Call for Entries to the 59th Korea International Design Award
Adults & University Students

The 59th Korea International Design Award will be held in the following manner, in compliance with Article 5 of the Industrial Design Promotion Act and Article 8 of its Enforcement Decree:

2, 2024

President, Korea Institute of Design Promotion

This year marks the 59th 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 divided into three categories: **Invited and Recommended**, which aims to raise South Korea's design standards and competitiveness while promoting the professional status and pride of mid-career designers; **Adults and University Students**, which aims to discover competent designers and nurture the next generation of designers who will shape the future of design; and **Youth (K-12)**, which aims to raise youth awareness of the importance of design while discovering and nurturing young creative talent.

We would like to kindly request for the interest and participation of leading designers and students in Korea.

Adults and University Students

A. Call for Entry

Any designs in 2D or 3D images and/or 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 deadline of the award year 's registration date (June 30, 2024).

Eligibility ※ For any individual who falls under (1) or (2) below

(1) Any individuals regardless of nationality
(2) Adult or University (Graduate) Student

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

University (Graduate) Student Division
As an individual work of student (up to 5 persons per entry)
※ Those who are currently enrolled in school or on leave of absence
※ Only documentation (certificate of enrollment and leave of absence) issued within the last 6 months
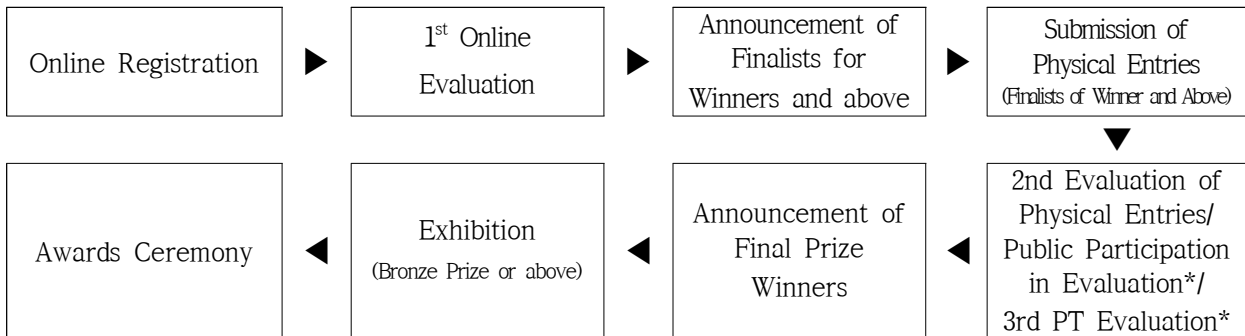
Entry Fees
Free of charge

is allowed, and all entrants must submit one per person

※ If even one member of the team does not qualify as a student, the project will be presented in the [Adult] division

Common Rules

※ After the application deadline, entrants' information cannot be modified

※ There is no restriction to the number of entries

※ A work can be submitted jointly by up to 5 persons

B. Procedure

Online Registration	▶	1st Online Evaluation	▶	Announcement of Finalists for Winners and above	▶	Submission of Physical Entries (Finalists of Winner and Above)

Awards Ceremony	◀	Exhibition (Bronze Prize or above)	◀	Announcement of Final Prize Winners	◀	2nd Evaluation of Physical Entries/ Public Participation in Evaluation*/ 3rd PT Evaluation*

> ***What is Public Participation in Evaluation?**
> 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 final evaluation for 10% of the total score.

> ***What is PT Evaluation?**
> The award-winning candidates chosen in the first and second rounds are freely presented by the entrants within the time limit, and the external judges evaluate them based on the third screening criterion to determine the final prize winning entries. Materials submitted for presentation screening will be informed in a separate notification.

