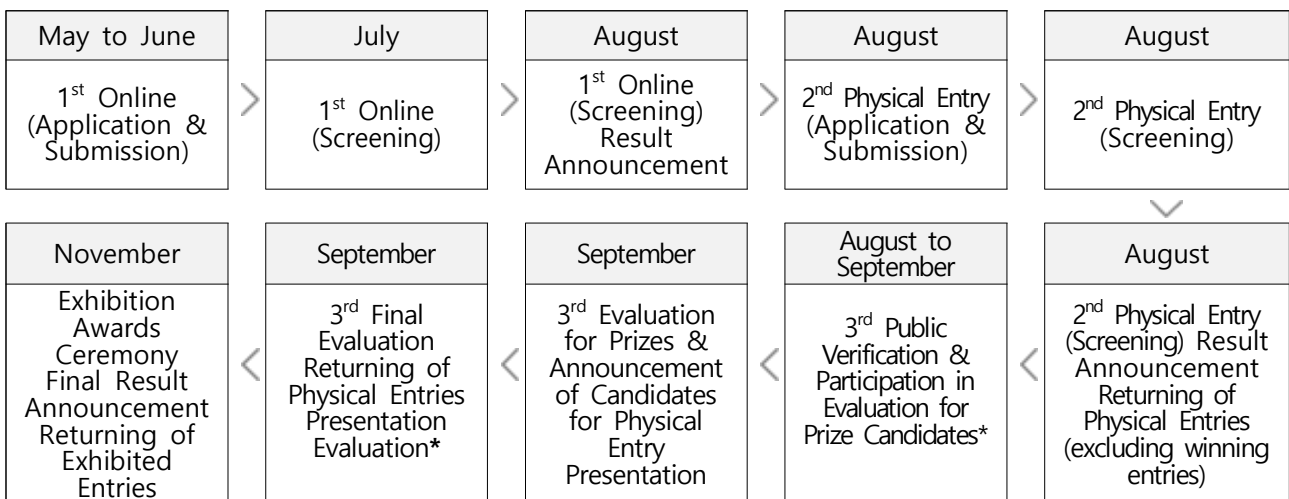
Selection Criteria (Evaluation Criteria) ※ As per Article 11 of the Enforcement Decree of the Industrial Design Promotion Act	
1. Balanced, unique, and aesthetically attractive across visual design aspects like shape, form, and color are adequate to increase sales.	2. Functional in line with intended purpose, convenient to use and easy to maintain
3. Appropriate and effective use of materials	4. Suitable for commercial production and economically feasible

Categories and Phases Detailed Evaluation Criteria ※ As per Article 11 of the Enforcement Decree of the Industrial Design Promotion Act						
Design	1 st & 2 nd Evaluations					3 rd Final Evaluation
Product	Aesthetics	Originality	Usability	Eco-friendliness	Economics	Innovation Oriented Business Impact Social Value Future Vision Eco-friendliness
Visual/Communication					Information Communicability	
Digital Media/Contents					Interactivity	
Space/Environmental					Purposefulness	
Fashion/Textile					Economics	
Service/Experience					Information Communicability	
Craft					Economics	

- * The selection criteria (evaluation criteria) for public participation evaluation are the same as the detailed evaluation criteria for the 3rd and final evaluation.
- * (1. Special Award by the Minister of Trade, Industry, and Energy) Universal design 2 points, Design for single-person households 2 points, Green design 2 points, Total 6 points
- * (2. Special Award by the President of Korean Agency for Technology and Standards) Ergonomic design Total 10 points
- ※ (1~2. Special Awards) are selected based on evaluating the design characteristics among products confirmed for GD selection.

G. Application Method and Selection Procedure

* The schedule is subject to change depending on work progress.



* **What is Public Participation in Evaluation for Prize Candidates?** A procedure in which the general public can directly participate (online) in assessing the prize contenders chosen through the first and second evaluations via the KIDP awards website. The findings of the evaluation will be reflected in the third evaluation for 10% of the total score.

* **What is physical presentation evaluation?** Among the award candidates selected through the 1st and 2nd stage evaluations, representatives of the companies that have applied are given a set time to present freely, and external evaluators assess according to the 3rd stage evaluation selection criteria to make the final decision on the award-level (details regarding presentation evaluation submission and other related information will be provided separately through individual notifications)

H. Detailed Implementation Schedule

* The schedule is subject to change depending on work progress.

