



**GERMAN  
DESIGN  
AWARD  
2020**

**GUIDELINES FOR SUBMISSION**

THE GERMAN DESIGN COUNCIL'S  
INTERNATIONAL PREMIER PRIZE



**Rat für Formgebung**  
German Design Council

# How to make a perfect submission

To help you with submitting your entry, we've put together an overview of the submission process, along with a breakdown of the information that the jury will need.

## MY DESIGN COUNCIL

You must register for the competition via our »My Design Council« platform. If you don't yet have an account, please create a new one. If you already have an account, use your name and password to register for the competition.

## EINREICHUNG / NOMINIERUNG

If your project has already been nominated by the German Design Council, you will find your nomination under »My Nominations« in the menu. This is where you can select the project, accept the nomination and move on to the next stage of the submission process, in which you check the information and fill in any missing details.

If you have not received a nomination, go to »Competitions« in the menu, select the German Design Awards 2020, then click on »Create submission« to submit a project to be considered for nomination.

Communication concerning the competition will mainly be by email. For this reason, please make sure you enter a valid current email address. To prevent our emails from ending up in your spam folder, we also recommend that you add our address: [@german-design-council.de](mailto:@german-design-council.de) to your Safe Senders List in your email client settings.

In the next stage of the submission process we will first ask you to provide all of the relevant information about your project, and then all of the necessary details relating to the competition.



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## Kontakt (for submission questions)

Team German Design Award 2020  
T +49 69 24 74 48 688  
F +49 69 24 74 48 700

[designpreis@german-design-council.de](mailto:designpreis@german-design-council.de)  
[www.german-design-award.com](http://www.german-design-award.com)

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# Your submission in detail

## CREATE NEW PRODUCT

1

### CREATE BASE INFORMATION

Under “Basic attributes” you should provide the basic details of your project:

- » Project name
- » Project title (in German and English)
- » Description (max. 500 characters, in German and English)
- » Dimensions/weight
- » Market launch date

In your description, you should give a brief, incisive summary of the special features of your project. Try to avoid elaborating too much.

2

### SELECT CONTACT

The person you enter here will be the point of contact for any questions that arise. Your designated contact person will be sent all the important information about the competition, including deadlines and related events, in a timely manner.

3

### SELECT A DESIGNER / ARCHITECT / DEVELOPER

This is where you enter the details of the companies or individuals who have been principally involved in the design of the project. The contact person may be the same as before, or else you can enter a new contact person. Please make sure everything is written correctly, because the information you give here may be used in our publications.

4

### SELECT A MANUFACTURER / BUILDER / CLIENT

This is where you enter the details of the companies that commissioned the product. The contact person may be the same as before, or else you can enter a new contact person. Please make sure everything is written correctly, because the information you give here may be used in our publications.

5

### UPLOAD IMAGE

This is where you upload high quality images of your project (maximum number of images: 5). If your project has already been nominated, the images help the jury to visually classify the submissions. If you are submitting your project to be considered for nomination, the images are crucial for the committee making this decision. Please be aware that the images you submit may also be used in publications. Format: JPG, 300 dpi, DinA5, CMYK, file size: max. 10 MB. The uploading can sometimes take a few minutes.



# Your submission in detail

## CREATE SUBMISSION

1

### WHAT DO YOU LIKE TO SUBMIT?

This is where you select the relevant competition, and the project you would like to enter.

2

### SELECT CATEGORY

All nominated projects have already been assigned to a category. If you are submitting a project to be considered for nomination, in addition to the three competition categories:

- » Excellent Architecture
- » Excellent Communications Design
- » Excellent Product Design,

you can choose from a total of 60 sub-categories. Please assign your project to the appropriate category. A project can be entered in up to three categories at the same time. You also have the option of stating whether you would like to provide a sample of your project for each category.

When the committee is checking your submission, it is possible that they might change the category.

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### PRESENTATION TYPE

This is where you select your »Presentation type«. You can decide (regardless of the category) how you want to present your project to the jury.

Please also tell us how you plan to get your presentation to us, taking into account its size and nature.

In the case of products, we always recommend that you send us an original sample so that the jury can best assess it.

3

### ADDITIONAL INFORMATION

This is where you can review and check the descriptions you have given.

5

### BILLING ADDRESS

Please enter a correct billing address. The costs and fees associated with the competition are set out in the brochure, which you can find at [register.german-design-award.com](http://register.german-design-award.com).



# Your submission in detail

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## **NOMINEE PACKAGE**

By booking the nominee package you will receive the nominee label to use it for your communication activities. In addition, you will receive from us two nominee documents for the nominated project as well as the possibility to order further marketing services.

7

## **SELECT IMAGE**

In the last step, please select the image to be associated with the submission.

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## **COMPLETE/ RELEASE**

You save your entries with the »Save« option. Should still have information are missing for a release, you can choose „continue submission“ to disposal. If all the necessary information has been provided, please read the terms and conditions and release the submission binding for the competition.