

This document will tell you every little detail you need to know, if you plan to participate in the iF DESIGN AWARD 2023. The information might be overwhelming at first, but a participation is actually quite simple. You will be guided through the process by the simple user interface of our registration system and most importantly, the international iF team is always there to help you. You will find the contact details at the end of this document.

## ✓ Who can register?

From international to local, from start-ups to famous brands, from designers to architects, from entry level to premium – if you produce or create products, projects & services you are welcome to join the iF DESIGN AWARD.

- Projects that participated in or won another award can also participate in the iF DESIGN AWARD.
- One project can be submitted into several relevant disciplines, but can only be submitted once in the same discipline.
- A product series or an entry comprising of several components can be registered as one entry.
- Projects that were realized solely for the purposes of participating in the iF DESIGN AWARD as well as student concepts can not participate. (Students can participate in the iF DESIGN STUDENT AWARD, free of charge.)

## ☰ Disciplines & Categories

- **Discipline Product / Packaging / Communication / Interior Architecture / Architecture / Service Design / UX / UI**  
Entries must be less than two years old at the date of registration, or must be launched, published or realized in 2023.

- **Discipline Professional Concept**

Future-oriented, professional concepts and studies whose implementation is not planned before 2024.

### 1.0 Product Design

- 1.01 Automobiles / Vehicles
- 1.02 Sports / Outdoor
- 1.03 Bicycles
- 1.04 Leisure
- 1.05 Musical Instruments
- 1.06 Babies / Kids
- 1.07 Watches / Jewelry
- 1.08 Audio
- 1.09 TV / Cameras
- 1.10 Telecommunication
- 1.11 Computer
- 1.12 Gaming / VR / AR
- 1.13 Office
- 1.14 Lighting
- 1.15 Home Furniture / Decoration
- 1.16 Kitchen
- 1.17 Household / Tableware
- 1.18 Bathroom
- 1.19 Garden
- 1.20 Building Technology
- 1.21 Public / Retail
- 1.22 Medicine / Health
- 1.23 Beauty / Care
- 1.24 Industry / Tools
- 1.25 Textiles / Wall / Floor

### 2.0 Packaging Design

- 2.01 Beverages
- 2.02 Food
- 2.03 Beauty / Health
- 2.04 Medicine / Pharmaceuticals
- 2.05 Household
- 2.06 Consumer Products
- 2.07 Industry / B2B
- 2.08 Non-branded Packaging

### 3.0 Communication Design

- 3.01 Product and Service Branding
- 3.02 Company Branding
- 3.03 Public Branding
- 3.04 Employer Branding
- 3.05 Sound Branding
- 3.06 Websites
- 3.07 Printed Publications
- 3.08 Apps / Software
- 3.09 Campaigns / Advertising
- 3.10 Film / Video
- 3.11 Typography / Signage

### 4.0 Interior Architecture

- 4.01 Trade Fairs / Exhibitions
- 4.02 Cultural Exhibitions
- 4.03 Shops / Showrooms Interiors
- 4.04 Hospitality Interiors
- 4.05 Residential Interiors
- 4.06 Offices Interiors
- 4.07 Public Interiors
- 4.08 Installations

### 5.0 Professional Concept

- 5.01 Product Concepts
- 5.02 Communication Concepts
- 5.03 Packaging Concepts
- 5.04 Interior Architecture Concepts
- 5.05 Service Design Concepts
- 5.06 Architecture Concepts
- 5.07 User Experience Concepts
- 5.08 User Interface Concepts

### 6.0 Service Design

- 6.01 Healthcare / Wellness
- 6.02 Transportation / Logistics
- 6.03 Financial Services / Insurance
- 6.04 Retail / Sales
- 6.05 Culture / Tourism
- 6.06 Education / Learning
- 6.07 Government / Institutions
- 6.08 Social Behavior / Responsibility
- 6.09 Industry Productivity / Maintenance Systems

