(재)부산디자인진흥원 공고 제 2022-023호

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| **2022 International Busan Design Award Guidelines** |

* + 1. **Award Announcement**

1. Award Name: 2022 International Busan Design Award
2. Organizers: Busan Metropolitan City, Busan Office of Education, Design Council Busan
3. Hosts: Design Council Busan, Citizens Committee for BID 2030 World Expo Busan Korea
4. Sponsors: Ministry of Trade, Industry and Energy, Busan Foundation for International Cooperation, Busan Ilbo Co., Ltd., Kookje Co., Ltd., KNN, Busan MBC, Busan Federation of Designers, SEDIA, Busan Bank, Design House
5. Exhibition Period: Jun. 9 (Thu)~ Jun. 12 (Sun), 2022
6. ExhibitionLocation: BEXCO Exhibition Center 1
   * 1. **Submission Requirements**

A. Eligibility

1. General public : Undergraduate and graduate students, all individuals and organizations

※ Personal submission or group submission of maximum 4 designers are accepted (maximum 2 pieces of design per each entry)

※ The number of entries for Special Theme Category is unlimited

※Group submission (maximum 4 designers) must specify the one main designer and supporting designers

※One representative award will be granted for winning design piece of Group Submission (However, all participants can receive certificates of entry and details of award via ADP website)

1. General students : Elementary, secondary or high school students, students preparing for university entrance exams
2. Invited/Nominated Designers : Invited/Nominated Designers of the International Busan Design Award

※ Invited/Nominated Designers of the Busan Industrial Design Exhibitions are included.

B. Entry Fees

1. General Public :

- Undergraduate and graduate students, individuals : Free

- Organization : KRW 100,000 per 1 entry piece (payment upon entry submission)

※ Submission of multiple pieces is considered as 1 piece of design

1. General students : Free  
   * 1. **Submission Procedures**
2. **Online &offline announcement of the award**   
   (1) 2022 International Busan Design Award Opening Announcement :   
    Feb. 4 (Fri), 2022
3. **Online submission and 1stround screening**
4. Submission Period : Feb. 4 (Fri) ~ May 2(Mon), 2022
5. Submission Platform : Official website of the International Busan Design Award (http://adp.dcb.or.kr/ibda/submit)
6. **1stround online screening : May 6 (Fri) ~ May 9(Mon), 2022**
7. **1st round winner announcement : May 11 (Wed), 2022**

※ Selected winners of the 1st round must submit the actual design pieces by the specified deadline for the 2nd round offline screening (failure to submit actual pieces may result in elimination from the contest)

1. **Offline submission of actual pieces and 2nd round screening**
2. Submission Period : May 20 (Fri) ~ May 23 (Mon), 2022
3. Submission Office : Design Council Busan IBDA Secretariat (1F, Exhibition Hall)
4. Submission Address : Design Council Busan IBDA Secretariat, 57 Centumdong-ro, Haeundae-gu, Busan, South Korea

※Actual pieces must arrive at the submission office by the final submission date (Senders are responsible for any damage or lost items)

**4. Submission Restrictions**

1. Entries recognized as plagiarism

- Recognition and prize money will be revoked

1. Entries recognized as harmful to the public order and social morals
2. Entries that do not meet the production standards specified in the guidelines

**5. Submission Categories**

Entries can belong to one of the following categories, all of which drive toward the goal of creating and developing the field of industrial design, as well as boost the competitiveness of relevant industrial products to advance the overall industrial development.

**A. Communication Design and Service Design (Free Theme)**

- Communication design including, but not limited to advertising, graphics, CI, BI, multimedia content, all areas of service design (shared value design, social innovation design, etc.)

**B. Product Design and Environmental Design (Free Theme, including Public Design)**

- Comprehensive product designs for consumer goods, industrial goods, etc. and environmental designs such as architectural and public designs.

**C. Craft and Fashion Design (Free Theme)**

- Comprehensive craft designs such as metals, ceramics, woodwork, paintings, varnishing, textiles, etc. and fashion designs such as clothing, accessories, etc.

**□ Special Theme: World EXPO 2030 BUSAN (Supplemental Prizes)**

- The creative designs must be able to spread the nationwide’s atmosphere of eager participation in World EXPO BUSAN 2030, contain effective promotional content, and reflect the central values of the EXPO (education, innovation and cooperation) as well as its global interests and future-oriented movement.

- Applicable designs include, but not limited to : architectural designs of the pavilion of World EXPO 2030, environmental designs to improve the landscape of Busan, new design of BI for Busan Metropolitan City, design of BI for World EXPO, character designs, World EXPO's promotional posters/webtoons/videos, etc.

**6. Submission Standards**

A. Online Submission Standards

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| **Category** | **Category** | **Notes** |
| Image Size and Resolution | A1 size : 594mm × 841mm × 200dpi  pixels : 4677 × 6623 × 72dpi  vertical/horizontal, maximum 2 pages (panels) |  |
| Color Space | RGB |  |
| File Format | JPG |  |
| File Name | Applicant ID\_PieceName\_Image No. |  |

