

Application Notice for the Golden Pin Design Award

A. Purpose

The Award is designed to promote products of good design with the intention to establish a benchmark.

B. Organizer

Taiwan Design Center and Chinese Society of Interior Designers

C. Category

The award is divided into four categories: industrial design, visual communication design, packaging design, and interior design. The said categories are specified below.

Industrial Design

- (1) Recreation / lifestyle products, entertainment products, furniture / home textiles, kitchen / household appliances, lighting fixtures, fashion accessories, sports and health-care equipment, bathroom wares, gardening supplies, medical equipment and supplies, etc.
- (2) Computer and peripherals, office supplies and products of commercial use, video / audio equipment, communication products, digital electronic products etc.
- (3) Transportation equipment, industrial machinery, special vehicles/ agricultural machinery.

Visual Communication Design

- (1) Books, magazines, newspapers, annual reports, brochures, print advertising, postage stamps, calendars, and post cards etc.
- (2) Logo, corporate identity, fonts, mascots, manuals, posters, and signage systems.
- (3) Webpage design, animation, and digital comics.

Packaging Design

- (1) Packaging commercial purposes for individual or combination products such as sales packaging, display packaging, packaging design, and packaging materials.
- (2) Industrial packaging applied to protect products in the process of storage, delivery, and sales.

Interior Design

- (1) Commercial spaces: department stores, shopping malls, retail stores, restaurants, hotels, halls, clubs, resorts, fitness centers, bookstores, cafes, pubs, banks, supermarkets, etc.

- (2) Public spaces: museums, art galleries, theaters, libraries, sports stadiums, halls, cultural centers, convention centers, exhibition centers, places of worship, lobbies, hospitals, schools, stations, etc.
- (3) Residential spaces: houses, villas, real goods, hostels, cottages, dormitories, nursing homes, etc.

D. Application Criteria

- (1) Industrial Design: products that can be commercialized or products already marketed.
- (2) Visual Communication Design: products that have been announced publicly in Taiwan.
- (3) Packaging Design: packaging designs already applied on products and already marketed in Taiwan.
- (4) Interior Design: relevant provisions of contest regulations of "TID Taiwan Interior Design Award 2009" announced by the Chinese Society of Interior Designers are observed.
- (5) For overseas manufacturers, design companies, and Taiwan agents of foreign products: application product for all categories should have already marketed in Taiwan.

E. Data to Be Presented at Application

- a. Application form (as attachment) and a signed affidavit on intellectual property and application criteria conformation rights.
- b. For products that need to pass relevant tests required by the government, please attach the certificate of approval. Should these is a finding of a product not being delivered for testing or failing to pass tests, the organizer is entitled to annul the Golden Pin Design Mark presented and the culprit's right to compete for the Golden Pin Design Award.
- c. Company Registration Certificate
- d. Submitting a data CD (with the following items)
 - (1) Electronic application form.
 - (2) Product description: a comprehensive description of the product in both English and Chinese with about 500 words each, and a simplified description of the product in both English and Chinese with about 100 words each.
 - (3) Product images: the product image should present with different perspectives, details and features with maximum of 6 images. Applicants should submit photos in TIFF or JPG files with a resolution over 300dpi. Each image size should be more than 2 MB.
 - (4) Product description and images will be used in the Yearbook of "Golden Pin Design Award "and a screening basis of preliminary and final screening.
 - (5) Applicants should also hand in multi-media clips or animation (DVD or NTSC format) introducing items with for no more than 10 minutes. Please write down

work title(s) as well as author name(s) on the CD.

e. Application Fee

- (1) For domestic manufacturers/ design companies: in terms of industrial design, applicants should pay NTD\$2,000 for each item submitted. In terms of visual communication design and packaging design, applicants should pay NTD\$1,000 for each item submitted.
- (2) For overseas manufacturers, design companies, and Taiwan agents of foreign products: the 2010 award is in the period of overseas promotion, so no application fee will be charged for items submitted and under all design categories.

