

DESIGN AWARDS GUIDELINES



WORLD

DESIGN
ORGANIZATION

1. INTRODUCTION

1.1 design awards explained

Design awards differ from competitions. Awards are aimed at evaluating, recognising and promoting existing work. The purpose is to recognise the merit of existing work, to raise standards of design and to promote the value and understanding of professional design to the wider community.

Design awards give prizes in the form of medals, trophies, certificates and/or cash prizes. Cash prizes, if offered, may be lesser value than prescribed for prizes for competitions or contract work.

The success of a design award is largely dependent on the rules and conditions of entry. Individual designers or teams can enter a design they have previously produced to gain further recognition, publicity as well as award endorsement, which can lead to consumer loyalty and commercial gain.

1.2 WDO's position on awards

- a) WDO does not support activity that exploits professional designers or students of industrial design.
- b) Organisers are free to initiate design awards and to administrate them as they see fit.
- c) WDO strongly recommends that organisers observe the regulations explained within these guidelines and reflect these conditions within the published rules and award management.
- d) WDO also recommends its Members to communicate their relation to WDO by displaying their "Member of WDO" logo prominently in their design award communications.
- e) WDO recommends that its Members understand these Guidelines in order to make an informed decision prior to participating in award events.

2. JURY

2.1 composition

- a) The jury for an award must include a minimum of three people.
- b) The most qualified jury members must be appointed as a priority with experience according to the award.
- c) The majority of the jurors must be professional designers.
- d) Jurors who are not practising designers must have expertise relevant to the award.
- e) For awards open to international submissions: jury members must represent a minimum of two different global regions (Africa, Asia, Europe, Latin America, North

- f) America, Oceania), taking into consideration the most qualified jury candidates. For awards open to regional submissions: jury members must represent a minimum of two different countries within that region, taking into consideration the most qualified jury candidates.
- g) Juries must have the right qualifications, experience and mix of nationalities as is necessary to ensure a diverse judging process. Trust in their competence and objectivity will encourage designer participation. For this reason, the name, profession/ job title, brief resume and nationality of each jury member must be published no later than one month following the call for submissions.
- h) Additional 'outside experts' may be approached for their specialist knowledge, after the call for submissions. Their details must be published alongside the jury.
- i) The organisers hold the right to substitute a jury member in case of illness or unavailability. This right must be communicated in the award rules. Any changes must be communicated to entrants and publicly at the earliest time.
- j) Each jury member must agree, as a condition of their participation, that he is not associated with any design submission(s) to the award.
- k) The rules must state that no relative to the jury member (design firm, team, or family member etc.) is permitted to enter. Any involvement whatsoever will result in automatic disqualification from the award.
- l) It is the responsibility of jurors to bring to the attention of the organiser any perceived, potential conflict of interest they may have.

2.2 duties of the jury

- a) The organisers must appoint a Chair for the jury otherwise the jury panel can elect a Chair amongst themselves and communicate their decision to the organisers.

The Chair will act as the lead liaison on behalf of the jury and the organiser (to handle any disputes, keep time, ensure fairness etc).
- b) In the case where an award has more than one jury panel e.g. for more than one category, then the organiser, or each jury, will appoint a Chair amongst each panel.
- c) The organisers of the award must have a clearly developed assessment process and this needs to be communicated well in advance to all jury members.
- d) If the organisers use a scoring mechanism as part of the assessment process, it must be clearly communicated to jury members well in advance. It is also recommended that the organiser seek feedback from the jury regarding these mechanism/ processes to ensure continuous improvement is adopted.
- e) The final assessment process and scoring mechanism must be communicated by the organisers to each jury member at the commencement of the judging process.
- f) The jurors must agree to and attend all scheduled meetings of the adjudication process as required by the organiser, which can take place in person or electronically.
- g) No decision will be taken unless the jury is in full session.
- h) In the event that all members of the jury are not present, the organiser will consult with jury members present to determine the most appropriate decision-making process.

- i) The rules must state that the juror's decision is final and abiding, that no correspondence will be entered into (between jury and entrants) and that by participating in the award, jury and entrants agree to this process.
- j) The award organisers should maintain a written record summarising the voting results, to be included in a final written report as a record of the procedures, adjudication process and decision-making process. WDO encourages event organisers to keep such a record for transparency

2.3 reimbursement of jurors

In the case that jury meetings are in person - considerations must be made well in advance e.g. return flights, accommodation, meals and a daily honorarium allowance or any other applicable costs to be negotiated on an individual basis.

