



Here are the answers to the most frequently asked questions about our industrywide awards program:

How do I enter?

It's easy. Simply choose an appropriate category, write a 100-word product description, answer the questions about the product's innovation, aesthetics, human factors, and technical aspects, and submit a minimum of three images by February 5, 2010.

What are the categories in which I can enter?

Categories are business machines, commercial & vending appliances, electronics, major appliances & HVAC, medical, test & measurement equipment, outdoor & leisure appliances, small appliances, and lighting.

What determines if an entrant or entry is eligible?

- Must be a product manufacturer, industrial design firm, and/or product development firm.
- All products entered in the competition must have been placed into distribution between January 1, 2009 and December 31, 2009. (That is the product became available for sale and delivery for the first time to its intended customer during that time period.)
- Enter a specific product and model. Do not enter suites of products or product families. (Exception: A clothes washer and dryer designed as a matching pair should be entered as a single entry.)
- Do not submit non-powered products, components or parts of a product or system, vehicles, industrial equipment (forklifts, presses, etc.).
- appliance **DESIGN** reserves the right to determine acceptability of products submitted and decline those deemed inappropriate for the competition.

What counts as a new design?

An entirely new product or one that has a significantly revised and updated design. Simply reintroducing a previously existing product in a new color does not qualify as a new product.

Can I submit several different entries?

Yes, multiple entries are accepted as long as they are different products and not suites of products or product families. Exception: A clothes washer and dryer designed as a matching laundry pair should be entered as a single entry.

Can I submit the same entry more than once?

No, each entry or product can only fall under one category and be submitted once.



How are entries judged and awards determined?

The judging of entries will be performed by an independent panel of design experts that have no affiliation with appliance **DESIGN** magazine. Names of the judges will be released when the winners are featured in the June issue. The four criteria for judging will be aesthetics, human factors, innovation, and technical merits. Judgment will be based on the supplied images, text descriptions, and any supplemental materials. All decisions made by the jury are final.

How should I describe the product design in the sections on aesthetics, innovation, human factors, and technical aspects?

The entries are judged by professionals in the field of design, so do not use marketing/advertising language that you would normally use for customers. Your descriptions should use language and terms that would have meaning to design professionals. And be specific rather than vague. If you have improved usability, don't just say it is easier to use. Point out the specific features and details that accomplish that objective.

Do I need to put something down for all four criteria: aesthetics, innovation, human factors, and technical aspects?

You should. During the judging of the entries, the judges will be assigning a score for each of the four criteria. If you neglect one or more of the four criteria, you reduce your overall score and reduce your chances of winning.

What kind of product images should I submit with the entry?

Submit images that will best illustrate the points you are making in the descriptive boxes on aesthetics, human factors, innovation, and technical aspects. Don't waste the opportunity by submitting similar shots of the product in different colors. Ideally, the images should show the product from different perspectives, with at least one or more being a close up on some important area or detail, such as a control panel or other point of user interaction. If the product has an accessible interior that is part of the design, such as in a refrigerator, then one of the images should show the product with the door open. Similarly, a flip phone should be shown in both the open and closed positions. If a graphic user interface is an important part of the product operation, then at least one image should show the GUI screen from the user's perspective.

Why would I need to submit supplemental materials?

Submission of supplemental materials is optional, but may be useful for explaining the operation of something that is not obvious, such as a medical device. A brochure or an instruction booklet can help the judges better understand the design in the case of complex products. Also, a cutaway illustration or CAD drawing can help the judges understand some of the technical merits of the design.



Why should I submit the optional video?

The consideration of human factors is an important judging criteria, and usability features might be more easily conveyed by visual demonstration than by the text description alone. So if you choose to supply video, include the aspects of the product that make it user-friendly.

How are recipients of the award notified and recognized?

Award winners will be notified in April 2010 via email. appliance **DESIGN** magazine will feature the winners in the June 2010 issue, which includes print, online, and digital versions. By submitting an entry, the entrant agrees to have their product images and descriptions published.

If I exit the system without completing or submitting my entry, will my information be saved so that I may complete it at a later time?

Select the "save for later" button and your entry will be saved to complete at a later time.

After I submit my entry, can I go back to change what I entered?

No. Once submitted, if changes need to be made, please email them to babyakr@bnpmedia.com.

What if I need to change or upload additional images?

Please email them to babyakr@bnpmedia.com. Each image should be in Web standard .jpg format, RGB color mode, no larger than 1,024 x 768 pixels, and no more than 100 dpi resolution.

What are the funny characters that are appearing in my entry?

These are created when pasting from a text-formatting program like Microsoft Word. If this happens, you can fix them yourself or we will fix them once the entry is submitted.