A'DESIGN AWARD
& COMPETITION

Simplified Competition Guide

ÇOBANLI
ART CENTER

https://cobanli.com.tr

CONTENTS

A'DESIGN AWARD & COMPETITION

01. WHAT IS A' DESIGN AWARD & COMPETITION?

The A' Design Award is an international, juried design accolade established to recognize and promote good designs worldwide.
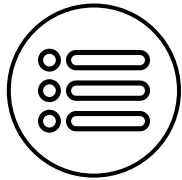
Good designs deserve great appreciation.

The A' Design Award helps designers worldwide to advertise, publicize and promote their good designs. The ultimate aim of the A' Design Award is to create a global appreciation and understanding for good design.

The A' Design Award publicity services and media exposure provides victorious designers with a chance to attain national and international fame, to honor them as well as to incentivize them, but most importantly, to help their work reach their true potential.

It is free to sign-up for the A' Design Award, it is free to upload your design and it is free, anonymous, confidential and obligation-free to obtain a preliminary score, before you nominate your work for the A' Design Award consideration.

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

01. A' DESIGN AWARD & COMPETITION

185 Categories

20+ Years of Experience
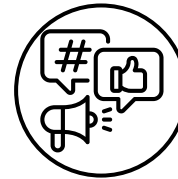
Free Preliminary Evaluation

Gala Night, Award Ceremony & Exhibitions

285 Expert Jury Members

100+ Media Partnerships

International Award

Italy-based
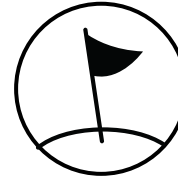
ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION

Çobanlı Art Center is the only Authorized Seller and Service Provider for the A' Design Award & Competition worldwide. Çobanlı Art Center provides comprehensive support, pricing advantages, and guidance to participants from all over the world. For detailed information, you can access the links in the bottom left corner.
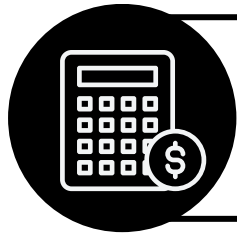
Additional Discounts

Direct Contact with Italy
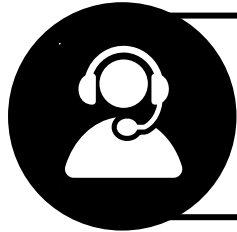
Free * Technical Support
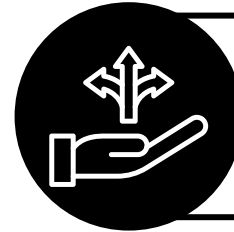
Guidance in Italy
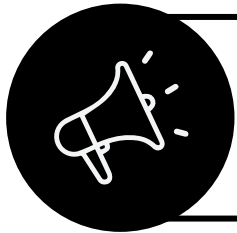
Application Tracking

Office in Turkiye

*Free technical support is valid until February 28, 2025. For technical support after this date, please contact Çobanlı Art Center.

ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION

Participating in the A' Design International Design Competition offers numerous advantages that extend far beyond just winning a trophy. For detailed information, you can access the link in the bottom left corner.

Global Recognition

Elevates national & international Professional profile.

Product Promotion

Extensive media coverage and promotion for your work.

Networking

Connects you with designers and industry professionals worldwide.

Expert Feedback

Receive valuable feedback from esteemed jury members.

Marketting

Access to promotional materials and the winners' kit.

Exhibition

Opportunity to showcase your work in international exhibitions.

Partnership Opportunity

Helps attract new clients and collaborations.

Media Presence

2.5+ B Annual Impressions on TV, News, Magazines & Publications

ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION

02. WHO CAN PARTICIPATE IN THE COMPETITION?

- Local and/or International Companies,
- Local and/orInternational Firms,
- Local and/or International Individuals,
- Students and Professionals,
- Previously Awarded Work,
- Previously Published Work,

In summary, any person, group, or business can participate in the competition.

- Designers, students, and professionals can only submit their own designs.
- Work with or without patent can also be nominated.

