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.

Youth (K−12)

A. Call for Entry

It is allowed to submit works designed by the entrants in 2-D, 3-D objects or images that fall under the seven entry categories.

Eligibility

※ For any individual who falls under (1) or (2) below
※ Joint submission of work is not permitted
※ There is no limit to the amount of entries

Entry Fees

Free of charge

(1) Anyone enrolled in elementary, middle, or high school (or on leave from such a school, regardless of age)

(2) Youth aged 7-18 years

※ Elementary School Division:7-12 years old / Middle School Division: 13-56 years old
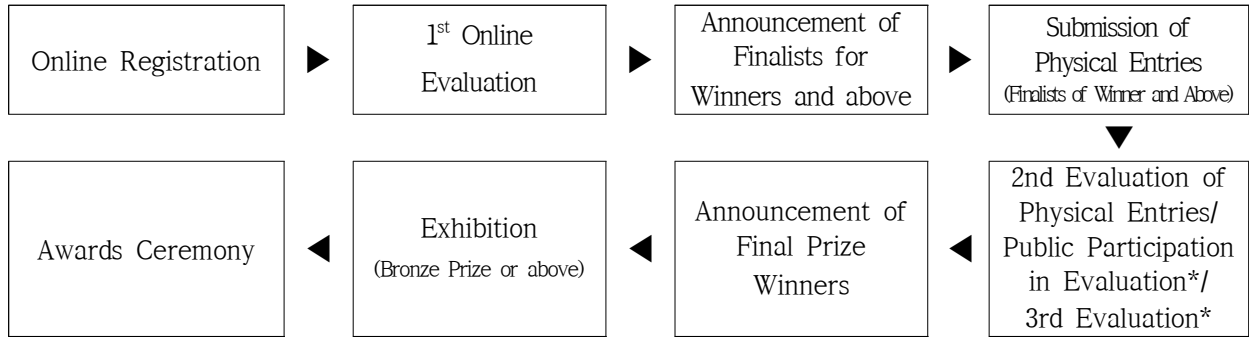/ High School Division:16-18 years old
※ University (Graduate) students are not accepted for this division.
※ Award will be canceled if registered incorrectly (e.g.: a high school student registered as an elementary school student, etc.)
※ There is no limit to the amount of entries
※ Maximum of 1 person per entry; joint submission of work is not permitted

B. Procedure

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

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

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*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.

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)	Exhibition hall, B1, 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 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 ※ Gold 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.

※ Any inaccuracies about the 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 student'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.
※ You(student) can register with your parent's account (if you can't verify him/herself because you are a student). Therefore, you have to send us your name, date of birth, and work title (application number) via mail.
※ If you register under your teacher's account for a collective submission or such, please send us an official letter including the list of entries.
※ This is not a mandatory entry for an instructor. However, if it is not indicated, it will be eliminated from Instructor Award submissions.
※ Please fill in the detailed address as well, as it will be required for mailing of the certificate.

- 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
Photos of flat or three-dimensional works can be submitted
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.
※ However, if you didn't give us your English name, it can be written arbitrarily and displayed in the art brochure.

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
  High School : 5T foam board, 1 Sheet in A2 size (420 x 594mm, Horizontal or Vertical, Up to 3 sheets allowed if it is in series)
  Elementary & Middle School : 5T foam board, 1 Sheet in B3 size (394 x 545mm, 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
  Elementary / Middle / High School : 60 cm or less for 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 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.

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 + 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
Visual Communication					Information	Business Impact
Digital Media / Content					Communicability	Social Value
Space / Environment					Purposefulness	Future Vision
Fashion / Textile					Economics	Eco-friendliness
Service					Interactivity	
Craft					Economics	

F. Awards Ceremony

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

Award Candidates   The Ministerial award (gold) 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

- Individual Student Award

Section	Quantity	Details	Prize
Grand Prize	3 (1 each from Elementary/Middle/High)	Certificate, KRW 1 million (each)	Prime Minister Prize
Gold Prize	12 (4 each from Elementary/Middle/High)	Certificate	Minister Prize
Silver Prize	12 (4 each from Elementary/Middle/High)	Certificate	Head of Sponsor / Organizer Prize
Bronze Prize	12 (4 each from Elementary/Middle/High)	Certificate	Head of Sponsor Prize
Special Prize	within 10 %	Certificate	Head of Co-organizer Prize
Winner	within 20 %	Certificate	Head of Co-organizer Prize

- Instructor Award (Top prize awarded in case of winning more than one prize)

Section	Quantity	Details	Prize
Grand Prize	3	KIPO Commissioner Prize	Instructor of Grand Prize Winner of Student Award (1 each from Elementary/Middle/High)
Gold Prize	12	Head of Co-organizer Prize	Instructor of Gold Prize Winner of Student Award (4 each from Elementary/Middle/High)
Silver Prize	12		Instructor of Gold Prize Winner of Student Award (4 each from Elementary/Middle/High)
Bronze Prize	12		Instructor of Gold Prize Winner of Student Award (4 each from Elementary/Middle/High)

- Excellence Design School (Elementary / Middle / High)

Section	Quantity	Details	No. of School	Prize
Excellence Design School 1st Place	3	Head of Co-organizer Prize	1 school from Elementary/Middle/High	Certificate, KRW 1 million
Excellence Design School 2nd Place	3		1 school from Elementary/Middle/High	Certificate
Excellence Design School 3rd Place	3		1 school from Elementary/Middle/High	Certificate

※ 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
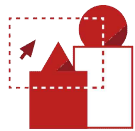- Silver Prize: Per entry x 7 points   - Winner: Per entry x 1 point

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

H. Benefits of Prize Winners

All competition results will be published on the Design Competition for Youth website (http://award.kidp.or.kr). The certificate is sent to the (home) address you wrote.

The following benefits will be granted to prize winners:

▌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.

▌Excellence Design School Prize

· For who: Elementary, Middle, High School
· Winners or above are converted into points and the school with the greatest score will receive a certificate of excellence and 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 (Youth (K-12))

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?