

# Call for Entry to 56th Korea International Design Award

## [Adults & University Students]

In accordance with Article 5 of the Industrial Design Promotion Act and Article 8 of the Enforcement Decree thereof, the 56th Korea International Design Award will take place as follows:

January 2021  
President, Korea Institute of Design Promotion

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The Korea International Design Award, launched in 1966, celebrates its 56th 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 56th Korea International Design Award.

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## Adults & University Students

### A. Call for Entry

Any designs in 2D or 3D images and videos that fall into one of the seven disciplines of the competition and will neither be released into markets nor produced for sale as of the end of the year (June. 30, 2021).

#### Qualifications

※ Any individuals who are (1) or (2) below

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- (1) Any individuals regardless of nationality
  - (2) Adults: As an individual work (up to 5 persons per entry)  
University Students: As an individual work (up to 5 persons per entry)
    - ※ University students may submit an entry (only those who can provide a certificate of enrollment).
    - ※ The entrant's participation rate in the relevant work must be at least 20%, and entrant information cannot be revised after judgment.

## Adult Division

As an individual work (up to 5 persons per entry)

## Entry Fees

KRW 50,000

※ The fee is charged per entry.

## Student Division

As an individual work (up to 5 persons per entry)

※ University students may submit an entry.

※ Students enrolled or on a leave of absence are qualified for this division, only evidence issued within 6 months will be accepted, and any prize certificate will be issued under the Student Division.

## Entry Fees

KRW 30,000

※ Evidence of student enrollment is required.

※ The fee is charged per entry.

## Common Rules

※ One prize certificate will be issued per entry.

- 1-2 persons: All participant names to be described on the prize certificate (e.g., Hong Gil-dong, Go Gil-dong)

- 3-5 persons: Only one representative entrant's name to be described on the prize certificate (e.g., Hong Gil-dong and four others)

\* However, it is possible to issue the confirmation of participation and award-winning for all participants of an entry.

## Common Rules for Fees

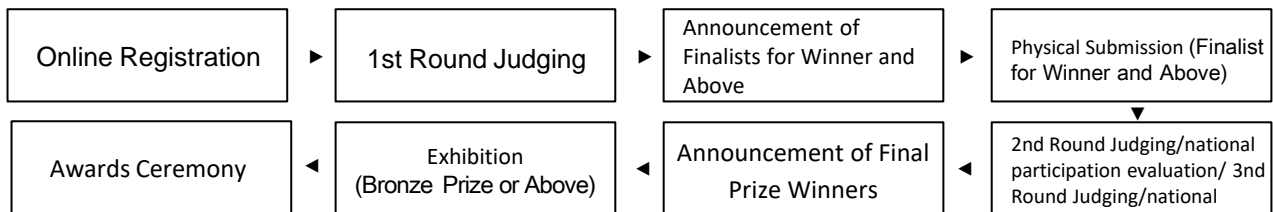
※ One entrant can submit multiple entries.

※ The entry fee is charged per entry.

※ When one entrant submits multiple entries, he/she can apply for the Student Division if he/she can submit evidence of student enrollment.

## B. Schedule

### Steps



\* What is national participation evaluation ?

: It is a nationwide evaluation service subject to nominated award winners who have been selected from 1st and 2nd evaluation sessions, and 10% of the evaluation result will be reflected in the final results.

<b>Online Registration</b>	May 1 (Sat.) – June 30 (Wed.)	<a href="http://award.kidp.or.kr">http://award.kidp.or.kr</a>
<b>1st Round Judging(online)</b>	During July	Announcement of Results: July 20 (Tue.) ※ Finalists for Winner and above
<b>Entry Submission</b>	July 21 (Wed.) – July 28 (Wed.)	B1, Korea Design Center ※ Finalists for Winner and above only
<b>2nd Round Judging</b>	During July	Announcement of Results: August 4 (Wed.) ※ Confirming the place of winners
<b>1st Round Moving Out</b>	August 4 (Wed.) – August 8 (Sun.)	B1, Korea Design Center ※ Special Prize and Winner awardees only ※ Relevant entries to be discarded after Moving Out period
<b>National participation evaluation</b>	August 5 (Thu.) – August 19 (Thu.)	KIDP homepage, Award site
<b>3rd Round Judging</b>	During August	Announcement of Results: August 31 (Tue.)
<b>Exhibition</b>	October 6 (Wed.) – 10 (Sun.)	DKfestival 2021, aTcenter, Seoul
<b>Awards Ceremony</b>	October 10 (Sun.)	DKfestival 2021, aTcenter, Seoul
<b>2nd Round Moving Out</b>	October 10 (Sun.)	DKfestival 2021, aTcenter, Seoul ※ Final winners of Bronze Prize and above ※ All entries to be discarded after Moving Out period

