

DFA Award 2008

Step 1: Registration

Please enter the contact details of the design client below. The person submitting the application is responsible for the accuracy of the entry and will be the contact person for all further correspondence of the competition.

Salutation*: (please check one)

Mr. Mrs. Ms. Dr. Prof.

Last Name*:

First Name*:

Company*:

Division:

Position*:

Website: http://

Mailing Address*: Address 1:

Address 2:

City*:

Zip Code*:

Country*: (select from pull down menu)

Phone*: (area code + #)

Fax: (area code + #)

Mobile: (area code + #)

Email*:

Please verify email address*:

Please give a brief introduction (e.g. business nature, capital, number of employees) of the company (max 50 words) (*word limitations*)

Where did you hear about DFA:

- Email
- Print Advertisement
- DFA Official Website
- Other Website: (please specify)
- Colleagues / Friends
- Others: (please specify)

* compulsory fields

NEXT

Step 2: Designer / Design Team Details

DESIGNER / DESIGN TEAM

Please provide contact details of the designer(s)/design team. If you are including a design team, please give details of a minimum of ONE and a maximum of **THREE** designer(s).

Please tick here if you are the entrant

Designer 1: Principle Designer

Salutation*: (please check one) Mr. Mrs. Ms. Dr. Prof.

Last Name*:

First Name*:

Company*:

Division:

Position*:

Website: http://

Mailing Address*:

Address 1:

Address 2:

Address 3:

City*:

Zip Code*:

Country*: (select from pull down menu)

Phone*: (area code + #)

Fax: (area code + #)

Mobile: (area code + #)

Email*:

Please give a brief introduction of the design firm and designer* (max 50 words)

Comments from design e.g. thoughts/intention for design development (max 80 words)

* compulsory fields

Designer 2, Designer 3...

NEXT

Step 3: Entry Details

* compulsory fields

Name of design*:

3.1 DESIGN CATEGORIES*

Please click the most appropriate design category.

- | APPAREL/
ACCESSORIES
DESIGN | COMMUNICATION
DESIGN | PRODUCT/ INDUSTRIAL
DESIGN | ENVIRONMENT
DESIGN |
|---|---|---|--|
| <input type="radio"/> Everyday Apparel | <input type="radio"/> Identity & Branding | <input type="radio"/> Living | <input type="radio"/> Home |
| <input type="radio"/> Functional Apparel | <input type="radio"/> Interactive Media | <input type="radio"/> Work | <input type="radio"/> Commercial |
| <input type="radio"/> Fashion Accessories | <input type="radio"/> Packaging | <input type="radio"/> Computer and
communication | <input type="radio"/> Hospitality and leisure |
| | <input type="radio"/> Publication | <input type="radio"/> Leisure and Entertainment | <input type="radio"/> Culture, Public and
Exhibitions |
| | <input type="radio"/> Posters | <input type="radio"/> Mobility | |
| | <input type="radio"/> Typography | | |

The organizer reserves the right to determine the design category without prior notice.

Date launched in Asia*: (MM/YYYY) (select from pull down menu) Suggested retail price (in US\$):

Market(s) launched*:

Please click more than one box if the design was launched in different Asian markets

- | | | | |
|--|--------------------------------------|---------------------------------|-----------------------------------|
| <input type="checkbox"/> China | <input type="checkbox"/> Hong Kong | <input type="checkbox"/> Macau | <input type="checkbox"/> Malaysia |
| <input type="checkbox"/> Indonesia | <input type="checkbox"/> Japan | <input type="checkbox"/> Korea | <input type="checkbox"/> India |
| <input type="checkbox"/> The Philippines | <input type="checkbox"/> Singapore | <input type="checkbox"/> Taiwan | <input type="checkbox"/> Thailand |
| <input type="checkbox"/> Vietnam | <input type="checkbox"/> Other _____ | | |

Associated website of the design (if applicable):

A short description of the submission e.g. its use and features* (maximum 50 words)

Step 3: Entry Details (cont'd)

3.2 DESIGN INFORMATION

The Judging will be based on the below three criteria (**Good Design, Impact on Asian Lifestyle & Influence in Asia, and Commercial Success**), please fill out the below as much as you can.

