











# 4th SHAPL Design Contest Submission Guide

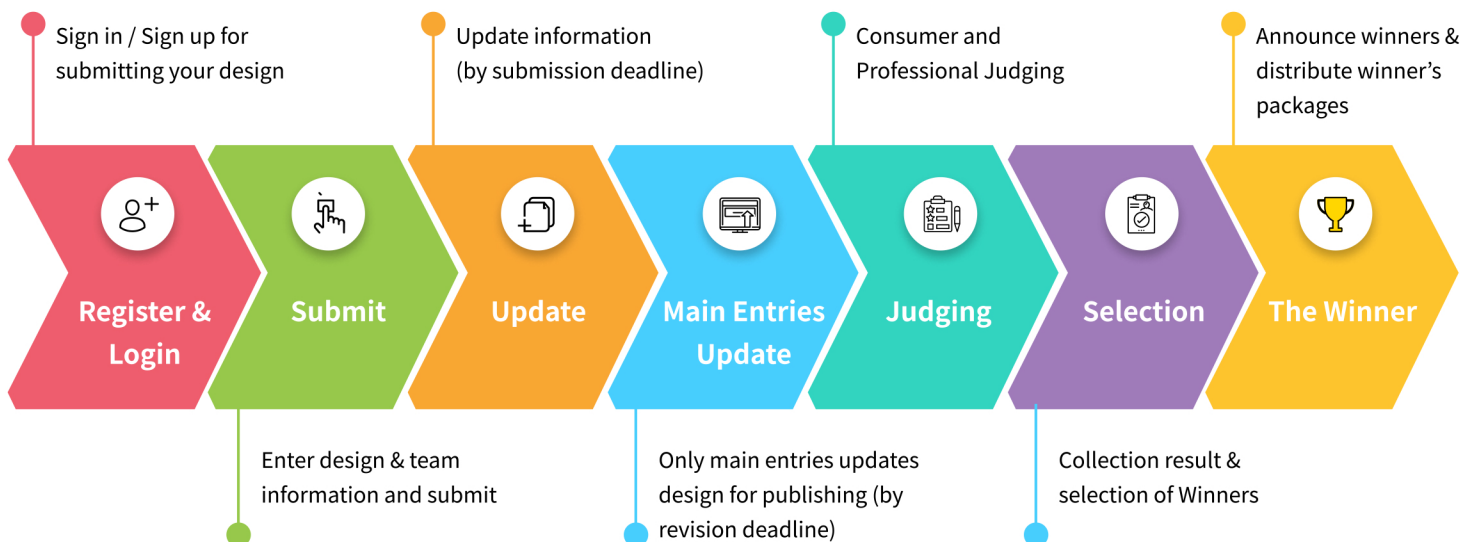
## Category

- Multiple works can be submitted.
- You can also submit virtual products, projects, and concept designs.
- There are no category limits on submitting. You can submit any field other than the category below.

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

\* Based on what you have submitted, the contest operation team can change the category.

## Progress



### Sign up & Sign in

Sign up at shapl.com as a member using an email or SNS account

\* SHAPL website is optimized for Chrome browser

# Submission

Submit design: Click the 'Submit Design' button on the landing page to start the submission

## Submit Design

Click the 'Submit Design' button on the landing page to start the submission

Submit Design

## Rule and regulation agreement

Read and agree with SHAPL's Designer policy and the contest regulation

## Entry design information

**3 Category \***  
Please select the category appropriate to the project.  
You can pick up to 3.

Category

**1 Design Basic Information \*** [Please fill out all information in English](#)  
Please provide information that will explain your project briefly.

Title must be in maximum of 30 characters.

Tell us about your design in brief. (between 50 to 150 characters)

(Width) cm (Depth) cm (Height) cm

Let us know any materials you've used or thought of. Ex) ABS, pp, Ceramic

**STEP 01**  
☒ Policy Agreement

**STEP 02**  
☐ Category  
☐ Design Basic Information  
☐ Main Image  
☐ Detail Image  
☐ Design Story

**STEP 03**  
☐ Team  
☐ Designer's info

**1 Preview** **2 Save**

\*You can edit all content after submitting.

