
Good Design (GD) Selection 2021 **Guide for Participants**

In accordance with Article 6 of the Industrial Design Promotion Act and Article 14 of the Enforcement Decree thereof, the 2021 Good Design Selection will take place as follows:

February 15, 2021
President, Korea Institute of Design Promotion

Overview

Since 1985, the Good Design (GD) Selection has served as a platform of fair design deliberations to award the government-certified GD mark to the goods and services showing excellence in design. The annual competition is hosted by the Ministry of Trade, Industry and Energy and organized by the Korea Institute of Design Promotion (KIDP) in accordance with the Industrial Design Promotion Act.

Call for Entry

Eligible Goods

※ Pursuant to Paragraph (2) of Article 10 of the Enforcement Decree of the Industrial Design Promotion Act

Goods that have been launched in the market and on sale within 2 years before the application date or scheduled to be launched in the near future

- Applications can be made by the domestic or foreign company that holds ownership of the pertinent good, or the design developer of the good
- * However, design developers are eligible only when they apply jointly with or gain the consent of the domestic or foreign company that holds the ownership of the pertinent good

Ineligible Goods

Goods involved in legal disputes in accordance with domestic and foreign relevant laws and regulations, such as patent law, utility model law, design protection law, trademark law and copyright law

- Goods considered to copy or plagiarize other products
- Goods considered harmful to public order or social morality

Evaluation Criteria

Evaluation Criteria

※ Article 11 of the Enforcement Decree of the Industrial Design Promotion Act (Selection Criteria)

- Balanced, original and aesthetically pleasing across visual design elements such as shape, form and color enough to boost sales
- Functional in line with intended purpose, convenient to use and easy to maintain
- Appropriate and effective use of materials
- Suitable for commercial production and economically feasible

Detailed Attributes

Discipline	1 st and 2 nd Evaluations	3 rd Evaluation
Product Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	Innovation-oriented Business Impact Social Value Future Vision
Visual/Communication Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Effective in Communication	
Digital Media/Contents Design	Aesthetic, Original, Easy to Use, Interactive, Effective in Communication	
Space/Environmental Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Eco-Friendly	
Fashion/Textile Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	
Service/Experience Design	Aesthetic, Original, Easy to Use, Effective in Communication, Eco-Friendly	
Craft Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	

- Special Prizes for Universal Design, Design for Single-Person Households (Minister of Trade, Industry and Energy Prize), Ergonomic Design (President of Korean Agency for Technology and Standards Prize)

The winners for these special prizes will be selected from the GD winners that are evaluated to be possessing outstanding attributes of universal design, design for single-person households, and ergonomic design.

Schedule

※ The details of the schedule may be subject to change depending on circumstances.

Online Application	May 1 - June 30	award.kidp.or.kr
Physical Entry Submission * Entries from countries other than China must be shipped to Korea - Shipment to Korea - Shipment to China	August 10 - 13 July 28 - August 13	KIDP B1 Exhibition Hall (Seongnam) KIDP CHINA (Beijing)
Evaluation 1st Evaluation (Online) 2nd Evaluation (Physical Entry) - Korea - China	July 14 - 21 August 19 August 18 - 19	award.kidp.or.kr KIDP B1 Exhibition Hall (Seongnam) KIDP CHINA (Beijing)
Returning of Physical Entries	August 31 - September 2	KIDP B1 Exhibition Hall (Seongnam) KIDP CHINA (Beijing) * Excluding products qualified for the 3 rd evaluation * Products that are not picked up will be donated/disposed of after this period
Public Verification & Participation in Evaluation for Prize Candidates	August 26 - September 9	kidp.or.kr www.sanghun.go.kr award.kidp.or.kr * For prize candidates only * Results reflected in the 3 rd Evaluation
Submission of Additional Data/Materials * For prize candidates only	August 26 - September 9	award.kidp.or.kr * There will be a further guide on submission of additional data/materials
3rd Evaluation (Prizes)	September 14	KIDP B1 Exhibition Hall (Seongnam)
Announcement of Results 1st Evaluation (Online) 2nd Evaluation (Physical Entry) 3rd Evaluation (Prizes)	July 26 August 25 October 6	award.kidp.or.kr
Awards Ceremony	October 6	
Exhibition * For prize-winning products and products that have been applied for exhibition in advance only	October 6 - 10	DKfestival 2021 (Seoul, Yangjae aT Center)
Returning of Exhibited Products * Excluding Presidential Award-winning products	October 10 (15:00~16:00)	

