



GOOD DESIGN AWARD

Entry Information

Guide

To better communicate
the essence of your design

Inquiries about the GOOD DESIGN AWARD

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When applying for the GOOD DESIGN AWARD, it is essential to concisely and accurately present the design essence of the entry.

This guide introduces the key points for registering each item when entering information on the entry site.

Please refer to it when applying.

*The items in this guide are only part of what needs to be registered on the Entry Site.



For the application process and access to the entry site, please check the official GOOD DESIGN AWARD website, www.g-mark.org

Category of the entry *Required

- Please select the category that best matches the entry's core function, purpose, and value.
- Even if there is no exact match, please select the closest category or select based on the perspective from which you wish to be evaluated.

*The same entry cannot be submitted under multiple categories.

*The entry category may be adjusted during the screening process at the discretion of the Judging Committee.

General name/Proper name of the entry *Required

Difference between general name and proper name

- The general name refers to a general term used to categorize the entry (e.g., smartphone, car, event, etc.). Since the screening will be conducted by category, please use a concise and generic expression.
- The proper name refers to the specific name of the product or brand, such as the product name or brand name. Please register it within the character limit.
- Example (for a smartphone): General name: Smartphone / Proper name: Phone XX

*If the official name exceeds the character limit, please use abbreviations or alternatives.



For various questions related to the entry, such as "How will the entry category be displayed during screening or after winning?" and "How is the number of registrable characters calculated?", please check the FAQ section on the official GOOD DESIGN AWARD website. Refer to the "FAQ" page for detailed information.

[WEB](#) [GOOD DESIGN AWARD Website > Apply > FAQ](#)



Depending on the entry category, the Judging Committee may specify particular key screening points. If applicable, please be sure to check the relevant details and register the corresponding information on the entry site accordingly.

[WEB](#) [GOOD DESIGN AWARD Website > Apply > GOOD DESIGN AWARD > Screening > Key Screening Points](#)

Business owner *Required

The business owner refers to the client or commissioning party of the entry, i.e., the organization or individual responsible for the entry. If the entry is a product, the manufacturing company is the business owner.

[Examples] Architecture: owner
Software, media services: service provider
Event: organizer
Local government project: relevant local government

Applicant *Required

Both the business owner and the design contractor can be the applicant.

[Design contractor] Companies, design companies, or individuals involved in the design, production, or development of the entry.

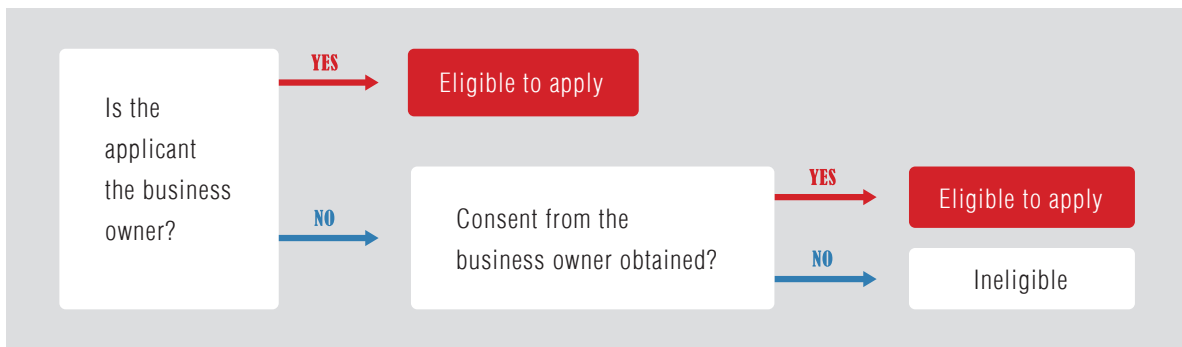
During the application process, the applicant and business owner must be registered separately.

Please ensure sufficient confirmation with the relevant parties of the entry to clearly define the business owner and applicant information.

If an individual or organization other than the business owner submits an entry as an applicant, they must obtain prior consent from the business owner.

*Without the business owner's consent, the applicant is not permitted to submit an entry to the GOOD DESIGN AWARD.