Fill out the form and click 'Save' to save your draft. The 'Save' button will be replaced by the 'Next' button. Please review the information carefully before clicking next.

- 1** The preview button on the right side of the screen allows you to see how your contents would look.
- 2** You can save the content by clicking the 'Save' button. It is saved as a draft and you can edit anytime before the submission deadline.
  - The saved draft can be found in the my project.

Once you have registered all the required information, you can save it and move on to the next step.

- 3** Category : Select the appropriate category for the design project you are submitting. You can select up to three categories.
- 4** Basic Information : Enter the name or title, summary description, size and material of your design. All information must be written in English.
  - Content format
    - Name or Title : 30 characters or less
    - Summary Description : 50 to 150 Characters
    - Size : Width, Depth, and height (cm)

# Submission

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## Entry design information

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Main Image \*
[What is a good main image?](#)

Please register as an image so that consumers can easily understand the product categories and functions.  
A design concept and point should be delivered with a single image.  
Please upload all three images. One of three randomly showed in the main list.

- File format : .png, .jpg
- File size : 5mb
- You must upload an image that saved as 'save for Web.'

DRAG & DROP OR

Select file

1:1

DRAG & DROP OR

Select file

4:3

DRAG & DROP OR

Select file

9:16

**Main Image :** The SHAPL Contest requires 3 main images. the main image is posted on SHAPL platform for consumer and expert review when selecting the main entry, and is also used for media coverage when awarded. Click the Select File button or drop the image in the area to register. Please register a square, a square with a long width, and square with a long length.

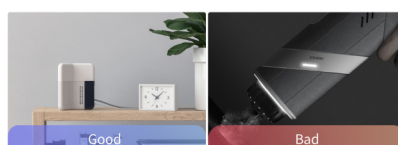
- Image format ( If the format is not matched, the image cannot be registered. )
  - The ratio of horizontal to vertical is 1:1, 4:3, 9:16
  - .jpg or .png
  - Up to 5mb
- Main Image Uploading tip
  - It should explain a character of the product to the customer with just 1 image.  
If it is difficult to express, you can use an image that the product is in use.
  - It's always better to present the whole image rather than the partially enlarged image. consumers and professionals can be confused by the enlarged photo and simply pass without understanding



- Please register an image that shows what you wanted to solve in our lives or what the benefit of this design is.



- Please register images in the living environment. If your design is too unique to the viewer to assume the function of the design, please register the image in real life. If, for example, you design a fan but completely different from a traditional one, the image when it's used is much more effective.



# Submission

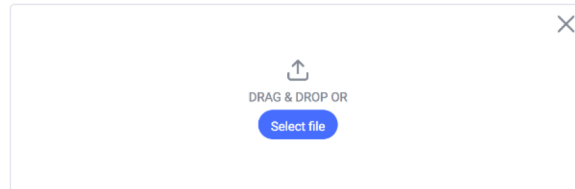
Submit design: Click the 'Submit Design' button on the landing page to start the submission

## Entry design information

### 6 Detail Image(s) \*

Please upload a powerful image that will explain your project well.  
We recommend cinema wide or widescreen images that are horizontally wide.  
You need to upload at least 5 images, and up to 10.

- File format : .png, .jpg
- File size : 5mb
- \* You must upload an image that saved as 'save for Web'



6 Detail Image : Select and register images that show your design well. You can register at least 5 images and up to 10.

- Image Format
  - Cinema wide type image recommend
  - .jpg or .png
  - Up to 5mb

### 7 Design Story \*

[suggested topics?](#)

Please tell people about your design. It could be anything. You could write about the reason of designing this product, what you are particularly careful about, or what it looks like.

7 Design Story : A space where you can enter a description that shows the features and charm of the design. Don't hesitate to leave details about your design, whether it's a design motivation, a work process, or the features of your material or technology. this can be used for press releases when awarded. Please write in English.

- Content format
  - In English
  - Minimum 300 characters
- Content Writing tip
  - Write from the perspective of the judges about what the design is and charm has.
  - It's good to write about differences, key features, technical structures, etc. that are hard to convey with images.