1. Good Design*
1a. Key unique features/functions of the design
<u>i. Product:</u> e.g. characteristics, position in the market (max. 3 points & 50 words each)
1.
2.
3.
<u>ii. Design:</u> e.g. characteristics, uniqueness (max. 3 points & 50 words each)
1.
2.
3.
<u>iii. Effects of the Design:</u> e.g. accomplishments, performance (max. 3 points & 50 words each)
1.
2.
3.
1b. Design Process
<u>i. Design / Product Idea from</u> (please check one)
<input type="radio"/> Management <input type="radio"/> Sales <input type="radio"/> Technology <input type="radio"/> Design Team <input type="radio"/> Other (pls. specify) _____
<u>ii. Designer's contribution</u> (please check all applies)
<input type="radio"/> Planning <input type="radio"/> Modeling <input type="radio"/> Technology Development <input type="radio"/> Production <input type="radio"/> Other (pls. specify) _____
<u>iii. Other relevant Information:</u> (max. 3 points & 50 words each)
1.
2.
3.

Step 3: Entry Details (cont'd)

1. Good Design* (cont'd)
1c. Main solution the Design proposed: (max. 3 points & 50 words each)
1.
2.
3.
1d. Target audience (please check all applies)
<input type="radio"/> Individual users <input type="radio"/> Business / Corporate users <input type="radio"/> Family users <input type="radio"/> Other (pls. specify) _____

2. Influence in Asia*
A. Impact in Asia/Asian market (50 words)
B. Impact on Asian lifestyle (50 words)
C. Impact on design industry (50 words)

3. Commercial success *The Final Judging Panel will assess base on this information for the Grand Awards
A. Sales information (e.g. annual report)
B. Enlargement of customer base
C. Acquisition of new market

Step 3: Entry Details (cont'd)

3. Commercial success (cont'd)
D. Increase in production efficiency
E. Others (e.g. estimate number of production per year, Total Culmulative)

4. Reason(s) you should be awarded (maximum 80 words)

5. Other relevant information (maximum 80 words)

Step 4: Entry Images

ENTRY IMAGES

Please upload a maximum of TEN (10) different low-res images of your actual design/product.

Format: JPEG or TIFF or AI or EPS

Size: 1,600 x 1,200 pixels

Resolution: 300 dpi

Color mode: RGB

Note: no rendering images

Step 5: Additional Supporting Materials

The purpose of the in-depth supporting materials is to clearly illustrate to the Judging Panel the unique features of your design and how the design fulfils the Judging Criteria (Good Design, Impact on Asian Lifestyle & Influence in Asia, and Commercial Success).

There are two types of supporting materials: compulsory and optional. As the Judging will be assessed by an international judging panel, the supporting materials must be in English.

Compulsory Items

1. Informative materials on commercial / business success of the design (in MS Office, pdf, or jpeg formats)

Please check if this will be sent separately

2. Actual Design / Product or Display Board

It is required to have your **actual design/product** for evaluation provided that the size of the actual design/product falls into the maximum dimensions detailed in the “Additional Notes” below.

It is recommended to submit at least one piece of display board or actual design/product together with the user manual/instructions and design packaging. In case your entry is a series or collection of designs with different models and colors, more than one piece of the design is welcome.

The actual design/product and all the accompanying accessories, e.g. adaptors, power supply cords, cables, batteries, etc., must be fully functional. Please beware that the standard electrical voltage in Hong Kong is 220 volts AC, 50HZ.

Below please find the information of actual design/product or display board for each design category:

Design Category	Additional Notes
Apparel/ Accessories Design	<ul style="list-style-type: none"> It is required that you send us at least 1 piece of the actual design/product with dimension less than 1m x 1m x 1m
Communication Design	<ul style="list-style-type: none"> It is required that you send us at least 1 piece of the actual design/product with dimension less than 1m x 1m x 1m For actual design/product that measures more than 1m x 1m x 1m, e.g. an interior design element in the Branding Solution category, you may mount the relative image onto A2 size foamboard or cardboard (“display board”) For Digital Installation and Mobile Applications in the Interactive Media category, please provide a narrative film (max 3 mins) in MPEG to give the judges the experience of the installation, and A2 presentation boards of screen images. The Entry Number must be clearly marked at the back of each display board Maximum number of display board allowed: THREE (3)
Environment Design	<ul style="list-style-type: none"> In view of the size of this category, Environment design images are to be mounted on A2 size display board The Entry Number must be clearly marked at the back of each display board Maximum number of display board allowed: FIVE (5) 2D drawing(s) /layout plan (maximum 5 pages)
Product/ Industrial Design	<ul style="list-style-type: none"> It is required that you send us at least 1 piece of the actual design/product with dimension less than 1m x 1m x 1m For actual design/product that measures more than 1m x 1m x 1m, you may mount the relative images onto A2 size display board The Entry Number must be clearly marked at the back of each display board Maximum number of display board allowed: THREE (3) Product must be completely assembled and fully functional Delivery Note (in duplicate) and the Entry Number must be clearly marked on the outside packaging