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

## C. Disciplines: 7 in Total

<b>1. Product Design</b>	
• Electrical & Electronic Equipment Design	Home appliances, mobile communications equipment and supplies, etc.
• Industrial Machine & Tool Design	Industrial equipment, controllers, processing machines, etc.
• Living Design	Toys, sports and leisure/sanitary/household goods, stationery, musical instruments, kitchenware, office supplies, health/medical devices, construction equipment/supplies, etc.
• Style Design	Beauty products, glasses, hats, watches, shoes, bags, etc.
• Furniture Design	Home furniture, office furniture, kitchen furniture, medical furniture, etc.
• Automotive & Transportation	Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc.
<b>2. Visual Communication Design</b>	
• Communication Design	Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc.
• Packaging Design	POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.
• Brand Design	Identity, trademarks, etc.
<b>3. Digital Media/Content Design</b>	
• Contents Design	Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
• Digital Media Design	Websites, applications (app), kiosks, etc.
• Game Design	Online/mobile games, VR/AR/MR games, etc.
• Interaction Design	UI/UX, human interaction, HCI, etc.
<b>4. Space/Environmental Design</b>	
• Interior Design	Interiors, interior decorations, art decorations, lighting design, etc.
• Exhibition & Scenic Design	Exhibitions, stages, event design, etc.
• Environmental Design	Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design
<b>5. Fashion/Textile Design</b>	
• Fashion Design	Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.
• Textile Design	Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
• Jewelry & Accessories Design	Jewelry, fashion accessories, etc.
<b>6. Service Design</b>	
• Service Design	Health care, leisure services, education services, etc.
• Community Design	Community services, public administration services, etc.
• Entertainment Design	Entertainment design, etc.
<b>7. Craft Design</b>	
• Metal Craft Design	Metal crafts
• Ceramic Craft Design	Ceramic crafts
• Fabric Craft Design	Fabric crafts
• Wood Craft Design	Wood crafts
• Other Craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.

## D. Submission Method

### Step 1: Online Registration

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images)

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 (Sat.) – June 30 (Wed.), 2021, by 18:00

#### - Information Provision

The designer's information will be provided to judges and for catalog and online exhibition.

Therefore, the correct information (entry name, entry description, designer name, affiliation, position, contact information, address, etc.) must be entered.

※ The information entered cannot be revised (such as address change due to moving) after the registration deadline. Please keep this in mind when entering the required information.

#### - Image Size

1,000 pixels on the longer side, either height or width

※ Cataloging image (separate request to be made via email): 300 x 300mm

#### - Image Specification

Up to 3MB, JPG, RGB file

※ Cataloging image (separate request to be made via email): CMYK, 300dpi

#### - 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 5 minutes. / Up to 50MB, MP4, 5-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

Entry descriptions should be written in both Korean and English to help judges and viewers understand the entry during the judging and online exhibition.

## 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

July 21 (Wed.) – July 28 (Wed.), 2021, 10:00 - 17:00

### - 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: 031-780-2162, 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.

### - Foam Board Work Submission (required)

**Guideline: Submit 1 sheet of A1 (594 x 841mm or 841 x 594mm) attached on 5T white foam board**

Include a description and images that help grasp the design concept and designer's intent.

※ Acrylic panels, hardboard paper, wooden panels, picture frames, etc., other than foam boards will not be accepted.

※ Model work can be removed after submission, but 5T foam boards cannot be removed.

### - Model Work Submission (optional)

**Size: 180cm or less in width, height and depth each**

※ For any entry that may be damaged or lost, auxiliary devices (such as a transparent case) must be installed by the entrant, and KIDP shall not be held liable for any loss, damages or destruction of such entries.

※ Model work can be removed after submission.

