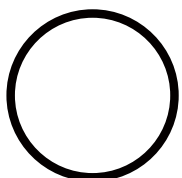




#Award360°  
2024 Entry Kit >>



Award  
360°  
2024

Award360° is an annual design award that selects 100 design works every year. Positioning itself in the Asian context and with the perspective of China, Award360° aspires to provide edging perspectives of design for the industry and society each year. The Entry Kit stipulates necessary matters for the application of the Award360° 2024 and includes the following contents.

## >> How to Enter

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# >> How to Enter

## Dates for Submission

Early Bird Entry Period →

8 August - 6 September 24:00 (GMT+8)

Regular Entry Period →

7 September - 12 October 24:00 (GMT+8)

\* The entry fee depends on the time entrant submits the entry;

\* Before 12 October 24:00 (GMT+8), entrant is still able to adjust the entry after the entry has been paid.

## Eligibility

01. The entry must be created and released between 1 January 2023 and 12 October 2024.
02. For entry having been completed and published before 1 January 2023 and has been refreshed, republished during the above period, entrant should state the reasons.
03. There are no geographical restrictions on entrants, who can be the “designer/design team of the entry” and “business owner of the entry,” which is either a corporate or an individual who has prime responsibilities for the entry.
04. Entrant of New Talent must be aged under 35 (born on or after 1 January, 1989). If enter as a design team, all members should follow the age requirement.

## Jury's Entry

Works of jury of this year are not eligible for entry.

For works of jury's company, or works involving jury's tutoring as teacher, entrants or judges should state with the organizer in advance. During judging, judges should follow the avoidance rules established by the organizer, including but not limited to restrictions on voting/scoring/making comments.

# Categories and Requirements

Award360° 2024 calls for entry in 1 category for individual/design team and 14 categories for design works. Submission requirement varies according to different categories.

## Category for individual/design team

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### New Talent

- Discover designers and design teams who have outstanding personal style and design potential, and are expected to lead the design industry in the future.
- Entrant must be aged under 35 (born on or after 1 January, 1989).
- Entrant can be individual, or a design team/partner/group of 3 members at most, and all the members should follow the above requirements.

## Categories for design works

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### Commercial Branding

- Commercial Branding showcases the commercial value of design, integrating into the brand's culture, and targets a certain audience or market.
  - This category includes visual identities for brands and their applications.
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### Cultural Branding

- Cultural Branding promotes cultural events through visual languages, integrated with the contents of cultural events.
- This category includes the visual identity for cultural events, conventions, performances, exhibitions, etc.

## Book Design

- Book Design evaluates the content structure, typography, layout, materials, and crafting techniques of a book. The contents and forms should be responsive to each other, highlighting the communicative value of books in the digital age.
  - Entry must be published with ISBN.
- 

## Type Design

- Type Design creates adaptive forms and characters of the designated scripts according to different reading needs and applications. It should be able to present unique aesthetics while ensuring the communication of information.
  - This category includes typeface, creative fonts, experimental fonts design, etc.
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## Packaging Design

- Packaging Design is based on the feature of the product. While achieving the basic function of protecting the products, it also conveys and communicates the visual identity, showcasing the commercial value of design or creative exploration in packaging possibilities.
  - This category includes commercial packaging, creative product packaging, customized branding packaging, etc.
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## Poster Design

- Poster Design emphasizes communication of information, while combining the aesthetics of visual language and contents.
  - This category includes commercial posters, cultural posters, social posters, etc.
- 

## Creative Product Design

- Creative Product Design is based on the extraction and recreation of cultural resources. It empowers cultural life through design, and conveys cultural creatives through products, delivering additional meanings and powers beyond cultural products.
- This category includes cultural products, creative products, festival products, etc.