Category	Details	Schedule(TBD)
1 st Online Submission	<ul style="list-style-type: none"> GD Integrated Website Online Registration * award.kidp.or.kr 	May 1, 2024 (Wednesday) to June 30, 2024 (Sunday)
1 st Online Screening	<ul style="list-style-type: none"> 1st Online Evaluation * award.kidp.or.kr 	July 17, 2024 (Wednesday) to July 20, 2024 (Saturday)
1 st Announcement	<ul style="list-style-type: none"> Announcement of 1st Online Evaluation Results * award.kidp.or.kr Approximately 80% pass rate, eligible for 2nd physical entry submission 	August 1, 2024 (Thursday)
2 nd Physical Entry Submission	<ul style="list-style-type: none"> 2nd Physical Entry Submission at Seoul Yangjae at Center Exhibition Hall 1 	August 18, 2024 (Sunday) to August 20, 2024 (Tuesday)
2 nd Physical Entry Screen	<ul style="list-style-type: none"> 2nd Physical Evaluation at Seoul Yangjae at Center Exhibition Hall 1 	August 23, 2024 (Friday)
2 nd Physical Entry Return	<ul style="list-style-type: none"> 2nd Physical Entry Return from Seoul Yangjae AT Center Exhibition Hall 1 Individual notification (bronze and above, selected, not selected) Bronze and above (products not removed for 3rd evaluation) Selected, not selected (all to be donated/discarded after return period) 	August 24, 2024 (Saturday) to August 26, 2024 (Monday)
2 nd Announcement	<ul style="list-style-type: none"> Announcement of 2nd Physical Evaluation Results * award.kidp.or.kr Approximately 33% pass rate, selected and bronze or higher candidates 	August 27, 2024 (Tuesday) * Announcement
3 rd Public Verification & Participation in Evaluation for Prize Candidates	<ul style="list-style-type: none"> Public Verification: Ministry of Trade, Industry and Energy, and KIDP website Public Participation Evaluation: ON National communication Online Evaluation 	August 28, 2024 (Wednesday) to September 11, 2024 (Wednesday) August 28, 2024 (Wednesday) to September 11, 2024 (Wednesday)
3 rd Physical Entry Evaluation	<ul style="list-style-type: none"> 3rd Physical Evaluation at Gyeonggi Seongnam Korea Design Center Exhibition Hall Selection of candidates for the final prize evaluation and presentation 	September 13, 2024 (Friday)
3 rd Announcement	<ul style="list-style-type: none"> 3rd Physical Evaluation * Individual notification for presentation candidates 	September 14, 2024 (Saturday)
3 rd Presentation Evaluation	<ul style="list-style-type: none"> 3rd Presentation Evaluation at Gyeonggi Seongnam Korea Design Center Exhibition Hall Public evaluation of presentations for silver (ministerial) award candidates and above 	September 26, 2024 (Thursday) to September 27, 2024 (Friday)
3 rd Announcement	<ul style="list-style-type: none"> 3rd Presentation Evaluation * Final Results nouncement (Private Individual Notification) 	September 30, 2024 (Monday)
3 rd Physical Entry Return	<ul style="list-style-type: none"> 3rd Physical Product Return from Gyeonggi Seongnam Korea Design Center Exhibition Hall 	October 1, 2024 (Tuesday) to October 2, 2024 (Wednesday)
Exhibition Awards Ceremony Final Result Announcement	<ul style="list-style-type: none"> Exhibition at Seoul COEX Hall D Exhibition Hall Grand Prize to Bronze and above ■ Awards Ceremony at Seoul COEX Room 401 * Grand Prize to Silver and above Final Results Announcement (Public) 	November 13, 2024 (Wednesday) to November 17, 2024 (Sunday) November 15, 2024 (Friday), Scheduled for 10~12 hours November 15, 2024 (Friday)
Exhibition Entry Return	<ul style="list-style-type: none"> Return of Exhibited Products from Seoul COEX Hall D Exhibition Hall Excluding Grand Prize (President Award) winners From Gold (Prime Minister Award) to Bronze (Agency Head Award) and above 	November 17, 2024 (Sunday), 15~16 hours * Permanent preservation of historical materials at the DK Museum * All are to be donated/discarded after the return period.

※ Schedule may change based on the work progress. (Changes to the schedule will be announced separately.)

