



Entry Guide for Participants

Young designers watch out:
New name, clear identification, one edition per year
and Awards Ceremony in Istanbul, Turkey!

- With a two-step jury process:
Step 1: Online Jury
Step 2: **Final Jury in Berlin on 17 May 2023**
- **Awards Ceremony** and honoring of the winners **in Istanbul, Turkey on 21 and 22 June 2023.**
- Under the same conditions as in real design life – only completely **free of charge.**
- With the chance to win **prize money in total of EUR 50,000,** which will be divided among the best.
- **The jury**, consisting of international design experts, will honor the best concepts and divide the prize money.

You think design should concern on urgent questions and problems worldwide?
Your studies have introduced you to the first steps of design practice?
Would you like to present your ideas to a distinguished panel of experts and an international audience? Maybe get additional support in the form of prize money?

Then apply now with your project free of charge until 8 March 2023!

Be a creative member of the design community and trust in your abilities.
We do look forward to your ideas!

Who can participate?

Students and recent graduates of all design-related courses and programs are welcome to register their concepts. Graduates who gained their diploma no more than two years ago are eligible to participate as well.

How to participate?

Submit as many concepts as you like – but each can only be registered once per competition. You are not allowed to submit the same concept to several categories. Your concept can be a product, a project, an application, a communication idea or a service concept. Entries can be submitted by **individuals** and also by **teams of up to four people.**

All data of your registration should be in **ENGLISH** for the international jury to access and judge.
Participation is free of charge!

More information

Benefits for Winners

Logo

Your iF Winner Logo for download

Certificate

Your iF Winner Certificate for download.

Your Published Entry

Your awarded entry will be shown on the iF Design Website unlimited in time.

iF Design Exhibition

Your awarded entry will be presented physically and digitally in the iF Design Center Chengdu.

iF Jury Feedback Chart

Winners will receive their individual jury report for each awarded entry.

iF Design App

All winning entries will be published in the iF Design App.

Communication Support

Gain the appropriate recognition for your success by our PR and social media activities.

Awards Ceremony

Celebrate with us at our fabulous 2-day winner event in Istanbul, Turkey (21-22 June 2023).

Categories:

SDGs of the United Nations (Goal 1 – 15)

We based our categories on the **Sustainable Development Goals (SDG) of the United Nations**. With this we would like to express our respect for the important work of this organization. For that is certain: only with combined forces it will be possible to master the many unsolved tasks of our world.

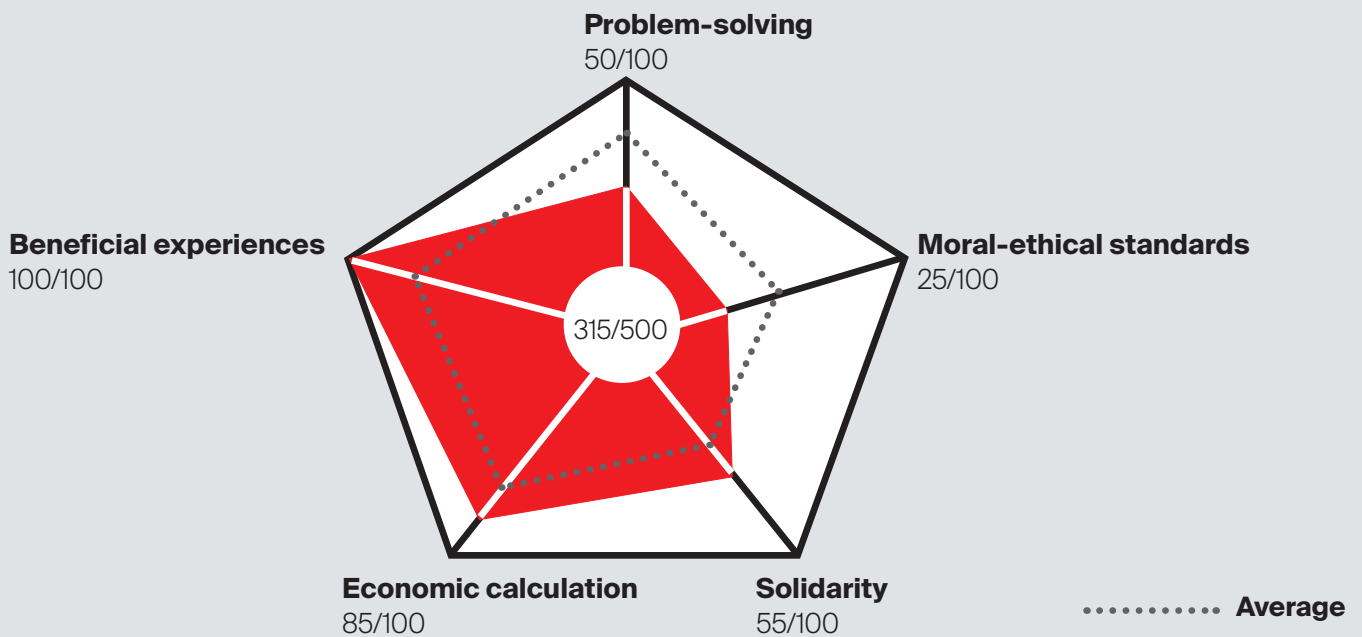


More: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Evaluation Criteria

Our iF Scorecard will serve as the basis for the jury evaluation.
 The five criteria will be used by the jurors to give scores to individual aspects of each entry.

