



**DESIGN
TALENT AWARD
2018**

Overview for Participants Edition 01

Big Opportunities for Young Designers

Join our brand-new edition of the iF DESIGN TALENT AWARD (2018_01). We invite you to submit your ideas to four actual topics. Every six months we change these topics, which will give you an opportunity to focus more on current events.

Our expert jury will award the best concepts and will divide the prize money of EUR 5,000 per topic.

General Information

We welcome all students and recent graduates of all design-related courses and programs to register their concepts. Graduates are eligible to participate if they graduated no more than two years ago. Concepts should not be older than two years.

Participation

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

Participation in the iF DESIGN TALENT AWARD 2018_01 is free of charge.

You can only register online. The deadline is 5 February 2018.

Benefits for Winners

We offer all award winners the following advertising tools:

Label + Certificate

- Winner logo for download
- Winner certificate as PDF file

iF WORLD DESIGN GUIDE

Your award winning entry will be shown in the iF WORLD DESIGN GUIDE (Design Excellence) unlimited in time.

iF design app

All winning entries will be published in the iF design app. This app is free and has been already downloaded 70,000 times.

iF ranking university

Only one university can be named per team and entry. If your entry wins an award, your university will receive points in the iF ranking university.

iF design exhibition Hamburg

Your entry will be presented with posters and in digital form in our iF design exhibition Hamburg.

iF Press

Our iF Press and PR work help you as a winner to gain recognition for your success.

Topics

You are encouraged to submit your concepts to these four specific topics:

1. What iF there was a Panda-themed “brand” to support a good cause?

Imagine you created a brand with strong visual association to the Panda bear that’s dedicated to charitable causes. What would you think of? Imagine, e.g. products that sell great and at the same time support those who are in need with a certain percentage of the sales. Moreover you’re free to design anything that makes sense – from ‘Panda hotels’ or Panda-branded outdoor playgrounds or gyms for elderly and small children to barrier-free panda apartment houses for all generations.

Your task: Create the Panda brand in favor of a good cause and design products, projects or services that help create revenue for social commitment.

2. What iF you were responsible for the urban space design at the Tokyo Olympic Games in 2020?

During the Olympic Games 2020, Tokyo will be hosting the whole world. There’s not much time left, but still a lot of planning and constructing to do: What will the Olympic village and the visitor centers look like? What’s the subsequent use of new infrastructure? How can visitor guidance be made as efficient as possible?

Your task: Share your ideas for Tokyo 2020 – create a sustainable concept for urban spaces and competition sites that integrates the existing infrastructure and outlines the future use after the Olympic event.

3. What iF your ideas created new services by using drones?

In just a few years, autonomous flying drones have revolutionized industries around the globe. The rapid progress in drone technology is enabling innovation in multiple areas of applications – from agriculture to public safety, from photography to healthcare. And the list of dedicated drone services is rapidly expanding into other industry sectors.

Your task: Outline ideas for either a new airborne drone service, or alternatively develop a scenario where drones are being deployed for improving existing services.

4. HAIER DESIGN PRIZE 2018 by iF – Touch Time: What iF your home appliance designs were timeless?

The art of successful home appliance design always creates tension: Rebuilding the traditional, but from a modern perspective. Deconstructing the relationship between people, product and space, but putting it back together in a way that feels pure and original.

Your task: Create home appliances and home relevant products with a clear design philosophy and timeless quality.

Evaluation Criteria

In order to win an iF DESIGN TALENT AWARD, your idea must get above-average marks regarding several evaluation criteria and must clearly stand out among other submitted entries.

Innovation + Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness

Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

Positioning

- Target group fit
- Differentiation

Responsibility

- Human dignity
- Respect for the individual
- Fairness
- Consideration of environmental standards, carbon footprint
- Social responsibility
- Societal value

Dates

Registration deadline	5 February 2018	
Jury session	27 February until 23 March 2018	
Information to the award winners	End of March 2018	
Publication of the award winners	End of April 2018	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

Five steps to participate in the iF DESIGN TALENT AWARD 2018 (Edition 01)

1 Login into my iF	Login now or Create User Account Only once you have completed all required tabs, the button "Register now" will be activated.
2 Tab: Basic Data	<ul style="list-style-type: none"> ■ Name of your entry ■ Choose your topic ■ Type of your entry ■ Save your basic data
3 Tab: Images	Upload 1 to 2 images per entry as described.
4 Tab: Address Data	If you have studied at more than one university, please enter the one where the project you submit has been primarily designed. Add additional designers in case you are a team.
5 Tab: Additional Media	<ul style="list-style-type: none"> ■ Entry description ■ Presentation poster ■ Certification of study ■ Name of supervisor / professor (optional) ■ Video (optional)

Requirements for the Presentation Poster

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

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, Topic
- 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)

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

Poster Details

- Size and Format: DIN A1, Landscape (840 mm length x 594 mm height)
- Font size for descriptive text and index data: 20 pt
- Font: Frutiger 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

Area 1
840 x 430 mm

Area 2
840 x 64 mm

Area 3
840 x 50 mm

Your entry Entry-ID Topics	Concept Name of entry	Student/s First name / Last name	University Name of university City / Country of university Department
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Sponsors 2018

Haier SAMSUNG



More information

Apply Now

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