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**ENTER THE IDI**  
**GRADUATE DESIGN**  
**AWARDS 2021**  
**NOW!**

Your guide to the IDI Graduate  
Design Awards 2021

**IRISH**  
GRADUATE  
DESIGN  
AWARDS **2021**

**INSTITUTE**  
**DESIGNERS**  
**IRELAND**

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## FOREWORD

We find ourselves here again, at the end of another unprecedented year for Irish design graduates. Yet we've seen all students have risen to the challenge, demonstrating a commitment and resilience required in such difficult times. As the light begins to appear across the horizon, we once again open the graduate design awards in order to give graduates the very best start to your career.

The IDI Graduate Design Awards has gone from strength to strength over the last five years, doubling in size since 2016, showcasing amazing talent from across the island of Ireland. Previous years' award winners have gone on to secure design jobs in a spectrum of companies, while others have chosen to continue their studies either here or overseas. Award winners have felt that winning an award provides an opportunity to demonstrate an edge over their peers, helping them take the next step along their chosen career path.

We have some new judges lined up to assess the work submitted, and we know that the Irish colleges will once again have produced some outstanding projects that we can all be proud of.

This is my first year as Chair of the IDI awards, and I very much look forward to seeing the culmination of all your hard work.

Best of luck.

**Benjamin Readman**

IDI Graduate Design Awards Chair

## THE CATEGORIES

### 1 ANIMATION

In this category entrants can submit projects that use animation (2D/3D), motion graphics, visual effects, or gaming. Projects should consider the kinetic nature of the moving image and demonstrate its use to creatively contribute to the overall project. Entrants can submit moving image files or links to externally hosted content together with storyboards.

### 2 ARCHITECTURE

Projects in this category must be for the built environment. This includes all residential, commercial, retail, office, hospitality, healthcare, education, conservation, leisure, marine, public, performance and museum based projects. The project entries can be a new build, retro-fit or fit-out. Use good quality JPGs only for your attached images.

### 3 INTERIOR DESIGN / INTERIOR ARCHITECTURE

Projects in this category must be focused on interiors designed for commercial, educational, cultural, or residential use. This interiors category also covers fit-outs, renovations, and alterations to existing structures. The jury will consider the use of space, the adaptation, complexity, purpose, innovation, impact, clarity, accessibility, sustainability, materiality, and transition of the project. Use good quality JPGs only for your attached images. Walk-through videos are also welcome (3 mins. or less).

### 4 INTERACTION DESIGN

Projects in this category can include Service Design, UI/UX, and Digital Product Design. The Interaction Design award recognizes user orientation and outstanding design in products, digital solutions, and designed services. For websites, please provide a link to a live site. The jury will focus on how the project met the demands of present day and future users, positive user experience, added human value, empathy, imagination, and engendered brand identity that is accessible, comfortable and sympathetic. Use good quality JPGs only for your attached images. Under the attachments section, you may include a 1 page PDF document further elaborating on the process in addition to the maximum 500 word description given under the criteria section.

### 5 EXHIBITION DESIGN/ VISUAL MERCHANDISING

Entrants to this category are exhibition design, store, window, in-store, pop-up shop designs or any other visual merchandising displays that motivate customers towards a purchase. The jury will consider technical skill, inventive use of media, complexity, commercial purpose and/or message, creativity, innovation, visual impact, clarity, materiality, choice of merchandise, and proportional transitions. Strong photography is essential for the judging of the final submission. Use good quality JPGs only for your attached images. Walk-through videos are also welcome (3 mins. or less).

## 6 TEXTILES

This category is for the design of fabrics, yarns and fibres; whether for clothing, accessories or other uses. The jury will be looking for ground-breaking techniques, use of fabrics, quality, functionality, and overall craft. Please include macro/close-up photographs of your fabrics and how they have been used. Strong photography is essential for the judging of the final submission as judges will not see actual fabric samples. Use good quality JPGs only for your attached images.