Example of Evaluation



Problem-solving Does it solve a problem?

- Degree of innovation
- Degree of elaboration
- Uniqueness
- Use value and usability

Moral-ethical standards Does it reflect or promote high moral-ethical standards?

- Human dignity
- Respect for the individual justice and fairness
- Awareness of environmental standards
- Social responsibility

Solidarity Does it strengthen group relations?

- Sensitivity for cultural traditions and power relations
- Concern for common goals and the collective
- Addressing social conflict through dialogue

Economic calculation Does it make economic sense?

- Efficient use of resources
- Feasibility and ease of implementation
- Long-term perspective
- Profitability

Beneficial experiences Does it create a positive experience?

- Respect for the individual, justice + fairness, positive experience and fun
- Aesthetic potential, spatial ambience
- Social responsibility, comfort and pleasure

Dates

Registration deadline	8 March 2023
Online Jury	18 – 27 April 2023
Final Jury, Berlin, Germany	17 May 2023
Information to the award winners	from 23 May 2023
Awards Ceremony, Istanbul, Turkey	21 – 22 June 2023
Publication of the award winners	29 June 2023

6 Steps to participate

1 User & Password	Login now or Create User Account
2 Basics	<ul style="list-style-type: none"> ■ Choose the name of your entry ■ Choose your category ■ Choose the type of your entry ■ Add some tags (optional)
3 Media	<ul style="list-style-type: none"> ■ Upload up to 2 images ■ Upload your presentation poster as PDF file Attention: 1 page only! ■ Add an entry video link (optional)
4 Entry Description	Describe your entry in max. 650 characters
5 Credits	<ul style="list-style-type: none"> ■ Enter the designer data (if you have studied at more than one university, enter the one where the project you submit has been primarily designed). ■ Enter up to 3 more team members if available ■ Add information about your professor/supervisor (optional) ■ Add your Certification of Study for all team members (max. 4)
6 Entry Summary	Re-check all your data and register your entry.

Requirements for the Presentation Poster

DIN A1 landscape (840 x 594 mm) divided as follows: Poster Details

Area 1 (840 x 430 mm)

This can be designed as you wish but must include a short, catchy presentation of your design in words and pictures.

Area 2 (840 x 64 mm)

Use font size ca. 20 pt.

- Your entry: Entry-ID, Category
- Concept: Name of entry
- Student/s: First name / Last name
- University: Name of university, city / country of university, department

- Size, extent, file type: DIN A1, 1 page, PDF-file
- Landscape (840 mm length x 594 mm height)
- Font size for descriptive text and index data: 20 pt
- Font: Suisse or other sans serif fonts such as Arial, Franklin Gothic, Futura, Helvetica, Univers
- Image Resolution: 300 dpi at 100% positioning
- Data delivery as platform-independent PDF-X3 file
- Maximum file size: 5 MB
- Color space: RGB

Area 3 (840 x 50 mm)

Top and bottom: Please leave blank for print and assembly.

Pecu. *stuffed with meaning*

Once an unwanted material, stuffed animals are given a new life by the stories that they hold. Every Pecu toy is unique, a patchwork of parts that makes it a one-of-a-kind item.

PROBLEM: Stuffed animals does not embody the issues faced by the animals they represent, moreover, they end up as wastes which ends up affecting the habitat of the very animals they represent. How might we close this ironic loop?

SOLUTION: A DIY Kit that renews the life of a stuffed animal in a way that enhances its value through the stories it can tell. Through a fun activity of modifying the stuffed animal, both parent and child will be involved in deeper discussions about human's impact on animals.

1. Consumption of Waste
Ducks do not eat plastic food, they unfortunately ingest plastic bits, over time leading to their death.

2. Fake Grass (France)
Ducks do not eat grass, they are often force-fed in farms.

3. Caring (Netherlands)
They are often as pets replacing their parents as they hardly separate from unending and sadness.

Children are able to personalise the character in this a-book to become more involved with the story of the animal.

Stories are intentionally left vague for parents to have the freedom to adjust the narrative to the cognitive development of the child.

Overtime, they can add more complexity to the story so that the stuffed animal grows together with the child which allows them to gain better awareness of the issues surrounding the animal.

Your entry
Entry-ID
Category

Concept
Name of entry

Student/s
First name / Last name

University
Name of university
City / Country of university
Department

Area 3
840 x 50 mm

Area 1
840 x 430 mm

Area 2
840 x 64 mm

Area 3
840 x 50 mm

Sponsors 2023

Pure Freude
an Wasser



SAMSUNG

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