### 7.0 Architecture

- 7.01 Public Architecture
- 7.02 Residential Architecture
- 7.03 Office / Industry Architecture
- 7.04 Retail / Hospitality Architecture
- 7.05 Urban / Landscape Architecture
- 7.06 Mixed Use Architecture

### 8.0 User Experience (UX)

- 8.01 Product UX
- 8.02 Brand / Communication UX
- 8.03 Packaging UX
- 8.04 Interior & Architecture UX
- 8.05 Mixed Media UX

### 9.0 User Interfaces (UI)

- 9.01 Product Interfaces
- 9.02 Interfaces for digital media

# Detailed Registration Guide

## Online Registration : my iF [🔗](#)

- Log in to my iF with your existing account, or create a free my iF account to get started.

**📌 Important: To use your existing my iF account**

Since 2022, a completely new “my iF” has been launched with a better user interface and an increased level of security. Once you first log in to the new my iF the login data of your old account, you will receive an email asking you to set a new password due to security reasons. After you have set a new password, you will find your old account data in the new my iF.

- After logging in, start the entry process in ‘ongoing award’ section of my iF dashboard.

\*Please contact iF Team ([award@ifdesign.com](mailto:award@ifdesign.com)) if you cannot use your existing account, or you did not receive the email to restore your password.

## Before starting the entry steps

### Guidance

Turn on the guidance slider on the top right side when you fill in the registration form. It gives you useful examples and detailed explanation of what you need to enter.

### Entry data:

Mandatory or Optional

- **Mandatory** : Required item that you must fill in
- **Optional** : Non-mandatory item that you can choose whether to fill in or not

### Entry data:

Public or Nondisclosure

- **Public** : Data that will be public (online and offline) in case the project is awarded.
- **Only for the jury** : Data that will never be published, and only used for jury purpose.

## Entry steps: Basics

### Entry Name\*

Max. 50 characters incl. spaces

Enter the official title of the project or a model name of the product.

\*Example: “iPhone 13 Pro Max”

### Discipline/Category\*

- Choose a suitable discipline and category for your entry.  
If you are unsure which is the most fitting, contact [your local iF team](#) for help.
- The categories change depending on the chosen discipline.  
If you change the discipline, you have to select a new category.

### Entry Type\*

Max. 50 characters incl. spaces

Tell us short and clear about what type of product or service your project is.

\*Example: “Fitness application”, “Bluetooth speaker”, “Restaurant Interior”, etc.

### Tags for your entry

Max. 30 characters (no spaces)

Put up to three tags without blank spaces, that are relevant to your project.

\*These tags are used for search and filter functions on the iF Design Website as well as for communication campaigns in case your project is awarded.

## Entry steps: Media

### Guidelines for Digital Material

Displine & Category	Discipline Service Design, UX	Discipline Product, Packaging, UI	Discipline Architecture, Interior Architecture, Professional Concept	Discipline Communication Apps/ Software      Websites	Film/Video Sound Branding	All categories for Branding, Printed Publications, Campaigns/Advertising, Typography/Signage
iF Online Preselection	Mandatory PDF Optional Video/URL	Mandatory 1 of PDF or Video Optional additional media (PDF, Video or URL)	Mandatory URL	Mandatory Video	Mandatory 1 of PDF or Video	
iF Final Jury	Digital Submission Only	Physical (Recommended)	Digital submission only (Physical submission is not allowed)	Physical or Digital (Optional)		

**ⓘ Media data can be uploaded or edited until 10 Nov 2022, even if the registration and the payment have been done.**

### Images\*

- File types: JPG or PNG
- Max. resolution: 15 megapixel
- Max. file size: 5 MB (each file)
- Color Mode: RGB
- Min. Height: from 1500px
- Max. Width: up to 4750px
- Aspect ratio: 4:3 or 16:9 (1 portrait, landscape for the rest)

- A maximum of 7 images can be uploaded. The upload of 4 images is mandatory. One image must be in portrait format. After uploading you can arrange the order to define the main image (Image no.1).
- For a series, please upload images that show all elements contained in the series.
- The images are used for:
  - Internal award evaluation process (iF Online Preselection and iF Final Jury)
  - Main image will be used on the iF Jury Feedback Chart
  - Presentation page of winning entries on the iF Design website / iF Design App
  - Communication campaigns for the winners