[WEB](#) [GOOD DESIGN AWARD Website > Apply > FAQ > Applicant](#)



Example of entry site registration by a manufacturer submitting its own product	<p>Applicant REL ※ ABC Co., Ltd [CEO: John Smith] Edit</p> <p>Business owner REL ※ ABC Co., Ltd Edit</p>
Example of entry site registration for a design company jointly applying with a client (business owner)	<p>Applicant REL ※ ABC Co., Ltd [CEO: John Smith] GOOD DESIGN Co., Ltd [CEO: Ichiro Tanaka] Edit </p> <p>Business owner REL ※ ABC Co., Ltd Edit</p> <p><small>Applicant status when 2 companies jointly apply</small></p>
Example of entry site registration for a design company submitting a private residence work	<p>Applicant REL ※ GOOD DESIGN Co., Ltd [CEO: Ichiro Tanaka] Edit</p> <p>Business owner REL ※ John Smith Edit <div style="display: inline-block; vertical-align: middle; text-align: center;"> <div style="background-color: #d3d3d3; padding: 2px; font-size: 0.8em;">Name of the owner</div> <div style="background-color: #d3d3d3; padding: 2px; font-size: 0.8em;">of the private residence work</div> </div> </p>



After winning, the applicant will be registered as the award winner on the official website, certificates, etc., and will be eligible to apply for the use of the G Mark. Please ensure that accurate and complete information is registered before the application deadline.

- If there are multiple business owners and design contractors involved in the entries, joint applications are possible, all co-applying companies must be registered as applicants.
- The same company cannot be registered multiple times as an applicant for a single entry.

WEB [GOOD DESIGN AWARD Website](#) > [Apply](#) > [GOOD DESIGN AWARD](#) > [Application](#) > [Participation Process](#)

Designer information *Required

[Confirm various roles]

Confirm and register the roles of those involved in the entry under “Producer / Director / Designer.”

The field name is not editable, but roles can be assigned flexibly based on the nature of the entry.

[Reference]

Producer

Creates business value through tasks such as strategy planning and budget management.

Director

Responsible for overall production direction, from concept development to schedule management.

Designer

Responsible for concrete form and system design, including visual design and production.

[Notes]

- If there is no applicable role, the field may be left blank, but at least one of the field must be filled in.
- It is acceptable to enter only the company name.
- If the same individual takes on multiple roles, the same name may be entered in multiple fields.
- For organizations or teams, the name of the group may be entered (e.g., ABC Company, Design Department).

Photo1: Main picture *Required

[Key points for photo1]

- Please select an image that best represents the features of the entry.
- A landscape image with the 4:3 aspect ratio is recommended.
- The main picture will also be used as a thumbnail. To ensure clarity when scaled down, avoid using images with text, and choose compositions that are simple and have a clear focal point.
- For product or architectural entries, please use an image that clearly shows the appearance.

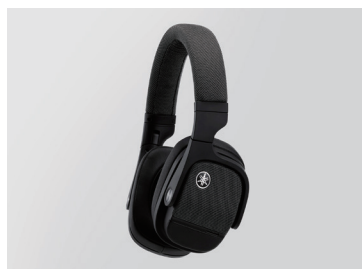


Photo1: Main picture *Required

[If multiple versions of the entry exist]

If multiple versions of the entry exist, please use images that include all versions whenever possible.

If versions are numerous, you may submit images representing only the most significant version(s), or images clearly presenting multiple versions to help jury members grasp the overall.

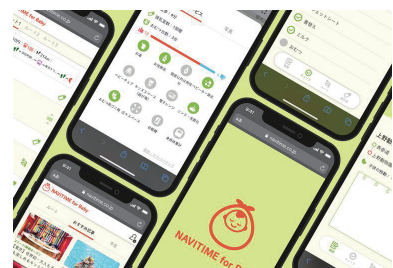
*Information on other versions can be provided in the “Supplementary material”.

*Content not registered as entry information will not be included in the screening.



[When the entry is a system, application, or web service]

If the entry is a system, application, or web service, please provide images showing its operating platform.



[When the entry is an initiative or activity]

If the entry has no physical form, please provide images that symbolize the work or clearly illustrate what the entry is.



Photo2: Picture describes its usage, etc.

[Key points for photo2]

Please upload the following types of images:

- Images showing the actual usage environment and context
- Images that convey the relationship between the user and the product
- Images that help viewers understand the scale and operation of the product

*If necessary, brief text explanations may be added to the images, or multiple images may be combined into one before uploading.



Supplemental materia

When the text or images on the entry site are not sufficient to convey the details of the entry, supplementary materials may be uploaded. Excessive information may hinder the communication of core content. Please organize and present key points clearly and concisely.

- There is no specified format for supplementary materials.
- Files must be PDFs under 2MB. Page size and number are not restricted, but content should be kept within a necessary scope.
- Multiple illustrations and other supporting materials may be included.

