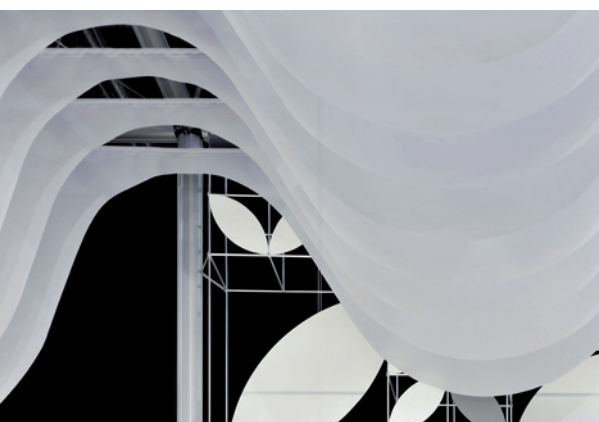


## **if COMMUNICATION DESIGN AWARD 2013**

Information for your participation





## THE BEST REFERENCE FOR COMMUNICATION DESIGN

From interface and website design to the design of trade fair exhibition stands: there is a broad range of communication design disciplines. And there is also stiff competition, which is why excellent references can often be crucial during a pitch. Communication design that carries the iF label is an excellent reference and gives you a real competitive advantage – everywhere in the world.

Traditionally, participants have included **advertising agencies, communication designers and their clients, manufacturers, designers, architects and interior designers, producers and publishers of computer games.**



Design accompanies and surrounds us everywhere. Good design mirrors human qualities: it can be bold, intelligent and passionate.

*It can be humorous, serious and confident. Since 1953, good design can also be award-winning design – honored with an iF design award.*

# REGISTRATION WILL BE OPEN UNTIL 19 SEPTEMBER 2012

## INDEPENDENT AND RECOGNIZED THE WORLD OVER: THE iF DESIGN AWARDS

Each year, the iF seal of quality, which is recognized the world over, is awarded to excellent design in the three disciplines of product, communication and packaging design. Each year, companies use the iF design awards as a seal of quality and, most importantly, as a marketing tool for their products. Each year, customers all over the world will know immediately: this is an award-winning product.

Among the participants and award winners are not only large international corporations, but also agencies, design studios and small to medium sized companies. Whether it's about products, communication tools or packaging: all three iF design awards follow exactly the same schedule, with the same registration deadline, the same jury date and the same grand awards ceremony.

## THE SUMMIT FOR DESIGN EXCELLENCE

Evaluating design quality is not an easy task. The question as to what defines good design will yield many different answers. There are a number of preconditions that must be met for being able to evaluate good design: comprehensive expert knowledge, the ability to intuit future trends and many years of experience.



Prof. Jin-Hee Park



Andy Payne



Charles O. Jobs

Each year, iF invites some of the internationally most renowned personalities from the areas of design, business and industry, and education to take part in a three-day jury session. Behind closed doors, all entries are scrutinized, touched, analyzed and, most importantly, discussed.

For the iF design awards 2012, 4,322 entries were evaluated during intensive deliberations. The jury eventually recognized 1,218 entries with an iF design award. 100 entries received an iF gold award for outstanding design excellence.

Prof. Eku Wand



Christine Hesse



Susanne Schmidhuber







iF awards ceremony in the BMW Welt, Munich



Gold award winners 2011

# MORE ATTENTION, MORE SUCCESS

As an iF design award winner you will benefit from your iF design award in many ways. The iF label symbolizes extraordinary quality and excellent design. Your brand will be presented online and in exhibitions around the globe. The iF PR work will ensure continuous media attention throughout the whole year.

## iF DESIGN AWARDS NIGHT

As an award winner, you will be invited to the iF design awards night, which will take place on 22 February 2013 at BMW World in Munich. At the iF design awards night, we will announce the iF gold award winners and present them with this special honor in front of a large audience: the who's who of the international design, media, business and politics sectors. Share your experiences with other creatives and meet potential clients, project owners and interesting discussion partners. Talk to communicators, make new and rewarding contacts and extend your business.