Note to organisers:

Where an award is an annual event, the jury members should be changed on a regular basis.

Event organisers can consider inviting experts from the WDO community to participate as jurors, speakers and/or attendees. Please visit the WDO website for a listing of board members, Regional Advisors and Member organisations. WDO Members have exclusive access to the membership roster through the Member section of the website.

3. RESPONSIBILITIES OF THE ORGANISERS

- a) The award organisers must ensure the jury decisions and reporting are carried out according to the agreed process, but must not take part in the jury's duties nor decision making in any way. The responsibilities of the organisers must be stated in the rules.
- b) The organisers must not make any assessment of the quality of design work submitted.
- c) The quality of the submissions alone must determine the jury's selection of the prize-winner(s).
- d) The organisers will examine all the designs submitted by the entrants, determine whether they meet the rules and exclude those that do not. This includes deciding if late submissions are to be considered. If the organisers extend the submission deadline and permit late submissions, this must be communicated publicly.
- e) The organiser is responsible for passing all eligible submissions to the jury.
- f) The organisers shall facilitate the entry submission process to ensure submissions meet the award conditions and eligibility requirements as explained in the rules, and keep a register of all submissions.
- g) The organisers shall act as a point of contact between the entrants and the jury panel e.g. to facilitate questions and share the answers with all entrants. The organisers contact information and this role, must be made available within the rules.
- h) Awards and any cash prizes must be paid within one month of the announcement of the jury's decision(s).
- i) In countries where currency restrictions are in force, the organiser is responsible for arranging permission to remit the prize money to foreign participants.

- j) For an award open to international entrants - the organisers is responsible for handling any currency restrictions in force to ensure timely payment is made. The organiser is responsible for arranging permission to remit the prize money to foreign participants.
- k) The organiser is responsible for ensuring timely return of submissions (unless otherwise communicated by the organiser within the rules, upon announcement of the competition).

4. SUBMISSIONS COMMITTEE

- a) Where a jury panel meeting will last for more than two days, the organisers may appoint a submissions committee of three or more members.
- b) The committee can assist the organiser's responsibilities as explained in section 3.0.
- a) The work of the committee must be limited to ensuring that the entrant's work submissions meet the rules explained in the call for submissions and the organiser's specified eligibility criteria.
- b) The committee must not be asked to judge the quality of any design submission. Their role is to assess the entrant's eligibility to enter the competition and provide this list of qualifying submissions to the jury.
- c) The names, titles, organisations and explanation of the committee's responsibilities must be published with the jury.

5. ENTRANT ELIGIBILITY

- a) The organiser shall clearly state in the rules, upon announcement of the award, to which category of individuals (designers, students, or other group) it is targeted and who is eligible to enter submissions for adjudication.
- b) The organisers must include a statement in the award rules that explains: Individuals as well as any relative (colleague, design firm, team or family member) directly or indirectly concerned with the award organisation or adjudication are automatically excluded from competing, as well as excluded from carrying out, assisting in any way an entry to the award. Any involvement whatsoever will result in automatic disqualification from the award.

6. SUBMISSION REQUIREMENTS

- a) The names and address of the participant must be shown on all submissions.
- b) There must be no doubt about the way in which submissions must be prepared and submitted, with appropriate information about submission format (e.g. electronic files, example products etc.), any limitations and deadlines including dates and time must be stated in the rules.
- c) Clear submission requirements information will enable entrants to participate on equal terms with a clear understanding of what is required of them and ensure the judges have a firm basis for evaluation and selection.
- d) There may be an entry fee applicable for entering work to an award scheme.

- e) The organiser must clearly state in the rules at the time of the announcement of the award the quantity and intention of any catalogues, books, electronic media and exhibitions that are intended to be carried out by the organiser. The provision for payment (if applicable) for the use of the entrants work must also be explained for each.
- f) Any proposal to reproduce submissions in catalogues, books, electronic media, exhibitions etc., must be clearly stated in the rules in conjunction with the announcement of the award, together with any provision for payment to the designer(s) for this purpose.
- g) It is the responsibility of the organiser to seek written agreement from each entrant during the entry process, to reproduce their work for the stated purpose (e.g. catalogue, exhibition etc.) explaining the timescale and intended recipients/ audience.