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

2.1. ACCOUNT TYPES

For Participants as an Individual or Company

ENTERPRISE
Enterprise

Entry Fees: **High**

Who is it for?
Enterprises
Max. Team Size : 40

1. Businesses
2. Enterprises
3. Companies
4. Brands
5. Product Manufacturers
6. Service Providers
7. Incorporated
8. Corporations
9. Firms

AGENCY
Agency

Entry Fees: **Average**

Who is it for?
Design Companies
Max. Team Size : 20

1. Design Studio
2. Creative Agency
3. Architecture Office
4. PR Agent
5. Design Consultant
6. Creative Company
7. Advertising Agency
8. Photography Studio
9. Design Teams (n≤20)

PROFESSIONAL
Professional

Entry Fees: **Low**

Who is it for?
Individual Designers
Individual Entry

1. Design Professional
2. Architect
3. Industrial Designer
4. Interior Designer
5. Graphic Designer
6. Photographer
7. Freelance Designer
8. Fashion Designer
9. Semi-Professionals

For Participants with Collaborative Work

PARTNERSHIP
Professional Partnership

Entry Fees: **Average**

Who is it for?
Group of Professional Designers
Max. Team Size : 8

1. Group of Designers (n≥2)
2. Group of Architects
3. Industrial Designers
4. Interior Designers
5. Graphic Designers
6. Photographers
7. Freelance Designers
8. Fashion Designers
9. Design Professionals

COOPERATION
Agency Cooperation

Entry Fees: **Above Average**

Who is it for?
Group of Agencies
Max. Team Size : 40

1. Group of Design Studios
2. Creative Agencies
3. Architecture Offices
4. PR Agents Cross Marketing
5. Design Consultants
6. Creative Companies
7. Advertising Agencies
8. Photography Studios
9. Large Design Teams (n≥10)

CONSORTIUM
Business Consortium

Entry Fees: **Highest**

Who is it for?
Group of Companies
Max. Team Size : 500

1. Group of Businesses
2. Collective of Enterprises
3. Partnership of Companies
4. Consortium of Brands
5. Product Manufacturers
6. Service Providers
7. Consortiums
8. Merged Corporations
9. Conglomerates

ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION
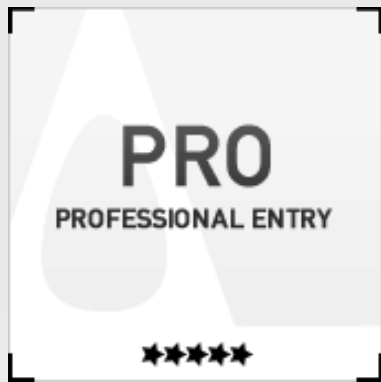
The Professional Edition is the most common way to take part in the A' Design Award and Competition, it is the original value proposition for any participant type to take part in a design accolades.

The professional edition covers the full spectrum of A' Design Prize which includes the Trophy, Yearbook, Exhibition, Certificate, Logo Licensing, Gala-Night as well as PR Services such as Press Release, Design Interviews, International Translations, Media Pitching and more.

The Digital Entry was created especially with young and start-up account types in mind.

In short, this is a digital version of the professional edition; this implies that the hardcopy deliverables in the winners' kit such as the award trophy, the hardcover yearbook, the certificate in metal frame as well as some other benefits such as invitation to join the gala-night, physical exhibition are **excluded** in order to create a possibility for us to reduce the nomination fees significantly

- Both entry methods (Pro Entry or Digital Entry) have the **same evaluation methodology** and the jury members do not differentiate nor know if they are voting a digital edition entry or professional edition entry. This ensures that both entry methods have the same scientific peer-review and anonymous voting evaluation criteria, while decreasing the cost of participation by reducing the deliverable items after the competition.

ÇOBANLI ART CENTER A'DESIGN AWARD & COMPETITION

1 REGISTER
FOR FREE NOW
Takes 10 seconds only,
fill the registration form.

2 UPLOAD
YOUR DESIGN & GET FEEDBACK
Takes about a minute,
if you have a design ready.

3 NOMINATE
FOR AN AWARD
Takes about a minute,
nominate your best works only.
Çobanlı Art Center
Purchase your ticket through us and
take advantage of the exclusive Pricing
and Service Benefits offered by us.

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

FILL THE REGISTRATION FORM
REGISTER RIGHT NOW RIGHT HERE

After successfully registering yourself on the website, the system automatically assigns you an identification number, you will receive a confirmation email at your email address, and a personalized page is created for you. You are automatically redirected to this newly created page.