As an iF gold award winner, you will also receive the iF trophy, designed by Herbert Schultes in 1996.

Gold award winners 2011



## iF YEARBOOKS

As comprehensive reference works showing all award-winning entries from one year, the iF yearbooks are a constant and important part of the iF design awards. Each award-winning entry will be presented on one page, with up to two images and a description in both German and English. The iF yearbooks are internationally used guides to excellent design, which makes them a first-class advertising tool for you as an award-winner. The official publication date for the iF yearbooks is March 2013. Each award winner will receive one or more free copies based on the number of award-winning entries:

- 1 - 4 award-winning entries: 1 free copy
- 5 - 9 award-winning entries: 2 free copies
- 10 - 19 award-winning entries: 5 free copies
- more than 20 award-winning entries: 10 free copies

### Optional:

You can also book a 2/1 page at an additional cost of EUR 400.00. We can also commission the translation of your description at a fee of EUR 50.00.



## iF press and PR work

Before, during and after the iF design awards the comprehensive PR work of iF ensures that our iF design award winners will receive a great deal of attention in the national and international press. There will be reports about the outstanding level of the award-winning entries in business and lifestyle magazines, in the specialized design press, in daily and weekly newspapers, as well as in radio and TV programs. Our iF press and PR team, with over 1,200 established contacts worldwide, will take care of the traditionally blanket reporting on the iF design awards.



## ADVERTISING TOOLS

The iF label is an invaluable competitive advantage. It's an image factor that you should communicate to clients and partners and that you should use to advertise your design expertise. In order to give you the best possible support in doing so, all award winners will have access to these advertising tools:

- use of logo for an unlimited period (no additional licensing fees)
- award winner's certificate
- widgets and logos for your own website
- QR codes for print communication
- print template for the iF sticker









THE 7 CATEGORIES

01

- 01. digital media**  
**01.01 digital media - corporate websites**  
Permanent online representation of companies, products or people
- 01.02 digital media - public service websites**  
Permanent online representation of public institutions and services,  
**e.g.:**  
■ museums  
■ leisure centers  
■ city councils  
■ online reference tools
- 01.03 digital media - community | networking websites**  
**e.g.:**  
■ social media  
■ social networking  
■ business networking  
■ web portals  
■ photo- and video communities  
■ forums
- 01.04 digital media - e-zine | e-papers**  
**e.g.:**  
■ Online magazines and newspapers
- 01.05 digital media - online shops | e-commerce**  
Online portals with a representation of the complete shopping workflow
- 01.06 digital media - microsites**  
**e.g.:**  
■ Landing pages  
■ promotional sites  
■ brand sites
- 01.07 digital media - web tv**  
Television services on the Internet
- 01.08 digital media - digital advertising**  
**e.g.:**  
■ Newsletters,  
■ banners  
■ email  
■ web ads

- 01.09 digital media - online | offline applications**  
Web- and PC applications,  
**e.g.:**  
■ end user software  
■ screen savers  
■ games
- 01.10 digital media - mobile applications**  
Applications for mobile end user devices,  
**e.g.:**  
■ information services  
■ games  
■ city guides  
■ mobile TV  
■ shopping
- 01.11 digital media - moving images**  
**e.g.:**  
■ Trailers  
■ animation  
■ communication
- 01.12 digital media - crossmedia digital**  
Products combining at least two different digital elements; these elements can belong to different categories,  
**e.g.:**  
■ corporate websites  
■ mobile applications

02

- 02. product interfaces**  
**All graphical user interfaces**  
**e.g.:**  
■ applications software  
■ barrier-free interfaces  
■ building control systems  
■ building control devices  
■ industrial interfaces  
■ interactive manuals  
■ cameras  
■ kitchen interfaces  
■ lighting control systems  
■ media facades  
■ medical & health care interfaces  
■ cell phones  
■ MP3 players  
■ navigation systems  
■ touch screens

