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**Index:**

*Background*

*Competition Types*

*Program*

*Structure*

*Timetable*

*Budget*

*Guidelines*

*Open Competitions*

*Limited Competitions*

*Guidelines for Student Competitions*

*Guidelines for Award Schemes*

*Return to Main Menu*

*Return to Resources Menu*

## Design Competition Kit Planning and Guidelines

*The following pages describe how a national or international design competition can be organized.*

*Included are the ICOGRADA/ICSID/IFI rules for international design competitions. Although these rules do not always apply to national design competitions, they nevertheless include a series of principles which may be advantageous to include in national competitions.*

## BACKGROUND

In a design competition, the organizer invites members of the design profession to propose solutions to a design problem identified and described in the program.

A design competition is therefore part of a product development process, typically covering such topics as:

- Creating a new product concept
- Proposing a design for the new product and,
- Demonstrating the product design in 3D as a model or even a working prototype

At the same time, a design competition is also a deal, entered into by the organizer with the design profession.

In this deal the organizer buys a certain, and often large, amount of design work with a first right to see and possibly to use. (Subject to contract with the designer.)

In return, the organizer pays the participating designers for their services via:

- The fee and/or prize money
- The exposure generated by the competition through its publications, events and publicity
- The fee, royalty, or other payment for the use of the winning designs.

All these payments, both monetary and non-monetary, are therefore an essential part of the deal.

In practice this often may mean giving exposure not only to the winning proposals but also to non-winners.

## TWO TYPES OF COMPETITIONS

Basically, two types of design competitions exist:

1. Open competitions in which anybody, or any member of a given group (e.g. design students, or designers living in a certain country) can participate.
2. Limited competitions in which an invitation from the organizer is required for participation.

For both types of competitions the basic principles are that all participants should be treated equally, and that proposals should be submitted and evaluated anonymously.

## PROGRAM

The basis of a design competition is its program. The program functions in the same way as a design brief in product development.

The program of a design competition thus states:

- Its overall intention and field of interest
- The most important design demands for the entries
- The boundary conditions of the design (if any).

Writing the program of a design competition is a balancing act. The program should include space for free creativity. However, it should also be specific in what it asks for. A lack of focus in the program will most likely also lead to a lack of focus in the designs.

Most importantly the program should identify the problem and the demands which the solution should fulfill. However, as in design briefing, the definition of the demands must not be confused with the solution. State the demands, but NOT the solutions.

## THE STRUCTURE OF THE COMPETITION

The program of a design competition is both a brief and a legal document which states the criteria used for judging the proposals. It is the responsibility of the jury to evaluate entries with the criteria set forward by its program.

Organizing a design competition is a project in itself. This project normally includes the following steps:

### ***1. Launching the competition***

- a) Write the program and define the technical conditions of the competition.
- b) Establish a jury, consulting the Joint International Icograda/ICSID/IFI Regulations and Guidelines.
- c) Have the jury accept the program and conditions.
- d) Design and write an invitation folder.
- e) Distribute the invitation folder.
- f) Issue a press release about the competition.
- g) Produce the technical background material needed.

### ***2. Evaluating the proposals***

- a) Receive registration forms (if any) and written (but not verbal) questions about the competition.
- b) Send technical background material to those who have requested it.

- c) Present all questions about the competition to the client and the jury, and have them answered.
- d) Send question and answers to all who registered.
- e) Receive and register the entries.

### **3. Jury work**

- a) Check that all entries satisfy all demands; e.g. date posted, anonymity, and content.
- b) Exhibit entries for the jury.
- c) Hold jury meetings and decide on winners.
- d) Have the jury write its general comments as well as comments on each winning proposal.

### **4. Note: A design competition may take place in two steps**

- a) Evaluation of draft proposals, followed by proposals selected to be made as model or prototype.
- b) Selection of winners from the models or prototypes.