F. Application Channels

a. To apply for interior design category, please contact Chinese Society of Interior Designers at 886-2-28760509 or csid@ms9.hinet.net.

b. To apply for industrial design, visual communication design, or packaging design category, one can resort to one of the following channels.

- (1) Mail: Ms. Brandy Lai, the Working Group of the Golden Pin Design Award of Taiwan Design Center, 3F., Building G, No.3-1, Yuan Qu St., Nangang., Taipei 115, Taiwan (R.O.C.).
- (2) E-mail: please send electronic registration form to: brandylai@tdc.org.tw
- (3) On-site application: please bring above-mentioned application data for application to Taiwan Design Center.
- (4) Available means to pay for application fee
 - (i) Check: please use a spot crossed check marking "Taiwan Design Center" as the payee and specifying "no transfer or endorsement allowed."
 - (ii) Wire transfer: the title of the account is Taiwan Design Center, and the bank is Taipei Fubang bank (Nangang Branch). The bank code is 012, and the account number is 420210392903. Please write down the name of the money transferring firm or individual on transfer slip, copy it, and fax the copy to: 886-2-2655-8477 (attention: Ms. Lai).
 - (iii) Cash: on-site cash application.
 - (iv) The payment deadline is the date of the preliminary screening. A uniform invoice will be issued after Taiwan Design Center confirms receipt of the payment. If applicants need an invoice in triplet, please notify Taiwan Design Center in advance.

G. Deadline for Each Award Stage

- (1) Deadline for application in the preliminary screening: the whole year of 2010 is open to application.
- (2) Preliminary screening: the screening will be implemented in stages. Please

- pay close attention to the deadline to be released by Taiwan Design Center.
- (3) Submission of entries to the final screening: please submit entries that have passed the preliminary screening in accordance to the deadline to be released by Taiwan Design Center (around August to September, 2010).
 - (4) Deadline for the final screening: the final screening will be held before the end of September, 2010. Please pay close attention to the deadline to be released by Taiwan Design Center.
 - (5) Deadline on the announcement of award winners: the announcement of award winners will be made in October, 2010. Awards ceremony will be held afterwards.
 - (6) Detailed deadline for each award stage will be released in the future.

H. Screening Procedure

- a. Applications will be handled instantly. The screening will be implemented in stages.
- b. Verification of submitted written information will be conducted by the executing organizer.
- c. For items failing to pass verification, the executing organizer will inform relevant applicants to revise them or simply reject their application with a written notice.
- d. Submitting of items
 - (1) Preliminary screening:
 - (i) Applicants with items passing verification should deliver them to a designated destination at designated time after receiving a notice from the organizer. Items failing to be delivered before the deadline will not be accepted.
 - (ii) Should an item is too heavy or too bulky to be dismantled or moved, relevant applicant should inform the organizer in advance and with the approval of the organizer, send models, drawings, or video clips instead to in order to participate in the screening.
 - (2) Final Screening

Applicants with items passing the preliminary screening should deliver them to a designated destination at designated time after receiving a notice from the organizer. Items failing to be delivered before the deadline will not be accepted.
- e. Screening Procedure

This award is divided into the two stages of preliminary screening and final screening. The screening procedure is shown in the following figure 1.