## 7 FASHION DESIGN

This category is for garments or a collection of garments that are functional or experimental and are executed considering silhouette, cut, draping and movement. The jury will be looking for technical ability in the production of the garment, use of fabrics, functionality, and overall demonstration of craft. Pay particular emphasis to the quality of the photography. As well as photo-shoot images of garments worn, it would be very helpful to include detailed images to showcase your project. These could be close ups of tailoring, embellishments, and detailing. Bear in mind the judges only have images to review and important details of the design may not be apparent. Use good quality JPGs only for your attached images.

## 8 HANDMADE PRODUCTS/ARTEFACTS

This category is for objects or artefacts made by hand. These can include objects for home, retail, jewelery, craft or heritage projects celebrating and modernizing techniques of making from the past. Pay particular emphasis to the quality of the photography. As well as photo-shoot images, it would be very helpful to include detailed images to showcase your project. Bear in mind the judges only have images to review, important details of the design may not be apparent. Use good quality JPGs only for your attached images.

## 9 DESIGN RESEARCH

**This year entries must be in by 16th July 2021.**

This category is for academic research in the form of an extended essay OR thesis. (Minimum word count: 6000). The Design Research category awards academic research that is embedded in any design sector and aims to improve, investigate or add to understanding of that topic. This category applies to both Masters and Bachelors projects including those submitted for a BA, BArch, BDes, BSc, MA and MSc students on a taught course. Please upload a separate abstract along with the body of text in PDF format.

## 10 PRODUCT DESIGN: FURNITURE DESIGN

This category is for pieces of bespoke furniture or furniture designed to be manufactured commercially. The jury will be looking for ground-breaking techniques, use of material, quality and overall craft. Pay particular attention to the quality of the photography. As well as photo-shoot images, it would be very helpful to include detailed images to showcase your project. Bear in mind the judges only have images to review, important details of the design may not be apparent. Use good quality JPGs only for your attached images.

## 11 PRODUCT DESIGN: INDUSTRIAL OR CONSUMER PRODUCTS

This category is for any project for the consumer and non-consumer market including industrial, heavy equipment, lighting, products for children, office equipment and transportation. The jury will be looking for innovative design that places the end-user at the centre of the proposed solution, use of material, high quality and overall attention to detail. Use good quality JPGs only for your attached images.

\*\*This category excludes medical devices and furniture.

## 12 PRODUCT DESIGN: MEDICAL DEVICES

This category is for any project, product or solution that has been designed to address a requirement in the medical device sector. Projects would include those looking at assisted living technology, clinical and laboratory equipment, hospital, medical/healthcare devices and other life sciences equipment. This category is sponsored by Design Partners. The jury will be looking for innovative design, of a high quality that achieves a high aesthetic standard without compromising on usability. Design solutions should place the end-user at the centre of the proposed solution and the benefit to the user should be clear. Use of material and overall attention to detail are important considerations. Use good quality JPGs only for your attached images.

## 13 MOVING IMAGE

In this category entrants can submit projects that use moving image; These could include but not limited to; audio visual, silent film, advertising, music videos, dance pieces, short documentaries. Entrants can upload moving image pieces with or without storyboards or link to externally hosted content.

## 14 DESIGN FOR SUSTAINABILITY

This category is open to any projects, which address a social need. It encompasses themes in design for environmental, social and economic sustainability, biodiversity, regenerative design, climate action and socially sustainable design and which consider the ongoing global context.

## 15 VISUAL COMMUNICATION: BRAND IDENTITY

In this category entrants can submit a variety of applications for a visual brand, including logo, stationery suites, brand guidelines, print, digital, environmental, signage etc. (all applications of the identity and visual language). The jury will be looking for an identity that shows a unified vision and tools that help the client build the brand.

## 16 VISUAL COMMUNICATION: DESIGN FOR DIGITAL

In this category entrants can submit projects that will be viewed, used or exist online or in digital format only. These projects could be cinematic, experimental, kinetic or explore innovation through digital outcomes. They could be frontend design for online projects but must consider how the viewer connects with the information through digital means. Please provide URL links to any live projects, or upload Gifs etc. with your submission. If required you may submit a 1-page PDF further elaborating on the process. This is in addition to the maximum 500 word description.