1st Online Registration	May 1(Wed)~ June 30(Sun)	https://award.kidp.or.kr
1st Online Evaluation	in July	1st Anouncement of Results: July 18(Thu) ※ Finalists for Winner and above
2nd Submission of Physical Entries	August 3(Sat) ~ 6(Tue)	B1, exhibition hall, Korea Design Center 10:00~17:00 ※ Finalists for Winner and above
2nd Evaluation of Physical Entries	in August	2nd Announcement of Special Prize & Award Candidates: August 13 (Tue) ※ Confirming of winning prizes
Return of Physical Entries	August 10(Sat) ~ 12(Mon) ※ All entries discarded after the returning period	B1, exhibition hall, Korea Design Center 10:00~17:00
Public Participation in Evaluation & Open Verification	August 17(Sat) ~ 31(Sat)	Ministry of Industry and National Communication & SOTONG24 Homepages
3rd PT Evaluation	September 5(Thu) ~ 6(Fri)	3rd Final Announcement of Results: November 15(Fri) ※ Announcement of final prize winners

Exhibition	November 13(Wed) ~ 17(Sun)	Design Korea 2024, Hall D., COEX ※ For final winners of Bronze Prize and above)
Awards Ceremony	November 15(Fri), TBD	Design Korea 2024, COEX ※ Silver award (Minister award) or higher
Return of Exhibited Entries	November 17(Sun) ※ All entries discarded after the returning period	Design Korea 2024, Hall D, COEX, 15:00~16:30

※ The timeline provided above is subject to change based on operational requirements.

C. Entry Criteria : Total of 7 Disciplines

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, emoticons, 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 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	Fabric crafts
• Wood Craft Design	Wood crafts
• Other Craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, etc.

D. Submission Method

Step 1: Online Registration

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

The images submitted will be utilized for the 1st Round of Evaluation to choose the finalists of Winner and above, and they cannot be modified after the submission deadline.

※ To examine works and issue confirmations in all accounts, you must enter the ID of a participating designer through the ID search option.

※ Any inaccuracies about the participating designer or other information are the responsibility of the entrants, and the information entered cannot be changed after the registration period. As a result, please double-check the information you enter while registering online.

- Registration Period

May 1(Wed) - June 30 (Sun) 12:00 am

※ Additional submissions or amendments after the submission date are strictly prohibited.

- 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.

※ Please keep in mind that the information entered cannot be revised after the registration deadline.

※ Please fill in the detailed address as well, as it will be required for future catalogs and listings.

- Image Specification

1,000 pixels on the longer side, either height or width, Up to 3MB, JPG, RGB file, 72~150dpi

※ If the above requirements are not followed, the image may not be displayed on the screen during online evaluation, which is the entrant's responsibility.

※ Image for catalog (to be requested separately for catalog production): within 300 x 300mm, CMYK, 300dpi

- Image Recommendations

Configure and express freely without limitations

Image composition such as background and text insertion is allowed

We accept photos or digital renderings of artworks.

- Digital Content

Videos cannot exceed 5 minutes in playback time.

Up to 50MB, MP4, 5-minute or shorter playback time (submit URL link separately if needed)

- Entry Description

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

※ Name, title and entry description in English is required

Step 2: Physical Submission and Return of Submissions

The juried artworks or those at a higher level, which will be separately announced for judging for special selection and qualified candidates for a main prize, will be used in the second judgment along with tangible works to select the final list of winners.

※ Only the finalists for Winner and above from the 1st Round of Evaluation are required to submit their entries.

- Submission Period
August 3(Sat) - 6(Tue), 10:00~17:00
　※ the schedule and details are subject to change depending on the progress situation.

- Place of Submission
B1 Exhibition Hall, Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do
※ 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.
※ After inputting the application number in the back of the entry submission, mail it by post within the application time.

- Regulations on Entry Submission (Select 1 from Board or Model / Both are allowed for submission)
1) Regulations on Board Work
Guideline: 5T foam board, 1 sheet in A1 size (594 x 841mm, Horizontal or Vertical, Up to 3 sheets allowed if it is in series)
Include a description and images that help grasp the design concept and designer's intent
※ Except for foam boards, acrylic, hard boards, wood panels and frames are prohibited from submission

2) Regulations on Model Work
Size Spec: Up to 100 cm in size for length, width and height
※ For any entry that may be damaged or lost, auxiliary devices (such as a transparent case) must be installed by the entrant and KIDP does not bear any responsibility.
※ If the subject of the evaluation in the digital media/contents section is a video, it may be used as the video uploaded during the initial online registration or submitted via USB
(However, if it is submitted for a category other than digital media/contents, it may be inserted in products such as a laptop, tablet, or smartphone that can play the video).