### **5. Announcement of the results of the competition**

- a) Notify all participants of results.
- b) Send out invitations for the awards ceremony.
- c) Hold the awards ceremony.
- d) Produce material for the media for the awarded entries.
- e) Exhibit the entries (all of them, if possible)

### **6. Publication of the results of the competition**

- a) Write text for design publication.
- b) Have the necessary photos taken and drawings made.
- c) Print the publication
- d) Distribute it to the target group as planned and include all participants in the mailing list.

### **7. Return non-winning proposals**

### **8. Close the books of the project**

## TIME SCHEDULE

An international design competition traditionally requires from one to two years for its completion:

	Months
A. Planning the competition	3
B. Launching the competition	3
C. Design period (int'l competitions)*	6
D. Jury work	1
E. Publication of the results, exhibition	2
<b>Total Months</b>	<b>15</b>

*\* For international design competitions, the minimum design period is 6 months. For national competitions, the design period may be shorter, but not less than 3 months.*

## BUDGET

The budget for a design competition usually includes:

1. Prize money
2. Management costs or fee
3. ICSID Endorsement fee
4. Invitation:
  - a) Design, text
  - b) Printing of folder
  - c) Distribution of folder
5. Publication of results:
  - a) Editing, text, layout
  - b) Printing
  - c) Distribution of publication
6. Awards ceremony:
  - a) Space and accommodation rent
  - b) Reception, catering
7. Exhibition:
  - a) Design and implementation
  - b) Showings
8. Jury costs:
  - a) Fees
  - b) Expenses incl. travel
9. Mail, packaging, handling
10. Models, prototypes (if any)

Part of this deal made with the design profession is that the competition should not just be a competition. Thus, the initiator of the competition should do what is possible to bring one or more of the winning designs into production.

**SUCCESS CRITERIA**

A design competition is an event and a means of generating publicity. However, the ultimate criteria of its success is to bring one or more good new products onto the market.

**THE ICOGRADA/ICSID/ IFI REGULATIONS**

In 1989 ICOGRADA, ICSID, and IFI published a joint set of rules for design competitions. These rules are given on the following pages.

## ICOGRADA, ICSID, IFI COMPETITION GUIDELINES (1989) ABRIDGED IN 1999 BY ICSID SECRETARIAT

### ***Introduction***

The intention of a design competition is to obtain original and unpublished solutions to a given problem or theme.

To this end, individual designers or teams of designers are invited to enter their designs and shall be offered prizes related to the complexity and importance of the subject of the competition.

A design competition is a procedure in which two parties, the promoters and the designers, are involved and interacting; thus the success of a design competition depends on competition rules which can satisfy the interests of both parties.

The following REGULATIONS and GUIDELINES have been drawn up to secure results for the promoters and fairness for the competitors and shall apply to the design competition whenever designers in more than one country are addressed.

The Regulations are binding on promoters of design competitions who expect the participation of members of the national societies represented by ICOGRADA, ICSID and IFI.

The Guidelines are recommendations which promoters are strongly advised to follow.

ICOGRADA, ICSID and IFI Secretariats will advise promoters in drawing up competition conditions and rules and in appointing judges for design competitions.

It is expected that individual members of the National Member Societies of ICOGRADA, ICSID and IFI will not compete in international competitions in which any of these three bodies have announced to be in conflict with the stated regulations. These members are also expected to decline any offer to take part in the judging of such competitions.

The following regulations and guidelines are grouped to address the two main types of competitions:

### ***Open competitions***

A competition which may be entered by any number of individual designers or design teams. Open competitions may be restricted to particular categories of designers, e.g. students or designers under a specified age.

### ***Limited competitions***

A competition restricted to two or more individual designers or design teams selected by the promoters.

## OPEN COMPETITIONS

### **1. Jury**

- a) The promoters shall first appoint a panel of five or more judges, whose names shall appear in the conditions and rules of the competition. Should the names not be available at the time of announcing the competition, they must be publicized at a later date prior to the closing date of the competition.
- b) The majority of the members of the jury shall be practicing designers selected by merit relevant to the competition concerned.
- c) The judges shall be selected from different countries and no one country shall have a majority representation on the jury.

