

Cairo Design Award CDA 2019

Category: Product Design

Submission Guidelines and Format

Product Design Subcategories:

- I. **Lighting**
- II. **Furniture**
- III. **Fabrics**
- IV. **Ceramics**
- V. **Conceptual/ Unrealized**

The **Conceptual/Unrealized** subcategory mentioned in the above mentioned categories includes:

1. A project that has been designed but has not been built/ completed/ produced/ manufactured/ realized yet.
2. A project that has been designed as a conceptual/investigative exploration, either theoretically/academically or professionally, without necessarily having the intent of being built/ produced/ manufactured/ realized.

Anonymity

Important Note: Applicant's identity must be obscured on all texts, drawings and images submitted.

General Submission Format

Only 2 PDF Files:

Submission Document + Self Evaluation form [CLICK HERE TO DOWNLOAD](#)



Self evaluation form is to be filled out (on same slides) and returned via upload, along with the project submission. Names and personal identity details are NOT to be identified in the project submission PDF file.

File Name/Title:

Name of the uploaded file and the title provided in the “Title” field should be the same.

Please rename the file as per the guidelines below before uploading it.

Individual Submission:

First two letters of the applicant’s Last Name

4 digits from the applicant’s date of birth DDMM

Example:

Name: Mark Duke

Date of Birth: 03/01/1982 (DD/MM/YYYY)

Therefore, the file name would be: **DU0301**

Team/Company Submission:

In the case of applying as a team/company, applicants will be required to adjust their CDA account according to the below.

1. Use the “First Name” slot to identify the team/group/project’s FULL name. Use the “Last Name” slot as "Team" or "Group" or "Project" or “Company”, whichever best describes the group of applicants.
2. Add the same information in the FULL Company Name in the “Company” slot, and add the position within the company/team of the person making the submission.

File Name Format:

First two letters of Company Name



4 digits representing the month and year the project was designed MMYYYY

Example:

Team/Company Name: Future Vision Company

Completion date of the design: March 2015 (MM/YYYY)

Therefore the file name would be: **FU032015**

Attention:

Please make sure that the group/company agrees to apply the project to CDA. Please read the Terms & Conditions, as well as the Terms of Use files available on the CDA website.

Team/Company submissions must be applied as such, and therefore must choose the “Team/Company” subcategory, and therefore require to be paid as a “Team/Company”. Teams that have any one member of the group exceeding the age 30 years must choose the “Above 30” subcategory.

File Requirements:

Total file maximum size 20MB

A3 Landscape Format (Horizontal)

***IF PROJECT SUBMISSIONS DO NOT ADHERE TO GUIDELINES IT WILL BE ELIMINATED.**

PLEASE CHECK ORDER FOR SUBMISSIONS TO ADHERE TO.

Image Specification:

Screen Resolution of at least 100 dpi (Please keep a 300 dpi version of the project available, in case the project is shortlisted).

A caption must be included for each image

If there are images used in the submission that have not been created by the applicant team, the applicants **MUST** give credit to the original owner/creator of the image in the caption below it.

A submission to any of the “Product Design” subcategories shall be only 2 PDF files, consisting of:

1. Submission Document consisting of 2 parts:

A. Text Section:

Should include text explaining the project's data in the following order:

1. Project Title
2. Main materials used
3. Size of product (in cm):
4. Product Statement: a brief description (Maximum 300 Words) explaining:
 - Inspiration/Concept: What is your product inspired by/what inspired your concept?
 - Function: What is the function/purpose of your product?
 - Design Process: Tell us about your process, development and design in the research and making of your product.
 - Product Strength: Mention the strength within your product's concept and/or design.
 - Need for this product
5. Price:
 - Cost of material

- Production overhead
- Suggested retail price
- Competition prices (if applicable)

6. Customer Profile:

Who is your customer

- Gender
- Age bracket
- Financial status
- Education status

B. Images Section:

Maximum of 10 Images, including:

1. At least 2 high quality pictures of your final product (from 2 different angles)
2. At least 2 images of your process/inspiration.

2. Self Evaluation form filled out (please download form from page 1 of this document to fill out and upload).

If/When Shortlisted:

When/if a submission is shortlisted, the applicant/s will be requested to provide an identical high-resolution PDF File including **(in the following format):**

- Landscape Format (Horizontal)
- 300 dpi / Print Quality
- A1 Size (84.1*59.4) **(3 boards maximum per project)**
- Shortlisted projects will be exhibited prior to the Awards Ceremony, and subsequently must be submitted according to the timeline provided on CDA website (please refer to timeline).

Applicant Eligibility Criteria

Designers eligible to apply to CDA must be:

- **Egyptian (nationality)**
(Residing in Egypt or outside of Egypt)
Proof of nationality may be requested
- **At least 18 years of age**

Submission Eligibility Criteria

- All submissions must be finalised with payment before the announced deadline.
- Please review each category/subcategory guidelines as more specific criteria may apply.
- All entries need to be completed online and in English via the CDA website. Applicants will need to submit a PDF file for each submission as per the guidelines indicated for each category/subcategory.
- Each submission **must only include** a single project.
- You are welcome to submit one the same design in several categories – if suitable. However, please make a separate submission and payment for each category/subcategory according to its submission guidelines
- An applicant is allowed and encouraged to make more than one submission; a new submission fee must be paid for each new submission. There is no restriction on number of submissions per applicant.

- Submissions will not be considered for evaluation until final payment of the submission fee is validated and confirmed.
- CDA will move/transfer a submission to a more suitable category/ subcategory should the CDA panel of judges find this appropriate.

Submission Payment Fees

The applicant must choose to submit their design under the correct type and accordingly pay the corresponding submission fees as below:

All paid submission fees are non-refundable once submission is confirmed.

Under 30 Years old: (Individual or group)

Early Bird: 500 EGP
8th of August– August 31st 2019

Regular: 1000 EGP
1st of September – 20th of September 2019

Above 30 Years old: (Individual or group)

Early Bird:
8th of August– August 31st 2019

1000 EGP

Regular:
1st of September – 20th of September 2019

2000 EGP