### - Entry Moving Out

Winners of Special Prize and Winner : August 4 (Wed.) – August 8 (Sun.) 2021 (tentative) / B1, Korea Design Center  
Winners of Bronze Prize and above: October 10(Sun.), 2021 (tentative) (aTcenter, Seoul)

## - Notes on Entries -

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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) Confirming finalists for Winner and above	2nd Round (with panel and model) Grand Prize, Gold Prize, Silver Prize, Bronze Prize, Special Prize, Winner
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### Criteria

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

## F. Awards Ceremony

### Date and Venue

Time/Date: October 10 (Sun.), 2021 (tentative)

Venue: aTcenter, Seoul

※ Winners' families and friends can attend the ceremony.

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

## G. Details of Awards

Classification	Qty	Details	Prize
Grand Prize	1	KRW 30 mil.	President Prize
Gold Prize	2	KRW 10 mil. (each)	Prime Minister Prize
Silver Prize	16	KRW 1 mil. (each)	Minister Prize
	2	KRW 1 mil. (each)	Minister Prize (Invitation/Recommendation)
Bronze Prize	20	KRW 0.5 mil. (each)	Head of Sponsor/Organizer Prize
Special Prize	About 5 % of entries	Prize Certificate	Head of Co-organizer Prize
Winner	About 10 % of entries	Prize Certificate	Head of Co-organizer Prize

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

※ One prize certificate will be issued per entry.

## H. Benefits of Prize Winners

Prize winners will be entitled to the winner services. These include a package of the prize certificate, prize money, the right to use the Award logo, and a collection of prize-winning works (to be published in January next year), as well as various benefits such as appointment as invited and recommended designers certified by the government, online and offline exhibition, and support for entrepreneurship and commercialization. There may also be opportunities to showcase their creative works and promote business feasibility through interviews with media outlets, broadcasting companies, and online channels.

### Right to Use Logo

A label certifying the prize-winning status at this competition will be provided that can be attached to creative works.

### Online and Offline Exhibition

All prize-winning entries will be displayed online through the exhibition website, and winners of the Bronze Prize or above will have an excellent opportunity to showcase their design to the world through offline exhibition.

### Link with Business Opportunities

Winners of the Bronze Prize or above will have the opportunity to exhibit their works at DK Festival, the largest business design fair in Asia, thus helping them find business opportunities and generate secondary results.

### Support for International Internship

Recipient: The person who concerned among the Silver Prize and above winners. Provide an international internship opportunity or experience at an overseas company to selected domestic designers.

\*Please refer to the announcement of KIDP Global Design Internship Program

### Excellence Design School

Recipient: University and Postgraduate school that applied for Korea International Design Award

Grant prize money 1million WON with a certificate and a trophy to the best school of the year, which recorded the highest score between the Winner and above awardees.

\* To offer a variety of benefits, an institution awarded over 3times in a row will be excluded for a candidate for the year shown.

### Invited and Recommended Designer System

As a designer system certified by the government, the Minister of Trade, Industry and Energy appoints invited and recommended designers pursuant to the following qualification rules.

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#### Recommended Designers

Grand Prize winners

Three-time winners of Bronze Prize or above

Winners of Special Prize or above for three years in a row

Five-time winners of Special Prize or above

10-time winners of Winner Prize or above

#### Invited Designers

Those who have submitted entries  
at least 10 times as a recommended designer

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※ The system applies only to prize winners as an individual work from the Adult and Student Divisions, not corporate winners that submit entries as a group work.

## 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) Online registration or physical entry submission after the deadline will not be accepted even if a delay, waiting time, error, and/or system failure occurs due to overload or large crowds. Therefore, it is recommended to register and physically submit your entries before the deadline days.
- (3) 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.
- (4) 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.
- (5) There is no limit to the number of entries per individual, so multiple entries per person are accepted.
- (6) Entries previously submitted to other competitions, including award-winning works, can be submitted to this competition.
- (7) All matters and issues related to the event are posted and disclosed on the website.

## Contact Info

### PoC of Korea Design Exhibition Award (Adults & University Students)

Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do

TEL 031-780-2162(2165)

EMAIL [kida@kidp.or.kr](mailto:kida@kidp.or.kr)

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



## PoC of Korea Design Exhibition Award

Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do

**TEL** 031-780-2165(2162)

**EMAIL** [kida@kidp.or.kr](mailto:kida@kidp.or.kr)

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

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Host



Organizer



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\* Sponsoring institutions and companies are subject to change.