Deadline	Procedure	Description
Oct.,2009 to Jul.,2010	<pre> graph TD Applicants[Applicants] --> VWI{Verification of Written Info} VWI -- Pass --> PScreening{The Preliminary Screening} VWI -- Fail --> NoMark[No Mark Granted] VWI -- Revise --> VWI VWI -- Reject --> Applicants PScreening -- Pass --> GPM[Golden Pin Design Mark Granted] PScreening -- Fail --> NoMark </pre>	<ul style="list-style-type: none"> • Applicants submitting application form. • Data verification by the executing organizer. -If passed, proceed to the preliminary screening. -If failed, revise or be rejected. • If passed the preliminary screening, Golden Pin Design Mark will be granted, and qualification to enter the final screening.
Aug.,2010 to Sep.,2010	<pre> graph TD PScreening -- Pass --> GPM[Golden Pin Design Mark Granted] GPM --> FScreening{The final Screening} FScreening -- Pass --> Announce[Announcement of the Golden Pin Design Award] </pre>	<ul style="list-style-type: none"> • Delivering entries to designated destination. • If passed the final screening, the Golden Pin Design Award will be granted.
Oct.,2010	<pre> graph TD Announce[Announcement of the Golden Pin Design Award] </pre>	<ul style="list-style-type: none"> • Awards ceremony will be held. The Minister of Economic Affairs will present awards to winners at the ceremony.

Figure 1. Screening Procedure

f. Screening Criteria

(1) Industrial Design

- (i) Appearance (40%): performance meeting design considerations with purposes of product development; overall aesthetics; and originality.
- (ii) Function (30%): suitable and user-friendly functions; convenience in operation and repair; and human factor considerations.
- (iii) Quality and Safety (20%): high quality and safety; compliance with safety

- regulations; and detailed and complete product description in user manual.
- (iv) Other (10%): factors such as productivity, economy, and sustainability.
- (2) Visual Communication Design
- (i) Aesthetics (40%): harmony and aesthetics in overall performance.
- (ii) Innovation (30%): Innovation in conception, presentation skills, materials, and techniques.
- (iii) Message (30%): capability to effectively convey messages.
- (3) Packaging Design
- (i) Overall Performance (30%)
- Showing product value and enhancing corporate image.
 - Appearance, colors, texts, and graphics effectively conveying product messages.
 - Meeting local culture and situation
- (ii) Innovation (30%): innovation in conception, presentation skills, materials, and techniques.
- (iii) Function (20%)
- Offering protection and safe storage of product inside.
 - Easy to move, fill, seal, open, store, and manage in production.
- (iv) Environmental Protection (20%)
- Using fine packaging materials and avoiding over and less packaging.
 - Stressing social pertinence and recovery and recycling of resources.
- (4) Interior Design
- (i) Innovation (40%): innovation in presentation skills, materials, and techniques.
- (ii) Function (30%): user-friendly, easy to use, and safe.
- (iii) Environmental Protection (30%): stressing social pertinence and recovering and recycling of resources.

I. Award Incentives

- (1) Items which passing the preliminary screening will be granted with Golden Pin Design Mark. The Golden Pin Design Mark is valid for four years.
- (2) Items granted with Golden Pin Design Marks are qualified to participate in the final screening. Items passing the final screening will be presented with Golden Pin Design Award. For each award-winning item, the manufacture and designer will be granted with a letter of appreciation.
- (3) Taiwan products granted with the said mark are qualified to apply for participation in the four international design award competitions, which are iF and reddot of Germany, IDEA of the U.S., and Good Design Award of Japan. Those passing the evaluation will receive grant to pay for application fee on the first stage of the said competitions.

- (4) The executing organizer and will arrange media exposure and coverage and other promotional activities for items winning the said mark or award.
- (5) Items granted with the said mark are qualified to be stored at Classic Design Hall. Classic Design Hall will be the first design museum in Taiwan. It will be an important base landmark for Taiwan to develop cultural and creative industries. It is expected to be completed in 2010.
- (6) Items granted with the said mark are obligated to cooperate with the executing organizer in the production of an annual introducing items granted with the said mark and for the implementation of other promotional activities for a period of at least one year.

J. Notes

- (1) When applying for the award, please specify participating award category. Each item is subject to one category.
- (2) The format and font of the application form should not be altered at will.
- (3) Application Date will not be returned despite of the result of the screening at different stages.
- (4) If a winner is found to have violated regulations regarding the screening procedure of the said award after verification, for example, plagiarism and copying, the executing, in addition to cancelling the winner's award, will also retrieve trophy or letter of appreciation already presented to him.