NOTE: It is highly important for A' Design Award winners to have a complete personal profile to maximize the benefits and opportunities that come with prestigious recognition. You can view the profile completion rate from the Profile Score percentage.

UPLOAD YOUR DESIGNS
Get Feedback Free of Charge

SUBMISSION
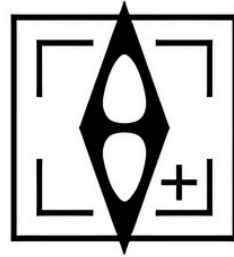
• Upload a New Design

• My Designs
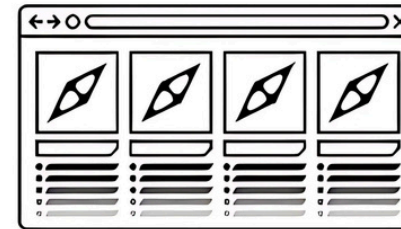
UPLOAD YOUR DESIGNS

MANAGE YOUR DESIGNS

You can upload your new designs via the "Upload a New Design" tab. You can manage, edit, and update all your existing designs or nominate a design for an award through the "My Designs" section.

Not all submissions are the same, and in many cases, it is possible to see participants entering the competition with a submission that is quickly eliminated due to presentation issues. To address this problem and improve the overall quality of submissions, A' Design Award previously released the Submission Guidelines; this is a detailed, image-rich document that can be downloaded for free, guiding you through the submission process and offering tips and suggestions for making a strong submission.

Submission Guidelines: https://competition.adesignaward.com/document-download.php?ID=42

When you upload your design to the A' Design Awards, it will undergo a preliminary review by a randomly assigned jury member after some time. This consultancy service is free, and you will receive constructive feedback on how to improve your presentation.

The following aspects are considered: fundamental design quality, visualization and presentation features, category compatibility, visuals, descriptive text, video, and documents. Your design will either be approved (for nomination) or rejected (with suggestions for improving the presentation to make it more competitive before or after nomination). You will receive an update via email suggesting the next course of action.

Submission Quality Score

Each submission will be assigned a Submission Quality Score, which will be evaluated by a submission optimization expert. This score is not the same as the **design score** assigned during the preliminary review (please do not confuse these two concepts). The Submission Quality Score is more related to the presentation of your submission and your overall score.

SUBMISSION ANALYSIS

This submission was assigned a presentation score of **59 / 100** through the advanced submission optimizer. To view automatically generated presentation quality improvement suggestions for this design in a seperate page: please click here. Please be reminded that the preliminary check results are far more important than the automatically generated submission quality score indicators that would be displayed in this page. If you would need further help please see some examples and read the full submission guidelines here.

Design Preview and Nomination   Home > Control Panel > Hidden Cabinet > Preview

Please review your images and text before nomination. After nominating your project you can still make modifications until your design presentation is fully approved.

PRELIMINARY CHECKS

CURRENT STATUS

REJECTED: We are sorry to inform you that these images you have uploaded did not pass the preliminary tests that checks the following aspects: essential design quality, visualization & presentation characteristics, and category compliance. This means that your design could still be eligible for winning the award but it will not appear on the annual results book unless you make some modifications. The main reason is as follows:

Underdeveloped: Your conceptual design is still at a premature state and is in need of further development, clarification, technical ideation and improvement. Currently, since the design is too vague and not finalized, it cannot be truly considered for the design award. Your design is at early idea stage that lack details, specifications, technical solutions and other information that makes it difficult to vote and evaluate. Please develop your design further and submit more developed, finalized work. If you have new and improved version of your design, please update your presentation.