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## Entry design information

### 1. Video Clip

Add a video that will attract people. Video must be in ratio of 16:9

<https://youtu.be/xxxx> or <https://vimeo.com/xxxx>

### 2. Video & Additional Content Registration : For Videos, submit them to the video platform (Youtube or Vimeo) and submit playable URL.

- The video must be released and made in English or contain english subtitles
- Video Format
  - <https://youtu.be/xxxx> or <https://vimeo.com/xxxx>
  - 16:9 ratio recommended

## Participant / Team information

Individual / Team : You can submit as an individual or as a team of two or more people. If you submit as a team, you can register a brand image separately from your personal profile image and use it as a profile. Choose whether the design you are presenting is your work or your team's work. Register your name and email for your personal work. The email you enter at this time will be used to receive service notifications. If you submit the design as a team, upload an additional brand image.

- Image Format
  - .jpg or .png
  - Up to 5mb

Participant's information : Enter the information for the person or team member of the design you are submitting. There is no limit to the number of people. Enter your name, nationality, age, occupation, school of graduation or attending which will be printed on your certificate when you select the main entry. When selected as the winner, this information can also be used for media promotion and will be listed on the winning certificate.

**If the school is not listed, you can ask us to add.** Once you receive an email regarding your school information from the contest operation team, you may then update that information on your submission page.

- If you do not update the school information, it will be submitted without the data.
- If the text is too long to be printed, full text may not be displayed on certificates and trophies.

## Submission

Check the main image, profile, category, brand name, and name of the exhibitor once again and submit.

## Revise entries & Cancel submission

To revise your design or cancel your submission, check out the below information.

### Submission Manage Entry

The saved submitted design can be edited during the submission period. Please find the submitted design in My Project. Once logged in, you can view and manage content in the project by clicking the user icon in the upper right corner.

### Revision of Entry

The SHAPL Design Contest has two opportunities to modify the design before it is published. You can modify the entry during the submission. You also can revise after the first content review. If the entry is selected as a main entry, you can modify or improve the design to publish. Once the design is published, it cannot be modified by yourself. If there is anything that must be corrected, please request the Contest Operations Team (contest@shapl.com) with the changes, reasons, and materials you want.

- Please keep the content review guideline. If the modified design content is found to have violated the guideline, the selection will be canceled even if the design is selected for the main entry.

### Cancel the submission or publishing

Cancel the submission or publishing : Submission cannot be automatically canceled by yourself. If you wish to cancel, please contact the contest operation team (contest@shapl.com) with your account information and the name of the design you submitted.

## Voting System

### Main Entry

All designs selected for the main entries after a content review, will be published on the platform for consumer and professional review.

- Report : All main entry designs can receive results reports after consumer & professional judgement.

- Consumer Voting includes LIKE count, Most LIKED country, Liked date information
- Professional's Judging includes criteria score and evaluation.

### Criteria



All entries will be reviewed for 30 days on the following criteria.

#### Professional Judgement

- Aesthetics
- Functional
- Qualitative characteristics
- Marketability of design
- Production efficiency

#### Consumer Voting

- Design preference : Judged as obtained number of 'like'

## Winner Announcement

After the end of the voting and judging period, data is collected and organized to select the winners. The results will be sent to designers via email registered in the entry information. Winners can use the awarded label to promote their project after the award announcement.

Email will be sent to all team members when submitting as a team, so if you need to change your email, please request the contest operation team (contest@shapl.com) to update the information.

Winners will be posted separately on the platform as soon as the awards are announced.

## Benefits

### Main Entries

Issue a certificate : SHAPL issues a certificate that the design of the designer is published online by a certain date.

Provide report : All entries will get the report of the voting and judgement

### 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'

## Schedule (In EST)

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

### Submission

2021. 05. 11 ~ 07. 08

### Review for uploaded design suitability

2021. 07. 09 ~ 07. 19

### Design Improvement

2021. 07. 20

### Review for publishing

2021. 07. 21 ~ 07. 26

### Voting & Judging

2021. 07. 27 ~ 08. 26

### Collecting results

2021. 08. 27 ~ 09. 08

### Winner announcement



2021. 09. 09