

DESIGN TURKEY INDUSTRIAL DESIGN AWARDS APPLICATION GUIDE

CREATE A NEW ACCOUNT

Use the form below to create a new account.

First Name*

Last Name*

Email*

User Name*

Password* Password must be at least 7 characters.

Confirm Password*

NEW APPLICATION

Application Type* (Product / Conceptual Design)

I Have Read the Terms and Conditions* (If you have read and accepted the terms and conditions please tick.)

CONCEPTUAL DESIGN

1. Designer Information

If designer/design office of conceptual design project for this application is defined earlier in the system, please choose from the list. If not, please fill the following parts when entering the system with New Designer/ New Design Office options.

Add new designer

- 1.1 **Position** If you developed your product or project within a firm or institution please indicate your position here. E.g. General Manager, designer, student etc.
- 1.2 **Name* Surname*** Name and Surname of the designer. The name of the designer must be indicated.
- 1.3 **Education Degree***
- 1.4 **Undergraduate Degree**
- 1.5 **Short Resume*#** Short biography of the designer (min. 500, max. 1000 char.)
- 1.6 **Photo of the Designer** Provide a portrait photograph of the designer (jpg or png, 150 dpi)
- 1.7 **Address*** If your address is added to the system you can select from the pop-up list. If you would like to add a new address please click on **Add New Address** and fill the following parts.

Add New Address

Firm name – Department – Address* – Zip Code – City* – Country* – Telephone* – Fax – E-mail* – Web page

When all information are entered, please save the data to system as **Define New Designer**

Add new design office;

- 1.8 **Name of The Design Office***
- 1.9 **Short Description*#** Short description about the design office (min. 500, max. 1000 char.)
- 1.10 **Logo** (jpg or png, 150 dpi)

1.11 **Address*** if the design office's address for this application is defined earlier in the system please choose from the list. If not, please fill the following parts when entering the system with New Design Office options.

Address Definition - Country* - City* – Town* - Zip Code - Address* – Phone Number* – Mobile Phone Number* - Fax – E-mail* – Web page

Information about the contact person in the design office;

1.12 **Position ****

1.13 **Name* Surname*** Name and Surname of the contact person

2. Project Information

The applications made in Turkish must be translated into English. However, the applications in English are not required to be translated into Turkish. This is the main screen where you will enter the product information. The texts about products must focus on the characteristics of the design and should avoid statements that may bring the designer, brand or firm to the fore. The name of the Designer should not be mentioned in the texts. Applicants will be asked to correct such statements and if not corrected, the application may be subject to cancellation. It will not be possible to verbally defend the products during the jury's assessment. For this reason, the product should be introduced as detailed and informative as possible both in the texts and visuals. The application must comply with the rules of syntax and grammar. Spelling errors may result in the denial of your application.

2.1 **Descriptive Application Name*** please enter a name that helps you define your application differentiating from other applications.

2.2 **The Designer Coming on Stage to receive the award***

2.3 **Project's presentation date*** Please select the dates of publishing, presentation or exhibition for your project. Your project should be exhibited, presented or published between the dates **1 January 2018** and **21 October 2019**

2.4 **Presentation Environment**** Please write here publishing, presentation or exhibition for your project environment. For example, student project, participation to another competition, commonly used design pages in the internet, published in national or international magazines.

2.5 **Summary Information**** *This brief information will be used for the label and the titles of the project in the internet page.* The text should provide a brief information about the project in basic level and should not include technical information. (max. 250 char.)

2.6 **Detailed Information**** *This text will be published both in the catalogue and during jury evaluations.*

How does this design aim to find a solution for which problem, How does it aim to reply a need in which sense? Describe main specifications and innovation and benefits presented by the design. When entering these information please take conceptual design evaluation criteria into account. In the next stages, you will have the chance to write detailed information regarding each criterion you would like to emphasize. We suggest in order not to repeat, you take this into consideration. (min. 700, max. 1000 char.)

Key Evaluation Criteria according to the strongest aspects of the design

This part is only for evaluation of jury members. There are questions for each evaluation criterion listed here under. You may give information answering questions about one or more evaluation criteria

2.7 Distinctiveness and innovation*#

Criterion: To create a totally new product concept or to bring a new approach to an existing product.

Please briefly list the innovative and distinctive aspects of the design. (max. 250 char.)

2.8 Responding to a foreseen need*#

Criterion: The potential of the design to respond to a foreseen need and target user group.

Please briefly explain who the intended target user is, and what the primary benefits and ergonomical specifications of the product are for the user. (max. 250 char.)

2.9 Feasibility*#

Criterion: The degree to which the design concept can be realized with current technologies, or whether proposed technologies and opportunities for manufacture are reasonable or realistic.

Please briefly explain the technology, material and manufacturing process required to realize the design. (max. 250 char.)

2.10 Aesthetics*#

Criterion: To offer a positive aesthetic experience with regard to appearance, tactility, interaction or other sensory information.

Please explain briefly prominent aesthetical qualities of the product. (max. 250 char.)

2.11 Level of development and detailing#

Criterion: The depth of configuration of the project with regard to user/usage scenarios and technical details.

If not included in sections 2.5– 2.6, please describe the user scenario and technical details of the design. (max. 250 char.)

2.12 Images* Please prepare your conceptual project presentation images by using conceptual project layout at min 150 dpi. You must not mention the name of the Designer in your presentations. You can upload at least 2 and at most 5 images. (jpg or png)

3. Referred Names and Companies

Please enter the names of the persons or the representatives of the companies to be mentioned in the publications. If the project is developed within a course in a university, the name of the university, the names of instructors and collaborating institutions should be mentioned here. If the project is developed in a manufacturing firm or in an institution, their names should be mentioned here. The contributors' names are mentioned in the publications, announced from the stage in the award ceremony, and written in the award certificate, but not written on the trophy.

4. Billing Address If you would like to receive a receipt for the application fee, please provide your billing address. If the billing address for this application is defined earlier in the system, please choose from the list. If not, please fill the billing address information section under **Define New Address** option.

5. Application Summary

Please check your application summary carefully. Prior to confirmation of the application for details that you might want to change, you may use Edit Application option. Once you confirm you can only revise your application following the approval of Application Support Official.

6. Payment Information

You may pay the application fee according to payment information listed in this screen (Early application, Timely application, Late application). Design Turkey accepts payments through Bank transfer and EFT for application fees. Your receipts will be sent to the address you have provided during the application stage. Two workdays after you made your payment, your application will be approved and a confirmation will be sent to you. During your payment, please indicate your application reference number (e.g: 19-K-10-111111). The applications which do not indicate reference number during payment will not be approved.

Account Information

Institution: Endüstriyel Tasarımcılar Meslek Kuruluşu Derneği

Bank: Garanti Bankası Ümitköy Şubesi

Account no : 483 – 6286724

IBAN: TR59 0006 2000 4830 0006 2867 24

After the payment, if required, a receipt will be sent, together with the explanation of participation.

* Sections that must be completed. If the questions in these sections are not applicable to your design, write the letters 'N/A' (not applicable).

Sections that must be translated into Turkish.