5 A' PRELIMINARY SCORE

Additional Preliminary Jury Notes and Suggestions:
Your conceptual design is still at a premature state and is in need of further development, clarification, technical ideation and improvement. Currently, since the design is too vague and not finalized, it cannot be truly considered for the design award. Your design is at early idea stage that lack details, specifications, technical solutions and other information that makes it difficult to vote and evaluate. Please develop your design further and submit more developed, finalized work. If you have new and improved version of your design, please update your presentation. — • You could upload a logo for the client / studio / brand section, this logo could be either your logo or it could be the client logo. • Yearbook Section is left blank. It is best to provide an editorial description of your entry by filling the yearbook section. This information must be written in third person narrative, explaining the project briefly; it is suggested to write somewhat an editorial review of your project, in a serious manner, as objective as possible. Given the restricted text area, inspirations, unique properties or technical information could be mentioned; this information will be included also in press-releases and will also be used in the IDNN network to disseminate your work. Prepare this section by thinking like an editor; how would you mention this work in your publication if you were to feature it. This section is not required during submission, but is required after results are announced. To edit yearbook description for this design visit: https://competition.adesignaward.com/viewdesign.php?ID=163738 • Please fill-in all optional text fields for this entry and try to expand existing textual descriptions by providing more details. For the operation / flow / interaction field please explain how the end user interacts with the Transporting Vegetables. For the tags section, please remember to type in related keywords related to the Transporting Vegetables separated by comma. Please fill the production / realization technology section by explaining how the Transporting Vegetables design is realized; i.e. briefly explain processes, methods, techniques or materials. Please enter specifications of the Transporting Vegetables to the specifications / dimensions / package / technical properties section; in this section you could discuss technical details, procedures etc. Please enter research conducted and research findings utilized during the design of the Transporting Vegetables to the research abstract field. Please explain any difficulties overcome or any issues arise and surpassed during the design of the Transporting Vegetables to the challenge text field; here explain particularly what was the most difficult issue when designing the Transporting Vegetables and how you have mastered the issue. Please explain about project duration and location for the Transporting Vegetables; i.e. for this section please type how long it took to design the project and where (in which city and country) the design was conducted.

The jury member also rated your design's likelihood of winning the A' Design Award from a scale of 0 (min) to 10 (max) based on the insights gathered in previous years, and gave your design a score of 5 out of 10. A Likert score of 5 means that: If nominated, your design is less likely to win a A' Design Award and more likely to become a Runner-Up. Your design is very less likely to receive participant status. Please note that this is the personal opinion of the preliminary jury member and is not 100% accurate, however our research over a data set of 2500 previous entries show that, 90% of the time, the insights of the preliminary jury members are very close to the final result. Please remember that you can improve your score by improving the overall presentation quality by following the notes by the jury member.

Learn more about preliminary checks by clicking here. | To Nominate Your Design Click Here

ÇOBANLI ART CENTER   A'DESIGN AWARD & COMPETITION

Our various categories encompass the full range of design and innovation, providing a unique platform for architects, graphic designers, fashion innovators, and visionary artists.
You can submit as many designs as you wish to the competition across categories that suit you.

- Furniture Design
- Packaging Design
- Architecture, Building and Structure Design
- Fashion, Apparel and Garment Design
- Lighting Products and Fixtures Design
- Toys, Games and Hobby Products Design
- Digital and Electronic Device Design
- Interior Space and Exhibition Design
- Vehicle, Mobility and Transportation Design
- Interface, Interaction and User Experience Design
- Home Appliances Design
- Graphics, Illustration and Visual Communication Design
- Computer Graphics, 3D Modeling, Texturing, and Rendering Design
- Photography and Photo Manipulation Design
- Product Engineering and Technical Design
- Medical Devices and Medical Equipment Design
- Movie, Video and Animation Design
- Food, Beverage and Culinary Arts Design
- Building Materials and Construction Component Design
- Social Design
- Idea and Conceptual Design
- Fine Arts and Art Installation Design
- Meta, Strategic and Service Design
- Office Furniture Design
- Information Technologies Design
- Hardware, Power and Hand Tools Design
- Kitchen Furniture, Equipment and Fixtures Design
- Heavy Machinery Design
- Performing Arts, Stage, Style and Scenery Design
- Agricultural Tools, Farming Equipment and Machinery Design
- Heating, Ventilation, and Air Conditioning Products Design

- Video and Broadcasting Equipment Design
- Award, Trophy, Prize and Competition Design
- Event and Happening Design
- Sporting Goods, Fitness and Recreation Equipment Design
- Textile, Fabric, Textures, Patterns and Cloth Design
- Safety Clothing and Personal Protective Equipment Design
- Beauty, Personal Care and Cosmetic Products Design
- Office and Business Appliances Design
- Hospitality, Restaurant and Catering Products Design
- Pet Care, Toys, Supplies and Products for Animals Design
- Outdoor Gear and Camping Equipment Design
- Jewelry Design
- Bakeware, Tableware, Drinkware and Cookware Design
- Baby, Kids' and Children's Products Design
- Fashion and Travel Accessories Design
- Art and Stationery Supplies Design
- Prosumer Products and Workshop Equipment Design
- Security, Safety and Surveillance Products Design
- Bathroom Furniture and Sanitary Ware Design
- Manufacturing and Processing Machinery Design
- Energy Products, Projects and Devices Design
- Vehicle Parts, Auto Accessories and Care Products Design
- Garden and Outdoor Furniture Design
- Street Furniture Design
- Landscape Planning and Garden Design
- Urban Planning and Urban Design
- Scientific Instruments and Research Equipment Design
- Education, Teaching Aid and Training Content Design
- Yacht and Marine Vessels Design
- Car and Land Based Motor Vehicles Design
- Commercial Appliance Design