Video for screening

- For entries such as BtoB products, industrial/medical equipment, or applications that can only be experienced in specific locations or environments, please provide a video showing installation, operation, or usage where possible. The video should be concise and include only essential information.
- Video submission is optional but strongly recommended for such entries; not required for others.

[Key points for creating video]

- Video is recommended to be within 1 minute.
- Simple footage is acceptable (e.g., usage scenes filmed with a smartphone).
- Show key aspects that cannot be conveyed through text or images alone.

*The design or production quality of the video will not be evaluated.

*Please avoid submitting long videos exceeding 5 minutes.

Explain the outline of the entry briefly *Required

[Creating a 400-character outline]

Please write the outline as if you are explaining the entry to someone with no prior knowledge of it. Using the structure below will help make the content clearer and easier to understand.

1. In the first 1–2 sentences, clearly state what the entry is and what it achieves, and for whom.
2. Next, explain specifically how it achieves that purpose.
3. Finally, briefly describe the outcomes or impact it has generated.

Example: Smartphone [Phone xx]	<div><div>Description</div><p>Phone xx is the latest flagship smartphone. The camera has been upgraded from 12MP in the previous generation to 48MP, and it adopts a brand-new USB-C interface to enhance compatibility. The use of a titanium frame achieves weight reduction, while the Smart HDR function allows anyone to easily take high-quality photos, enabling diverse visual expression.</p><div>Outcome</div></div> <div><div>Approach</div><p></p></div> <div>356 characters</div>
Example: 2024 Awarded work, [RESILIENCE PLAYGROUND PROJECT]	<div><div>Description</div><p>A project developed “inclusive playground equipment usable by all, regardless of disability,” bridging medicine and play. Focusing on medically supported children who “want to play but can’t,” it brought together diverse children, doctors, care staff, designers, and locals to create three pieces of equipment, envisioning a community where play and happiness are shared.</p><div>Outcome</div></div> <div><div>Approach</div><p></p></div> <div>371 characters</div>

[Writing tips]

In the GOOD DESIGN AWARD, jury members evaluate the following aspects through the design: “Why is this design necessary (WHY)?”, “What does it aim to achieve (WHAT)?”, “How is it realized (HOW)?”, and “What results has it brought (RESULT)?”.

[Uniqueness]	Clearly explain the innovation and the difference from existing products/services (WHAT)
[Necessity]	Clearly state why this design is necessary (WHY)
[Feasibility]	Provide a detailed description of how this design is implemented (HOW)
[Universality]	Explain how the value will be sustained over the long term (HOW)
[Description]	What is the entry, and for whom has it achieved what (WHAT, WHY)
[Approach]	Describe the approach used to implement it (HOW)
[Outcome]	Explain the specific outcome obtained after implementation (RESULT)

*It is not necessary to cover all of the above points, please select key points for entry.

Language of the registration information

- Overseas applicants must use the English Entry Site and submit their entry information in English.
- Applicants concerned about English may write first in their native language, then translate before submission.
- The maximum length per field is based on characters, not words; spaces and punctuation each count as one character. Character counts are shown automatically at the bottom right of each field.

*Jury members will not focus on writing style or completeness, accurate and concise information is sufficient.

The most remarkable points *Required

[Present in three key points]

“The most remarkable points” summarizes the most appealing values and distinctive features of the entry into three key points. Among numerous characteristics and design ideas, it concisely highlights the core aspects that make the entry worthy of evaluation.

[Example] Groundbreaking technology, enhanced user experience, reduced environmental impact, etc.

*Please describe the unique strengths of the entry within the character limit.

The reason and background behind the design *Required

[Expressions for reason/background]

To effectively communicate the design’s reason/background, clearly understand its social and user contexts. Summarize from these three perspectives to highlight its significance and necessity.

[Social background]

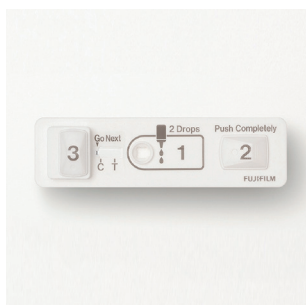
Identify broader social issues or market needs, and explain how the design contributes, e.g., addressing aging-related healthcare or reducing environmental impact.

[Timeliness]

Explain why the design is needed now, linking it to technological advances or social changes, e.g., accelerated digitalization has created new service models, or the COVID-19 pandemic has altered lifestyles, generating new demands.