03

- 03. print media**  
**03.01 print media - corporate design**  
Print products in the area of company profiling and image building,  
**e.g.:**  
■ signets and logos  
■ branding  
■ self-presentations  
■ company presentations  
■ CD manuals  
■ image brochures  
■ posters
- 03.02 print media - information media**  
Print products focusing on presenting information or documentation,  
**e.g.:**  
■ user manuals  
■ product documentation  
■ B2B media  
■ specialist & reference books  
■ school books
- 03.03 print media - advertising media**  
Promotional print products,  
**e.g.:**  
■ mailings  
■ consumer advertising  
■ specialist advertising  
■ product brochures  
■ advertising brochures  
■ posters and promotional materials of any kind
- 03.04 print media - corporate communication**  
Print products in the area of corporate and financial communication,  
**e.g.:**  
■ annual reports  
■ anniversary publications  
■ company & employee handbooks
- 03.05 print media - product communication**  
Print products in the area of product communication,  
**e.g.:**  
■ product presentations  
■ CD/DVD covers  
■ games

THE 7 CATEGORIES

03.06 print media - publishing

- Print products in the area of publishing,  
**e.g.:**  
■ newspapers  
■ magazines, books  
■ calendars  
■ catalogues  
■ illustrations  
■ comics
- 03.07 print media - typography**  
Print products where typography and layout are of particular importance,  
**e.g.:**  
■ books  
■ typefaces  
■ pictograms
- 03.08 print media - photography**  
Entries with a photographic focus
- 04**
- 04. crossmedia**  
**04.01 crossmedia - advertising | campaigns**  
Design of advertising messages and campaigns that link different media in terms of contents and design; as a minimum, digital and print media have to be linked
- 04.02 crossmedia - corporate design**  
Examples of corporate designs where different media are linked; as a minimum, digital and print media have to be linked up.
- 05**
- 05. corporate architecture**  
**05.01 corporate architecture - exhibition | trade fair**  
Exhibition and trade fair architecture as an element of brand communication
- 05.02 corporate architecture - events**  
Events as an element of brand communication
- 05.03 corporate architecture - shop | showroom**  
Retail architecture as an element of brand communication

- 05.04 corporate architecture - architecture | interior design**  
Permanent buildings, structures and spaces  
**e.g.:**  
■ office buildings  
■ production buildings  
■ administration buildings  
■ buildings in public spaces  
■ banks  
■ insurance companies  
■ government agencies  
■ clinics  
■ all types of workplaces
- 05.05 corporate architecture - hotel | spa | gastronomy**  
**e.g.:**  
■ hotels  
■ guesthouses  
■ spas  
■ restaurants  
■ cafés  
■ bistros  
■ bars  
■ lounges  
■ casinos  
■ staff canteens

- 05.06 corporate architecture - communication media in architecture and public spaces**  
**e.g.:**  
■ electronic information systems,  
■ large billboards  
■ infographics  
■ 3D graphics  
■ wayfinding systems,  
■ signets  
■ pictograms,

- 05.07 corporate architecture - installations in public spaces**  
Digital or interactive installations in public spaces,  
**e.g.:**  
■ on sales floors  
■ in shopping malls  
■ at trade fairs and exhibitions  
■ in museums

06

- 06. game art**  
**06.01 game art - pc games**  
Computer games that run on the Microsoft Windows, Mac OS X and Linux operating systems.
- 06.02 game art - internet games**  
Computer games that are either self-contained or a component of a website (e.g. as a Flash game) or so-called browser games (Single-/Multi-User, e.g. MMORPGs).
- 06.03 game art - console games**  
Computer games that can only be played on a console (e.g. Nintendo, PlayStation, Microsoft Xbox, etc.).
- 06.04 game art - handheld games**  
Games that are played mostly on cell/ smart phones and/or on portable tablet PC devices.
- 06.05 game art - computer games needing special hardware configurations**  
Computer games that are tied to particular hardware configurations or types of display,  
**e.g.:**  
■ in exhibitions  
■ museums  
■ trade fairs  
■ retail spaces  
■ amusement arcades and other public spaces  
■ particularly interactive installations  
■ augmented reality game  
■ multi-touch tables  
■ arcade machines,  
■ multimodal prize games  
■ product placement games with multiple displays, etc.