- Return of Submissions
Return of Entries after 1st Evaluation: August 10 (Sat) - 12 (Mon), 10:00~17:00, At the same place as the reception desk for submissions
Winners of Bronze Prize and above: November 17 (Sun) 15:00~16:30, Design Korea 2024, Hall. D, COEX, Seoul

◆◆ Notes on Submission and Return of 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. K2021A010001), entry discipline, entry name, entrant name, affiliation, and contact information on the back side of the entry (foam board).
2. All entries must be returned within the returning period. The host and/or organizing institution(s) shall not be liable for any damages or loss related to the entries that are not removed during the designated Return of Submissions

period. All entries that are not returned during the periods will be discarded.

  ※ As for the second reception, judging, or/and return of an artwork, it is impossible to carry it out after the permitted period due to limited space for exhibition and storage.

  ※ When requesting the return of an artwork, please inform us of your reception number, recipient name, contact, and address via the instruction mail.

  ※ Carrying out by mail is not allowed for an artwork that is fragile, consists of or contains small accessories, or is susceptible to damage or loss.

3. As entries can be damaged, destroyed, or lost during postal transit, returning them by mail is not possible.

  ※ We provide parcel delivery of an artwork only for the convenience of a submitter. However, we are not responsible for any damage or loss that occurs during transportation. Therefore, your discretion is required when using the service.

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, removal, or judging process.

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

Step 3: Submission of Presentation Materials

This is the stage where the final qualification for award-winning is determined. Artworks that have placed third (or higher, earning the bronze prize or above) should be submitted and presented during the 3rd round of judging for presentations.

※ Please note that only the winners who received the bronze prize or higher, as named in the 2nd round announcement, are required to submit their artworks.

- Submission Period
August 28(Wed) - 31 (Sat) 17:00 pm

  ※ the schedule and details are subject to change depending on the progress situation.

- Reception Desk (for Submissions)
Mail(kida@kidp.or.kr)

- Submission Policy
Format: PPT of PDF files

  ※ If your submission includes a video, please indicate in the file name the page number where it is located and attach it separately.

  ※ Also, ensure that you attach the font file used for your PPT submission.

- Judging on Presentation
Schedule: September 5 (Thu) - 6 (Fri), 10:00 am to 18:00 pm

The venue: B1 Exhibition Hall, Korea Design Center.

Presentation Time: Each presentation is allotted around 10 minutes. A separate email will be sent regarding presentation schedules and guidelines for each artwork.

  ※ Up to one more person, except a presenter, can be accompanied for the purpose of helping with work demonstration, joint presentation, etc.

  ※ If you plan to make a presentation and demonstrate a tangible artwork simultaneously, please contact us to arrange for an exhibition stand or table in advance.

E. Evaluation

Our Jury   Experts in each design discipline from Korea and abroad

Steps

1st Evaluation (Online Screening)	Confirming Winner and above
2nd Evaluation (Physical Entry)	Determining Winner, Special Prize and other prize candidates
3rd Evaluation (PT Screening) + Public Participation in Evaluation	Determining Final Winners from Bronze to Grand Prizes

Criteria

Design Disciplines	1st & 2nd Evaluation					Public Participation & 3rd Evaluation
Product	Aesthetics	Originality	Usability	Eco-friendliness	Economics	Innovation-oriented Business Impact Social Value Future Vision Eco-friendliness
Visual Communication					Information	
Digital Media / Content					Communicability	
Space / Environment					Purposefulness	
Fashion / Textile					Economics	
Service					Interactivity	
Craft					Economics	

F. Awards Ceremony

Date and Venue   November 15, 2024 (Fri)(TBD), Design Korea 2024, COEX

Award Candidates   The Ministerial award (silver) winners and above are considered award candidates.