### **2. Eligibility**

The promoters shall make clear, when announcing the competition, to which category of individuals, designers or other it is addressed and who can submit work to be judged. In this connection, the promoters shall state that individuals directly or indirectly concerned with the competition and members or their families are excluded from competition as well as from carrying out, or assisting in carrying out, the project which was the subject of the competition after the awards have been made.

### **3. Time and Subject**

- a) The promoters shall give adequate time, in relation to the complexity of the subject of the competition, between publication of the conditions and rules and of the closing date of the competition. This period shall normally be six months and under no circumstances be less than three.
- b) The competition conditions and rules shall clearly define and explain the subject and purpose of the competition and state precisely what drawings and/or models and specifications are required. The competition brief shall be fully informative on all aspects of the competition.
- c) All designers entered shall be submitted to the jury.

### **4. Anonymity**

- a) Each design shall be accompanied (in a sealed envelope) by a declaration signed by the competitor or joint competitors, stating that the design has not been published prior to the competition and that the design is his/her or their personal work and that the drawings have been prepared by or under supervision of the entrant.
- b) No design submitted shall be signed or otherwise bear any distinguishing mark. The name and address of the competitor shall be contained in a sealed envelop and the design shall be

numbered by an independent intermediary in order of receipt and prior to the day of submission of the entry to the jury.

### **5. Restrictions**

- a) A design shall be excluded from the competition if:
- it is received after the announced closing date for the receipt of submissions unless delayed in transit, in which case it may be included at the discretion of the jury, and
  - it does not fulfill the binding clauses laid down in the competition conditions and rules.

### **6. Prizes**

- a) In deciding what prize should be offered, the promoters should take into account the speculative nature of the competition from the competitor's point of view. The prizes, together with any further professional fees for design development, should be substantially higher than the fee which would normally be paid for the same design project if it were undertaken as a direct professional commission.
- b) The promoters shall clearly define the number of prizes and their monetary value and whether the jury, at its discretion, may withhold the total prize money or divide it in other proportions.

### **7. Protection**

The promoters are responsible for the safety of all designers and other submissions received, and when appropriate, are advised to insure them against damage or loss in handling, until they have been returned to the competitors.

### **8. Copyright and Patents**

- a) It is the responsibility of the competitor to protect his design by copyright or patent application if he should wish, before its submission to the promoters.
- b) The payment of the prize money gives the promoters an option on the use of the prize-winning designs for one year from the day the jury has agreed on the awards. The reproduction rights are always subject to the payment of a fee or royalty, in accordance with ICOGRADA, ICSID and IFI's 'Conditions of Contract' document.
- c) If the promoters wish to take a year's option on the use of any design entered in the competition which has not received a prize, they may do so against payment to the competitor of a fee to be agreed between the promoters and the competitor concerned.

- d) The promoters may not alter, or amend in any way, the work submitted without the written agreement of the originator.
- e) The copyright shall remain the property of the originator.

### **9. Design Development**

- a) When it is intended that prize-winning or other designs are to be reproduced, produced or otherwise carried out, the responsible competitor shall be commissioned to develop the design to the requisite stage.
- b) If it is not intended that the winning design shall necessarily be reproduced, this shall be clearly stated in all advertisements and in the conditions and rules of the competition.
- c) If the successful competitor has not the necessary experience or facilities available for the successful completion or production, or is unable to undertake such work within a reasonable period after the result of the competition has been announced, then a consultant or design organization may be recommended by the jury to collaborate with the competitor.

### **10. Report**

A full report of every competition, once the cycle of judging has been completed, must be rendered to the Executive Board of ICOGRADA, ICSID or IFI (as appropriate) by the organizers.

This report should include details of the number of entrants, the judges, the names of the winners and comments by the judges on the quality of work submitted.

