

World Industrial Design Day 2009
Industrial Design – The product of human creativity
Poster Competition: Design brief and entry form

COMPETITION BRIEF

First declared on June 29, 2007 on the occasion of the 50th anniversary of the International Council of Societies of Industrial Design, World Industrial Design Day has been established to mark the development and evolution of industrial design throughout the course of its history.

To celebrate World Industrial Design Day 2009, design students from Icsid Member Schools are put to the challenge to design a poster that illustrates the importance of industrial design to humankind. The poster can be a creative illustration or an illustration of the design of a product that captures the theme “Industrial Design – The product of human creativity”.

Overview

One distinctive attribute that separates humans from every other species on earth is our capacity to be creative. Our insatiable imagination and curiosity over millions of years has made possible a steady step by step progression of questioning, exploring, learning, inventing and designing the world we live in.

Industrial design has evolved into the profession that creates and shapes our modern world. Industrial designers of our future will draw on the past to create a better world for us all – shaping everything from the products we use to the houses we live in and the buildings we work under.

DESIGN BRIEF

Eligibility

Competition is open exclusively to design students enrolled in an Icsid Member School at no fee. Industrial design students are encouraged to collaborate with other design disciplines in entering the competition. A complete list of Icsid Member Schools may be found on:

http://www.icsid.org/education/schools_list.htm.

Selection of winner

One (1) winner will be selected. The winner will be announced on 19 May 2009.

The winning entry will be used by Icsid and distributed in digital format (PDF) to its network of members for promotional initiatives relating to World Industrial Design Day 2009.

Technical criteria

- 1) 70cm x100cm PDF (300dpi with digital file 5MB or less)
- 2) Layout orientation may be landscape or portrait
- 3) Must include the following text: "World Industrial Design Day", "29 June 2009"
- 4) Include the Icsid logotype*
- 5) Include Icsid web address (www.icsid.org)
- 6) Any additional text must be presented in English only
- 7) The design should be accompanied by a statement (maximum 500 words) that communicates the designer's poster interpretation of the theme
- 8) No design submitted should be signed or bear any distinguishing marks
- 9) The winning poster file must be made available as a print-resolution PDF.

* An EPS version of the Icsid logotype is available for download at:

<http://www.icsid.org/events/events/calendar375.htm>

Judging Process

A distinguished panel of design professionals and field experts – representatives from the Icsid Executive Board will judge the competition and select a winner.

The jury will consist of: Brandon Gien, Executive Director of the Australian International Design Awards (Australia); Wen-long Chen, President of Nova Design (Taiwan); Leimei Julia Chiu, Director, International Design Center NAGOYA (Japan); Martin Darbyshire, President & CEO of Tangerine (United Kingdom); Jae-jin Shim, Chief Design Officer / Executive Vice President at KOASWELL Co., Ltd. (South Korea); Kazuo Tanaka, resident of GK Design Group (Japan); Judit Varhelyi, Director of the Hungarian Design Council (Hungary).

Judging criteria

Entries will be judged on the following criteria:

- Interpretation of theme
- Clarity of message
- Originality of design or innovative concept
- Artistic merit

Submission details

Submissions may be emailed as a print-resolution PDF file, and must be received by Icsid no later than **4 May 2009, 11:59 PM EST**.

Email address: office@icsid.org

Subject: World Industrial Design Day 2009 poster submission

Submissions must be accompanied by the entry form and signed by the entrant, confirming that the design is his/her personal work and that the entrant has prepared the poster.

Prize

In addition to having his/her poster utilised as the official World Industrial Design Day 2009 poster, the selected winner will be awarded with one (1) free registration to attend the Icsid World Design Congress in Singapore 23-25 November 2009 (including participation at the educational conference on 22 November 2009). This prize includes a round-trip ticket from his/her city to Singapore and hotel accommodations for five (5) nights. *(Icsid will arrange all hotel and travel accommodations).*

Rights and reproduction

Intellectual property in the entries will remain vested in their authors; the winner will grant an unrestricted licence to Icsid (by signing a due authorisation for this purpose included in the entry form), so that it can be used and applied in such media as Icsid sees fit.

Icsid agrees not to alter, or amend in any way, the work submitted without written agreement of the designer.

The names of the author of the winning entry will be mentioned on every occasion when the poster is used and shall also feature in pertinent press releases related to World Industrial Design Day 2009.

A copy of all competition entries will be featured in the Icsid Competition Gallery on the Icsid website (www.icsid.org) following the announcement of the winner.

For more information

Andréa Springer
Icsid Communications Manager
e: aspringer@icsid.org
t: + 1 514 448 4949 ext. 232

WORLD INDUSTRIAL DESIGN DAY 2009

Poster competition entry form

Please print your information legibly

First name: _____

Last name: _____

Gender: _____ **Male** _____ **Female**

Name of institution: _____

(The World Industrial Design Day 2009 poster competition is open to Icsid Member Schools only)

Year of study: _____ **Degree:** _____

Programme: _____

Email: _____

Telephone: _____

(Including area code)

Address: _____

City: _____ **Province:** _____

Country: _____ **Postal code:** _____

Signature: _____

I confirm that this entry is my original work and grant the International Council of Societies of Industrial Design (Icsid) permission to use this entry for circulation and publicity purposes relating to World Industrial Design Day 2009.

About the design

Please provide (in 500 words or less) a brief description of your design concept.

Deadline for submission: 4 May 2009, 11:59 PM EST.