* You can access the relevant page by clicking on the categories.

ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION

Our various categories encompass the full range of design and innovation, providing a unique platform for architects, graphic designers, fashion innovators, and visionary artists.

You can submit as many designs as you wish to the competition across categories that suit you.

- Giftware Design
- Digital Product Design
- Digital Art
- Cultural Heritage and Culture Industry Design
- Luxury Design
- Mobile Technologies, Applications and Software Design
- Advertising, Marketing and Communication Design
- Computers and Peripheral Devices Design
- Cybernetics, Prosthesis and Implant Design
- Wholesale, Retail Trade, Commerce and E-Commerce Design
- Wearable Technologies Design
- Engineering, Construction and Infrastructure Design
- Footwear, Shoes and Boots Design
- Furniture Accessories, Hardware and Materials Design
- Limited Edition and Custom Design
- Design Quality and Innovation
- Sustainable Products, Projects and Green Design
- Electronic and Video Game Design
- 3D Printed Forms and Products Design
- Disposable and Single-Use Product Design
- Website and Web Design
- Homeware Design
- Futuristic Design
- Audio and Sound Equipment Design
- Generative, Algorithmic, Parametric and AI-Assisted Design
- Robotics, Automaton and Automation Design
- Entertainment, Content Creation and Streaming Media Design
- Hospitality, Recreation, Travel and Tourism Design

- Costume and Heritage Wear Design
- Spacecraft, Spaceplanes and Spaceship Design
- Public Awareness, Volunteerism, and Society Design
- Playground Equipment, Play Structures and Public Park Design
- Smart Living and Home Automation Design
- Virtual and Digital Art Installations Design
- Motorcycle Design
- Scooter Design
- Bedding Design
- Installation Design
- Game Design
- Lighting Projects and Light Art Design
- Architectural Lighting
- Watch Design
- Eyewear Design
- Trade Show Architecture, Interiors, and Exhibit Design
- Information Technologies and Software Design
- Circular Economy and Regenerative Design
- Children, Kid, and Baby Fashionwear Design
- Digital and Broadcasting Media Design
- Print and Published Media Design
- Construction and Real Estate Projects Design
- Musical Instruments Design
- Bicycle Design
- Aerospace and Aircraft Design
- Communication Equipment, Devices and Apparatus Design
- Camera and Photography Equipment Design

* You can access the relevant page by clicking on the categories.

ÇOBANLI ART CENTER

A'DESIGN AWARD & COMPETITION

For each design competition category, the relevant "**design**" details are addressed and are voted by three different juries, the juries have equal weight at this point, the questions are answered on a scale from zero to eleven.

Design;

refers to aesthetics of form and shape, texture, finishing, graphical communication, colors and color options, material, innovation, emotional values, social context, targeted segment relevance, engineering, ease of use, surprise element, timelessness of design.

Engineering;

refers in general to the function, ergonomics, usability, details, technical engineering, ease of production, efficiency of production, economies of scale, marketability, technological availability, safety, cost advantage, resource friendliness, sustainability, reparability, durability, impact on nature, recyclability, reusability, responsiveness and similar details.