## Music Design

- Music Design recognizes designs with the theme of music. With no limitation on the media, it emphasizes the experience combining visual and music.
  - This category includes physical albums, digital albums, music festival posters, and other related products.
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## Digital Media Design

- Digital Media Design emphasizes the combination of graphic design techniques with Artificial Intelligence, screens, audios, sound effects, and other digital media, focusing on the interactive multi-media experience.
  - This category includes RGB works such as multi-media interactive installation, AI generated contents, motion graphics, motion posters, creative programming, website & interface, etc.
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## Spatial Design for Brand

- Spatial Design for Brand recognizes the in-depth understanding of the brand and consumers' behavior, delivering a spatial experience promoting branding communication.
  - This category includes commercial space, cultural space, exhibition space, etc.
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## Environmental Graphic Design

- Environmental Graphic Design integrates graphic and textual information in natural or artificial environments, functioning as identification, directives, introductions, and signage. It also delivers a corresponding atmosphere, creating a humanistic experience.
- This category includes wayfinding systems, spatial graphic design, etc.

## Illustration

- Illustration stretches imaginations through unique contents and expressions. It visualizes the information and conceptualization of the creator, and expands the potentials of illustrative arts.
  - This category includes commercial illustration, branding illustration, independent illustration, etc.
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## Social Design

- Social Design responds the social needs and challenges through design approaches. It seeks solutions and further developments of in-depth social values, emphasizing the role and responsibility of design in society.
  - The issue being addressed can be sustainability, social care, public welfare, local revitalization, etc.
  - There are no limitations on the type of entries for this category. All projects that abide by the principles of social design will be admitted.
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## Experimental Design

- Experimental Design responds to the many challenges of the changing world. It conveys advent design principles, provides new solutions, and aspires to change the conventions. It showcases experimental attempts towards design.
- There are no limitations on the type of entries for this category. Experimental projects yet to be published or commercially released will be admitted.

# Submission Requirements

Category	Requirements for 1 <sup>st</sup> Screening	Requirements for Final Judging
New Talent	<ul style="list-style-type: none"><li>● Entrant should submit 5 works, 4 of which must be commercially launched, and the entrant must be one of the main creatives of the projects. (regardless of genre and year of creation)</li><li>● Material: 3-12 images (each image below 2MB)</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>	<ul style="list-style-type: none"><li>● Digital file: portfolio</li><li>● Physical materials: applicable to commercial projects</li><li>● Prints: applicable to non-commercial projects</li></ul>
Commercial Branding	<ul style="list-style-type: none"><li>● Project information: client, project release time</li><li>● Material: 3-12 images (each image below 2MB)</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>	<ul style="list-style-type: none"><li>● Physical materials</li><li>● Digital file: 3-12 images</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>
Cultural Branding	<ul style="list-style-type: none"><li>● Project information: client, project release time</li><li>● Material: 3-12 images (each image below 2MB)</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>	<ul style="list-style-type: none"><li>● Physical materials</li><li>● Digital file: 3-12 images</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>
Book Design	<ul style="list-style-type: none"><li>● Project information: ISBN, publisher, date of publication</li><li>● Material: 3-12 images (each image below 2MB)</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>	<ul style="list-style-type: none"><li>● Physical materials</li><li>● Digital file: 3-12 images</li><li>● 1 Video (optional/90s/below 200MB)</li></ul>



Category	Requirements for 1 <sup>st</sup> Screening	Requirements for Final Judging
Type Design	<ul style="list-style-type: none"> <li>● Project information: completion time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Packaging Design	<ul style="list-style-type: none"> <li>● Project information: client, project release time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Physical materials</li> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Poster Design	<ul style="list-style-type: none"> <li>● Project information: project release time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Physical materials (except for motion posters)</li> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Creative Product Design	<ul style="list-style-type: none"> <li>● Project information: project release time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Physical materials</li> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>

Category	Requirements for 1 <sup>st</sup> Screening	Requirements for Final Judging
Music Design	<ul style="list-style-type: none"> <li>● Project information: client, project release time, musician/performer, URL of the album/performance</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Physical materials (except for digital album)</li> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Digital Media Design	<ul style="list-style-type: none"> <li>● Project information: completion time, medium, URL(if applicable)</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Spatial Design for Brand	<ul style="list-style-type: none"> <li>● Project information: client, project completion time, address</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Environmental Graphic Design	<ul style="list-style-type: none"> <li>● Project information: client, project completion time, address</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>

Category	Requirements for 1 <sup>st</sup> Screening	Requirements for Final Judging
Illustration	<ul style="list-style-type: none"> <li>● Project information: completion time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Physical materials</li> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Social Design	<ul style="list-style-type: none"> <li>● Project information: completion time, project implementation</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>
Experimental Design	<ul style="list-style-type: none"> <li>● Project information: completion time</li> <li>● Material: 3-12 images (each image below 2MB)</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>	<ul style="list-style-type: none"> <li>● Digital file: 3-12 images</li> <li>● 1 Video (optional/90s/below 200MB)</li> </ul>

\* Notification email shall prevail concerning the materials for final judging.