B. Offline Actual Piece Submission Standards

- General Category Submission Standards

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| **Entry Field** | **Standards** | **Notes** |
| Communication Design and Service Design | (1) Flat Entries: 59㎝×84㎝×5㎜ (size A1) submit foam board (2 or less)  (2) 3D Entries: For POP, CIP, packaging designs, display size must be less than 90㎝×90㎝  (3) Multimedia Content/Video Entries  - Submit finished piece in a CD-ROM or USB, maximum 20 pages for web design, maximum 5 minutes for video submission  - 59㎝×84㎝×5㎜ (size A1) submit foam board (maximum 2 pieces) |  |
| Product and  Environmental Design  (Including Public Design) | (1) Flat Entries: 59㎝×84㎝×5㎜ (size A1) submit foam board (maximum 2 pieces)  (2) Besides panels, 3D models may be submitted  ※ However, display size must be less than 90㎝×90㎝×90㎝ |  |
| Craft and Fashion Design | (1) Flat Entries: 59㎝×84㎝×5㎜ (size A1) submit foam board (maximum 2 pieces)  (2) Besides panels, 3D models may be submitted (mannequins may be used but must be prepared by exhibitor)  (3) Display size less than 100㎝×100㎝×200㎝  (4) Textile Design Flat Entries: Length and width less than 100㎝×100㎝ |  |

**7. Screening**

A. Committee of Judges: Members from related domestic and international agencies, experts in various fields

B. Winning criteria for all categories(Free theme)

- Show originality

- Meet the functionality and efficiency for relevant purposes

- Efficient and appropriate use of the materials’ properties

- Have a comprehensive design to satisfy the aesthetic sense

- Present sufficient references and bring about universal validity

- Strictly comply with the production guidelines for each category

- Satisfy customers’ preferences

**8. Screening and announcement**

A. **2ndround of screening : May 27 (Fri), 2022**

B. **Announcement of Results : May 31 (Tue), 2022**

- Final announcement will be posted on the International Busan Design Award homepage (https://adp.dcb.or.kr) and Design Council Busan homepage(www.dcb.or.kr)

**9. Awards Ceremony**

A. Date: June 9 (Thu), 2022, 16:00

B. Location: BEXCO Exhibition Hall Ⅰ

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| **•【General: Free Theme Category】** | | (Unit: KRW) | | | |
| **Award** | **Award Title** | | **No. of Winners** | **Prize Money** | **Total** |
| Grand Prize | IBDA Grand | | 1 | 15,000,000 | 15,000,000 |
| Gold Prize | IBDA Gold | | 2 | 3,000,000 | 6,000,000 |
| Silver Prize | IBDA Silver | | 3 | 2,000,000 | 6,000,000 |
| Bronze Prize | IBDA Bronze | | 4 | 1000,000 | 4,000,000 |
| Special Award | IBDA Winner | | 30 | 300,000 | 9,000,000 |
| Idea Award | IBDA Idea | | multiple | - |  |
| Invited/NominatedDesigner Award | Best Designer | | 2 | - |  |
| **Total** | | |  |  | **40,000,000** |

C. Ceremony Categories

※Grand, Gold, Silver, and Bronze winners who reside abroad will be supported with accommodation fees if they wish to participate in the awards ceremony

- 2-day ccommodation and food expenses (appx. 300 US dollars)

- Airfare is not applicable

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| **•【Student: Free Theme Category】** | | (Unit: KRW) | | | |
| **Award** | **Award Title** | | **No. of Winners** | **Prize Money** | **Total** |
| Grand Prize | IBDA Grand | | 1 | 1,000,000 | 1,000,000 |
| Gold Prize | IBDA Gold | | 2 | 500,000 | 1,000,000 |
| Silver Prize | IBDA Silver | | 3 | 400,000 | 1,200,000 |
| Bronze Prize | IBDA Bronze | | 4 | 300,000 | 1,200,000 |
| Idea Award | IBDA Idea | | multiple | - |  |
| **Total** | | |  |  | **4,400,000** |

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| **•【Special Theme : World EXPO BUSAN 2030】** | | | | (Unit: KRW) | |
| **Award** | **Award Title** | **No. of Winners** | **Prize Money** | | **Total** |
| Grand Prize | Busan Mayor’s Award | 1 | 3,000,000 | | 3,000,000 |
| Gold Prize | Busan Mayor’s Award | 1 | 1,000,000 | | 1,000,000 |
| Silver Prize | Busan Mayor’s Award | 2 | 500,000 | | 1,000,000 |
| Bronze Prize | Busan Mayor’s Award | 3 | 300,000 | | 900,000 |
| Idea Award |  | multiple | - | |  |
| **Total** | |  |  | | **5,900,000** |
| **Special Theme designs are reviewed separately from IBDA designs. Number of prizes and prize classification are subject to change in accordance with the overall number of entries and relevant winning criteria.** | | | | | |

※ Award Trophy will be granted for IBDA Grand winners(General/Student), Best Designers

**※**Organizations that are awarded IBDA Grand, Gold, Silver or Bronze will receive an additional 1 point for each winning piece when applying for the support program by Design Council Busan(winning record will be effective for one year)

**※**Winning entries of organizations will be granted authorization to use the IBDA certification mark

**※** Top prized winning pieces can be exhibited and promoted by Design Council Busan both online and offline

※ Registration of Intellectual Property Right will be supported for IBDA Grand, Gold, Silver, Bronze winners upon their preference (Registration fee supported)

**10. Retrieval of submitted entries**

A. Retrieval of exhibited pieces: Jun. 13 (Mon) ~ Jun. 14 (Tue), 2022, 10:00~18:00

※ All entries must be retrieved within the designated period. Entries that are not reclaimed within the deadline will be donated or discarded. Design Council Busan is not responsible for any damage or lost items thereafter.

**11. Enquiries**

A. Design Council Busan Tel: +82 51 790 1091 / 1092

B. For more information, please refer to the award guidelines on the official award’s website (<https://adp.dcb.or.kr>)

* Please kindly note that the date and time described are in Korean Standard Time(KST).