## **LIMITED COMPETITIONS**

### **1. Jury**

- a) The high value of the time of internationally recognized designers and the great responsibility involved in judging international competitions must be taken into consideration when assessing what an appropriate honorarium should be.
- b) The promoters shall pay the judges' traveling and hotel expenses as applicable, and an appropriate honorarium for their services.

### **2. Duties of the Judges**

- a) The judges shall attend all meetings of the jury.
- b) The judges shall elect a chairman from among themselves and decide on their voting procedure.
- c) The judges shall examine all the designs submitted by the competitors, determine whether they conform to the conditions and exclude any which do not.

- d) The judges shall prepare a report stating their reasons for awarding the selected winners.
- e) No decision shall be taken by the jury unless in full session.

### **3. Independent Intermediary**

- a) An independent intermediary shall be appointed to act between the promoters, the jury and the competitors. The name of the intermediary shall be announced at the same time as the announcement of the competition.
- b) The intermediary shall be responsible for the receipt of the entries. He must ensure that the anonymity of the competitors is preserved at all times.
- c) Competitors may send written questions to the intermediary within a time limit stated in the conditions and rules of the competition.
- d) The intermediary shall communicate to the jury or to a judge or judges appointed by them, the written questions received from competitors without disclosing their names, and see that all the questions together with the answers given by the jury are transmitted to all competitors by a date which is to be given in the conditions and rules of the competition.
- e) The intermediary shall open the entries submitted by the competitors at the expiration of the time fixed for the competition, keep a register of the documents and work received, and hand over to the jury the register, the documents, and the work.
- f) At the close of the competition or following any subsequent exhibition of entries the intermediary shall undertake all necessary steps to ensure the return of their work to competitors.
- g) The intermediary may not act as a secretary to the jury nor take part in their work in any way whatsoever.

### **4. Prizes**

- a) The prize money shall normally be paid within two months after the announcement of the awards.
- b) In countries where currency restrictions are enforced, it is the responsibility of the promoters to arrange for permission to remit the prize money to foreign participants.
- c) All competitors shall be advised in writing of the names of the prizewinners within two months of the closing date of the competition.

### **5. Exhibition**

All competitors shall be informed, within two months of the closing date of the competition, whether or not the promoters intend to arrange a public exhibition or otherwise intend to publish design submitted. Unsuccessful competitors shall have the right to refuse publication of their work.

### **6. Return and Protection**

All entries not awarded prizes shall be returned if appropriate, carriage paid by the promoters, to the competitors within two months of the closing date of the competition, or within twelve months if they are exhibited or otherwise published. Any variation of these periods of time shall be specifically stated in the competition conditions and rules.

## **REGULATIONS**

All regulations applicable to open competitions apply equally to limited competitions with the following additions:

- a) In a limited competition each participant shall be paid an equal fee in accordance with the work involved. Such a fee shall be substantially higher than the fee normally paid for a similar design project, or stage a similar design project, undertaken as a direct professional commission.
- b) The names of all participating designers shall be made known to all participants when they are invited to participate.

## **ICOGRADA/ICSID/IFI REGULATIONS AND GUIDELINES GOVERNING THE CONDUCT OF INTERNATIONAL COMPETITIONS FOR STUDENTS OF DESIGN**

### ***Introduction***

The main objectives of student competitions should be educational and should add significantly to students' understanding and experience of design.

Design competitions for professional designers in practice may be open to graphic, industrial and interior design students. Competitions may also be arranged exclusively for student participation.

In general terms, the ICOGRADA/ICSID/IFI Regulations and Guidelines governing the Conduct of International Design Competitions will apply to student competitions in both open and limited categories.

These regulations and guidelines for student competitions should therefore be read in conjunction with the regulations and guidelines for professional designers.

Conditions and rules for international student competitions shall observe all relevant clauses of the regulations and guidelines document. Failure to do this may result in the inability of ICOGRADA/ICSID/IFI (as appropriate) to endorse the competition.

Design students are advised not to enter competitions for professional designers or to competitions which have been announced by ICOGRADA/ICSID/IFI as being in contravention the regulations stipulated in this document.