I. Application (Submission and Removal) Method

□ 1st Stage: 1st Online Application (Required)

- Uploading image files: A maximum of 5 images [Main image (mandatory), Auxiliary images 1-4 (optional)]
- Submitted images and content will be used for the 1st online evaluation and cannot be modified after submission.
- ※ Schedule may change based on the progress of work. (Changes will be announced separately.)

1st	1st Online Application (Reception) Period
	<ul style="list-style-type: none"> - Date and Location: From May 1, 2024 (Wednesday) to June 30, 2024 (Sunday) at 23:59 (Online) at the site award.kidp.or.kr ※ No additional submissions or modifications are possible after the deadline.
	Information Provision
	<ul style="list-style-type: none"> - The information of the applying company will be published in evaluations, catalogs, and online and offline exhibitions. Therefore, all information (company name, contact person's name, position, address, contact information, product name, product description, etc.) must be accurate. ※ No changes to information will be allowed after the submission deadline, so please write carefully and verify. ※ The address must include detailed information for the subsequent mailing of catalogs and awards.
	Image Size (Specification)
	<ul style="list-style-type: none"> - File names must be under 50 characters, images must be in JPG, PNG, or GIF format, and videos must be in MP4 format only. - One side of the image must be fixed at 1000 pixels, and each file must be no larger than 3MB. ※ If the specifications do not match, the images may not be displayed during the 1st online evaluation, and any disadvantages are the responsibility of the applying company. ※ Catalog images (to be requested separately for catalog production): within 300 x 300mm, CMYK, 300dpi
	Recommended Images
	<ul style="list-style-type: none"> - Layout and expression methods can be freely composed. - Background composition and text insertion are allowed; image editing is possible. - Can be composed of product photos or digital rendering images.
	Digital Media & Contents
	<ul style="list-style-type: none"> - Videos must not exceed 5 minutes. - Only MP4 format supported, maximum 50MB, playback time within 5 minutes (if necessary, a link can be submitted in the URL field).
Key Features of the Product	
<ul style="list-style-type: none"> - It must be written in Korean and English to ensure an understanding of the product during the first online evaluation and exhibition. ※ Character limit: (Korean) up to 700 characters, (English) up to 1400 characters. 	
Required Information for the 1st Online Application (Submission)	
<p>(Consent Verification)</p> <ul style="list-style-type: none"> - Purpose of personal information collection and use, integrity pledge(Applying Company) - Company name (in both Korean and English), representative's name (in both Korean and English), business registration number, region, address (in both Korean and English), business type (industry and category) ※ Must register using a corporate account, not a personal account <p>(Application Form)</p> <ul style="list-style-type: none"> - Product type, application route, product category, product name and brand, company category (large, medium-sized, small and medium-sized, foreign-owned, local government, other) - Key features of the product, month of first sale, initial sale price, design intent, aesthetic features, main image <p>(Good Design Selection & Post-Management Officer)</p> <ul style="list-style-type: none"> - Company (company name, department name), contact person's name (in both Korean and English), position, address, contact details (telephone number, mobile phone number, email) 	

□ 2nd - 3rd Stage: 2nd Physical Entry Submission and Return, 3rd Returning of Physical Entries

- 2nd Physical Entry Submission and Return: Products that passed the 1st online evaluation, products under the bronze award for the 2nd physical evaluation
- 3rd Physical Entry Return: Products that passed the 3rd physical evaluation and were awarded bronze or higher

※ The schedule may change based on the progress of work. (Changes will be announced separately.)