Step 5: Additional Supporting Materials (cont'd)

Optional Items

1. Demonstration video of your design in WMV, AVI, or MPEG format (maximum length: three minutes)

Please check if this will be on CD/DVD to be sent separately

2. Promotional material / video in WMV, AVI, or MPEG Format (maximum length: five pages/three minutes)

Please check if this will be on CD/DVD to be sent separately

We understand and agree that it is the entrant's responsibility to arrange transportation and insurance for the actual design(s)/product(s). The actual design(s)/product(s), A2 size display board(s), images on actual design/product, and supporting materials submitted for the Judging will not be returned.

NEXT

Step 6: Grant of Rights

Please read the below **GRANT OF RIGHTS** carefully as it serves to grant the right to Hong Kong Design Centre for using the materials and the actual design/product submitted for publicity purposes without further notification.

1. The undersigned hereby grants, on a gratuitous basis free of any fee, royalty or remuneration, to Hong Kong Design Centre (“HKDC”), the organiser of the DFA Award 2008 (the “Award”), the right or licence to use, copy, reproduce or publish in any size the design (which includes but is not limited to drawings, artworks, photographs, images, sketches, transparencies, sculptures, models, prototypes, and printed or digital materials) submitted for the Award (collectively the “Design”) or any part thereof in the promotional/exhibition materials or any publications in any media or medium related to the Award in consideration of HKDC accepting the undersigned’s submission of the Design as an entry for the Award.
 2. The undersigned hereby acknowledges and warrants that he/she/it is the sole owner or has been authorised by the owner(s) of all rights including but not limited to copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the Design.
 3. The undersigned hereby represents and warrants that the Design is original and independently created and does not infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights and all other proprietary and intellectual property rights) of any third party. The undersigned agrees to fully indemnify HKDC against all actions, claims, loss, damages, costs and expenses which it may incur or has incurred as a result of any breach of this representation or warranty.
 4. The undersigned agrees that HKDC will not be liable for any loss or damage to the Design for whatever cause.
 5. The undersigned further agrees that foamboard or cardboard for display purposes and supporting materials submitted with the Design will not be returned.
 6. Subject to Paragraph 4 above, the undersigned agrees that HKDC will not return the physical object of the Design.
 - Please check if you would like to have the physical object of the Design returned and agree to do so on entrant’s expense.
- I’ve read and hereby acknowledge the Grant of Rights for HKDC Awards.

PREVIEW

EDIT or

PRINT & SUBMIT or

SAVE & NEXT ENTRY

Step 7: Registration Fee

A minimal non-refundable fee of **Hong Kong Dollars Eight Hundred (HK\$800)** is required per entry. If this is not settled via online payment during registration, please settle the fee in one of the below three ways.

If an entrant registered several submissions, each submission is considered a separate, chargeable entry. The fees for multiple entries can be settled collectively by one payment.

Payment Options

- Credit Card (VISA or Mastercard only) => *Proceed to Online payment*
- Cheque (for Hong Kong entrants only)
- Bank Draft (for overseas entrants) (+ HK\$260 HK & local bank charges)
- T/T Remittance (for overseas entrants) (+ HK\$260 HK & local bank charges)

* Please refer to Information Sheet to be delivered to your registered email address upon submission completion for payment option details

Step 8: Complete Registration

- The entrant hereby understands and acknowledges the Terms and Conditions and the Terms of Entry and Description of Categories, Criteria and Judging of the DFA Awards. The entrant is aware that his/her winning of the Award will automatically result in a contract under which he/she is obliged to pay a hanging fee of HK\$1,600 (or HK\$800 for members of HKDC's founding associations) to enter the Final Selection.
- The entrant hereby confirms prior approval of the design client/ design or brand owner is obtained for submitting the entry.
- I agree to you sending me information on other competitions, projects, or activities of Hong Kong Design Centre.

PRINT

The entry form and submitted materials of the designs will not be returned. All entrants are advised to keep copies for records.

COMPLETE REGISTRATION