UX DESIGN AWARDS

Participant Information

Students | Graduates | Universities

#UXDA21

IDZ International Design Center Berlin

Welcome to the UX Design Awards!

This document provides you with all important information about the UX Design Awards competition in a nutshell.

For further questions, please visit our website.
or do contact us directly: T +49 3O 61 62 321–17 /–18 | Email

Content

UX Design Awards

The UX Design Awards are a global competition for outstanding experience. The Awards honor positive experiences, a key value proposition of successful companies and design consultancies.

The awards stand for excellent experience design in the fields of education, research, design and business. Competition successes increase the participants' visibility in the professional arena and enhance their reputation.

The competition is held twice a year by the International Design Center Berlin (IDZ), a leading not-for-profit institution promoting design as a driver of innovation in business and society.

Competition Category New Talent

The competition category "New Talent" is open to **bachelor's and master's projects** from all over the world.

Projects from the fields of experiential design, interaction design, industrial and product design as well as service design are eligible, without restriction to industry sectors or application fields.

The following applies to all entries: the development process must not date back more than two years at the time of submission.

Participants

We invite **students, graduates and universities worldwide** to take part.

Individual participants and project teams can submit one project each.
Universities can submit an unlimited number of entries on behalf of their students.

UX
DESIGN
AWARDS

The Awards

The UX Design Awards are presented in a two-stage judging process.
The independent jury is composed of recognized experts from business, design and research.

First Award Level

UX Design Award | Nominated

The jury nominates a limited number of projects among all valid submissions – the Award Shortlist. All shortlisted projects earn the title "UX Design Award | Nominated". All nominated projects are showcased publicly and enter the judging process for the UX Design Awards.

Second Award Level

Among all nominated entries, the jury will award the following award titles.
The jury is free to decide on the number of awards to be given.

UX Design Award | Gold

With a Gold Award, the jury can honor the best solutions from each competition category.

UX Design Award | New Talent

Jury Awards for excellent bachelor's and master's projects

UX Design Award | Public Choice

Among all nominated entries UX professionals and users worldwide vote for a Public Choice Award. The online poll is held on the awards website over several weeks.

Your right of use for all awarded titles and logos is unlimited
in terms of time and geographic area.

Benefits

- Win a renowned title and showcase your experience excellence – a key value in your career.
- Connect with businesses, the design industry, research and universities.
- Build and strengthen your visibility in the UX field.
- Experience recognition by peers in the UX field and design industry worldwide.
- Enter our global UX leadership community, access knowledge on current trends and future developments.
- The strictly limited number of awards emphasizes each winner's uniqueness.
- Virtual events and award ceremonies provide impactful PR moments and a global audience.

Promotion Services

- High visibility for all nominated projects: social media, website, newsletter, press
- Extensive mixed-media campaign on social media
- International voting campaign for Public Choice Award
- Extensive presentation in the virtual UX Design Awards exhibition
- Exclusive digital asset packages promoting all successful projects
- Logo packages, certificates and trophies for all competition levels
- Additional PR services for Award winners

Participation Costs and Services

Competition Stage	Costs	Service Overview
Competition Entry **Submission Fee**	€ 50	Examination and admission to the jury process
First Award Level **UX Design Award | Nominated**	–	Nomination Package: . Title "UX Design Award | Nominated" . Unrestricted right to use title and logo . Admission to the competition and judging . Presentation in the virtual award exhibition . Extensive promotional services
Second Award Level **UX Design Award | Gold** **UX Design Award | New Talent** **UX Design Award | Public Choice**	–	Award Packages: . Award titles by the jury and a global audience . Unlimited right of use for title and logos . Prominent presentation in the virtual award exhibition . Additional PR services

All prices are per competition entry and subject to the legal value added tax (VAT).