**ⓘ Attention: Do not insert additional text on the image, such as captions or titles.**

### Project PDF

- File types: PDF
- Max. file size: 10 MB
- File Format: Landscape
- Screen resolution: 2560 x 1440 px
- Max. pages: up to 8 pages

- The project PDF should include additional detailed information for the jury. The file can contain images, drawings, plans, idea, process, layouts and descriptions.
- The content should not be identical to the registration form. It must contain additional information explaining your entry in greater detail.

**ⓘ Attention: All descriptive text must be written in English.**

### Web URL

- Enter a link to a website, microsite, App Store, Google Play Store. The domain must be accessible in Germany, from November 2022 to April 2023. For an app download, make sure it can be downloaded for free in Germany.
- If a password is required, please add the login data (for jury only).

### Project Video

- Length: max. 2 minutes
- Language: English or with English subtitles

- Present your project with an explanatory video for better understanding. Publish the video file on a video platform like YouTube or Vimeo, and enter the video link (URL) that is accesible in Germany from November 2022 to April 2023. \*Download link or file uploads are not accepted.
- If a password is required, you can add the login data (for jury only).

**ⓘ Attention: It should be explanatory video of the project, not an advertising.**

## Entry steps: Description

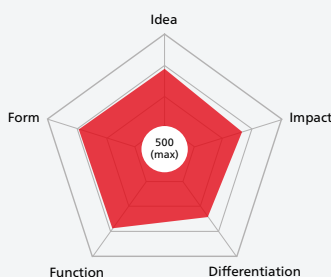
### Design Statement\*

Max. 650 characters incl. spaces

- Please describe your project in English to the jury and public. Be brief and clear, since you are limited to 650 characters. (No advertising text.)

What is it for? What problem does it solve? What's the benefit for the user?  
What makes it unique compared to similar projects? Why should the jury award it?  
\*If your entry represents a product series, please clearly specify it in the text.

- Write about unique characteristics and main innovations not visible at first glance.
  - Avoid describing too much about what the jury can already check from the physical product or digital materials.
  - Avoid descriptions of the design quality (this is up to the jury to decide).
- This text is used for:
  - Internal award evaluation process (iF Online Preselection and iF Final Jury)
  - Presentation page of iF winning entries on the iF Design Website / iF Design App
  - Communication campaigns and press release for the winners



- The iF DESIGN AWARD Jury evaluates all entries based on following 5 criteria (Idea, Form, Function, Differentiation, Impact) and will give scores for each. All entries will receive a detailed feedback chart including the individual scores of each juror.
- Please enter a statement describing why and how the entry fulfills each criteria. Given questions are for inspiration and guidance. You do not need to answer them literally.
- Write a precise statement. You may use short sentences or bullet points as well.  
\*Example: "- Combination of diverse recycled materials"

**ⓘ The texts for criteria are only for the internal award evaluation process.**

### Idea\*

Max. 650 characters incl. spaces

- **Task** : What is the task of the project? How does the design achieve the task?
- **Relevance** : Why is it relevant?
- **Fit for purpose** : Why is the idea appropriate?

### Form\*

Max. 650 characters incl. spaces

- **Aesthetics** : Why does it look the way it does?
- **Emotional appeal** : How does it engage the user or target group?
- **Execution** : How is it made?

### Function\*

Max. 650 characters incl. spaces

- **Usability** : Why can it be used with ease?
- **Efficiency** : Why does it work well?
- **User benefit** : How does it serve the user?

### Differentiation\*

Max. 650 characters incl. spaces

- **Innovation** : What is it new? Why is it innovative?
- **Brand differentiation** : How does it support the brand?

### Impact\*

Max. 650 characters incl. spaces

- **Effect** : What targets have been reached? Have the goals been reached?
- **Social benefit** : How does it serve or benefit society?
- **Sustainability** : Why is it sustainable?