## **COMPETITIONS OPEN TO BOTH PROFESSIONAL DESIGNERS AND STUDENTS**

### ***To be observed by promoters***

- a) Promoters must make it clear in the competition conditions and rules that they are offering separate sections for student participation with separate awards. Otherwise, student participants compete on the same terms and are eligible for the same ancillary benefits and protection as the professional competitors.
- b) Student competitors will normally be expected to have obtained the prior agreement of their department to participate since the competition entry may be prepared in class as a school/college project. Entry forms should indicate this endorsement and supply the name of the supervising tutor.

### ***To be observed by students and schools/colleges***

- a) In the event of a student entry receiving an award and/or being selected for production, any allocation of the award fee or other recompense between the student and the school should be in accordance with a prior agreement or understanding established between the student and the school. Neither the promoters nor ICOGRADA/ICSID/IFI can be involved in any dispute in this context.

## **COMPETITIONS OPEN ONLY TO STUDENTS AND SCHOOLS/COLLEGES**

### ***To be observed by promoters***

- a) The competition conditions and rules shall clearly define and explain the subject and the objectives of the competition; the brief shall be informative on all aspects of the competition.
- b) The extent to which members of the teaching staff may assist or participate in entries must be clearly stated in the competition conditions and rules. It must also be clearly stated if collaborative or group entries are allowed.
- c) The prizes for student competitions may vary according to the objectives/complexity of the competition and the status of the promoter.

- d) Should one of the competition objectives be commercial, or promotional, the Clause 8 (Copyright and Patents ) of the ICOGRADA/ICSID, IFI Regulations and Guidelines for professional designers must be respected. Any payment for commercial production or development of a competition entry should be comparable to a normal professional fee.
- e) All submissions selected for awards or prizes shall be dispatched, carriage paid by the promoters, to the participants within two months of the closing date for submissions, or within twelve months if these are exhibited or otherwise publicized. Any divergence from this clause shall be specifically stated in the conditions and rules.
- f) A full report of every competition, once the full cycle of judging has been completed, must be rendered to the Executive Board of ICOGRADA/ICSID/IFI (as appropriate) by the organizers. This report should include details of the number of participants, the judges, the names of the winners, and comments by the judges on the quality of the work submitted.

### ***To be observed by students and schools/colleges***

- a) Students should enter competitions entirely of their own free will and be in general agreement with the objectives of the competition, taking into account their curricula, timetables, available facilities and educational progress.
- b) Competitions can also be arranged so that they conform to and become part of the school curriculum.
- c) All questions of possible allocation of awards between a student and his/her school shall be in accordance with clause 1a of the guidelines to be observed by students.

## **OTHER COMPETITIONS**

A distinction must be made between competitions organized for professional designers and/or for design students and competitions open to pupils and students generally (e.g. children's art competitions). In the latter case, professional standards will not apply and such competitions will be outside the scope of these regulations and guidelines.

## **ICOGRADA/ICSID/IFI REGULATIONS AND GUIDELINES GOVERNING THE CONDUCT OF INTERNATIONAL DESIGN AWARD SCHEMES**

### ***Introduction***

Design Award Schemes differ from design competitions insofar as they do not require the participants to produce original designs.

The main objectives of award schemes are to recognize the merit of existing work, to raise standards of design and to promote the better and wider use of design.

Awards made through such schemes may take the form of medals, trophies, certificates and the like.

Cash prizes, if offered, may be of lesser value than those for design competitions. Promoters should decide which award policy would best serve their particular awards scheme.

The Regulations and Guidelines for Design Award Schemes conform with those governing design competitions, subject to differences in objectives and methods.

ICOGRADA/ICSID/IFI Secretariats will advise promoters in drawing up conditions and rules and in appointing judges for design award schemes.

It is expected that individual members of the National Member Societies of ICOGRADA, ICSID and IFI will not compete in international competitions in which any of these three bodies have announced to be in conflict with the stated regulations. These members are also expected to decline any offer to take part in the judging of such competitions.