2 nd	2nd Physical Entry Submission Period
	– Date and Location: August 18, 2024 (Sunday) to August 20, 2024 (Tuesday), 10:00 to 17:00 (Physical) at Seoul Yangjae AT Center Exhibition Hall 1 ※ No additional submissions or modifications are allowed after the deadline. (Time is based on Korea Standard Time)
	2nd Physical Entry Submission Location
	– Submission Location (Address): Seoul Yangjae AT Center Exhibition Hall 1 (27 Gangnam-daero, Seocho-gu, Seoul) ※ All overseas countries, including China, must submit to the designated location (address) in the Republic of Korea.
	2nd Physical Entry Submission Method
	– Both on-site visits and postal submissions are possible; submission by a representative is allowed. Designs such as buildings, spatial facilities, CI, and BI should be submitted on panels (A1 size, up to 2 pieces) or embedded in applicable products (laptops, tablets, etc.). However, additional submission is not necessary for digital media and content designs that are evaluated through videos (videos submitted during the 1st online application can be used) ※ Failure to submit the physical entry is considered a forfeiture of the evaluation and will be excluded from the assessment.
	2nd Physical Entry Return Period ※ For products scoring below bronze (around 80 points) after the 2nd physical evaluation
– Date and Location: August 24, 2024 (Saturday) to August 26, 2024 (Monday), 10:00 to 16:00, (Physical) at Seoul Yangjae AT Center Exhibition Hall 1 ※ Return is strictly not allowed after the deadline. (Time is based on Korea Standard Time)	
2nd Physical Entry Return Location	
– Return Location (Address): Seoul Yangjae AT Center Exhibition Hall 1 (27 Gangnam-daero, Seocho-gu, Seoul) ※ All overseas countries, including China, must come to the designated return location (address) in the Republic of Korea for return.	
2nd Physical Entry Return Method	
– Both on-site visit and postal removal are possible; Return by a representative is allowed – Panels (A1 size) and implemented products (laptops, tablets, etc.) submitted to evaluate buildings, spatial facilities, CI, and BI can also be returned.	
3 rd	3rd Physical Entry Return Period ※ For products scoring around 80 points or above after the 3rd physical evaluation
	– Date and Location: October 1, 2024 (Tuesday) ~ October 2, 2024 (Wednesday) 10:00~17:00, at Korea Design Center in Seongnam, Gyeonggi ※ No returns are allowed after the closing time. (Time is based on Korea Standard Time)
	3rd Physical Entry Return Location
	– Return Location (Address): Korea Design Center Building B1 Exhibition Hall, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do ※ Participants from China and all other foreign countries must come to the designated return location in South Korea.
3rd Physical Entry Return Method	
– Both onsite visits and mail removals are allowed, and removal by a representative is allowed. – Panels (A1 size) and implemented products (such as laptops, tablets, etc.) submitted to evaluate buildings, spatial facilities, CI, BI, etc., can also be removed.	

- ※ Products not returned within the period will not be the responsibility of the organizers and will be donated or discarded in their entirety.
- ※ Products that pass the 2nd stage must individually submit images for the catalog as selected GD products. (Specifications and methods for catalog image submission will be communicated individually to the selected GD companies later)
- ※ Awarded products will be displayed at the Design Korea exhibition one day before, on November 12, 2024, at COEX Exhibition Hall D in Seoul.

J. Selection Evaluation (Evaluation Schedule and Structure, Content, Scoring Criteria, and Details)

□ Evaluation Schedule and Structure & Content

- ※ The schedule may change based on work progress.

1st Online Evaluation
<ul style="list-style-type: none"> - (Evaluation) Date and Location: July 17, 2024 (Wednesday) ~ July 20, 2024 (Saturday), online at award.kidp.or.kr site - (Announcement) Date and Location: August 1, 2024 (Thursday), online at award.kidp.or.kr site - Jury: About 200 members - Evaluation Content: Selection of the 1st stage pass from online applications (about 80%)
2nd Physical Evaluation (Domestic & International Physical Evaluation)
<ul style="list-style-type: none"> - (Evaluation) Date and Location: August 23, 2024 (Friday), at Seoul Yangjae AT Center Exhibition Hall 1 - (Announcement) Date and Location: August 27, 2024 (Tuesday), online at award.kidp.or.kr site, individual offline notifications - Jury: Evaluators from the 1st online evaluation and members recommended by the Federation of Design Associations, about 40 members - Evaluation Content: Selection of GD and award candidates from the 2nd stage physical entry products (about 33%)
3rd Public Verification and Participation Evaluation
<ul style="list-style-type: none"> - (Evaluation) Date and Location: August 28, 2024 (Wednesday) ~ September 11, 2024 (Wednesday), Ministry of Trade, Industry and Energy · KIDP, ON National Communication website - Jury: All citizens of South Korea - Evaluation Content: National participation in evaluating the 3rd stage award candidates, with the final results reflecting about 10% of the evaluation
3rd Final Evaluation for Prizes (Physical Entries)
<ul style="list-style-type: none"> - (Evaluation) Schedule and Location: September 13, 2024 (Friday), at the Korea Design Center in Seongnam, Gyeonggi B1 floor exhibition hall (Physical) - (Announcement) Schedule and Location: September 14, 2024 (Saturday), online at award.kidp.or.kr, with individual offline notifications - Jury: Chairpersons of the evaluation subcommittees, VCs, accelerators, MDs, etc., who participated in the 2nd physical evaluation, approximately 10 - Evaluation Content: Final decision on the scores for the award candidate products, from the presentation (PT) evaluation, for candidates up to 28 points and bronze up to 52 points
3rd Final Evaluation for Prizes (Presentation)
<ul style="list-style-type: none"> - (Evaluation) Schedule and Location: September 26, 2024 (Thursday) to September 27, 2024 (Friday), at the DK Campus Hall, B1 floor, Korea Design Center in Seongnam, Gyeonggi - (Announcement) Schedule and Location: September 30, 2024 (Monday), with individual offline notifications ※ Official announcement: November 15, 2024 (Friday) - Jury: Chairpersons of the evaluation subcommittees, VCs, accelerators, MDs, etc., who participated in the 2nd physical evaluation, approximately 10 - Evaluation Content: PT (presentation) evaluation of the award candidate products, from silver awards and above, based on 28 points for final decision-making (※ Open evaluation by public).