## Entry steps: Details

### Target Group\*

Who do you want to benefit from your project? (Multiple answers possible.)

\*You can use the field „other“ to specify your sub-target-group more detailed such as specific age, gender, business sector, etc.

- Consumers / Users
- Trade / Industry
- Public Sector / Government

### Market Region\*

For which market regions is your project? (Multiple answers possible.)

- Africa
- Asia
- North America
- South America
- Australia / Oceania
- Europe

### Project Development Time\*

How long was the development time of your product/entry?

- up to 12 Month
- more than 36 Month
- up to 24 Month
- Confidential
- up to 36 Month

### Project Launch\*

When was the market introduction/product launch?

\*For entries in the discipline Professional Concept, please choose 2023.

- 2020
- 2021
- 2022
- 2023

### Retail Price

What is the retail price of the product or service? Enter the sales price in EUR(€).

\*Do not need to fill in if the price is unknown or not applicable.

### Sizing Matrix

Mandatory for discipline  
Product / Packaging

Select an item that is closest to the size of your product among given objects. iF team and the jury will get an idea for the size of your product.

### Dimensions

Mandatory for discipline  
Product and Packaging

Enter the dimensions of your product/entry (width, depth, height and weight) by selecting from a drop-down list.

\*Enter the total size of the product including display, panel, or shipping package.

\*For series, measure the whole products included in the series.

### Context Dimensions

Give us a concrete clue for actual size and dimension of your product or project.

Should only be filled out for physical entry such as products, packages, spaces or buildings. Upload a contextual image that shows your entry in relation to human proportions.

\*Example: The image shows a product being used by hand, humans inside a room or in front of a building.

### Publishing Restriction

Set a publication restriction date if your project is not allowed to be published until specific date. (The project will not be disclosed until the publication date.)

**i** The winners will be published on the iF Design website on April 18, 2023. You do not need to set a publication restriction date before this date.

## Entry steps: Credits

### Designer\*

- **Enter up to 4 companies that are responsible for the design.**  
The list of companies will appear on your PDF certificate and on the entry presentation page of the iF Design Website, if the entry is awarded.
- **Designing Company**  
Enter the company name and region (City, Country). If the name of your company is found in below drop-down menu when you are typing, select the existing name. If nothing found, add the company name by clicking + Create New.
- **Designer's names**  
You can optionally enter the names of designers who participated in the project.  
\*Max. 150 characters incl. spaces / English characters only / Separated by comma (,)

### Client / Manufacturer\*

- **Enter up to 2 companies who role as a client and manufacturer of the project.**  
The list of companies will appear on your PDF certificate and on the entry presentation page of the iF Design Website, if the entry is awarded.
- \*If the project is done by an inhouse design team, enter your company/organization in the Designer and Client/Manufacturer section each.

**i Designer's names can be entered only for designing company.**

### Ranking Points

Define which company / organization will receive the iF Ranking Points for the global iF Ranking if the project is awarded.

**i Just one company each from Designer and Client/ Manufacturer section can receive the iF Ranking Points per winning entry.**

## Registration and Cancellation

### Registration

- **Complete the Registration by clicking the button "Regitser" →**  
You can register with just basic data and complete your entry until 10 Nov 2022.  
\*You can prepare entries without any obligation unless you click „Register Now“ button.
- **Once you have registered, you will get a confirmation by email with an entry-ID.**  
Please use this entry-ID (6-digit number) for all communication with iF.
- **When the entry is registered, the invoice for the Registration fee will be sent via email after 14 days or more. You can also download the invoice from my iF.**
- **Editing entry data in my iF account**  
You can edit or change most of your text and image data that is entered in your entry registration form until the final deadline (10 Nov 2022).  
\*Not all data can be edited by participants. If you need to change data of a inactive field, please contact the iF team with your entry-ID by email.

