

# A Guide to Submitting an IDEA Entry



## 1. Confirm the eligibility of your design.

To be eligible for IDEA 2004, the following criteria must be met:

### Distribution

- Design must have been placed into distribution between February 11, 2002 and February 10, 2004. This means the product must be available for sale in its final form through normal retail channels during that period.
- Design Exploration and Student entries must have been submitted to the client or school in that period.
- To enter a design in multiple categories, separate entry kits must be purchased and the design must fit into each category it is submitted in. If it doesn't fit, it will be disqualified

### Participant qualifications

- Student entries can only be submitted in the Student category, even if the design is in research, production or corporately funded.
- Employees of firms represented in the 2004 jury and student work from a school where a juror teaches may not participate in this year's competition

## 2. Assemble materials that present the design clearly and effectively.

The entry kit you submit is the only material jurors use to evaluate your design. Keep it simple, but make your case for why that design is the best ever produced.

- Focus your efforts on presenting substantive information, not cool packaging. *Mounted photos or entry forms encased in plastic will be removed from the entry.*
- Photos: up to ten 8x10 prints can be included with the kit—detailed shots, exploded views, the product in use, “before and after,” etc.
- Submit one glamour shot on a white background, in color on a CD in JPEG format, 300 dpi and no larger than 5x7.
- A two minute VHS video showing the product's use and unique qualities is not required; however, can make the difference between a finalist and a mere entry.
- In the Digital Media & Interface category, submit a CD-ROM for graphical user interface designs and a URL for Web site designs.
- Demonstrate your research, if appropriate, with a one-page summary of what led to the design.

## 3. Check and double-check.

- More than one entry has lost because of an incorrect distribution date, a rendering with the name of the design firm on it or incomplete information.
- Be honest. If the product has been delayed and will not be in distribution by the deadline—or the manufacturer has made a few changes to the design—make sure it is explained. It is embarrassing to all of us to withdraw an award after it has been given.

## 4. Get it in on time.

- Deadline for submitting a kit is **Tuesday, February 10, 2004 at 5:00 pm EST** . Anything that arrives between then and February 17 will be charged a \$110 late fee (even if it is just a picture you forgot to include). Nothing will be accepted after 5:00 PM EST on February 17.

# IDEA 2004 Entry Contact & Credits

Kit No. #
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Office Use Only

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## Please Print or Complete The Form Fields.

Entrant: This individual will be responsible for the accuracy of the submission and will act as the contact for all correspondence. *Required\**

\*Name \_\_\_\_\_ Title \_\_\_\_\_

\*Corporation/Design Firm/University \_\_\_\_\_

\*Address \_\_\_\_\_

\*City/State/Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

\*Telephone \_\_\_\_\_ \*Fax \_\_\_\_\_ \*E-mail \_\_\_\_\_

Signature: I attest to the truth and accuracy of the information provided in this IDEA submission and I have contacted the manufacture/client to confirm these facts. The manufacturer/client also agrees to have the design published in *BusinessWeek* magazine should it win and should *BuisnessWeek* choose to feature it. I also agree to write a case study for *Innovation* should this design win a Gold IDEA.

Entrant's Signature (REQUIRED) \_\_\_\_\_ Date \_\_\_\_\_

Credits: List the principal designers who contributed to this design—include company affiliation—at the time the design was introduced. Provide complete mailing address, phone, fax and e-mail address for each designer. Attach an additional page(s), if necessary.

Name 1 \_\_\_\_\_ Company \_\_\_\_\_

Address/City/State/Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name 2 \_\_\_\_\_ Company \_\_\_\_\_

Address/City/State/Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name 3 \_\_\_\_\_ Company \_\_\_\_\_

Address/City/State/Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name 4 \_\_\_\_\_ Company \_\_\_\_\_

Address/City/State/Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Product Name \_\_\_\_\_

Category (refer to enclosed list) \_\_\_\_\_

Deadline: This entry kit must be received no later than 5:00p, EST, February 10, 2004 at:  
IDEA2004/IDSA  
45195 Business Ct., Ste 250  
Dulles, VA 20166 USA

Late Fee: Entry kits may arrive as late as 5:00pm EST, February 17, if accompanied by a \$110 (US) late fee per entry kit via credit card, check or money order in US funds drawn on a US bank.

Charge my credit card (circle one):  
MC    Visa    Amex

Name \_\_\_\_\_

Account No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Check enclosed

Client, Corporate Sponsor and/or University:  
List the client/manufacture's CEO (or school faculty/sponsor advisor for the design), so that we can send a certificate to this individual should you win.

Name \_\_\_\_\_

Title \_\_\_\_\_

Corporation/University \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Disclaimer:** Any entries that are found not to meet the requirements will be disqualified. Awards given for any entry later found not to qualify per these rules, and/or not in the design forms submitted, will be withdrawn.

**Reminder:** Label all materials with your KIT NUMBER. The Design Firm name on any other page will disqualify your entry.

