



The Shenzhen Global Design Award (2020 Special Edition): Anti-Coronavirus Product Design Award FAQs

Eligibility

1. What are the qualifications to enter the SDA 2020 Special Edition?

Entries can be projects that are fully constructed, completed, on the market or being mass-produced. Projects that are conceptual, including models, displays renderings, etc., are also eligible as entries. Entries must comply with relevant scientific and technological standards.

2. Are there any limits to the number of entries that can be submitted to the SDA 2020 Special Edition?

Each entrant can submit unlimited number of entries.

3. Can I enter products that are not yet in production?

Yes. Projects that are conceptual, including models, renderings, etc. are accepted and eligible as entries.

4. Can two entrants submit the same project?

Entries must be submitted by the project's owner/client/brand owner/designer/design consultancy, and the same project can be submitted by one entrant ONLY. In case of duplicate submission, we will ask finalists to submit a contract or an agreement between relevant parties to confirm the entrants and sign the commitment letter (sample can be found in the download column of official website). Otherwise the entrant will be disqualified.

Deadlines

1. When does SDA 2020 Special Edition open registration?

Registration for the SDA 2020 Special Edition starts on Monday 20th July 2020 (GMT+8).

2. When will registration close?

The deadline for registration online is 6:00 pm on Wednesday 14 October 2020 (Beijing time, GMT+8).

Categories

1. What categories can enter the SDA 2020 Special Edition?

The SDA 2020 Special Edition is open to industrial and product design ONLY. Sub-categories include but are not limited to: telecommunication, automobiles & vehicles, sports & leisure, babies & kids, office, lightning, household, medicine & health, robotics, and service design. Please check the official website for more



information: <https://se.s-d-a.org/>.

Materials requirement

1. Which format and size of materials are accepted?

Entrants can submit photos, PDF files, videos, animation and other program files. The requirements are as follows:

- (1) Photos: All photos should be uploaded on the Award website. Maximum 10 photos for each item submitted. All photos should be in JPEG/PNG format, over 300dpi and no more than 1024*768 pixels each. MUST be actual photos without special effects.
- (2) PDF files: Maximum 12 Mb for each item submitted and should be uploaded on the website.
- (3) Video: Maximum 5 minutes and 24 Mb, MP4 format only, could be uploaded online or be recorded on U-Key only(NO DVD or VCD please) before shipping to the Secretariat. Unoriginal scores or music must come with copyright authorization.
- (4) Animation and other program files: HD video files or large programme files can be sent to the Secretariat via email or WeTransfer.

Online registration and entry submission

1. I have already applied for an account password through the registration system, but I didn't receive an authentication email. What should I do?

Please second-check junk-mail or contact us with the email you used to sign up for the account, please note your user name and your contact telephone number in the email.

2. I already registered for an account password through the registration system before. Can I still use it to log in?

Sorry. The accounts and passwords in the past years were cleared for system update reasons. Please also note that projects that have participated in the previous two SDA contests are NOT eligible as entries for the SDA 2020 Special Edition. If you have new projects to participate, you need to register new account and password.

3. Can I write the product introductions in Chinese or in other languages except English?

The SDA's judges are comprised of renowned domestic and international design experts. Therefore, it is very important that English introductions are written properly and as clearly as possible.

4. My product is a series and composed of many parts. Do I enter the entire series, or do I enter the part separately?

If you want to emphasize your product's overall visual image, you can enter the entire series as one product. If you want to emphasize that every one of the products that make up the series has its own external design and features, you can enter them separately. You will need to provide separate documents for each entry.

5. What is the registration process for the SDA 2020 Special Edition? How can I confirm that I have completed the registration process?

Entrants must register on the official website of the Award (se.s-d-a.org) and submit supporting documents (all materials must be written in English) before 18:00, Wednesday 14 October 2020 (GMT+8:00) by following the steps below:



- 1 Register and create your account, read and agree to the terms & conditions;
- 2 Log in your account, fill in information of designer and projects, upload profile photos and project documents;
- 3 If the documents submitted are rejected by the Secretariat, please complete or revise your information as instructed.

Fees

What fees do I need to pay for the SDA?

Online registration and entry submission are free of charge.

Delivery

Due to the COVID-19 pandemic, judging will take place online and entrants do NOT need to ship tangible products.

Judging Criteria

Judges will consider four criteria:

- (I) original, experimental, exploratory and forward-looking; proposing effective ideas in response to the pandemic;
- (II) public-oriented, practical, eco-friendly and recyclable; proposing new concepts for post-pandemic urban living;
- (III) pioneering, dynamic, facilitative and transformative; improving the efficiency of post-pandemic industrial development;
- (IV) influential, academic and comprehensive; attracting wide international attention.

Announcement of results

1. Will there be an awards ceremony for the SDA 2020 Special Edition?

Due to the COVID-19, the awards ceremony will unfortunately be canceled.

2. When will I know if my work is awarded?

The final Judging is due on 17 October 2020, and we will be in contact with the winners in 1-4 weeks after judging is over. The Award Shortlist will be available later at <https://se.s-d-a.org/>.

3. What happens if my work is awarded?

Winners will receive a certificate, and winners' work will be exhibited at the Shenzhen Design Week, and featured in the SDA online archive and SDA collection book.

Overall Procedures

Call for entries: 20 July 2020 - 14 October 2020



Online registration deadline: 14 October 2020

Preliminary evaluation: 15-16 October 2020: the panels will conduct the first evaluation online and select 20 finalists after examination of the images, videos and other supporting materials for entries according to the judging criteria.

Final Judging: 17 October 2020: the panel will meet online and select all winners in this phase.

Contact us

If you've started submission and have a question, feel free to contact the secretariat at:

SDA Secretariat

phone: + 86 755 8325 8290

email: info@s-d-a.org

Website (regular competition): www.s-d-a.org

Website (Special Edition 2020): se.s-d-a.org