07

- 07. research+development / professional concepts**  
■ experimental and conceptual designs that were created on their own initiative  
■ never-published creations  
■ studies and research projects  
■ innovative design concepts

EVALUATION CRITERIA

01

01. digital media
- target audience-specific communication and content
  - usability (user-friendliness, navigation, functionality)
  - look and feel (esthetics, screendesign, animation)
  - uniqueness (creativity, originality, innovation)

02

02. product interfaces
- target audience-specific communication and content
  - usability (user-friendliness, navigation, functionality)
  - look and feel (esthetics, screendesign, animation)
  - uniqueness (creativity, originality, innovation)

03

03. print media
- target audience-specific communication and content
  - design quality and creativity
  - choice of material and finish
  - cost effectiveness
  - customer relevance

04

04. crossmedia
- Linking and networking of different media with reference to the evaluation criteria given for digital media and for print media

05

05. corporate architecture
- requirements and objectives
  - architecture and design quality
  - quality of implementation and quality of detailing
  - choice and application of materials
  - spatial concept and atmosphere
  - functionality and flexibility of use
  - corporate design
  - environmental impact



06

06. game art
- target audience-specific communication and content
  - usability (user-friendliness, navigation, functionality)
  - look and feel (esthetics and atmosphere, screen design, character- and level design, animation, gameplay)
  - uniqueness (creativity, originality, innovation)
  - where applicable: networking and linking of various media



07

07. research+development / professional concepts
- Depending on the type of entry, the above-mentioned evaluation criteria for the respective category apply.

REQUIREMENTS FOR PRODUCT ENTRIES

Entries submitted in the categories of ,01. digital media', ,02. product interfaces' and ,03. print media' must have been published by the time of the awards ceremony, but must not be older than two years at the time of registration. Entries in the categories of ,04. crossmedia' and ,05.corporate architecture' must reflect some focal point not older than two years, even if development work began at some earlier point in time.

01

01. digital media
- For online media, a URL must be provided in the registration form. It is not necessary to send in any hard copy or other physical products. Offline media must be Mac-compatible and must be viewable with standard tools or with simulation tools.

02

02. product interfaces
- Please hand in the original products. Should this not be possible, the interface may be represented through online or off-line media. In this case, the same criteria apply as for submitting entries in category 01. digital media.

03

03. print media
- For brochures, books, business reports, calendars, catalogues, flyers, magazines and packaging please submit the original products. Should this not be possible, you may submit them as boards. However, you can submit no more than six boards in total, which must be no larger than DIN A1. On the backside of all boards please supply: board number to ensure boards are viewed in the right order the entry ID. If you submit posters, please make sure they are mounted to cardboard (no larger than DIN A1).

04

04. crossmedia
- The digital parts of your entry have to be submitted as online media (a URL must be provided in the registration form) or as offline media (CD or DVD). Offline media must be Mac-compatible and must be viewable with standard tools or with simulation tool.
- Additional print media (brochures, books etc.) have to be submitted as original products. Should this not be possible, you may submit them as boards. However, you can submit no more than six boards in total, which must not be larger than DIN A1. On the backside of all boards please supply: board number to ensure boards are viewed in the right order and entry ID. If you submit posters (no larger than DIN A1), please make sure they are mounted to cardboard.

05

05. corporate architecture
- Please submit these entries board-mounted, including photographs, floor plan and, optionally, further explanatory drawings. There must not be more than eight boards. Boards must not be larger than DIN A1. On the backside of all boards please supply: board number to ensure boards are viewed in the right order and the entry ID. Furthermore, only Mac-compatible videos are eligible for submission.

