

World's Largest Product Design Contest

3rd SHAPL Design Contest



“Turn your design into a Product!”

welcome to the world's largest product design contest and the best opportunity to develop your career. A total of US\$100,000 in prize money awaits the winners. Also If the winner's design is produced as a product by SHAPL, the designer will receive an additional bonus US\$10,000.

Now we are seeing a new change in the marketplace and the market's new change may become a new trend in the future. SHAPL believes that the best opportunities for design to be made into products and contribute to people's lives have already begun.

Upload your design NOW, and meet consumers and Professional Judges all around the world and discover the potential of your design with SHAPL Design Contest. You and your team can be the winner of this great and wonderful opportunity.

Features

up to \$100,000	No limitation	Design Insight	Certificate	Advertisement
Including a production bonus and benefits, the total prize money is \$100,000.	Without restrictions on eligibility, category, size, number of entries, etc.	Provide detailed report of the result to all main entries	To main entries, SHAPL issues a certificate of publishing	All winning designs will be released on famous design magazine or media / Publish an article in well-known design media

Submission

Submission is only available online, and all content must be written in English with the following materials.

Basic Information	Category (UP to 3), Design Title, Size(cm) Material and design summary(50 to 150 characters)
Main Images	Three images that convey the most appeal for entries(Lateral and Vertical ratio 1:1, 4:3, 9:16, JPG or PNG, less than 5mg)
Detail Image	5 to 10 images describing entries (Cinema wide recommended, JPG or PNG, less than 5mb) must not include a specific brand logo
Design Story	Writing articles describing entries based on design and key features Focused on the benefits and features of the design (more than 300 English characters)
Additional Content	additional materials and descriptions such as video
Individuals / Team	Information about the individuals/teams of the design, brand name, logo, etc. (Square, JPG or PNG, less than 5mb)
Profile	Name, country, age, occupation, school, email address of all members

Tips for Submission

The design project you submitted will be reviewed first by SHAPL to confirm content suitability and sincerity. Content review is not a judgement, but unsuitable projects are not published on the platform.

Professionals and consumers will first see entries when they are published. All entries are evaluated based on media materials, images, and text submitted by participants, so all submitted materials help evaluators understand the design.

It is recommended to use easy and intuitive words rather than difficult words. Especially the main image, please keep in mind that it determines the first impression. The good use of additional materials such as video and additional contents that show the charm of the entry is also helpful.

Participations

There is no limit to participating product items, qualifications, and number of entries in the SHAPL Design Contest. You can participate as an individual or as a team. You can participate in all categories of product design. It is also OK to submit multiple designs to the same category.

Content Review

Content review is not a judgement. It is a procedure to check if the submitted project is appropriate to be posted on the platform and reviewed by consumers and professionals. The content review will be conducted once after the end of the submission period and once before the entries are going to be published. If the submitted work cannot meet these criteria, it won't be published even if it is selected as one of the main entries.

- Has the designer faithfully filled out the information required by the SHAPL Design Contest?
- Is the submitted material written in English?
- Is a design incomplete that is in the Idea / Sketch phases, or 3D rendering that consumers do not recognize as a product?
- Does the submitted design NOT contain the logo of a particular brand?

Voting & Judging

All designs posted on the platform are subject to review by consumers and experts. Evaluating a design from an expert's perspective and looking at it from a consumer's perspective may be very different. The SHAPL Design Contest provides results for both sides. Consumer voting and expert review will take place for 30 days from the date of publication. The results of the voting and judging will be collected after the period ends and the result will be published when the winner is announced.

Evaluation Criteria



Consumer Voting

- Sum of the number of 'like' for 30 days.
- One-person, one-'LIKE' click on the same design
 - If a vote is fabricated, the design can be disqualified after consideration.



Professional Judging

- The aesthetic, functional, and quantitative nature of the design (examination of the appearance, materials and product function of the design)
- Marketability of the design (Combine multiple factors for sale in the market)
- Production efficiency of the design (determine whether it is possible or not in relation to production)



Criteria for design plagiarism

- SHAPL has the following criteria for design plagiarism. Before you sign up, please ensure that your design does not meet the criteria below.
- If judged to be plagiarism, you will be disqualified from the examination and award.
 - Do you have the same concept design in the same product line?
 - Regardless of the product line, are there products that match the main form of the build?
 - Do you have a design that has the same concept and function in a different category?









Schedule (In EST)

The contest is based on the east standard time zone(EST)

Submission	2020. 09. 01 ~ 12. 17
Review for uploaded design suitability	12. 18 ~ 12. 24
Design Improvement	12. 29 ~ 2021. 01. 07
Review for publishing	01. 08 ~ 01. 18
Voting & Judging	01. 19 ~ 02.18
Collecting results	02. 19 ~ 03. 31
Winner announcement 🏆	2021. 04. 01

Category

There are no category limits on submitting. You can submit any field other than the category below.

	FASHION	Accessories, Wearable, Jewelry		LEISURE	Game, Outdoor, Sports, Travel
	HOME	Furniture, Kitchen, Outdoor, Office, Bath		MOBILE	Mobile life, Accessories
	CARE	Health, Personal, Medical		BEAUTY	Daily Beauty, Beauty Product
	KIDS	Baby, Kids		ELECTRONICS	Accessories

Costs

There is no entry fee for SHAPL DESIGN CONTEST. You can submit as many designs as you want to.

There is no cost for the professional judgement.

in regards to receiving the Winner's package, the contest regulation will be applied.

Benefit for Main Entries

The 'main entry' designs that are published on the platform and are eligible for the consumers voting and the professional judgement, will receive the following benefits.

- Issue a certificate : SHAPL issues a certificate to the designer whose design is published online by a certain date.
- Provide report : All entries will get the report of the voting and judgement

Benefit for Winners

The SHAPL Design Contest has a total of six award categories. Winning design has benefits such as a winning certificate, a trophy and a design patent registration.

Winner

SHAPL Best of Best

SHAPL / Samsung / Professional / Consumer Prize

Winner

Benefit for Winners

Trophy and the winning certificate

Prize Money

- SHAPL Best of Best \$5,000
- SHAPL / Samsung / Professor / Consumer Prize \$1,000

Production Bonus \$10,000

Design Patent

Publish an article to professional design media

The product will be on sale with 'Design by YOUR NAME'

Contact us

Our team will be happy to answer your questions before, during and even after submission for the contest. Just get in touch with us!

➡ contest@shapl.com