- ※ The 3rd final evaluation (presentation) of the 40th event in 2024 will be held as a public evaluation. (Attendance by company representatives, etc., is possible)
- ※ Evaluation comments for pilot operation targets and silver award-winning entries of the 40th event in 2024 will be provided to the respective companies.

□ Evaluation Scoring Criteria and Details

○ 1st & 2nd Evaluations

- 1st & 2nd Evaluation Criteria and Scoring Scale

Design	1 st & 2 nd Evaluation Attributes	Point Allocation
Product	Aesthetics, Originality, Usability, Eco-friendliness, Economics	20 points by attribute 20 points x 5 attributes = Total 100 points
Visual/Communication	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	
Digital Media/Contents	Aesthetics, Originality, Usability, Eco-friendliness, Interactivity	
Space/Environmental	Aesthetics, Originality, Usability, Eco-friendliness, Purposefulness	
Fashion/Textile	Aesthetics, Originality, Usability, Eco-friendliness, Economics	
Service/Experience	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	
Craft	Aesthetics, Originality, Usability, Eco-friendliness, Economics	

- 1st and 2nd Evaluation Details

Passing the 1st Evaluation	Passing the 2nd Evaluation
Entry with an average score of 60 or higher for each judge - The criteria for passing the first evaluation are selected in the order of the highest score of each judge's total score. - The highest / lowest scores are excluded	Entry with an average score of 70 or higher for each judge - Award-winning entries are selected in order of the highest score - The highest / lowest scores are excluded ※ Entries that passed the 2nd evaluation are selected as GD

- 1st & 2nd Evaluation Attributes

Attribute	Details
1. Aesthetics	Is the appearance, including shape and composition, aesthetically superior?
2. Originality	Has something new been created based on one's unique abilities and personality rather than imitation?
3. Usability	Do the shape and composition effectively align with the concept?
4. Eco-friendliness	Have stability and convenience been considered for the living space and environment?
5. Economics	Is there high market conformity and economic value, making it practical?
6. Information Communicability	Is it consistent with the concept, clearly conveying its message?
7. Interactivity	Is there ongoing interaction centered around the user?
8. Purposefulness	Does it possess functions suitable for its intended use?

※ Items 1–4 are common across all categories, while items 5–8 vary by category.

○ 3rd Evaluation

- 3rd Evaluation Criteria and Scoring Scale

Design	3 rd Evaluation Attributes	Point Allocation	Proportion
Professional Jury Public Jury	Innovation-oriented	Professional Jury's Scores 18 points X 5 items = 90 points	100%
	Business Impact		
	Social Value	Public Jury's Scores 10 points	
	Future Vision		
	Eco-friendliness		

※ Professional Jury (90%): 18 points per attribute X 5 items = 90 points

※ Public Jury (10%) : 10 points

- 3rd Evaluation Details

Section	Details
Physical Entry Evaluation	The total score, combining the scores of professional evaluators and the public evaluation panel, determines the ranking. The top presentation evaluation candidates (from Grand Prize to Silver), up to 28 points, and Bronze, up to 52 points, are decided based on the PT presentation content.
Presentation Evaluation	The final ranking, from the Grand Prize to Silver, is determined based on 28 points.