UX
DESIGN
AWARDS

Dates

Competition Stages	Dates	Notes
Spring Submission Deadline: May 31, 2021	March – May	Registration and project submission in the Participant Portal
First Award Level Nomination	June	Review of all submissions by the jury, admission of a limited number to compete for the awards
Second Award Level Jury sessions	June – July	Jury sessions to determine the award winners in the categories Product, Concept, Vision and New Talent, bestowal of the Gold Awards
Preparation PR campaign Nominated projects	June	Update of PR data for all nominated projects, opportunity to submit additional PR collateral
PR campaign Nominated projects	July – September	Launch virtual exhibition, start mixed-media campaign on social media, press work
Voting campaign Public Choice Award	July – August	Public online voting among all nominated projects in the virtual award exhibition
Announcement UX Design Awards	Early September	Announcement of the winners in all award categories, highlighted presentation in the virtual award exhibition
PR campaign Award Winners	September – December	Mixed media campaign in social media and virtual events, press work

How to enter

Register in three steps via the password-protected participant portal:

> **Access:** Participant Portal
> Submission deadline: May 31, 2021 (midnight CEST)

1. Create your personal user profile with participant and invoicing details.
2. Handle, manage and submit your competition entries.
3. Conveniently pay competition fees online (Visa, PayPal), or by banking transfer.

UX
DESIGN
AWARDS

Submission Data

The following will be required for submitting competition entries (English language is mandatory):

1. PR data

- Project name, designers, university, project description (max. 500 characters including spaces)
- Logo (EPS, SVG) and URLs (website, social media)
- Product film (mp4 / m4v, max. 500 MB)
- 2–4 product images (min. 2000x3000px, 300 DPI, JPG RGB)

2. Internal data for the jury:

- Explanatory film: present the use process / workflow and key features of the submission from a user perspective (recommended: 60–90 sec., low-tech smartphone video).
- Access data for apps and software products, e.g. download-link, trial/demo version (optional).
- Information on the following questions (max. 750 characters each, including spaces):
    - Context and objective: core of the solution, problem/need addressed, target audience
    - Problem and solution approach: solution, user integration in solution-finding process
    - Relevance of experience: relevant/novel experience, design features, USP
    - Design process: target market, context, development time frame, external expertise
    - Sustainability and inclusion: ethical, social, environmental approaches, CSR (optional)

Evaluation Criteria

The UX Design Awards focus on the positive impact of people-centric solutions, concepts and research. The jury´s key evaluation criteria are: relevance, empowerment, innovation, relevance of the experience, and responsibility.

Learn more about the evaluation criteria on the Awards website.

GTC's

Participation in the UX Design Awards competition implies acceptance of the Terms and Conditions. You can find the GTCs on our download page.

Exclusions

Solutions which were awarded in previous editions of the competition are excluded from participation, unless they have undergone significant changes in their function or design.

UX
DESIGN
AWARDS

Organizer

The International Design Center Berlin (IDZ) is a leading non–profit institution promoting design as a driver of innovation in business and society.

The IDZ offers students, consultancies and companies a professional network in the design field, promotes knowledge exchange, and realizes projects and events. The institution works in active dialogue with representatives from politics, culture and science at national and international levels.

The UX Design Awards are organized by IDZ Designpartner Berlin GmbH (Ltd.) on behalf of the International Design Center Berlin.

For more information please visit: idz.de

Contact

UX Design Awards Team
T +49 30 61 62 321–17 /–18
contact@ux–design–awards.com
ux–design–awards.com

IDZ Designpartner Berlin GmbH
Hagelberger Str. 52 | 10965 Berlin
T +49 30 61 62 321–0
idz.de

Company Registry:
Amtsgericht Charlottenburg HRB 77023

For your scheduling: competition dates 2021–2022

Autumn Submission Deadline: Nov. 30, 2021	*September – November*	*Registration and submission of projects*
First Award Level	*December*	*Nomination*
Second Award Level	*January 2022*	*Jury Sessions*
Announcement	*February*	*UX Design Awards*

Spring Submission Deadline: May 31, 2022	*March – May*	*Registration and submission of projects*
First Award Level	*June*	*Nomination*
Second Award Level	*July*	*Jury Sessions*
Announcement	*September*	*UX Design Awards*

What is unique about the UX Design Awards is that it's organized by a non-profit design organization, a membership network for designers by designers.

Because of this focus it has a totally different expert level.

– Pia Betton, Design and Site Lead, Nutanix

The UX Design Awards by IDZ are a great initiative.

In a connected world, user experiences are the real game changers for consumer preferences and business success.

Evaluating these is a delicate process. IDZ and the team of judges are doing a great job by promoting best practice in UX Design.

– Klaus Schröder, Strategy Director, CEO & Partner, Design People

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