

# Call for Entries to the 59<sup>th</sup> Korea International Design Award

## Invited & Recommended Designers

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

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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.

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## Invited and Recommended Designers

### A. Call for Entry

#### Eligibility

Invited or recommended designers

※ Creations solely designed by entrants during the past year

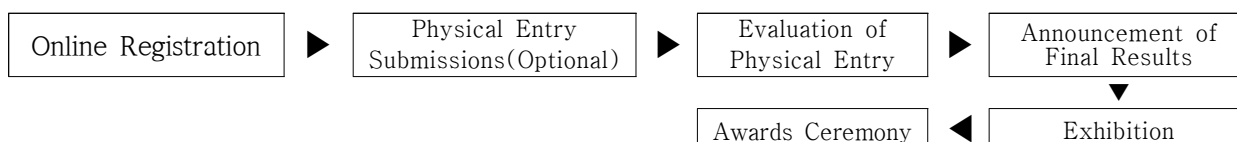
※ Joint submission is not allowed

#### Entry Fees

Free of charge

※ Silver Prize winners will be selected among the applicants of physical entry submissions.

### B. Procedure and Schedule



※ Creation activity is acknowledged through online registration. However, physical entry submission is optional and evaluation and exhibition will be possible only for physical entry submissions.

<b>1<sup>st</sup> Online Registration</b>	May 1(Wed)~ June 30(Sun)	<a href="https://award.kidp.or.kr">https://award.kidp.or.kr</a> ※ Creation activity for the year acknowledged through online registration
<b>Physical Entry Submissions</b>	August 28(Wed) ~ 31(Sat)	B1, exhibition hall, Korea Design Center 10:00~17:00
<b>Prize Evaluation</b>	September 5(Thu) ~ 6(Fri)	3rd Final Announcement of Results: November 15(Fri)
<b>Exhibition</b>	November 13(Wed) ~ 17(Sun)	Design Korea 2024, Hall D., COEX
<b>Awards Ceremony</b>	November 15(Fri), TBD November 17(Sun)	Design Korea 2024, COEX
<b>Return of Exhibited Entries</b>	※ All entries discarded after the 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

<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, packing structures, etc.
• Brand Design	Identity, trademarks, etc.
<b>3. Digital Media / Contents Design</b>	
• 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.
<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, cityscape design
<b>5. Fashion / Textile Design</b>	
• 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.
<b>6. Service/Experience Design</b>	
• Service/Experience 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, etc.

## D. Submission Method

### Step 1: Online Registration (Required)

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

#### - 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 (Optional)

The designer's creation activity will be acknowledged through online registration.

The tangible artworks you submit after the online application will be used for judging for the silver awards and exhibition.

- ※ If you submit a tangible artwork, it will be selected for physical display, or it may be replaced by a screen exhibition, depending on the availability of space and the exhibition's situation.
- ※ Additional submissions or amendments after the submission date are strictly prohibited.

### - Submission Period

August 28(Wed) ~ 31(Sat), 10:00~17:00

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

### - 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

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.

## E. Evaluation

**Our Jury**            Experts in each design discipline from Korea and abroad

### Steps

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**Judging to select two prize winners in total**

Selecting 1 Invited Design Silver Prize winning entry / 1 Recommended Silver Prize winning entry

### Criteria

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Innovation-Oriented, Business Impact, Social Value, Future Vision, Eco-friendliness

## F. Awards Ceremony

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

**Award Candidates**    The Ministerial award (silver) winners

- ※ Please arrive 30 minutes before the awards presentation for rehearsal and a seamless transition  
The ceremony is open to the winners' families and friends
- ※ The above timetable is subject to change based on operational requirements

## G. Details of Awards

Each of the winning invited and recommended designers will receive a certificate of award, a cash prize, and an art brochure that will be published at the end of the year.

### Prize Details

Section	Quantity	Details	Prize
Silver Prize	2	Certificate, KRW 1 million (each)	Minister Prize (1 each for Invited / Recommended Designers)

- ※ Details and quantities are subject to change at the discretion of the organizations issuing prize certificates.
- ※ One prize certificate will be issued per entry.

### Qualifications for Appointment

#### Recommended Designers

- Grand Prize winners
- Three-time winners of Bronze Prize or above  
Winners of Special Prize or above for three consecutive years
- 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

## H. 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 lost 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 (Invited & Recommended Designers)

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

TEL+82 31-780-2137/2162

E-mail [kida@kidp.or.kr](mailto: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 1<sup>st</sup> 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 2<sup>nd</sup> Evaluation (special selection):** Among entries that passed the 1<sup>st</sup> 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



## \* 3<sup>rd</sup> Evaluation

### · 3<sup>rd</sup> Evaluation Criteria and Scoring Scale

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

– 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?