

This document will tell you every little detail you will need to know, if you plan to participate in the iF DESIGN AWARD 2024. The information might be overwhelming at first glance, but 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 participate?

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

- Projects that participated in or won other awards 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 realized solely for the purposes of participating in the iF DESIGN AWARD as well as student concepts cannot 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 2024.

▪ Discipline Professional Concept

Future-oriented, professional concepts and studies whose implementation is not planned before 2025.

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 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 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 : 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 with 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 at the “Award” section of my iF dashboard.

* Please contact iF Team (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, select “Not sure”, the iF team will be in contact with you.
- 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 Product, Packaging, UI	Discipline Architecture, Interior Architecture, Professional Concept, Service Design, UX Communication (Apps / Software, Websites, Film / Video, Sound Branding)	Discipline Communication (All other Branding categories, Publications, Campaigns / Advertising, Typography / Signage)
iF Online Preselection	Mandatory Images Optional PDF, Video, URL		
iF Final Jury	Physical (Recommended)	Digital submission only	Physical or Digital (Optional)

i Media data can be uploaded or edited until 8 Nov 2023, 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
- Aspect ratio: 4:3 or 16:9

- 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
 - Communication campaigns for the winners

i Attention: Do not insert additional text to 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.

i 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 2023 to April 2024. 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 a classic or 360° 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 accessible in Germany from November 2023 to April 2024. For 360° videos, put in link to a platform hosting your 360°. * Download links or file uploads are not accepted.

- If a password is required, you can add the login data (for jury only).

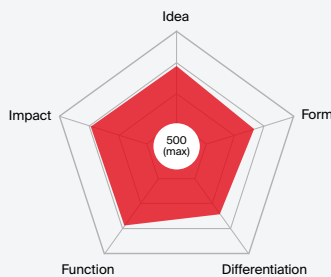
i Attention: It should be explanatory video of the project, not an advertising.

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 texts.)
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 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
 - Communication campaigns and press release for the winners



- The iF DESIGN AWARD Jury evaluates all entries based on 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 from each juror.
 - Please enter a statement describing why and how the entry fulfills each criterion. Given questions are for inspiration and guidance. You do not need to answer them literally.
 - Write a concise 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?
- For Discipline Product only :**
- Percentage of recycled material
 - Does the product consume less energy than the previous version? (yes / no)
 - Have social standards being established in production as suggested in the International Labor Organization?



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
- Public Sector / Government
- Trade / Industry

Market Region *

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

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

Project Development Time *

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

- up to 6 Months
- up to 12 Months
- up to 24 Months
- more than 24 Months
- Confidential

Project Launch *

When was the market introduction/product launch?
* For entries in the discipline Professional Concept, please choose 2024.

- 2021
- 2022
- 2023
- 2024
- after 2024
- unknown

Degree of Realization

- Concept or Rendering
- non-working Prototype
- working Prototype
- Launched

Retail Price

What is the retail price of the product or service? Enter the sales price in EUR(€).
* No need to fill in if the price is unknown or not applicable.

Sizing Matrix

Mandatory for discipline Product and 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.

Context Dimensions

Give us a concrete clue for the actual size and dimension of your product or project. Should only be filled out for physical entries 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.

Eco Labels

For Discipline Product only

Does your entry have any eco label? Please select from the drop-down list, max. 5 labels.
[Download List of all Eco Labels](#)

Publishing Restriction

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

ⓘ The winners will be published on the iF Design Website in March 2024. 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 display / PDF certificates and on the entry presentation page of the iF Design Website, if an 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, click "+ Create New to " add the company.
- **Designer's names**
You can optionally enter the names of designers who's involved in the project.
* Max. 150 characters incl. spaces / English characters only / Separated by comma (,)