Disciplines

1. Product Design	
• Electrical & Electronic Equipment Design	Home appliances, mobile communications equipment and supplies, etc.
• Industrial Machine & Tool Design	Industrial equipment, controllers, processing machines, etc.
• Living Design	Toys, sports and leisure / sanitary / household goods, stationery, musical instruments, kitchenware, office supplies, health / medical devices, construction equipment/supplies, etc.
• Style Design	Beauty products, glasses, hats, watches, shoes, bags, etc.
• Furniture Design	Home furniture, office furniture, kitchen furniture, medical furniture, etc.
• Automotive & Transportation	Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc.
2. Visual/Communication Design	
• Communication Design	Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc.
• Packaging Design	POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.
• Brand Design	Identity, trademarks, etc.
3. Digital Media/Contents Design	
• Contents Design	Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
• Digital Media Design	Websites, applications (app), kiosks, etc.
• Game Design	Online/mobile games, VR/AR/MR games, etc.
• Interaction Design	User interface (UI), human interaction, HCI, etc.
4. Space/Environmental Design	
• Interior Architecture Design	Interiors, interior decorations, art decorations, lighting design, etc.
• Exhibition & Scenic Design	Exhibitions, stages, event design, etc.
• Environmental Design	Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design, etc.
5. Fashion/Textile Design	
• Fashion Design	Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.
• Textile Design	Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
• Jewelry & Accessories Design	Jewelry, fashion accessories, etc.
6. Service/Experience Design	
• Service/Experience Design	Health care, hospitality and leisure services, education services, experience design (UX, CX), etc.
• Community Design	Community services, public administration services, etc.
• Entertainment Design	Entertainment design, etc.
7. Craft Design	
• Metal Craft Design	Metal crafts
• Ceramic craft Design	Ceramic crafts
• Fabric craft Design	Fabric crafts
• Wood Craft Design	Wood crafts
• Other craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.

Jury Fees per Entry (VAT Excluded)

Rounds	Fees	Subject Entries
1st Evaluation	KRW 200,000	All registered entries
2nd Evaluation	KRW 500,000	Entries to advancing to the 2 nd Evaluation
3rd Evaluation	KRW 500,000	Prize candidates

- Exhibition Fees (KRW) : For GD winners that apply for exhibition at DKfestival 2021

Booth Width/Height	0.6m	1.2m	2.4m	3.6m	4.8m
1m	600,000	650,000	750,000	850,000	950,000
2m	650,000	750,000	950,000	1,150,000	1,350,000
3m	700,000	850,000	1,150,000	1,450,000	1,750,000
4m	750,000	950,000	1,350,000	1,750,000	2,150,000
5m	800,000	1,050,000	1,550,000	2,050,000	2,550,000

- The exhibition of prize-winning entries is free. GD winners can participate in the exhibition after paying the related fees.
- KRW 50,000 added per 0.6m² increase in space area, up to 42m²
- The exhibition application of GD winners may be cancelled due to limitations in the exhibition space.

Payment Method

Deposit Without Bankbook

- Deposit Account: IBK 341-028815-04-217 (Account Holder: KIDP)

