

## IIID Award on Information Design

The aim of IIID has always been to promote and expand information design knowledge and research. In 2011, the International Institute for Information Design celebrated its 25th anniversary. The time was ripe to acknowledge the best in what information design has to offer by introducing the **IIID Awards**. The competition is held every three years with 2020 as the fourth edition to look forward to.

[www.iiidaward.net](http://www.iiidaward.net)



## The International Institute for Information Design

**IIID** was founded in 1986 to stimulate the development, recognition and good practice of information design in its broadest sense.

Over the last 30 years, **IIID** has become one of the best-known names for developing the information design discipline worldwide. We have members and friends around the globe who are passionate about creating better information in many different areas of application.



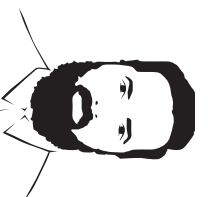
## THE IIID AWARD ON INFORMATION DESIGN

## JURYMEMBERS



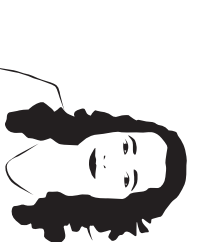
**Justyna Kucharczyk / Poland**

Academy of Fine Arts in Katowice  
PhD, Head of Chair of Visual Communication



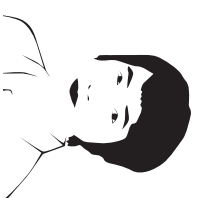
**Enřico Bravi / Austria**

New Design University St.Pölten  
Professor for Graphic and Information Design



**Yosune Chamizo Alberro / Mexico**

Animal Polřtico  
Information Designer



**Kyoko Kaneda / Japan**

Japanese Sign Design Association  
Director and Designer



**Bettina Schulz / Germany**

Novum World of Graphic Design  
former editor, now founder and writer



**Marco Spinelli / Italy**

Visual Designer  
member of former gli additivi / Lecce



**Barbara Abele & Tatiana Manuiko**

Latvian Academy of Arts / Riga  
Vitebsk State University / Belarus



**Rob Waller / UK**

Observer  
IIID President

## CATEGORIES

The **IIID**award will recognize outstanding work done in the field. The breadth of information design has led us to develop 15 categories of awards, focused on specific topic areas. They include:

**Healthcare**  
Information design that makes physical, social and mental well-being possible.

**Financial**  
Submissions should focus on issues such as economics, personal financial management, banking and investments.

**Wayshowing**  
Navigation in unfamiliar environments.

**Traffic and Public Transport**  
Ensuring people reach their destination by foot, underground, bike, car, bus, aeroplane, boat...

**Social Affairs**  
Projects that have a positive, tangible, impact on a specific population.

**Emergency / Safety**  
Identifying and communicating hazards, information about avoiding dangerous situations and awareness of consequences.

**Corporate Design and Communications**  
Helping companies/businesses to fully express themselves and communicate what they have to offer.

**Didactics**  
Projects that focus on educational or instructional information design.

**Products and Services**  
Projects that help make products and services accessible, understandable and beneficial for the users.

**Editorial**  
Submission related to media, journalism and writing.

**Universal Design**  
Information design that create an inclusive environment.

**Future Concepts**  
New and innovative projects. Something that makes us wish we had thought of it first!

**Research**  
Methods and tools for information design.

**Sustainability**  
Focused on the relevance of ecological issues and impact on natural resources as well as „green“ design practices for information design.

**Student Work**  
Open to those who are studying to be information designers with no restriction on the theme of the submission.

## EVALUATION CRITERIA

Submissions to the **IIID**award will be judged on the following criteria:

- 1) Quality of the employed problem-solving procedure:
  - identifying the information needs of users
  - making needed information available, accessible, understandable/usable
  - assessing the effectiveness of the provided information, if at all possible
- 2) Attractiveness and elegance of the designed information

## FAQ

**Can I submit to more than one category?**  
Yes, you can submit to as many categories as you like. However, each submission must be entered individually, and you must pay the entry fee for each.

**Which category should I choose?**  
Whichever category you feel best reflects your submission. You can enter the same project in more than one category (see above). If you are unsure, please contact us.

**Why a template?**  
We expect that as an information designer you are able to fit the most important points on two pages. Please use the template, this enables direct production of the IIIDaward book layout. Please answer within the template the following questions:  
- What was the challenge?  
- What was the solution?  
- What was the effect?  
For your entry, please feel free to use the two pages according to your needs, as long you stay within the grid.

**How much does it cost to submit?**  
120,- Euro per submitted project.  
30,- Euro for entries in the student work category. Awards costs of 190,- apply only to the winners and shortlisted projects in all categories except the student works.

**IIIDaward-Book and Tour**  
Shortlisted and winning submissions will be part of the **IIID**award-book and of the **IIID**award exhibition tour.

## TIMELINE 2020

Submission deadline will be  
18 March 2020  
Jury-Meeting on 27/28 March 2020.  
On 31 March: Shortlist and winners will be announced (max. five from each category, Climate-Award, GrandPrix, Jury-Prize as well the Editor's Choice).

## SPECIAL 2020

**ACTION ON CLIMATE CHANGE!**  
Together with the Bertalanffy Center (BCSSS) a special award is given for actions on climate change supported by excellent, convincing and credible information design works among all submissions independently of the selected category.

**designaustria®**

**SFU** Sigmund Freud University

**BCSSS**  
BERTALANFFY CENTER FOR THE STUDY OF SYSTEMS SCIENCE



**SDA**  
Japan Sign Design Association

**ND**  
NEW DESIGN UNIVERSITY  
JAPAN PRIX

**ANIMAL POLITIC**



**aspi**katowice

**novum**

**Bundeskanzleramt**