06

06. game art
- You can submit computer games (and computer applications with a play content of greater than 50%) for any available platform (computers and consoles, online and off-line gaming. If your game is available on several platforms, please submit it in the category that, in your opinion, best represents its graphics and design qualities. Only in certain circumstances can a title be entered in more than one category. In this case, you will also have to supply a written justification for doing so. You must supply one of the following: three copies of the original game as it is sold in shops, an Internet address or mobile platform, or a CD-ROM with the software.
- For all computer games, all necessary instructions for accessing and playing the game, as well as URLs, test accounts, passwords, scores and God sheets must be provided. Furthermore a digital PDF portfolio with a minimum of 10 and a maximum of 20 illustrative screenshots must be provided, as must a video (playable with QuickTime player, Windows media player or VLC media player) with a maximum playing time of 5 min. Both of these should represent the most significant aspects of screen design, character design, level design, animation and gameplay, in both still and moving form.

07

07. research+development / professional concepts
- Depending on the type of entry, the above-mentioned instructions for the respective category apply.



# ENTRY SHIPMENT AND RESHIPMENT



## ENTRY SHIPMENT

After you have successfully registered your entries online, you will receive an invitation to send your products to the jury. Multiple entries can be sent as one consignment. Please ensure to use reusable packaging for shipping your entries.

### Labeling of entries and packaging

All entries, as well as all product- and transport packaging, must be clearly labeled with entry-ID and category number. If your consignment contains more than one entry, all entry IDs must be listed on the packaging.

Arrival dates for all entries: 1 August to 1 October 2012

### Delivery address for all entries

Kühne + Nagel (AG & Co.) KG  
entry-ID: xxx-xxxxx / Kategorie-No.: xx  
Karlsruher Straße 4  
30880 Laatzen / Hannover / Germany

### Your contact at Kuehne + Nagel

Michaela Busch  
phone +49.511.82098015  
michaela.busch@kuehne-nagel.com

### Delivery charges

All entries must be shipped, free of charge for iF, via mail, courier or forwarding company to our logistics partner Kuehne + Nagel. Please check with your carrier early on about the current customs regulations in Germany. Your entries must arrive at Kuehne + Nagel clear of any customs or tax charges. Please ensure that you have paid any customs duties for import and export.



## AWARD-WINNING ENTRIES

Entries receiving an iF design award 2013 will be stored for the iF design exhibition Hannover, which will run alongside CeBIT from 05 to 09 March 2013 at the Hannover exhibition center. An early return of your products is not possible. Exception: if you have set up your products yourself, you will also have to disassemble them on the stated days and you will have to set them up again yourself for the iF design exhibition.



## ENTRIES NOT WINNING AN AWARD

If you want your entry and documentation back, make sure to tick the respective box in the online registration form. In this case, you will have to send your entries in reusable packaging and you have to ensure that they are collected after the jury session. You are responsible for all fees related to the return of your entries. For each entry, iF will also charge you a handling and storage fee of EUR 25.00.

After the jury session, iF will let you know at which dates your entries will be ready for collection at Kuehne + Nagel. You will have to commission and pay a courier service yourself. Your reference number is your entry-ID. All entries that are not collected will be destroyed.

### Address for collection

Kuehne + Nagel (AG & Co.) KG  
entry-ID: xxx-xxxxx / Kategorie-Nr.: xx  
Karlsruher Straße 4  
30880 Laatzen / Hannover  
Germany

### Your contact at Kuehne + Nagel:

Ms. Michaela Busch  
phone: +49.511.82098015  
michaela.busch@kuehne-nagel.com

### Fees for the return of entries

You will have to pay all fees related to the return or disposal of your entries.





PARTICIPATION FEES FOR THE iF DESIGN AWARDS 2013

	for registrations until June 29, 2012	for registrations until September 19, 2012
iF product design award 2013	EUR 340.00	EUR 450.00
iF communication design award 2013	EUR 150.00	EUR 250.00
iF packaging design award 2013	EUR 150.00	EUR 250.00

Fees include the following services:

- Administration
- Jury
- Handling and storage of entries for jury evaluation

Participants will have to pay all transport and insurance costs.