Design Presentation;

the visualization of use and maintenance, clearness representation and relevant details are addressed

Total Score				Ranking
SUM(FS)				AVG(FR)
2625				**38th**

Vote Section	FS	FW	FWS	FR
A Design	95	25%	23,75	15th
B Functionality	85	15%	12,75	12nd
C Usability	100	35%	35	1th
D Ergonomics	80	15%	12	52nd
E Engineering	75	15%	11,25	58th
F Presentation	85	50%	42,5	32nd
G Innovation	80	15%	12	35th
H Technology	90	15%	13,5	15th
I Fun Details	85	50%	42,5	31st
J Market Value	75	25%	18,75	42nd
K Specific	90	15%	13,5	15th

Chart values: A 70, B 62, C 100, D 84, E 68, F 83, G 65, H 75, I 85, J 80, K 70

ÇOBANLI ART CENTER   A'DESIGN AWARD & COMPETITION
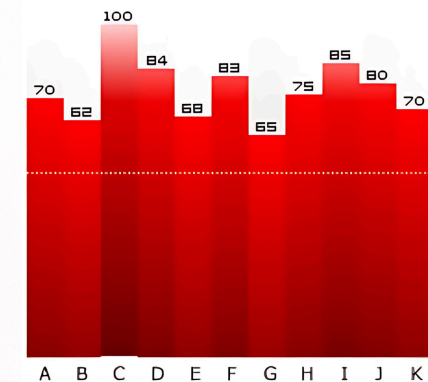
Voting System

Each design is voted on multiple times by three separate jury groups, and the final scoring is done by weighting the jury members' votes. You can access detailed information via the link in the bottom left corner.

Voting System	Score Weight	#Questions
Design	30	6
Functionality	15	3
Usability	10	2
Ergonomics	10	2
Engineering	10	2
Presentation	5	1
Innovation	5	1
Technology	5	1
Fun Details	5	1
Market Value	5	1
Specific	5	1

ÇOBANLI ART CENTER   A'DESIGN AWARD & COMPETITION

Score Table

The A' Design Award & Competition provides a score table that explains how each design is voted on to every participant. The score table can be accessed from the control panel. Each design nominated for the A' Design Award receives a score table, which includes a summary of the votes from different jury members. You can compare your design with others; view your highest scores and ratings, compare them with averages, and access charts. For detailed information, you can visit the link in the bottom left corner.
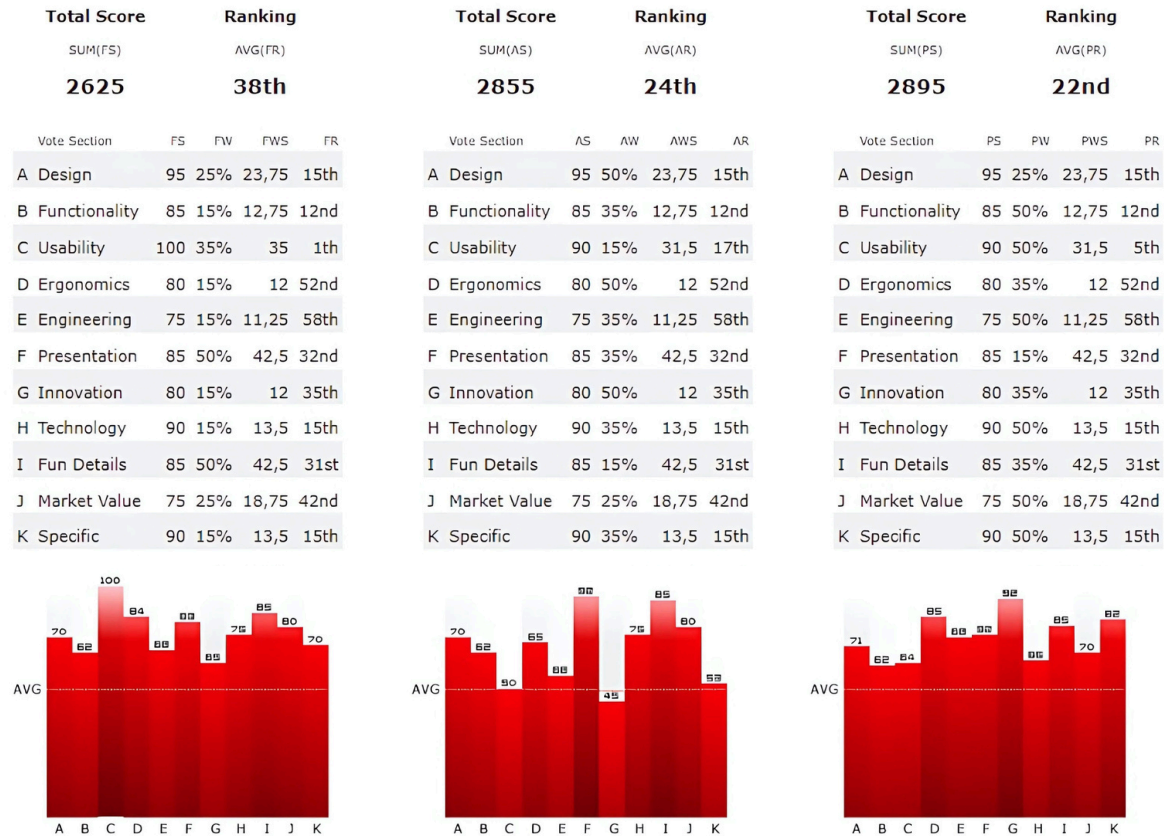
The A' Design Award has a diverse and knowledgeable jury panel composed of numerous experienced professionals from various fields of design and from all around the world. Having a broad jury panel allows for a wider range of perspectives and expertise to be considered, resulting in a more comprehensive and informed evaluation process.