[User perspective]

Clearly identify specific user problems and their expectations for the design. Present realistic and relatable context based on insights from actual user research or interviews.



Design realization process and outcome *Required

[Ways to present outcomes effectively]

Clearly communicating design outcomes requires concrete data or case examples. Show the impact and value of the entry from multiple perspectives.

[Quantitative outcomes]

Present specific improvements and outcomes using data. For example: sales growth rate, increase in user numbers, or reduction in work time. Use objective, measurable indicators to clearly demonstrate the effectiveness of the design.

[Qualitative outcomes]

Show value that cannot be directly measured by data, such as changes in user behavior or feedback. Use actual user responses or behavioral observations to convey the impact of the design and improvements in user experience.

[Social impact]

Describe the impact and future potential of the entry. For example, introducing new lifestyles or reducing environmental impact to highlight its broader influence on society and long-term possibilities.

Achievements to date

[Ways to present achievements effectively]

Please refer to the following elements to present the relevant achievements of the entry. The examples are for reference only; it is not necessary to cover all items. Achievements can be presented from various perspectives depending on the nature of the entry. Information already provided earlier does not need to be repeated. If the entry has no actual achievements yet, this field may be left blank.

[Sales performance or activity records]

Use specific data or information to show the scale and growth of the entry. For example, sales volume, number of users, or number of implementations, as a record of quantitative achievements.

[User feedback]

Present actual user opinions or impressions of the entry. Use specific feedback or case examples to demonstrate the value it has created.

[Social impact]

Describe the social impact and ripple effects of the entry. This may include media coverage, records of other awards received, or its influence on other projects or activities.

[Sustainability]

Describe the improvement process and future development plans of the entry. Based on existing achievements, explain future directions for expansion to demonstrate its sustainability.



Q Is it necessary to complete all fields to avoid leaving blanks?

Only the fields marked with a red ※ on the entry site are required. For other optional fields, it is acceptable to leave them blank if no relevant information is available. The most important point is to clearly convey the value of the entry through the overall entry information.

Please avoid the following:

- × Listing vague projections of future achievements when no actual outcomes exist.
- × Entering only a short sentence in required fields with an 800-character limit.
- × Uploading excessive text or images in the “Supplementary Information”.
- × Repeating the same content across multiple fields.

Refer to past awarded works

Some of the information registered on the entry site will be made public after winning the award. All past awarded works can be viewed in the gallery of the GOOD DESIGN AWARD website. Referring to past awarded works can help in preparing and registering entry information more effectively.

[Reference cases]

- Awarded works in a similar category as the entry
- Awarded works aimed at solving similar problems
- Awarded works with similar focus areas

[How to find reference cases]

- Visit the award gallery
<https://www.g-mark.org/gallery/winners>

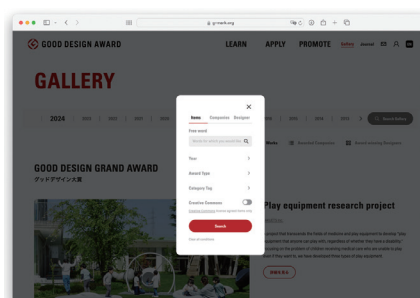
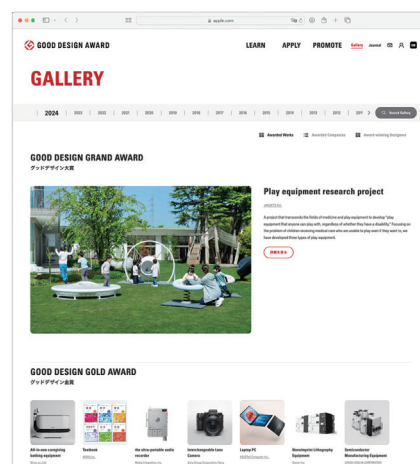


[Work search]

- Use keywords or category tags to search for related works.

[Key points to focus on]

- Structure of the outline
- Expression of design points
- Explanation of background & issues
- Display of outcomes
- Presentation of images





To better convey the essence, appeal, and value of the entry,
please refer to the key points introduced earlier.

We look forward to your participation.

[Key Points for Preparing Entry Information]

- Concisely and accurately convey the characteristics of the entries.
- Specifically demonstrate the value to society and users.
- Explain the results based on objective facts and data.
- Effectively utilize visual elements (images, videos).

If you have any questions, please contact us through the following website:

<https://www.g-mark.org/contact>

*The organizer does not respond to telephone inquiries.