- 3rd Evaluation Attributes

Attribute	Details
1. Innovation-oriented	How new and innovative is this entry?
2. Business Impact	How much impact does this entry have on industrial development?
3. Social Value	How much does this entry elevate the social, economic, environmental and culture value?
4. Future Vision	Does this entry provide a human-focused and future-oriented vision?
5. Eco-friendliness	Has consideration been given to stability, convenience, etc., in living spaces and the environment?

K. Exhibition & Awards Ceremony (In conjunction with Design Korea 2024)

□ Exhibition Overview ※ Schedule may change based on the work progress.

Section	Exhibition Content
Exhibition Schedule and Location	- Schedule and Location: November 13, 2024 (Wednesday) to November 17, 2024 (Sunday), at COEX Hall D, 3rd floor, Samsung, Seoul
Exhibition Targets	- Free exhibition of approximately 80 award-winning products (bronze and above) of 2024 ※ Theft, damage, and loss concerns necessitate insurance by the award-winning companies; the organizing and managing institutions will not be responsible. ※ Companies selected as Good Design (GD) from the last three years (2022–2024) wishing to apply for an exhibition booth at Design Korea will receive a 20% discount on booth fees (modular and stand-alone booths). (Details will be posted on the Design Korea website designkorea.kidp.or.kr)
Exhibition Product Return Time and Location	- Schedule and Location: November 17, 2024 (Sunday), 15:00 to 16:00, at COEX Hall D, 3rd floor, Samsung, Seoul

- ※ The Grand Prize (President Award) winning product will be donated to the Korea Design Center's DK Museum in Seongnam, Gyeonggi, for permanent preservation as part of the GD history collection. (Negotiations are possible considering the condition of the product.)
- ※ GD Award Supporting SME Business Matching: November 16, 2024 (Saturday), (planned) at Design Korea 2024 venue (Award-winning product design presentations, business matching reviews, coaching and consulting, buyer meetings, etc.)

□ Awards Ceremony Overview

※ Due to venue considerations, bronze and below will receive their certificates by mail.
(Date subject to change)

Section	Award Details
Awards Ceremony Date and Location	- Schedule and Location: November 15, 2024 (Friday), 10:00 to 12:00, at COEX, 4th floor, Conference Room 401, Samsung, Seoul
Awards Targets	- (Grand Prize (President Award), Gold (Prime Minister Award), and Silver (Minister Award) for a total of 28 awards

□ Awards Ceremony

Section	Quantity	Award Details		
Grand Prize	1	President Award		
Gold Prize	2	Prime Minister Award		
Silver Prize	15	Minster Award of Trade, Industry and Energy	Special Award for Universal Design	2
			Design for Single-Person Households	2
			Special Award for Green Design	2
			Other General	9
	10	Minister Award of SMEs and Startups*		
Bronze Prize	3	Administrator of Public Procurement Service Award*		
	10	Commissioner of Korean Intellectual Property Office Award		
	10	President of Korean Agency for Technology and Standards Award	Special Award for Ergonomic Design	10
Max. 30	KIDP President Award			

※ Attendees for the Grand, Gold, and Silver awards need to be present at the ceremony, while Bronze and below will not attend (certificates will be mailed individually).

※ Award details and quantities are subject to change based on the issuing institution's circumstances.

※ The Minister of SMEs and Startups and Administrator of Public Procurement Service Awards will be awarded exclusively to SMEs.

※ Special awards for Universal Design, Design for Single-Person Households, Green Design, and Ergonomic Design will also be presented.

L. Regulations on Intellectual Property Rights Protection






① If you submit cited work, plagiarized work, proxy work, or previously awarded works without the permission of the intellectual property rights holder or in possession of intellectual property rights, or if you do not follow the competition organizer's guidelines, your application and prize winning will be canceled.

② All responsibilities related to intellectual property disputes (design rights, copyrights, etc.) of the submitted products lie with the applying companies, and the organizing and managing institutions will not assume any responsibility.

※ Products with potential for dispute are advised to undergo rights protection procedures before application.

M. Benefits for GD Selection Winners

- The selection results of the Good Design (GD) Award will be announced daily or in economic newspapers.
- An online exhibition will be hosted on the GD website (<http://award.kidp.or.kr>).
- Services such as using the GD mark and supporting business operations are detailed below.