ALL DATES  
AT A GLANCE

REGISTRATION

- 29 June 2012: First registration deadline
- 19 September 2012: Last registration deadline
- 1 August until 1 October 2012: Entry shipment

JURY

- Jury session: November 2012
- Jury decision: by end of November 2012

SERVICES FOR AWARD WINNERS

- 22 February 2013: iF design awards night
- 22 February 2013: Update iF online exhibition and iF ranking
- March 2013: Publication date for the iF design yearbooks 2013
- 05 to 09 March 2013: iF design exhibition in Hannover (parallel to CeBIT)
- 24 February 2013: iF design exhibition in Hamburg
- 24 February 2013: iF design exhibition in Haikou / Hainan Island



FEES FOR AWARD WINNERS

iF product design award 2013, per awarded entry	EUR 2,600.–
iF communication design award 2013, per awarded entry	EUR 1,600.–
iF packaging design award 2013, pper awarded entry	EUR 2,600.–

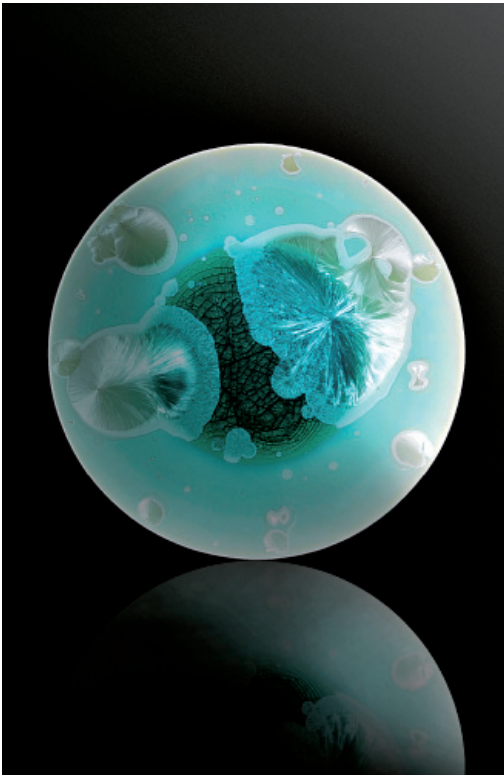
NEW  
Significant cost reduction for award winners compared to last year

Fees include the following services:

- Participation in the iF design awards night in Munich, Germany
- Presentation in the iF design exhibition Hannover, Germany
- Presentation in the iF design exhibition Hamburg, Germany
- Presentation in the iF design exhibition Haikou / Hainan Island, China

- Presentation in the iF online exhibition
- Presentation in the iF ranking
- Presentation 1/1 page in the iF yearbooks
- Press and PR
- Advertising tools

Full details of the services provided can be found at service for award winners on page 4 to 7.



Terms of payment

All prices are per award-winning entry and are binding for each such entry. Prices do not include VAT, which may have to be added, depending on the nature of the service and the country where the service recipient has his registered office. We will send you the invoice via surface mail. Payment can be made by bank transfer, by cheque or by credit card.

You may cancel your registration free of charge within 14 days from the date of registration by sending a written cancellation notice to: awards@ifdesign.de.