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

ULTIMATE A' DESIGN AWARD
An universal design, that creates very strong emotional impacts and admiration for both of its excellent functional and aesthetic qualities.

" The best designs
are aesthetic, functional, and further incorporate a deep thinking, philosophy and social values to create change. "

FACTORS REQUIRED TO PUSH A DESIGN PROJECT TO DIFFERENT LEVELS OF A' DESIGN AWARD

each of these elements brings your design a step forward towards positive change.

FUNCTION — RELIABILITY — PERFORMANCE — INTERACTION — EMPOWERMENT — PERFECTION — CHANGE
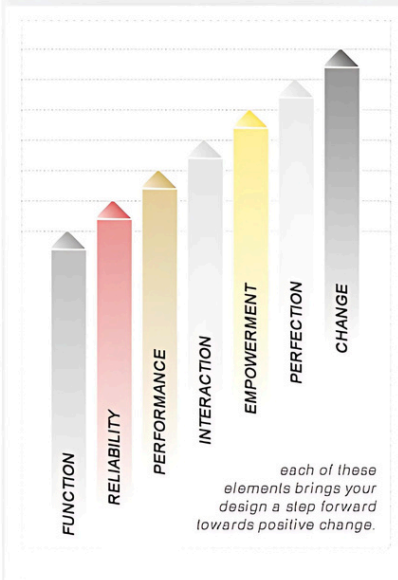
TOP %1 1st, 2nd and 3rd Place
Platinum A'Design Award
A world-class design not only serves the functional needs, reliability, interaction and performance but also providing unchallenged aesthetic beauty.

Next %2
Gold A'Design Award
An excellent design that helps people achieve more, by empowering people though added functionality, performance, reliability and interaction.

Next %2
Silver A' Design Award
A superior design providing ease of interaction or use, with high design value content, function, performance and reliability.

Next %5
Bronze A' Design Award
A very good design providing additional performance and design values in addition to function and reliability.

Next %20
A' Design Award
A good design that serves well by meeting the functional and fundamental needs with reliability.

SELECTED WORKS honorable mensions
Runner-Up for A'Design Award
Designs that have sufficient score for several evaluation criteria, but are not able to deliver all the requirements to get an A' Design Award.
Remainder works obtain "participant" status.