## 17 VISUAL COMMUNICATION: USE OF ILLUSTRATION IN DESIGN

In this category entrants are asked to submit illustrations used in the context of a design project. Illustration work must be a body of work, no singular images and can include any original artwork designed to be used for books, book covers, editorial, posters, packaging etc. The jury will be looking for creativity, concept and craft in both the illustration and how it fits into the overall design.

## 18 VISUAL COMMUNICATION: PACKAGING DESIGN

In this category entrants are asked to submit packaging projects which can come from any sector; food, beverage, technology, FMCG, clothing etc. Entrants should consider the impact packaging has on our planet and propose solutions that do not add to landfill, but are functional, make use of innovative substrates and consider the full life cycle of the product.

## 19 VISUAL COMMUNICATION: PRINTED BOOK

In this category entrants can submit printed books; educational, text, children's, art, coffee-table books etc. The jury will look at the overall presentation of the object, the context for which it is intended and the inventiveness of layout and care with type as well as print decisions and execution.

## 20 VISUAL COMMUNICATION: PRINTED MATERIAL (OTHER THAN BOOKS)

In this category entrants are asked to submit projects including; posters, booklets, printed collateral and matter that perhaps does not fit in the other visual communication categories. The jury will be looking for creativity, innovation, functionality and craft in both the design and the print choices and how well the project has managed the printed ephemera.

## 21 VISUAL COMMUNICATION: USE OF TYPOGRAPHY IN DESIGN

In this category entrants will demonstrate excellence in typographic execution and understanding. Typography should be an intrinsic element of the overall design solution. The jury will look for creativity, subtlety, nuance or differentiating impact of the typography, craft, detail, consistency, originality, maintenance of superlative standards and clarity in visual communication of emotional or commercial message.

## 22 UNIVERSAL DESIGN

Is your entry a Universal Design?

A Universal Design should be easy to Access, Understand and Use by a wide range of people.

The Universal Design is a free extra (opt-in) IDI Award category.

To **qualify** for a Universal Design award (opt-in), you must include the words “Universal Design” as part of the text about your entry.

Judges will **evaluate** a qualifying entry based on how clearly you show that you followed a Universal Design Approach – the extent to which you have considered and addressed the more diverse needs, abilities and characteristics of users throughout the design process (Age, Size, Ability and Disability).

Judges will also be looking for you to clearly show that your entry aligns with at least 4 of the 7 Principles of Universal Design by identifying the design features and elements that specifically achieve the relevant Universal Design Guidelines.

NOTE 1: Access, Understand and Use is about how people generally interact with or experience a design: first they Access it (approach and perceive); secondly they Understand it (comprehend and decide); and thirdly they Use it (act or react).

NOTE 2: Terms such as “Design for All”, “Universal Design”, “accessible design”, “barrier-free design”, “inclusive design” and “transgenerational design” are often used interchangeably with the same meaning. (“Universal Design” is the term used in Ireland and in related International publications.)

Find information about Universal Design at: <http://universaldesign.ie/What-is-Universal-Design/>

## 23 DESIGN FOR CHANGE

The Design for Change category encompasses any project that aims to assist, improve or enhance a group or groups of people, or places through design intervention. This can be in the context of the environment, culture, society, disenfranchised or marginalized groups. Projects cannot be entered into this category rather judges will shortlist projects from all entries, which will be reviewed by the Graduate Awards Committee and IDI President.

## 24 GRAND PRIX

The Grand Prix recognizes emerging talent from all graduate entries. This can come from any category and the winner must demonstrate the potential to become a leader in the design industry and an ambassador for the values IDI holds. Projects cannot be entered into this category rather judges will shortlist projects from all entries, which will be reviewed by the Graduate Awards Committee and IDI President.