Bank details

Norddeutsche Landesbank Hannover  
Georgsplatz 1  
30159 Hannover, Germany

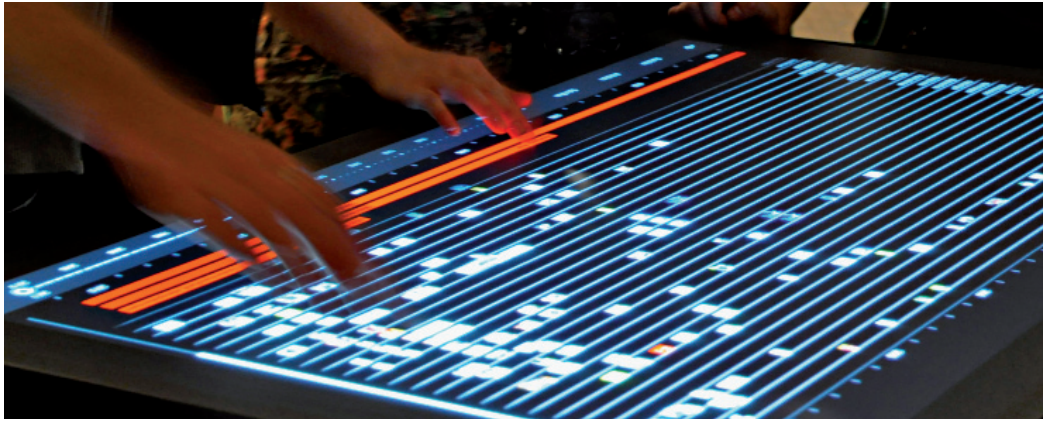
Payee

iF International Forum Design GmbH  
Account no.: 0101 453 769  
BLZ: 250 500 00  
IBAN: DE26250500000101453769  
SWIFT-Code no.: NOLA DE 2 H

Please note: In all other cases, our General Terms and Conditions apply. [http://www.ifdesign.de/agbs\\_e](http://www.ifdesign.de/agbs_e)



USE MY iF TO REGISTER FOR THIS AWARD. THE LINK TO MY iF IS AVAILABLE ON ALL PAGES ON OUR WEBSITE, LOCATED IN THE UPPER RIGHT HAND CORNER BELOW THE MY iF DICE.



ADDITIONAL INFORMATION

Step 1: Online Registration

For online registration, we need the following data and information from you:

- Entry data (name and type)
- Product information: short description of your entry in both German and English (max. 650 characters incl. spaces).
- Two photos for each entry.
- Participant’s address, manufacturer’s address, designer’s address, invoicing address. Please note that the invoicing address cannot be changed once it has been registered. You can only submit one invoicing address for your account.

After you have successfully registered an entry, you will receive a confirmation email from us, including your entry ID. Please use this entry ID in all communications.

We will send you an invoice for your registration fees via surface mail. You may cancel your registration free of charge within 14 days from the date of registration by sending a written cancellation notice to: awards@ifdesign.de.

Step 2: Shipping your entry

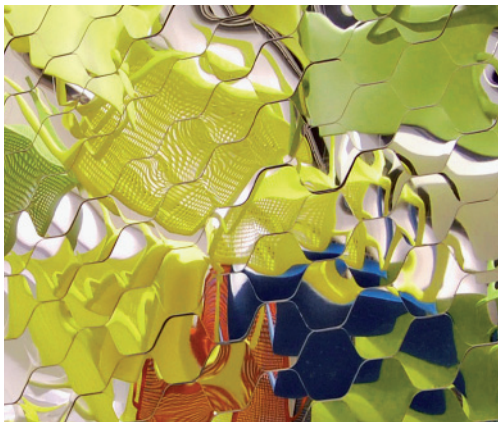
After successful registration, you will receive an invitation to present your original entries to the jury.

You will find more information on entry requirements and shipping of entries on pages 12 and 13.

YOUR CONTACT  
FOR THE iF COMMUNICATION DESIGN AWARD 2013

Anja Kirschning  
phone +49.511.54224213  
communication@ifdesign.de

Carmen Wille  
phone +49.511.54224214  
communication@ifdesign.de



APPROACHABLE

FOR THE iF PRODUCT DESIGN AWARD 2013

Frank Zierenberg  
phone +49.511.54224216  
product@ifdesign.de

Rylana Büter  
phone +49.511.54224206  
product@ifdesign.de

The design of things: the iF product design award

The iF product design award is about product design in all its many and varied forms: design that makes life more comfortable and safe, more beautiful and attractive, more colorful and rich – from pencils to luxury yachts.

FOR THE iF PACKAGING DESIGN AWARD 2013

Sabine Böhmer  
phone +49.511.54224205  
packaging@ifdesign.de

Good things come in good packaging: the iF packaging design award

Which products stand out on the supermarket shelves? What appeals to us? What do we want to handle or buy? The iF packaging design award not only focuses on the appearance and functionality of packaging, it also asks for cost efficiency and ecological sustainability.





**www.ifdesign.de** | iF | Bahnhofstrasse 8 | 30159 Hannover | Germany | phone +49.511.54224-0  
Hannover | Munich | Taipei | Hamburg