# Procedures & Fees

## 01. Login

- a. Open [www.award360.cn](http://www.award360.cn)
- b. Register/Login by email address

\* Accounts registered previously are still accessible.

## 02. Create an Entry

- a. Click "Create an Entry"
- b. Select an Category
- c. Fill in entry information
- d. Upload materials

\* If you fail to upload your work, please send the materials to [award360.100@gmail.com](mailto:award360.100@gmail.com), with information of entrant's name and the title of the work. Award360° staff will upload it on behalf of the entrant.

\* If there are any problems concerning the entry, the organizer will contact the email or phone number that you provide. Please ensure that the contact information are correct and accessible.

## 03. Submit Entry Fee

CNY payment: WeChat / Alipay

USD payment: PayPal (Account: [vicky\\_0415@126.com](mailto:vicky_0415@126.com))

\* After completing payment through PayPal, please provide a screenshot of the payment page and the title of corresponding entry to [award360.100@gmail.com](mailto:award360.100@gmail.com). The entry will be admitted after the payment is confirmed.

\* The entry fee is not refundable.

\* For invoice request, please contact [award360.100@gmail.com](mailto:award360.100@gmail.com).

## Entry Fees →

Award	Currency	Earlybird Fee	Regular Fee
New Talent (per entrant)	CNY	¥600	¥800
	USD	\$85	\$120
Other Categories (per entry)	CNY	¥260	¥360
	USD	\$40	\$55

# >> Judging and Announcement

## Judging Concepts

Exploration →

To break the existing conventions, and explore new design languages and experiences.

Sociality →

To respond to the needs and challenges of the society, and shoulder the social responsibility of design.

Forwarding →

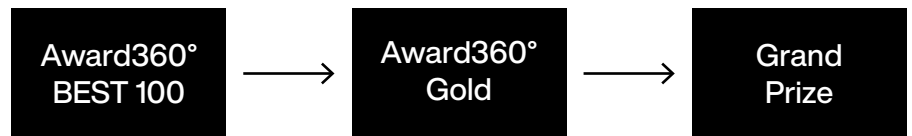
To follow the cutting-edge of technology, and explore the future of the combination of technology and design.

# Award Types

Award360° BEST 100 →  
100 most outstanding design will be selected by judges to be  
“Award360° BEST 100.”

Award360° Gold →  
Judges will select “Award360° Gold” among “Award360° BEST  
100.”

Grand Prize →  
Judges will select 1 “Grand Prize” among “Award360° Gold.”



New Talent →  
Judges will select 1-2 “New Talent” among all candidates. This  
award may be of vacancy.

# Schedule

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Preliminary Screening	October
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Announcement of Shortlisted Works	October
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Submission of Physical Materials	November
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Final Judging	November
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Shortlist Exhibition Award Ceremony	November
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Winners Announcement	December
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Design360° Special Issue	2025
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Exhibition	2025

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\* The schedule above is for reference only. The final announcement shall prevail.

## >> Honors

### Grand Prize

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

### Award360° Gold

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

### New Talent

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

### Award360° BEST 100

- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

## >> Notes

### About Entering the Competition

01. Entry must be produced, published, or commercially released on or after 1 January, 2023. Please ensure that the entry is eligible, or it will be disqualified without further notice.
02. Please provide factual credit information. The entrant(s) must represent and warrant the originality and authorship of the entry belonging to themselves (as individuals or groups). The entrant(s) must be the independent owner(s) or relative owner(s) of the design and its right to use, or authorized to use the design.
03. By entering the competition, the entrants assume the following obligations:
  - a) Complete and submit materials required of the work truthfully;
  - b) Provide required physical materials or(and) digital file required for final judging;
  - c) Allow the organizer to publish the entry and personal information in the Design360° Special Issue in case the entry is selected;
  - d) Assist the organizer with dissent concerning the entry, including but not limited to providing evidence materials required.
04. In the event of an entry is confirmed to be not eligible, the entry will be disqualified without further notice.
05. Award360° will not accept the following types of entries:
  - a) Entries that defame a specific individual(s), group(s), etc.;
  - b) Entries that promote obscenity, gambling, violence or abet crime;
  - c) Entries that contain content prohibited by laws, administrative regulations and national regulations;
  - d) Entries that infringe or may possibly infringe on a third party's intellectual property rights (copyrights, trademark rights, portrait rights, etc.) and entries that Award360° assumes as inappropriate (offensive to public order and morals, for example);
  - e) Fictitious designs using the name of an existing company or an actual artist without permission.