Client / Manufacturer *

- Enter up to 2 companies whose role is a client and/or manufacturer of the project.
The listed companies will appear on your display / PDF certificates and on the entry presentation page of the iF Design Website, if an entry is awarded.
* If the project is done by an inhouse design team, enter your company/organization in both 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** Only 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 "Register Now".
You can register with only basic data and complete your entry later until 8 Nov 2023.
* You can prepare entries without any obligation unless you click the "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 entered in your entry registration form until the final deadline (8 Nov 2023).
* Not all data can be edited by participants. If you need to change data of an 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 [↗](#)

Invoicing and Payment of Registration fee

- Once registered, the invoice of Registration fee will be sent by email in a few days, to the invoice recipient that you assigned in your my iF account. After the invoice has been sent, it is also available for download under Invoices in section Account.
 - The invoice can be paid via bank transfer or credit card.
Please enter the invoice no. and customer no. (printed on the invoice) as reference.
- ⓘ Important: Invoice payment terms is 14 days net upon receipt of 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 and through.

Invoicing and 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.
 - * 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.
 - * 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. Upon submitting the online registration, 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

4 - 8 December, 2023

- Leading international design experts will use the digital material submitted with the registration to choose 50 per cent of the entries to take part in the second jury step - the iF Final Jury.
- Each registration will be judged according to a scorecard and all participants will be given insights into the jury's judgement.

ⓘ A Finalist is not an award winner. It is not allowed 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, it might be very helpful in convincing the iF Jury to select your project.
- Video are very helpful in showing your entry to the iF Jury.
This does not have to be an expensive advertising video. In many cases, a short explanatory (may be even filmed with a phone) showing the entry to the iF Jury can make a huge difference in visualizing such things as scale and usability.

Qualified for the iF Final Jury

- Entries passed the iF Online Preselection are automatically qualified for the iF Final Jury.
Entries qualified for the iF Final Jury will receive 5 points for the iF Ranking.
- To take part in iF Final jury, you must pay the Jury fee after the iF Online Preselection. You will receive the invoice by email. Payment terms: 14 days net.

ⓘ Important: Participation in the iF Final Jury is mandatory for all selected entries.



Jury Step 2: iF Final Jury

End of February, 2024

- Entries passed the iF Online Preselection will be judged in the iF Final Jury after payment of the Jury fee. Around 90 independent, international design experts will come together to select the winners of the iF DESIGN AWARD 2024. 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 can choose between a physical or digital presentation after the iF Online Preselection.

- **In case of physical presentation**

You will be asked to enter logistics information for your entry and you have to send the original sample to the jury location in Germany. Further logistics 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 form.

Physical Presentation

- **Disciplines Product, Packaging, Product Interfaces (UI)** should send a physical sample. Please send in an original product or final working model / 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).

- **Discipline Communication** can send a physical sample for the categories below.

All Brandings, 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 relevant costs for shipping of entries have to be paid by the participants.

- Shipping Period : Mid of December 2023 – beginning of February 2024

Digital Presentation

- Entries in all other disciplines / categories will be presented with digital media.

* 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. You will get further details on how to update the digital media with the results of the preselection.

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 2024 will receive the following benefits.

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

Dates & Deadlines

Early Bird Registration	30 June 2023
Regular Registration	29 September 2023
Last Chance Registration	8 November 2023
iF Online Preselection	4 - 8 December 2023
Result of iF Online Preselection	Mid-December 2023
Shipping for iF Final Jury	Mid-December – beginning-February 2024
iF Final Jury	End of February 2024
Winners Publication	March 2024: Results email, iF Design Website, and Press release
Awards Ceremony	April 2024: iF DESIGN AWARD NIGHT in Germany

Registration Fee

All Disciplines	Early bird deadline until 30 June 2023	EUR 250 per entry
	Regular deadline until 29 September 2023	EUR 350 per entry
	Last chance deadline until 8 November 2023	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 within 14 days after submission. When payment is completed, it is not refundable.

Jury Fee

All Disciplines	EUR 300 per entry
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- The Jury fee must 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 3,000 per entry
Communication Design / Interior Architecture / Professional Concept / Service Design / Architecture / UX / UI	EUR 2,500 per entry

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

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

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