※ Please arrive 30 minutes before the awards presentation for rehearsal and a seamless transition
   The ceremony is open to the winners' families and friends
※ All winners except the award candidates can attend the award ceremony, and their prizes will be sent my post
※ The above timetable is subject to change based on operational requirements

G. Details of Awards

- Adult / University (Graduate) Student Division

Section	Quantity	Details	Prize
Grand Prize	1	Certificate, KRW 30 million (each)	Presidential Prize
Gold Prize	2	Certificate, KRW 10 million (each)	Prime Minister Prize (1 each for Adult / University(Graduate) Student)
Silver Prize	16	Certificate, KRW 1 million (each)	Minister Prize
	2	Certificate, KRW 1 million (each)	Minister Prize (1 each for Invited / Recommended Designers)
Bronze Prize	20	Certificate, KRW 0.5 million (each)	Head of Sponsor / Organizer Prize
Special Prize	within 5 %	Certificate	Head of Co-organizer Prize
Winner	within 10 %	Certificate	Head of Co-organizer 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.

- Excellence Design School Prize Division

Section	Quantity	Details	No. of School	Prize
Excellence Design School Prize	1	Head of Co-organizer Prize	1	Certificate, KRW 1 million

※ Awarded to the 1ˢᵗ school with the highest score among the prize-winning candidates of the year.
  In case of a tie, there will be joint awards

※ Scoring standard of selecting Excellence Design School Prize

- Grand Prize: Per entry x 15 points   - Bronze Prize: Per entry x 5 points
- Gold Prize: Per entry x 10 points   - Special Prize: Per entry x 2 points
- Silver Prize: Per entry x 7 points   - Winner: Per entry x 1 point

H. Benefits of Prize Winners

They will receive a winner package which includes an award certificate and art brochure, as well as a cash prize. Additionally, they will be appointed as government-recognized invited/recommended designers and be given various benefits, including online and offline exhibitions, support for linkage service with commercialization. The winners will also have opportunities to promote their artworks and business performance through press/broadcast and online interviews.

▌Winner Package

· For who: Prize receivers of Winner and above
· Winner package is composed of certificate, catalogue and more
  ※ The art brochure is published and sent to them at the end of the year.

▌Online and Offline Exhibition

· For who: Prize receivers of Bronze Prize and above
· Online display using an integrated contest site and multiple social media platforms
· Offline display in various exhibition and event venues, including Design Korea
  ※ The qualification for the online exhibition is limited to the juried artworks and above.

▌Review of Support for Commercialization

· For who: Prize receivers of Winner and above
· The winning artworks are reviewed and considered by investment-related experts for their commercialization.
· Supported to build a business model and develop a design including 1:1 mentoring
· Opportunities for presentiong outstanding works and post-event management support
· Supported to registrate a works at 'IDEARO' homepage organized by KIPA
· Interviews and promotion activities are arranged later with startup-related media, SNS, etc.
  ※ When applied, the artworks are reviewed and selected by those who responded to commercialization-related demands.

▌Support for International Internship

- For who: Prize receivers of Silver Prize and above
- Provided with an entitlement to the application for the overseas internship support program, which selects domestic designers and sends them to the foreign companies that need them.
  ※ Maximum of 1 person per entry, Exemption from document review (yet, it could differ depending on the scope of business operation).
  ※ Refer to the KIDP Overseas Internship Support Project announcement for more information (qualifications, timetable, etc.).
  ※ The winners of first prize(gold) and above cannot apply for the overseas company visit program if applying for the overseas internship support program.

▌Overseas Company Tour

- For who: Prize receivers of Gold Prize and above
- Supporting tour of design companies in overseas
  ※ Details (schedule, visit companies, etc.) is be separately announced later and is subject to change depending on the progress of the program.
  ※ For a joint submission, up to 2 persons per a winning entry can apply.

▌Excellence Design School Award

- For who: Competition participating universities or graduate schools
- Winners or above are converted into points, and the institution with the greatest score is named the best university of the year, **receiving a certificate of excellence and $1 million in prize money.**

Ⅰ. **Regulations on Intellectual Property Rights Protection**

① In the event of unlawful conduct such as plagiarism of another person's work, the entry will be terminated in accordance with the 'Guidelines for Reconsideration of Plagiarized Artwork in Competition', and penalties such as three-year entrance restriction will be enforced.

② 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 cancelled.

③ The person who submitted the entry is solely responsible for any disputes with the intellectual property rights (design rights, copyrights, etc.) of the submitted product.
  ※ When submitting work that may result in a dispute, we advise that you submit it after completing the procedure to safeguard your rights.