**Categories** (Use this list to determine the appropriate category—and check one)

**Business & Industrial Products:**

- Communication Equipment
- Commercial Equipment
- Heavy Machinery & Industrial Equipment
- Professional Tools

**Computer Equipment:**

- Computers
- Computer Input Devices
- Computer Peripherals
- Other Computer Devices (MP3, etc.)

**Consumer Products:**

- Accessories
- Appliances
- Consumer Electronics
- Consumer Tools
- Housewares
- Juvenile Products
- Sporting, & Fitness Products
- Toys & Games

**Design Explorations:**

- Business & Industrial Concepts\*
- Consumer Product Concepts\*
- Concept Furniture\*
- Concept Vehicles\*

- Computer Concepts\*

- Digital Media Interfaces Concepts\*

**Medical & Scientific Concepts\***

\*Designs that are scheduled for production may NOT be entered in a “concept” category.

**Design Strategy:**

- Design Strategy & Management

**Digital Media Interfaces:**

- Graphical User Interfaces (CD-ROM required)
- Software, Web & Multimedia (CD-ROM or URL required).

**Environments:**

- Corporate, Public & Private Spaces
- Environmental Graphics & Signage Systems
- Museum Exhibits & Set Designs
- Showrooms & Retail Merchandising
- Trade Show Exhibits

**Furniture:**

- Contract Furniture
- Fixtures
- Lighting
- Residential Furniture

**Medical & Scientific Products:**

- Clinical & Diagnostic Products
- Industrial & Scientific Products
- Surgical & Therapeutic Products
- Home-Care & Self-Care Products

**Packaging & Graphics:**

- Packaging Graphics
- Packaging Structures

**Student Designs (non-production)\*\*\*:**

- Undergraduate Student Projects
  - Graduate Student Projects
- \*\*\*Including those with corporate sponsorship.

**Transportation:**

- Automobiles
- Motorcycles
- Parts
- Trucks & Commercial Transportation
- Recreational Vehicles
- Transportation Interiors

## Entry Materials Check List

**To facilitate the jurying process, all entries MUST be returned with the following items:**

- A completed “Entry Contacts & Credit” form. Be sure the submission is signed by an authorized person.
- No more than two 8.5” x 11 or A4 pages for questions #1-12.
- Four to ten color or black & white prints that depict the overall project as well as details described on the entry form. These images may include “before” shots, exploded views, sketches and diagrams, and have brief captions on the back. Make sure designer names and company are not on these materials. Photos may not be mounted on any material or enclosed in plastic sleeves.
- One CD (in color, JPG format, 300dpi, no larger than 5 x 7” in size) of a glamour shot of your product on a solid white background with each entry. This will only be used during jury orientation and for publicity purposes.
- Digital Media Interface entries must also provide a CD-ROM or URL.
- Recommended: Entries may include a VHS-format videotape (US compatible—no more than 2 minutes long) that documents the design in use.
- Recommended: If you conducted usability research, enclose a one-page summary of the findings and the methodology.

### Important Do’s & Don’ts:

- Do use the entry kit number on all pages, photos, video, CD and other material you are submitting.
- Do send lots of visuals (10 max.), especially prints the jurors can pass around and see without craning their necks toward a light source.
- Don’t let the name of the designer or design firm appear anywhere in the answers to question #1-12, including photos, rendering, diagrams, video and CDs.
- Don’t get creative with the rules. When we say the product must be in distribution by February 10, it doesn’t mean mid-February.
- Don’t expand on the requirements. IDSA receives nearly 1,300 entries for this competition, so those that do not fit the format will be made to conform or disqualified.
- Don’t ask for anything to be returned. All submissions become the property of IDSA. By submitting your entry, you agree that the material may be published and utilized by the Industrial Designers Society of America, *BusinessWeek* or any other party authorized by IDSA and/or *BusinessWeek* in connection with the Awards.

# IDEA 2004 Entry Form

Kit No.

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Please **print or complete the form fields** to answer the following questions. If you generate your own form, do not exceed **two** 8.5" x 11" or A4 pages. **Reminder:** Do NOT include your design firm or corporation name any where on this form, or you will be disqualified.

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**1. Name of project (and Web site address for Digital Media category):**

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**2. Date first placed into distribution or semester completed:**

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**3. Dimensions (include weight):**

**Suggested retail price:**

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**4. Explain in non-technical terms the purpose of this item or program, the intended user and the operating procedures.**

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**5. What was the design problem? (Describe the client's objectives and opportunities, such as technological innovation.)**

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**6. What was the design solution and how was the design's innovation unique? (Exclude technological/engineering innovation.)**

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**7. What are the materials and processes used to fabricate this design?**

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**8. How did the design solution improve the client's bottom line? (Include such messages as: market penetration, speed to market, documented customer satisfaction, increased market share and reduced production costs.)**

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**9. How did the design solution benefit the user? (Performance, comfort, safety, ease of use and universal function and access.)**

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**10. How are the materials and processes ecologically responsible throughout the design's life cycle? (Source and waste reduction, energy efficiency and repair/reuse/recyclability.)**

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**11. How does the appearance enhance the product?**

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**12. What is the positive social impact of this design?**