I Use of the Republic of Korea Good Design (GD) Mark	
※ Usage Standards: According to No. 1-4 of Article 16 of the Industrial Design Promotion Act Enforcement Decree	
	<p>Usage Method ※ Refer to Article 8, Annex (Signage, Drafting Method, Display Method) of the Industrial Design Promotion Act Enforcement Rules</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>
	<p>Issuance of Selection Certificate ※ Form No. 2 of Article 7 of the Industrial Design Promotion Act Enforcement Rules</p> <p>One certificate is issued per selected GD product as standard; additional certificates can be issued via the website (award.kidp.or.kr).</p> <p>Changes to the GD selection details (product name, brand name, product description, designer name, etc.) can only be made during the online submission period, except in unavoidable circumstances.</p>
I Use of the Australian Good Design (GDA) Mark	
	<p>Without an extra evaluation process, the mark can be used after paying a fee through mutual linkage with Good Design Australia (GDA).</p>
I Services Provided for Selected Republic of Korea Good Design (GD)	
	<p>GD Selected Enterprises (passed the 2nd evaluation) receive a GD selection certificate and catalog.</p> <p>Award-winning enterprises among the GD-selected enterprises (passed the 3rd evaluation) receive a selection certificate, catalog, certificate, and trophy.</p>
I Support for Promotion and Exhibition of Selected Republic of Korea Good Design (GD)	
	<p>Promotional Support</p> <p>Continuous domestic and international media exposure is provided, including requests for interviews.</p> <p>All selected products for the year are exhibited online (award.kidp.or.kr) with searchable design categories, photos, and product information.</p>
	<p>Exhibition Support</p> <p>GD award-winning products are exhibited for free at Design Korea 2024, Korea's most significant design expo.</p> <p>Regional Design Promotion Institutes (RIDP) and related organizations may request that they be displayed regularly.</p>

I Preference for Applications to Korea Institute of Design Promotion's Programs for Design-specialized Companies and Globalization	
	<p>Applicants to the Ministry of Trade, Industry and Energy's program for nurturing and globalizing design-specialized companies (Global Marketing category) receive an additional 2 points.</p> <p>Support for the globalization of design-specialized companies: Operating the Korean Design Pavilion at famous overseas exhibitions, dispatching design market exploration teams, and supporting entry into domestic and international distribution channels to aid design-specialized companies in exploring overseas markets.</p> <p>* Details and method will be announced in March.</p>
I Preference for Applications to Korea Institute of Design Promotion's Global Premium Brand Project	
	<p>Applicants to the Ministry of Trade, Industry, and Energy's Global Premium Brand project receive an additional 10 points.</p> <p>We encourage many applications to the selection system, which supports participation in famous domestic and international consumer goods exhibitions centered around Maison & Objet in France, expansion of distribution channels, etc.</p> <p>* Details and method will be announced in March.</p>
I Preference for Applications to Korea Trade-Investment Promotion Agency (KOTRA) Export Support Infrastructure Utilization Project	
	<p>Applicants to the Ministry of Trade, Industry and Energy KOTRA Export Support Infrastructure Utilization Project (Consumer Goods) receive an additional 1 point per supported item in [Appendix 1] Industry-Specific Support.</p> <p>* Main benefits of the Export Support Infrastructure Utilization Project include advertising, interpretation and translation, support for exhibitions, events, overseas sales, overseas certification, etc.</p>
I Public Procurement Service's Preferential Treatment for SMEs and Early Mid-Size Companies in National Contracting According to National Contract Laws	
	<p>Extra Points for Excellent Product Designation (Furniture Products) Evaluation in Procurement Management System</p> <p>Products selected for the Good Design (GD) Award receive an additional 3 points during the evaluation for Excellent Product Designation (Furniture Products) by the Procurement Service. According to Article 9 (4) of the "Regulations on Designation and Management of Excellent Procurement Products," the Evaluation Form for Excellent Product Designation includes a Technical Quality Bonus (up to 3 points) applicable for the Good Design Award (Domestic).</p>
	<p>Extra Points for Evaluation for Designation as Excellent Procurement Joint Brand Products</p> <p>Qualifying for the Excellent Procurement Joint Brand, products receive an additional 0.5 points for quality certification. According to Article 3 (1) Item 4 of the "Regulations on Designation and Management of Excellent Procurement Joint Brand Products."</p>
I Support for Priority Examination Designation for Design Registration Applications by the Korean Intellectual Property Office	
	<p>Designation as Priority Evaluation Candidate for Design Registration Application</p> <p>When applying for design registration, the selected product is designated as a candidate for priority evaluation for design registration application, as specified in Section 7, Chapter 6, Article 7-3 of the "Design Evaluation Standards."</p>
I Support for Entry into Seoul Design Foundation (DDP) Design Store	
	<p>Offers Seoul Design Foundation (DDP) online and offline platform entry and promotion opportunities.</p> <p>* (Online Store) Sales services centered around design stories (www.ddpdesignstore.org) (Offline Store) Experience and engagement-focused content (1st floor of DDP Salimter, 547m²)</p> <p>** Details on application eligibility, schedule, etc., will be announced in June.</p>