J. **Regulations on Submission and Return of Submissions**

① Entrants will be notified of critical matters and issues relating to the exhibition via the phone number or email address provided during online registration, so please provide accurate contact information.

   ※ KIDP will not be held liable for any consequences resulting from missing or inaccurate contact information.

② Even if there is a delay, waiting time, error, and/or system failure due to overload or a high number of entrants, online registration or physical entry submission after the deadline will not be accepted. As a result, it is strongly advised that you register and physically submit your entries at least a day before the deadline.

   ※ Due to the high volume of inquiries on the deadline day of submissions, it may be impossible to respond on the day of submissions, so please query via email before the deadline to ask about the application or revision details.

③ Except for online exhibits, all submissions must be removed within the Return of Submissions period, and KIDP will not be held liable for any loss, theft, damage, or destruction of entries that are not removed by the deadline. All entries that are not removed by the deadline will be discarded.

   ※ When a submission is chosen for exhibition, the entrant must comply with KIDP for future procedures such as exhibition, transfer, and removal.

④ For any entries that may be loss or destroyed, entrants must prepare safety equipment, and KIDP shall not be held liable for any loss or destruction of entries.

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

⑤ There is no limit to the number of submissions per individual or group, and multiple entries are permitted.

⑥ Up to 5 persons can participate in a group entry.

⑥ Works that have already been awarded and submitted in other contests may also be submitted, but KIDP is not responsible for any disadvantages created by duplicate submissions due to different contest rules.

⑦ All event-related matters and issues are posted and disclosed on the award website.

PoC of Korea Design Exhibition Award (Adult & University Students)

Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do
TEL+82 31-780-2137/2162　　**E-mail** kida@kidp.or.kr　　　**Homepage** https://award.kidp.or.kr

Sponsors　Ministry of National Defense, Korea Intellectual Property Office, Korea Chamber of Commerce and Industry, Korea Youth Policy Institute, Korea Scout Federation, Korea Youth Organization Association, Korea Girl Scout Federation, Seoul YMCA, Seoul YWCA

Corporate Samsung Electronics　　　　　　　　*Sponsoring institutions and companies are subject to change.

[Appendix] Evaluation Criteria / Scoring Scale by Round

* 1st & 2nd Evaluations

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

· Evaluation Attributes (8 Items)

Attribute	Details
Aesthetics	Are the external shapes and compositions aesthetically superior?
Originality	Did you invent something unique based on your own skills and personality, rather than on imitation?
Usability	Do the shape and composition correspond to the concept?
Economics	Is it marketable, cost-effective, and practical?
Purposefulness	Is it outfitted with functionalities that are appropriate for its intended use?
Interactivity	Is there a continuous flow of user-centered interactions?
Information Communicability	Is it appropriate for the concept and is the expression clear?
Eco-friendliness	Does it reflect environmental friendliness during the design and development process?

· 20 points each for 5 evaluation attribute in each category, 100 points in total

– Passing the 1st Evaluation (selection): 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

– Passing the 2nd Evaluation (special selection): Among entries that passed the 1st Evaluation, an entry with an average score of 60 or higher for each judge

   Award-winning entries are selected in order of the highest score

   *The highest / lowest scores are excluded

* 3rd Evaluation

· 3rd Evaluation Criteria and Scoring Scale

Section	Evaluation Attribute	Point Allocation	Proportion
Professional Jury	Innovation-oriented Business Impact Social Value Future Vision Eco-friendliness	- Points per attribute 18 points x 5 attributes = 90 points	90%
Public Jury		- 10 points	10%

− Professional Jury (90%): 5 attributes / discipline, 18 points per attribute = 90 points
− Public Jury (10%): 10 points

· Evaluation Details

  - Deliberating on final awards from Bronze Prize to Grand Prize

· Evaluation Attributes (5 Items)

Attribute	Details
Innovation-oriented	How new and innovative is this entry?
Business Impact	How much impact does this entry have on industrial development?
Social Value	How much does this entry elevate the social, economic, environmental and culture value?
Future Vision	Does this entry provide a human-focused and future-oriented vision?
Eco-friendliness	Does it reflect environmental friendliness during the design and development process?