### Cancellation of Registered entry

- **Free cancellation is possible within 14 days of submitting the online registration.**  
Please send an email to the iF team with your entry-ID to cancel your entry.
- i After 14 days, 100% of the Registration fee will be charged as a cancellation fee.**
- i Once you are selected as Finalist or iF DESIGN AWARD Winner, it is no longer possible to cancel the registration.**

## Payment of fees [🔗](#)

### Invoice and Payment of Registration fee

- Once registered, the invoice of Registration fee will be sent by email in few weeks, to the invoice recipient that you assigned in your my iF account.
- You can pay the fee by online credit card payment or bank transfer. Please enter the invoice no. and customer no. (printed on the invoice) as reference.
  - 📌 **Important: The deadline for payment is 10 days after reception of the invoice.**
- **Confirmation of payment**  
No confirmation email or receipt will be sent from iF after the payment. Please refer to the bank or credit card receipt to make sure your payment is settled.

### Payment of Jury fee and Winner's fee

- **The same process applies as with the issue of the Registration fee invoice.**  
If your entry qualifies for the iF Final Jury, the Jury fee will be charged in early February.
  - \*Once your entry qualifies for the iF Final Jury, the payment of the Jury Fee is mandatory.
  - In case your entry is awarded, the Winner's fee will be charged in mid April.
  - \*Once you have been awarded, the payment of the winner's fee is mandatory.
- 📌 **Not paying the Jury fee is not an official cancellation. iF reserves the right to accept entries to the iF Final Jury even though the Jury fee has not been paid.**

### Terms for Payment

All fees are charged per entry. Once you register, you agree to pay the relevant fees of each award phase. If the invoices are not paid after two dunning letters, iF will block all accounts of the participating company which did not pay the invoice from any participation in iF awards in the future. To reactivate the accounts the participant will have to pay the outstanding invoice, any charges of a debt collecting agency that iF might have had, plus a reactivation fee of 100 EUR.

## Jury Step 1: iF Online Preselection

9 - 13 January, 2023

- All entries will be judged by around 140 independent, international design experts using the iF Digital Jury Tool© on the basis of the digital materials submitted by the participant.
- The top 50% of all entries will be selected as Finalists and and qualify for the second jurystep - the iF Final Jury. The iF scorecard with five main criteria and additional sub-criteria forms the basis for judging each entry. Scores will be used to choose the finalists, and all participants will receive the result and scorecards of their entry.
  - 📌 **A Finalist is not an award winner. It is not allowed to publish your status as Finalists and to use the iF winner's logo.**

### Presentation for iF Online Preselection

- **The better your digital material is, the higher your chances are of being selected.**  
Although a PDF or a video is not mandatory for some categories, it might be very helpful in convincing the iF Jury to select your project.
- **Video can be a great way of showing your entry to the iF Jury.**  
This does not have to be an expensive advertising video. In many cases, a short personal presentation video showing the entry to the iF Jury can make a huge difference in visualizing such things as scale and usability.

### Finalist (Admitted to iF Final Jury)

- **The entries which passed the iF Online Preselection are called Finalists.**  
Finalists will be invited to the iF Final Jury and will receive 5 points for the iF Ranking.
- **To take part in iF Final jury, you must pay the Jury fee after iF Online Preselection.**  
You will receive the invoice by email, and have to pay the fee in 10 days.
  - 📌 **Important: Participation in the iF Final Jury is mandatory for all entries selected.**





## Jury Step 2: iF Final Jury

28 - 30 March, 2023

- Entries that pass the iF Online Preselection will be judged in the iF Final Jury after payment of the Jury fee. About 85 independent, international design experts will come together in Berlin and select the winners of the iF DESIGN AWARD 2023. The jury will examine, touch, explore, test, analyze and discuss all digital and physical entries thoroughly based on submitted digital materials and original product.

**(i) Depending on discipline, you need to choose between a physical or digital presentation after the iF Online Preselection.**

- **In case of physical presentation**

You will be asked to enter logistic information for your entry and you have to send the original sample to the jury location in Berlin, Germany. Further details of the logistic process and addresses will be sent to the Finalists by email.

- **In case of digital presentation**

Your entry will be judged based on the entry data and digital materials entered in the registration system.