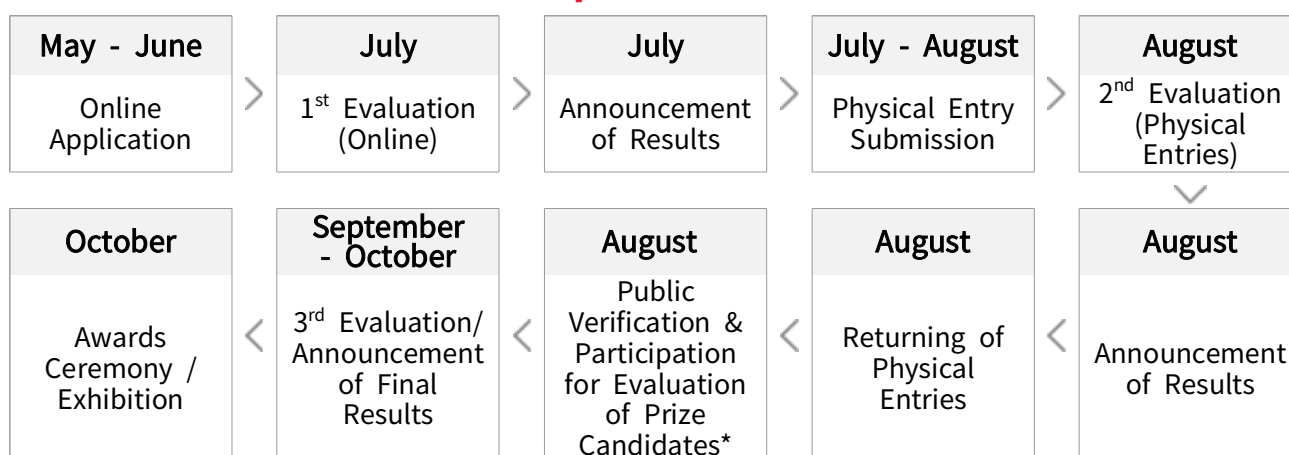
Credit Card and Real-Time Account Transfer

- Through an online payment program
- Select a payment method at the Payment Step after completing the Online Application Form

Payment Period

- 1st Evaluation : Same as the Online Application period
- 2nd Evaluation : Within 14 days from the announcement date of 1st Evaluation results
- 3rd Evaluation : Within 7 days from the announcement date of 2nd Evaluation results
- * The entries that do not pay the related fees within the designated period may be excluded from the evaluation process

Submission Method & Steps



* Public Participation in Evaluation for Prize Candidates

A process in which the public can directly participate (online) in judging the prize candidates selected through the 1st and 2nd Evaluations via KIDP's awards website. The evaluation results will be reflected in the 3rd Evaluation for 10% of the score.

Online Application

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images)

The submitted images and description are used for evaluations.

*** For Applications from China: If you experience difficulties with the online application, you may complete the application form physically and submit it to the KIDP China office.**

Application Period

May 1 (Sat.) – June 30 (Wed.), 2021

Information Provision

The entrant's information will be disclosed to the judges and for a collection of GD winners and online exhibition.

Therefore, correct information (entry name, entry description, applying company, contact information, address, etc.) must be entered.

* The information entered cannot be revised after the application deadline (such as address change due to moving). Please keep this in mind when entering the required information.

Image Size	Image Specification
1,000 pixels on the longer side, either height or width	Up to 3MB for JPG/RGB file
· A video file must be submitted in the case where the entry is a video.	· Video: Up to 50MB, MP4, 5-minute or shorter playback time
	· A video link can be entered in the URL Section.

Entry Description

Main features can be described in Korean/English

No. of Characters: Max. 700 characters

Physical Entry Submission

This is a required step for all entries selected to advance to the 2nd Evaluation

- For designs of buildings, spatial facilities, CIs and BIs, submit them in panel form (A1 size, 2 panels) or save them in a mobile device (such as laptop or tablet).

However, in the case of a video for the Digital Media/Content Design discipline, physical entry submission is not necessary (video submitted for online application to be used).

- Entry submission in person or by mail is accepted. The deadline indicates when physical materials must arrive at the venue for submission (Korea Standard Time).
- Not submitting a physical entry will be considered forfeiture and therefore excluded from the 2nd Evaluation.

Period

- Shipment (Physical entries submission) to Korea: August 10 (Tue.) – 13 (Fri.), 2021
- Shipment (Physical entries submission) to China: July 28 (Wed.) – August 13 (Fri.), 2021

*** Entries from countries other than China must be shipped to Korea**

Venue/Addresses

Korea	B1 Exhibition Hall (PoC of Good Design Selection), Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (Zip code: 13496)	
China	Beijing	309, ZhengDongZongHeKeJiLou(A12), 751 D.Park, JiuXianQiaoLu 4, ChaoYangQu, Beijing, China (Zip code: 110000)
	Ghuangzhou	1F, Building A Shunde Industrial Design Park, NO.1 North Sanle Rd., Beijiao, Shunde, Foshan, Guangdong, China (Zip code: 528311)

Returning of Physical Entries

All entries except prize candidates should be picked up within the designated period.