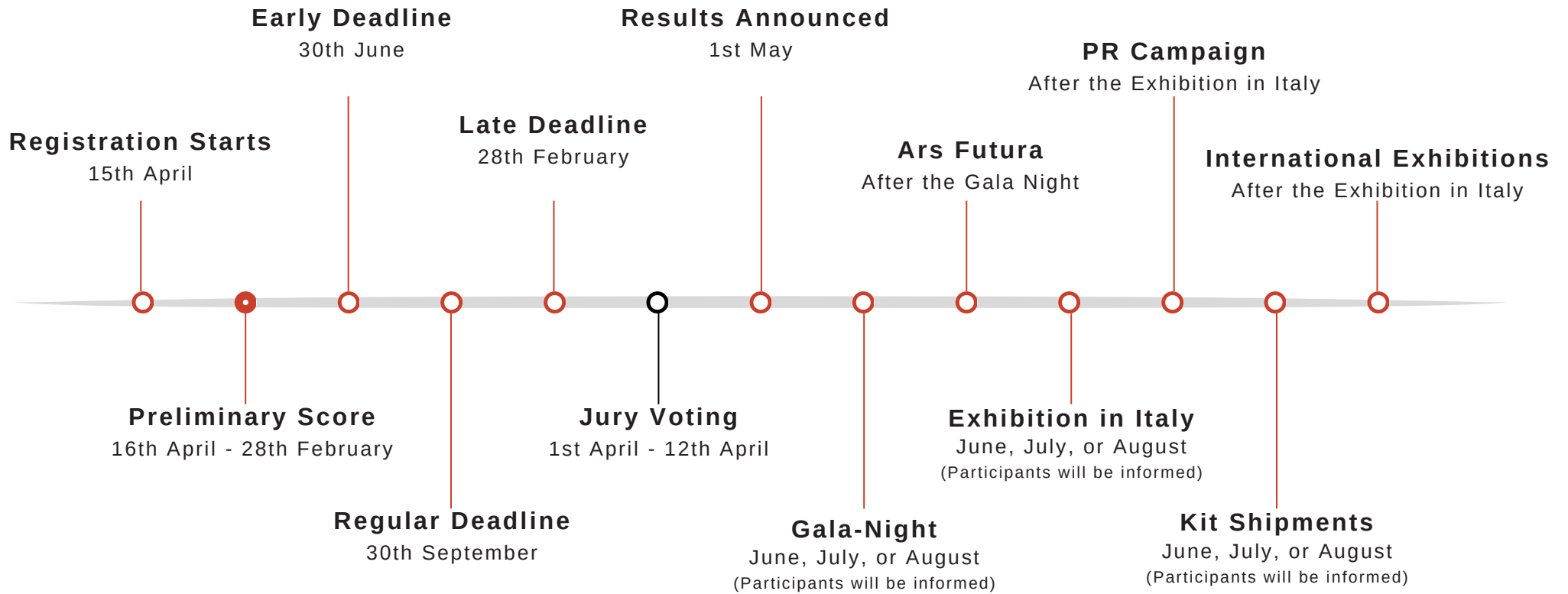ÇOBANLI ART CENTER   A'DESIGN AWARD & COMPETITION

The Gala-Night is a very special black-tie event where the winners of the competition come together to celebrate the results of the competition. The event aims to create networking opportunities and media coverage for winners.

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

MOOD, the Extraordinary Design Museum, is a dynamic international design museum that organizes temporary exhibitions in different cities and countries each year. Exhibitions typically start in Italy and are then moved to other countries. The works of A' Design Award winners are exhibited in the MOOD museum in Italy and abroad.

Early Deadline
30th June

Results Announced
1st May

PR Campaign
After the Exhibition in Italy

Registration Starts
15th April

Late Deadline
28th February

Ars Futura
After the Gala Night

International Exhibitions
After the Exhibition in Italy

Preliminary Score
16th April - 28th February

Jury Voting
1st April - 12th April

Exhibition in Italy
June, July, or August
(Participants will be informed)

Regular Deadline
30th September

Gala-Night
June, July, or August
(Participants will be informed)

Kit Shipments
June, July, or August
(Participants will be informed)

ÇOBANLI
ART CENTER

A'DESIGN AWARD
& COMPETITION

A' Design offers numerous opportunities to award winners even after the competition. You can explore all of these opportunities by visiting and reviewing them on the website.

A' Design website > Control Panel > (from the tabs in the Top Menu) > Post-Competition

Çobanlı Art Center is the Authorized Seller and Service Provider worldwide for the A' Design Award & Competition.

You can access the A' Design Award Authorized Sellers and Service Providers from **here**.

ÇOBANLI ART CENTER
A' DESIGN AWARD & COMPETITION
AUTHORIZED SELLER & SERVICE PROVIDER
Address: İsmet İnönü 2. Blv. 115A, Uluönder Mah. 26190 Tepebaşı, Eskişehir, TURKİYE
Phone: +90 222 340 22 66 - +90 222 340 22 48
E-mail: cobanli@cobanli.com.tr / meltemnurguz@meltemngdesign.com
Website: https://cobanli.com.tr

A' DESIGN AWARD & COMPETITION
Phone: +39 031 449 19 43, +39 031 449 19 18, +39 031 497 29 00
Address: Via Leone Leoni 32, 22100 Como, ITALY
support@adesignaward.com
Website: https://competition.adesignaward.com