Detailed Registration Guide

iF DESIGN AWARD 2022

Basic

Entry name	What is the official name of the project you want to enter?
Type of entry	Tell us what type of object or service is your project about. Imagine you have to explain it to your kid. How would you call it? For example: Chair, book, software application, mobile phone, etc. **Max. 50 characters including spaces and punctuations!**
Discipline/Category	Choose a suitable discipline and category for your entry. If you are unsure which is the most fitting, contact our local iF team for help. Submissions of one project in two different disciplines are possible. **Contact our local iF team here.** **Disciplines:** 1.0 Product, 2.0 Packaging, 3.0 Communication, 4.0 Interior Architecture, 5.0 Professional Concept, 6.0 Service Design, 7.0 Architecture, 8.0 User Experience (UX), 9.0 User Interface (UI) **You can find more information and examples of the categories here.**

Images

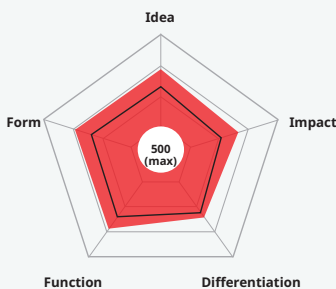|	
File Requirements: Format: JPG Size: maximum 5 MB Color mode: RGB Image format: Landscape Minimum height: 1500 pixel Maximum width: 4750 pixel	4 images are mandatory. You can add 3 more images (optional). Image No. 1 will be the key image of your entry. **Attention:** No text on the images! The images are used for: - Internal award evaluation process (Online Preselection and Final Jury) - The key image will be used on the iF jury feedback chart - Presentation of entries qualified for Final Jury on the iF WORLD DESIGN GUIDE - Presentation of iF Winner entries on the iF WORLD DESIGN GUIDE, the iF Design App or in iF press releases.

Description

Design statement	Describe your entry. What is it for? What problem does it solve? What is the benefit for the user? Why should the iF Jury award it? What makes it special compared to similar entries?
Target group of your entry	Which is the target group of your entry? - Consumer / User - Trade / Industry - Public Sector Government - Other target groups - Specific sub-group
Target regions	Which target regions are served? - Africa - Asia - Australia / Oceanic - Europe - North America - South America - Specific country / region

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Development time	How long was the development time? up to 12 Months 13 - 24 Months 25 - 36 Months other duration
Launch date	When was the official launch date? 2019 2020 2021 2022
Retail price	What is the retail price? Sales Price in EUR: unknown not applicable
Dimensions (Only for 1.0 Product)	The dimensions refer to the total size of all product/entry elements. Please note: Unit of measurement is millimeters.
Do not publish until	If your entry is not allowed to be published on one of the following dates, you can set a publication restriction date. **Publishing dates** iF Finalists: 20 January 2022 iF Winners: April 2022

Criteria

The iF Jury will give scores for each of the following five criteria. Please enter a statement describing why and how the entry fulfills each criteria.
The questions provided are inspiration guidance. You don't need to answer them literally. Concentrate on explaining the added value of your design.

Hint: Write a precise statement. Use short sentences or bullet points.

Example:
- Combination of diverse recycled materials
- Integration of people with learning disabilities

Learn more about the evaluation criteria and the scorecard.

Idea Max. 280 characters	**Task** - What was the task? **Relevance** - Why is it relevant? **Fit for purpose** - Why is the idea appropriate?
Form Max. 280 characters	**Aesthetics** - Why does it look the way it does? **Emotional appeal** - How does it engage the target group? **Execution** - How is it made?

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Function Max. 280 characters	**Usability** - Why can it be used with ease? **Efficiency** - Why does it work well? **User Benefit** - How does it serve the user?
Differentiation Max. 280 characters	**Innovation** - Why is it new? **Brand Differentiation** - How does it support the brand?
Impact Max. 280 characters	**Effect** - What targets have been reached? **Social Benefit** - How does it serve society? **Sustainability** - Why is it sustainable?

Addresses

Please specify the addresses of the companies who were involved in the project.

One for Design and one for Client/Manufacturer are mandatory.
If both address data are the same, please select the address twice.

The dropdown menu only shows options from your my iF address book.

If you want to add a new address or edit an existing one, please go directly to my iF address book.

Media

PDF	The PDF file contains images, drawings, plans, layouts and descriptive texts. The content should not be identical to the registration form. It must contain additional information explaining your entry in greater detail. Language: English Number of pages: maximum of 8 pages (more pages will not be accepted!) Format: Landscape/Horizontal Screen resolution: 2560 x 1440 pixels File size: max. 10 MB
Link	Enter a link to a website, microsite, App Store, Google Play Store, etc. If a password is required, please enter the login data. Apps must be available for free download in a German app store.
Video	Present your entry with an explanatory video. Attention: No advertising videos! Publish the video file on a video platform like YouTube or Vimeo and enter the video link. We don't accept download links for video files. If a password is required, please enter the login data. Language: English or with English subtitles Length: max. 2 minutes

All links must be live and accessible until 31 March 2022.

For detailed information please check the requirements for your chosen discipline here.

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iF Online Preselection

The first step of the jury process is the iF Online Preselection. The best 50% of all entries will be selected as iF Finalists. **All entries** will be judged on the basis of the digital media provided by the participant. The better your digital material is, the higher your chances are of being selected. Although a PDF or a video is not mandatory for some categories, it might be very helpful in convincing the iF Jury to select your project.

Video can be a great way of showing your entry to the iF Jury. This does not have to be an expensive advertising video. In many cases, a short personal presentation video showing the entry to the iF Jury can make a huge difference in visualizing such things as scale and usability, for example.

iF Final Jury

	All entries selected in the iF Online Preselection will be invited to the iF Final Jury after payment of the jury fee. 50 design experts will come together in Berlin in March 2022 to select the winners of the iF DESIGN AWARD 2022. **Important note**: Depending on your discipline you can decide to submit your entry to the iF Final Jury digitally or physically between the 21 - 31 January 2022.
For digital submissions:	All digital media have to be uploaded to the "Media" tab on the online registration form before the iF Final Jury between the 29 - 31 March 2022.
For physical submissions:	All entries must first qualify for the iF Final Jury in the iF Online Preselection. We will publish detailed information about shipping on 20 January 2022 – with the results of the iF Online Preselection.
Shipping period	21 January to 11 March 2022 **Important note**: Do not send in any products before 21 January 2022

Dates

Early Bird registration	30 June 2021
Regular registration	15 October 2021
Last Chance registration	19 November 2021
iF Online Preselection	10 - 14 January 2022
Results iF Online Preselection	20 January 2022
Shipment of entries to iF Final Jury	21 January - 11 March 2022
iF Final Jury	29 - 31 March 2022 Berlin, Germany
Publication	April 2022: Final results notification mail, iF WORLD DESIGN GUIDE, press releases, social media, iF Design App
Awards ceremony	16 May 2022: iF design award night at Friedrichstadt-Palast, Berlin, Germany