06. If an entry's ownership belongs to multiple parties, it is the entrant's responsibility to acquire authorizations from all related parties, and warrant the authenticity of all entry materials. The entrant will be responsible for the eligibility of the entry, or the entry will be disqualified.
07. All fees are not refundable under any conditions.
08. If an entrant wishes to withdraw and entry, the entrant must give written notice to Award360° via [award360.100@gmail.com](mailto:award360.100@gmail.com), providing sufficient detail to enable the organizer to identify the relevant entry. The organizer will process the withdrawal after confirming and replying the email. The refunds of entry fees will not be granted.

# About Judging

01. Award360° reserves the right to move an entry to more appropriate category if deemed appropriate by Award360° and jury panel. Such action may be taken without informing the entrant.
02. The entrant(s) agree that the organizer will not be responsible for any fees caused by shipping and custom taxes. Unpaid shipping will not be accepted and returned.
03. The organizer will not be responsible for any delivery or return services for entries, except in special circumstances.
04. If an entry entering final judging is unable to provide physical materials within the time specified by Award360°, and no substitutes such as prints are provided, the entry will be deemed to waive its rights into further competition.
05. The entrant(s) agree that the organizer will not be responsible for any loss or damages on the shipped entries. The entrant(s) should be responsible for the damages caused by shipping and delivery. Please carefully pack and secure the parcel if the entrant(s) deem necessary.
06. The entrant(s) agree that the organizer will collect and store the physical materials supporting an entry at Award360°'s discretion. No return will be granted except in exceptional circumstances.

# About Winning

01. The organizer will not be responsible for the event of disputes on the property, intellectual rights or authorship, and reserves the right not to intervene. The entrant will be fully responsible in such an event, and the relevant entry will be disqualified.
02. In the event of confirmed fraud or plagiarism, the relevant entry will be disqualified. The entrant will be responsible for compensations for the loss and damages caused on the organizer or executives (including but not limited to damages on reputation and indirect damages).
03. In the event of confirmed fraud or plagiarism with specific evidence for the organizer and jury to deem that there is infringement of other party's copyright, the organizer reserves the right to disqualify the entry and withdraw certificates and trophies having been issued. The entrant will be responsible for compensations for the loss and damages caused on the organizer or executives (including but not limited to damages on reputation and indirect damages).
04. In the event of the winners causing any dispute of consumers, or any kinds of related casualties, the entrant will be responsible for all compensations.
05. The entrant(s) hereby confirm and grant Award360° irrevocable permission to show the entry in all types of online marketing and media without preconditioned payments, copyright fee or remuneration, and further grant Award360° the right to use the images in all sizes for editing, copying, printing and publishing. The entrant(s) grant irrevocable right permitting Award360° to use images of the entry in all exhibitions, publications and archives. Award360° reserves the right to adjust the images for marketing and publicity without further notice.
06. Award360° certificate and trophy will be provided with only one copy of each award-winning work. The entrant will be responsible for the cost of printing and producing extra copies. Winning team should coordinate the designation of representatives and distribution within themselves, which the organizer will not be involved.

## Others

01. Award360° reserves the right to change the terms and conditions of the award without further notice.
02. All unclarified matters concerning the award will be further formulated and explained by Award360° organizer.
03. By entering the competition, the entrant(s) will be deemed notified of the terms, process, and related matters of Award360°.

## Contact

Website →  
[www.award360.cn](http://www.award360.cn)

Email →  
[award360.100@gmail.com](mailto:award360.100@gmail.com)

WeChat →  
Award360\_100