7. INTELLECTUAL PROPERTY

- a) It is the responsibility of the competitor to protect his design intellectual property if he/she chooses, as it may be placed in the public domain, before its submission to the promoters. This advice must be stated in the rules.
- b) The right to feature original work does not give the award scheme organiser right of possession or sale.
- c) The right to feature original work does not give the award scheme organiser right of reproduction without prior written authorisation.
- d) The right to feature original work does not give the award scheme organiser the right to alter the work without prior written authorisation.
- e) The rules must state that the intellectual property shall remain the property of the competitor.

8. PROTECTION AND RETURN

- a) The organiser is responsible for the safety of all submissions received.
- b) Organisers must include in their regulations a statement regarding whether submissions will be returned, and the terms and conditions regarding who pays for that and when it will happen.
- c) If the organiser fails to include a statement regarding whether submissions will be returned, and the terms and conditions regarding who pays for that and when it will happen, they are obligated to fulfil all requests for return of work received within two months of the awards decision at the organiser's cost, and fulfil those requests within two months of receipt.

9. THE BRIEF

- a) The rules shall clearly define and explain the objectives and the topic/theme of the award scheme.

- b) Full information must be provided on all aspects of the award scheme, including the adjudication process and panel members.
- c) The complete and concise definition of the award brief must be in the award materials shared with all entrants.

10. TIMEFRAME

There must be a minimum of one month and no more than 10 months between the call for submissions and the closing date for submissions.

11. AWARDS AND PRIZES

- a) The form and number of awards and prizes must be clearly defined in the call for submissions and the award rules.
- b) If cash prizes are included, their monetary value must be stated in the rules.
- c) If international participants are eligible to enter, the organiser must state the prize monetary amount in their local currency, and in US dollars and Euros as a guide.
- d) It must also be stated in the rules whether the jury, at its discretion, may withhold the awards or prizes or divide the total prize money in other proportions.
- e) The organisers must ensure the winner(s) receive any monetary prize payment within one month following the announcement of the winner(s).

12. REPORT

- a) The event organiser should prepare a full report once the judging process has been completed. This report should include the number of entrants, the names of the jurors, the names of the winners and comments by the jurors on the quality of the work submitted.
- b) If this information is publicly available on the Internet, the organiser should direct inquiring parties to this information on request.
- c) The organisers should include in their report high- resolution images of the winning designs (and other entrants as deemed appropriate by the organisers).

13. PUBLICATION OF RESULTS

All award participants shall be advised in writing of the prize-winner's names within two months of the closing date of the competition. If this information is publicly available on the Internet, the organiser will direct all participants to this information.

14. EXHIBITION

- a) All entrants must be informed within the competition rules and at the time of the competition announcement, whether the organisers intend to arrange a public

exhibition and/or intend to publish the designs submitted.

- b) The organiser must clearly include, within the rules, a detailed explanation of their intentions to exhibit and/or publish and for what purpose.
- c) Entrants that did not win a prize hold the right to refuse publication or exhibition of their work. This right must be stated in the rules at the time of the award announcement. The organisers may apply a deadline to confirm participation e.g. one month following the jury's decision announcement.

15. STUDENT AWARD SCHEMES

All of the policy regulations for award schemes explained within this document also apply to student award schemes, with the addition of the following points:

15.1 supervision by teaching staff

The extent to which the teaching staff may assist or participate in submissions must be clearly stated in the rules. If collaborative or group submissions are allowed, then this must be clearly stated.

15.2 allocation of prizes

Employers and educational institutions must have a clear and transparent policy shared with employees and students regarding how awards and prizes will be shared when received by employees or students.

15.3 award schemes as part of school curriculum

Awards can be arranged so that they conform to and become part of the education institution's curriculum. Schools can consider students to have complied with curriculum requirements if they complete the creative brief. Students have the option to submit or not submit the work to the award scheme.

15.4 intellectual property

Organisers will arrange details of ownership in advance of launching the award scheme in conjunction with an education institution. This advance agreement will detail clearly which party will retain ownership of any work produced as a result of the award scheme.

WDO can accept no responsibility for any event that claims to have followed these guidelines.