

Guidelines of the 2021 International Busan Design Award

1. Announcement Summary

- A. Name: 2021 International Busan Design Award
- B. Organizers: Busan Metropolitan City, Busan Office of Education, Design Council Busan
- C. Host: Design Council Busan
- D. Sponsors: Ministry of Trade, Industry and Energy, Busan Foundation for International Cooperation, Busan Ilbo Co., Ltd., Kookje Co., Ltd., Busan MBC, KNN, Busan Federation of Designers, SEDIA, BNK Busan Bank, Design House
- E. Period: Jun. 17 (Thu.) ~ Jun. 20 (Sun.), 2021
- F. Location: BEXCO Exhibition Center II

2. Entry Regulations

A. Entry Qualifications

- (1) General: University student (including graduate school), general public, company
 - ※ Personal entries or maximum 4 designers of joint entries (2 or fewer pieces) accepted
 - ※ For joint entries (less than 4 designers), must designate "one main" and "supporting" designers
 - ※ For joint entries, 1 representative award will be granted per each work (Entries can be issued all submitted members' application confirmation and award details)
- (2) Student: Elementary, middle, or high school students, or students preparing for university entrance
- (3) Invited/Recommended Designer: Limited to Invited/Recommended Designers of the International Busan Design Award.

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

B. Entry Fees

(1) General:

- University student (including graduate school), general public: Free
- Company: 100,000KRW per 1 entry piece (pay at entry submission)

※ Series pieces recognized as 1 piece

(2) Student: Free

3. Entry Methods

A. Online & Offline Opening of the Award

- (1) 2021 International Busan Design Award Opening Announcement:
Feb. 5 (Fri.), 2021

B. Online Submission and 1st Round of Judging

- (1) Submission Period: Feb. 5 (Fri.) ~ May 7 (Fri.), 2021
- (2) Submission Office: Official website of the International Busan Design Award (<http://adp.dcb.or.kr/ibda/submit>)
- (3) 1st Round Online Judging: Expected May 14 (Fri.), 2021
- (4) Results Announcement: Expected May 17 (Mon.), 2021
- ※ Actual pieces of the entries selected in the 1st round of review must be submitted by the specified date for the 2nd round of review offline to determine the winners (excluded from consideration if actual pieces not submitted)

C. Offline Submission of Actual Pieces and 2nd Round of Review

- (1) Submission Period: May 27 (Thu.) ~ May 31 (Mon.), 2021
- (2) Submission Office: Design Council Busan IBDA Secretariat (1F, Exhibition Hall)
- (3) By Mail: Design Council Busan IBDA Secretariat, 57 Centumdong-ro, Haeundae-gu, Busan

- ※ Must arrive by the final submission date (not responsible for damaged or lost items)

4. Entry Restrictions

- A. Entries recognized as copies
 - Record and prize money of winning pieces will be revoked
- B. Entries recognized as harmful to the public order and established social morals and manners
- C. Entries that do not meet the production standards specified in the guidelines

5. Entry Categories

Designs in the following categories that motivate the creation and development of industrial design and improve the competitiveness of the products to contribute to related industrial development

- A. Communication Design Category (Free Theme)
 - Overall communication design field for advertisements, graphics, CI, BI, multimedia contents, etc.
- B. Product Design and Environmental Design Category (Free Theme, including service and public design)
 - Overall product design field for consumer goods, industrial goods, etc. and environmental design field for environmental and public design etc.
- C. Craft and Fashion Design Category (Free Theme)
 - Overall craft design field for metals, ceramics, woodwork, painting and varnishing, textiles, etc. and overall fashion design field for textiles, fashion, accessories, etc.

6. Entry Standards

A. Online Entry Standards

Category	Category	Notes
Image Size	A1 (mm: 594mm X 841mm, pixels: 4677 X 6623), no distinction between length and width, 2 or fewer pages (panels)	
Image Resolution and Color Space	200dpi / CMYK	
File Format	JPG	
File Name	ApplicantID_PieceName_ImageNo	

B. Offline Actual Piece Entry Standards

- General Category Entry Standards

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

7. Entry Judging

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

B. All Entry Categories (Free Theme)

- Shows creativity

- Functionality for its suited purpose and efficient
- Efficient and appropriate use of the materials' characteristics
- Comprehensive shape for aesthetic sense
- Presentation of enough materials and has universal validity
- Strict compliance with the production regulations of each category
- Meets the tastes of the consumers

8. Judging and Announcement

A. Final Round of Judging : Jun. 2 (Wed.), 2021

B. Announcement of Results: Jun. 7 (Mon.), 2021

- Posted on the International Busan Design Award (<https://adp.dcb.or.kr>) and Design Council Busan (www.dcb.or.kr) websites

9. Awards Ceremony

A. Date: Jun. 17 (Thu.), 2021, 16:00

B. Location: BEXCO Exhibition Hall II

C. Ceremony Categories

• 【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	1,000,000	4,000,000
Special Award	IBDA Winner	30	300,000	9,000,000
Idea Award	IBDA Idea	multiple	—	
Invited/Recommended Artist Award	The Best of Designers	2	—	
Total				40,000,000

※ Staying expenses will be provided for the Grand, Gold, Silver, and Bronze winners from foreign countries who wish to participate in the ceremony

- 2 days of accommodation fees and meals (appx. USD300)

- Fight fees are not applicable

• **【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

※ If a company wins above the Award (from IBDA Grand to IBDA Bronze award), additional points awarded towards applying for a program with Design Council Busan, depending on the number of prize-winning pieces (winning record effective for up to 1 year)

※ Prize-winning pieces from companies granted the right to use the IBDA certification mark

※ Top Prize-winning pieces may be exhibited and promoted by Design Council Busan both online and offline

※ Registration of Intellectual Property Right will be supported for Special Award winners upon preference (Registration fee will be supported)

10. Return of Entries

A. Return of Exhibitions: Jun. 20 (Sun.) ~ Jun. 22 (Tue.), 2021,
10:00~18:00

※ All entries must be returned within the period and entries that are not returned within the deadline will be donated or discarded. (not responsible for damaged or lost items)

11. Enquiries

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

B. For other details, refer to the awards guidelines on the website
(<https://adp.dcb.or.kr>)