### ELIGIBILITY CRITERIA

- Entry to the awards is open to all students currently in full-time college, set to graduate in 2021.
- You must be studying on or graduating from a design programme at minimum Bachelor Degree (NQF level 7) in Ireland.
- You may be studying on or graduating from a Bachelor (Hons) Degree (NQF level 8) or Masters programme (NQF level 9). Both taught Masters are eligible. These include; BA, BArch, BSc, BDes up to taught MA, MSc.
- Entries can also be from Irish designers in full-time education based abroad, who are graduating with a design degree in 2021.
- PhD students are ineligible to enter.
- If in doubt, please contact [info@idi-design.ie](mailto:info@idi-design.ie)

## THE GDA RULES 2021

- There is no entry fee for students that are eligible to enter under college membership. If your college is not registered, you must submit an entry fee of €10 per entry.
- All competition entries must be via the IDI online entry system only.
- If the person listed on the entry is not currently/recently in full-time study, the entry will be deleted.
- You must identify the college you are graduating from and whether you are a Bachelor's degree or Master's degree graduating student.
- Conceptual and completed designs are both acceptable.
- The work entered must be original and be your design/design idea.
- You can enter as many different design projects as you like once they fit into the category criteria.
- You can enter the same project into multiple categories. The entry system comes with a 'copy' facility so that you don't need to write out all your details again if you are entering the same details into more than one category.
- You may enter up to 10 attachments as JPG files on each entry. Please see image and upload specifications.
- You may enter individual images or presentation boards with your text, explaining your design intent (what was the challenge, why your design resolves the problem, and identifying key features of the design).
- Projects entered don't have to be final year projects but they must be a project completed as part of an undergraduate or postgraduate course.
- Projects entered can be individual projects or group projects with a maximum of 3 designers in the group.
- Ineligible or late entries will be deleted from the competition.
- The online system will guide you through the GDA process. If in doubt, please email [info@idi-design.ie](mailto:info@idi-design.ie) contact IDI.

## IMAGE/UPLOAD TECHNICAL SPECIFICATIONS

You can upload between 3-10 images only per entry/project.

### Images

- Images can be in landscape, square or portrait format
- Landscape: 2500px wide / any height
- Portrait: 2500px wide / any height
- Square: 2500px wide / 2500px high
- Images should be supplied in JPG format
- Maximum file size per image 5MB

### Video

- Video files should be 1280 x 720 H264 codec video with an MP4 extension.
- Videos can also be uploaded to Vimeo or Youtube and the correct URL must be supplied (please double check for broken links).

### Websites/Digital Projects

- Provide website URLs to any publicly accessible campaigns or active URLs for a landing page. Please ensure that any applicable usernames and passwords are provided and active.
- For any paid games or apps, please supply a gift card/code that is valid until at least end of December 2021.
- Please do not send files via services with expiring links (e.g. WeTransfer). We may not be able to see or use them!

### Text Details

You will be asked to supply the following information to explain your project:

- Project entry title.
- Project description - 500 words max (100 words min.)
- Ensure you explain the rationale for your project, how you solved the problem and highlight any relevant design decisions or originality that is relevant to the judging process.
- Clearly identify who the target audience is for your project.

### THE JUDGES/JURY

- The judges reserve the right to award all prizes or move entries to other categories.
- The IDI GDA Jury has the right to query if an entry is eligible for these awards.
- The IDI and Judges reserve the right to withdraw or expand a category.
- The judges reserve the right to not award in any category should they feel the work does not match the judging criteria or meet the standard set.
- No correspondence will be entered into regarding entries.
- No physical work to be submitted. Online entries only.
- Due consideration will be given to all of the entries and more than one award may be made in any given category.
- The judges' decision is final.
- The awards will be held online, as per 2020, unless there is government guidance to ensure we can hold a safe ceremony. At which point it will be held in TU Dublin, Grangegorman.
- Please keep an eye on the IDI social media channels for further updates.

### IMPORTANT DATES

Entries will be open online from **8th of June 2021**.

Entries will remain open until **16th of July 2021**.

### THE AWARDS

The awards will be held online, as per 2020, unless there is government guidance to ensure we can hold a safe ceremony. At which point it will be held in TU Dublin, Grangegorman.

Please keep an eye on the IDI social media channels for further updates.

**For queries:**

Email: [info@idi-design.ie](mailto:info@idi-design.ie)

**Or Visit:**

[www.idi-design.ie](http://www.idi-design.ie)



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