N. Payment Methods

※ Selection Evaluation Fee (The base price is subject to a 10% value-added tax, which is separate.)

Section	Payment Amount				Remarks
	Criteria	Evaluation Fee	VAT 10%	Total Payment	
1st Stage: Online Submission (Evaluation)	Per application	200,000 KRW	20,000 KRW	220,000 KRW	Products applied online in the 1st stage
2nd Stage: Physical Entry Submission (Evaluation)	Per application	500,000 KRW	50,000 KRW	550,000 KRW	Products that passed the 1st stage of online evaluation
3rd Stage: Final Submission (Evaluation)	Per application	500,000 KRW	50,000 KRW	550,000 KRW	Products that passed the 2nd stage physical entry evaluation and are award candidates

※ Products passing the 2nd physical evaluation are selected for GD (eligible for GD mark use), and the 3rd evaluation determines the final awarding among GD-selected products.

Section	Details
P a y m e n t T y p e	<ul style="list-style-type: none"> ○ Credit Card Payment <ul style="list-style-type: none"> ○ Payment through the Online Payment Program: Payment with the applying company's corporate card - Payment method is selected after completing the online application form at the payment step. ※ The evaluation fee excludes 10% VAT, and the credit card receipt substitutes a tax invoice for credit card payments; no separate tax invoice will be issued.
	<ul style="list-style-type: none"> ○ Real-time Transfer <ul style="list-style-type: none"> ○ Payment through the Online Payment Program: Transfer to the applying company's virtual account - Payment method is selected after completing the online application form at the payment step. ※ The evaluation fee is exclusive of 10% VAT. After confirming the deposit into the virtual account, a tax invoice for real-time bank transfers will be sent to the payee's email, using the paying company's name and the approval date as the issue date.
	<ul style="list-style-type: none"> ○ Bank Transfer <ul style="list-style-type: none"> ○ Payment via Internet Banking, etc.: Deposit into the Korea Institute of Design Promotion's designated account - Designated Account: IBK Industrial Bank 341-028815-04-217 (Account holder: Korea Institute of Design Promotion) - Payment method is selected after completing the online application form at the payment step. ※ The evaluation fee is exclusive of 10% VAT. After confirming the deposit into the designated account, a tax invoice for direct bank transfers will be sent to the payee's email, using the paying company's name and the payment date as the issue date.
<ul style="list-style-type: none"> ○ Payment Periods 	<ul style="list-style-type: none"> ○ 1st Application Evaluation Fee: Within the online application period - Payment Period: May 1, 2024 (Wednesday) to June 30, 2024 (Sunday) ○ 2nd Application Evaluation Fee: Within ten days from the date of the 1st evaluation results announcement - Payment Period: August 1, 2024 (Thursday) to August 10, 2024 (Saturday) ○ 3rd Application Evaluation Fee: Within seven days from the date of the 2nd evaluation results announcement - Payment Period: August 27, 2024 (Tuesday) to September 2, 2024 (Monday)

※ Depending on the payment type, 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, considering the additional 10% VAT in the total payment amount.
(The company is responsible for any issues arising if the company name is not identifiable during payment.)

※ Issuance of an invoice for billing purposes is only available for direct bank transfers, and requests should be made via email to gd@kidp.or.kr.
(It is not available for credit card payments or real-time transfers; only one invoice for billing purposes will be issued, and receipt-style tax invoices are not available.)

※ Failure to pay the evaluation fee within the specified payment period will result in exclusion from the evaluation.

※ The schedule may change depending on work progress. (Changes will be announced separately.)