### **1. Jury**

- a) The promoters shall first appoint a panel of five or more judges, whose names shall appear in the conditions and rules of the awards scheme. Should the names not be available at the time of announcing the award scheme, these shall be publicized at a later date but well in advance of the closing date for submissions.
- b) The judges shall be selected from different countries: no one country shall have a majority representation on the jury. The number of practicing designers selected by qualities relevant to the award scheme concerned shall not be less than that of other experts.

### **2. Pre-selection committee**

- a) In the case of design award schemes organized to attract a large number of submissions, the promoters may set up a special pre-selection committee. This shall apply in cases where it is deemed necessary to convene a jury meeting for more than two days.
- b) The promoters shall appoint five or more committee members selected by merit of which practicing designers shall constitute no fewer than half. The committee shall include a minimum of one member from outside the promoter's own country.
- c) The conditions and rules of the award scheme shall provide full information on the composition and function of the pre-selection committee, as well as on the methods and criteria to be used in

the judging. Should the names of the committee not be available at the time of announcing the award scheme, these shall be publicized at a later date but well in advance of the closing date of the award scheme.

### **3. Time for submissions**

The promoters shall allow adequate time between publication of the conditions and rules and the closing date for submissions. This period shall normally be six months and under no circumstance be less than three months.

### **4. Objectives, subject and other information**

The conditions and rules shall clearly define and explain the objectives and subject of the award scheme, and full information shall be provided on all aspects of the scheme.

### **5. Identification of submissions**

Since existing designs may be known to the judges, the names and addresses of participants should be shown with all submissions.

### **6. Awards and prizes**

The promoters shall clearly define the form and number of awards and prizes. If cash prizes are included their value should be stated. It should also be stated whether the jury, at its discretion, may withhold the awards or prizes or divide the total prize money in other proportions.

### **7. Protection of submissions**

The promoters are responsible for the safety of all designs and other material submitted.

### **8. Report**

A full report of every scheme, once the full cycle of judging has been completed, must be rendered to the Executive Board of ICOGRADA/ICSID/IFI (as appropriate) by the organizers. This report should include details of the number of entrants, the judges, the names of the winners, and comments by the judges on the quality of the work submitted.

## **GUIDELINES**

### **1. Jury**

The promoters shall pay the judges' their traveling and accommodation expenses as applicable and an appropriate honorarium for their services.

### **2. Duties of the Judges**

- a) The judges shall attend all meetings of the jury.
- b) The judges shall elect a chairman from among themselves and decide on their selection and voting procedure.

- c) The judges shall examine all the designs submitted by the participants, determine whether they conform to the rules and conditions, and exclude any which do not conform.
- d) The judges shall prepare a report stating their reasons for the awards.
- e) No decision shall be taken by the judges unless in full session.

### ***3. Arrangements for making awards and prizes and providing subsequent information to participants***

- a) Awards shall be presented and prize money paid within two months after the announcement of the awards.
- b) In countries where currency restrictions are in force, it is the responsibility of the promoters to arrange for permission to remit the prize money to foreign participants.
- c) All participants shall be advised in writing of the names of the winners of the awards and prizes within two months of the closing date for submissions.
- d) All participants shall be informed within two months of the closing date, whether or not the promoters intend to arrange an exhibition or otherwise intend to publicize designs submitted.

### ***4. Return of submissions***

All submissions not selected for awards or prizes shall be dispatched, where appropriate, carriage paid by the promoters, to participants within two months of the closing date for submissions, or within twelve months if these are exhibited or otherwise publicized. Any divergence from this clause shall be specifically stated in the conditions and rules.

### ***5. Independent Intermediary***

- a) An independent person shall be appointed to act as an intermediary between the promoters, the judges and the participants. The name of the intermediary shall be announced at the same time as the announcement of the award scheme.
- b) The intermediary shall open the submissions at the expiration of the time fixed, keep a register of material received, and hand over to the judges the register and material.