- **Disciplines Product, Packaging, Product Interfaces(UI)** should send a physical sample. Please send an original product or final (working) mock-up for the jury evaluation. Physical presentation is recommended as a standard, but you can choose the digital presentation format if the shipping is not possible or too expensive.

**(i) Shipment for a product series or packaging series:**

**All elements of the series must be presented to the jury.**

\*At least one element should be submitted as an original product. Further elements must be also presented to the jury by images or in print format (brochure or charts/boards).

### Physical Presentation

- **Discipline Communication** can send a physical sample for the categories below. All Brandings, Printed Publications, Campaigns / Advertising, Typography / Signage  
\*Posters must be mounted on cardboard (no larger than DIN A1, less than 8 boards).

- **Shipping Guide will be provided after iF Online Preselection.**

Please read the shipping guide carefully before sending the product, and make sure to follow every guideline and regulation when you send your product.

**(i) All costs for shipping of entries have to be paid by the participants themselves.**

- **Shipping Period : 20 January - 3 March 2023**

**(i) Do not send in any products before 20 January 2023.**

### Digital Presentation

- Entries in all other disciplines than named above have to be presented with digital media only.

\*The requirements of materials are same as for the iF Online Preselection.

- **Update of digital media and entry data for iF Final Jury**

For the iF Final Jury you can update and optimize your entry data or material within certain period after the results of the iF Online Preselection have been announced.

\*Not all data can be changed. Please refer to the further detail from email guide.

### After the iF Final jury

- The iF DESIGN AWARD Winners and a limited number of iF DESIGN AWARD Gold Winners are announced.

#### Winners of iF DESIGN AWARD 2023 will receive the following benefits.

- |  |  |                                      |
|--|--|--------------------------------------|
| ▪ Unlimited use of iF winner's logo    | ▪ 2 copies of the display certificate        | ▪ Paper certificates as PDF files    |
| ▪ Presentation in the iF Design App    | ▪ Entry Profile on the iF Design Website     | ▪ iF Jury Feedback Chart             |
| ▪ Company profile on iF Design Website | ▪ Press kit / PR and social media activities | ▪ iF Top Label and iF Ranking Points |
| ▪ Digital winners' campaign            | ▪ Invitation to award ceremony               |                                      |



## Dates & Deadlines

Early Bird Registration	30 June 2022
Regular Registration	13 October 2022
Last Chance Registration	10 November 2022
iF Online Preselection	9 -13 January 2023
Result of iF Online Preselection	19 January 2023
Shipping for iF Final Jury	20 January - 3 March 2023
iF Final Jury	28 - 30 March 2023
Winners Publication	11 April 2023: Results email, iF Design Website, iF Design App and Press release
Award Ceremony	15 May 2023: iF DESIGN AWARD NIGHT at Friedrichstadt-Palast, Berlin

## Registration Fee

All Disciplines	Early bird deadline until 30 June 2022	EUR 250 per entry
	Regular deadline until 13 October 2022	EUR 350 per entry
	Last chance deadline until 10 November 2022	EUR 450 per entry

- The Registration fee must be paid to participate. It covers the costs for the organization and execution of the iF Online Preselection.
- You will receive an invoice via email within a few weeks after submission of the online registration.
- Registration can be canceled free of charge only in 14 days after submitted. After payment is completed, it is not refundable.

## Jury Fee

All Disciplines	EUR 200 per entry
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- The Jury fee has to be paid for each entry selected for iF Final Jury. It includes organization and assessment process.
- All transport, customs and insurance fees for shipping entries will have to be paid by the participant.

## Winner's Fee

Product Design / Packaging Design	EUR 2,700 per entry
Communication Design / Interior Architecture / Professional Concept / Service Design / Architecture / UX / UI	EUR 1,800 per entry

- Winner's fee is for unlimited right to take and use all the benefits for winners. It is mandatory for all award winners.
- When the project is awarded, winner is obliged to accept the winner package and pay the Winner's fee for each awarded entry.

**CONTACT** If you need further information or have any question, please get in touch with iF offices of your region.

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