- Any entries not picked up during the designated period are not the responsibility of the hosting or organizing institutions and will be donated or discarded after the period.
However, please note that the exhibits at DKfestival 2021 should be picked up on the closing day of the exhibition [October 10 (Sun.), 15:00 – 16:00].
- The entries that advance to the 3rd Evaluation must submit an image (min. 3,000 x 4,000mm, CMYK, 300dpi required) for the catalog production of GD winners.

Period for Returning of Physical Entries	Venue
August 31 (Tue.) – September 2 (Thu.), 2021 10:00 – 17:00 <ul style="list-style-type: none">· The entries that advance to the 3rd Evaluation (prize candidates) are not subject to be returned	Same as the venue of physical submission

Additional Data/Material Submission

If necessary, prize candidates can submit additional materials, such as presentation files (up to 10 slides in PPT format or a max. 3-minute long video) or panels (1 sheet in A1 size, portrait), following the schedule below.

- For overseas goods, panels can be replaced by online images.

Presentation Submission Period/Method	Panel Submission Period/Place
August 26 (Thu.) – September 9 (Thu.), 2021, by 17:00	August 26 (Thu.) – September 9 (Thu.), 2021, by 17:00
· Website (award.kidp.or.kr) or email (gd@kidp.or.kr)	· No. 601 (K Design Room), Korea Design Center

Evaluations

Composition of Judges

Korean and foreign experts in each design discipline

Evaluation Steps

1st Evaluation (Online)

- Judges: About 200 persons
- Selecting entries to advance to the 2nd Evaluation

2nd Evaluation (Physical entries)

- Judges: About 40 persons among the 1st Evaluation judges
- Selecting GD winners and Prize winner candidates

Public Participation in Evaluation

- The public can participate in evaluating prize candidates, and the results will be reflected in the 3rd Evaluation for 10% of the score.

3rd Evaluation (Prize winners)

- Judges: Selected among the 2nd Evaluation judges
- Determining Prize winners among those selected as Prize winner candidates from GD winners at the 2nd Evaluation
- As a public exhibition is held after the 3rd Evaluation, entrants must prepare and take measures against theft, damage and/or destruction, and KIDP shall not be held liable for any theft, damage and/or destruction of entries during the exhibition (valuable or other goods that can be damaged, destroyed, lost and/or stolen must be insured by entrants).

Awards Ceremony

Time / Venue

October 6 (Wed.), 2021 / Seoul aT Center (DKfestival 2021)

Prize Details

Classification	Qty	Details
Grand Prize	1	President Prize
Gold Prize	2	Prime Minister Prize
Silver Prize	13	Minister of Trade, Industry and Energy Prize (including Special Prizes for Universal Design & Design for Single-Person Households)
	10	Minister of SMEs and Startups Prize
Bronze Prize	5	Administrator of Public Procurement Service Prize
	10	Commissioner of Korean Intellectual Property Office Prize
	10	President of Korean Agency for Technology and Standards Prize (including Special Prizes for Ergonomic Design)
	Max. 30	President of Korea Institute of Design Promotion Prize

- The details and number of prizes are subject to change at the discretion of the organizations issuing the prize certificates.
- The Minister of SMEs and Startups and Administrator of Public Procurement Service Prizes will be awarded to SMEs only.
- Special Prizes will be awarded for the Universal Design, Design for Single-Person Households, and Ergonomic Design divisions.

Exhibition & Returning of Exhibited Entries

Exhibition Schedule/Venue	Returning Schedule/Venue
October 6 (Wed.) – 10 (Sun.), 2021 - Seoul aT Center (DK Festival 2021)	October 10 (Sun.), 2021, 15:00 – 16:00 - Same as the exhibition venue

- The President Prize winner design shall be donated to and permanently preserved at the Design Korea Museum as GD historical materials.

(However, preservation details are open to consultation with the prize-winning company, considering product characteristics.)

Benefits for GD Winners

The selection results will be published in a daily or economic newspaper as well as on the GD website (<http://award.kidp.or.kr>). GD winners can attract attention as outstanding designs simply by using the government-certified Good Design (GD) Symbol.

Use of Good Design (GD) Symbol

※ Legal Basis : Article 16 of the Enforcement Decree of the Industrial Design Promotion Act



Application

GD-winning goods can apply the symbol to their packaging, manual, warranty, website, etc. However, if their exterior appearance is not the same as at the time of the GD selection, their rights for the symbol usage will be suspended and revoked.

GD winner Certificate

One certificate issued per one GD-winning good

* You can access the website for additional issuance

Certificate Revision

- Scope of Revision: Product name, type and brand name only
- Application: Submit Revision Application and related evidence
- Period: Within 14 days from the date of notification of selection results

Use of Good Design Australia (GDA) Mark



GD winners can use the GDA mark by simply paying related fees without needing to complete additional procedures.

GD Winner Service



The service includes a GD Certificate, Yearbook, and Trophy.

* Trophies are provided for the prize winners only

Advantage in Applying for a Design Patent in Korea



When applying for a design patent in Korea, GD winners are designated for the Korean Intellectual Property Office (KIPO)' s design patent priority review.

* Part 6 (Other Review Criteria), Chapter 4 (Priority Deliberation), Article 6.7.3 of Design Deliberation Standards

Promotion & Online/Offline Exhibitions



Press/Media Promotion

Continuous media exposure will be provided, such as interviews with media outlets.



Online Exhibition

All GD winners of the year are displayed online. Searching by category, photos, product information and more will be available online for the public.



Offline Exhibition

Offline exhibitions, such as DKfestival 2021, the largest design fair in Korea, will provide opportunities to showcase goods to many people.

Contact Information

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Host**Organizer****Sponsors**

Appendix

Evaluation Criteria / Scoring Scale by Round

[1st and 2nd Evaluations]

• Evaluation Criteria and Scoring Scale

Discipline	1 st and 2 nd Evaluations	Point Allocation
Product Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	20 points by attribute
Visual/Communication Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Effective in Communication	
Digital Media/Contents Design	Aesthetic, Original, Easy to Use, Interactive, Effective in Communication	
Space/Environmental Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Eco-Friendly	20 points x 5 attributes = 100 points in total
Fashion/Textile Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	
Service/Experience Design	Aesthetic, Original, Easy to Use, Effective in Communication, Eco-Friendly	
Craft Design	Aesthetic, Original, Easy to Use, Fit for Purpose, Feasible	

• Evaluation Details

Finalists for 2 nd Evaluation	Finalists for 3 rd Evaluation (GD winners)
Goods scoring at least 60 points on average in the total score - Those with the top scores can advance to the 2 nd Evaluation · Highest/lowest scores for each entry excluded	Goods scoring at least 60 points on average in the total score - Those with the top scores can advance to the 3 rd Evaluation. · Highest/lowest scores for each entry excluded

• Evaluation Attributes (8 Attributes)

Attribute	Details
Aesthetic	Does this entry feature an aesthetically excellent design and elements?
Original	Is this entry original and unique in its capabilities and features not imitating others?
Easy to Use	Does this entry feature a design and structure that relate and respond to its concept?
Feasible	Is this entry fairly suitable to the market needs, feasible, and practical?
Fit for Purpose	Does this entry support features that fit its intended purpose?
Interactive	Does this entry continue to engage with users from their perspective?
Effective in Communication	Does this entry feature a design that suits and clearly communicates its concept?
Eco-Friendly	Does this entry consider social, cultural and environmental elements?

[3rd Evaluation]

• Evaluation Criteria and Scoring Scale

Classification	Evaluation Attributes	Point Allocation	Proportion
Professional Jury	Innovation-Oriented Business Impact Social Value Future Vision	- Base score: 10 points - Points per attribute: 20 points x 4 attributes = 80 points	90%
Public Jury		- 10 points	10%

- Professional Jury (90%): 4 attributes/discipline, 20 points per attribute + 10 base points = 90 points
- Public Jury (10%): 10 points

• Evaluation Details

- Those with the top total scores of the professional and public jury scores are given award honors

• Evaluation Attributes (4 Attributes)

Evaluation Attributes	Details
Innovation-oriented	Is this entry new and innovative?
Business Impact	How much impact does this entry have on industrial development?
Social Value	How much does this entry further elevate social economic, environmental and cultural value?
Future Vision	Does this entry provide a vision for people-centeredness and the future?