

## 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 2017 as the next date to look forward to.

## 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.

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



## JURYMEMBERS



**Thomas Bade / Germany**

CEO of the Institute for Universal Design in Munich.



**Susan Verba / USA**

University of California, Davis  
Principal and co-founder, Studio/lab



**Jacqueline Gothe / Australia**

Director Visual Communication Design  
School of Design University of Technology  
Sydney



**Keiichi Koyama / Japan**

i Design inc.  
Managing director and designer  
Sydney



**Maija Rozenfelde / Latvia**

Art Academy of Latvia, Riga / Lecturer  
Design studio Foreign Embassy / Director



**Christian Lunger / Austria**

motas – design & products for smart places  
Co-founder, service designer



**Gli Additivi/ Italy**

An association by Andrea Aufieri, Margherita Macri, Marco Spinelli / Lecce

## CATEGORIES

The IIIDaward 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 money matters including: economics, personal financial management, banking and investments.

### Wayshowing

Navigation in unfamiliar environments.

### Traffic and Public Transport

Ensuring people get where they need to go by foot, underground, bike, car, bus, airplane, boat...

### Social Affairs

Projects that make a positive, tangible, impact on a specific population.

### Emergency / Safety

Ensuring hazards are properly identified and avoided, and the consequences when they're not.

### Corporate Design and Communications

Helping companies/businesses to fully and completely express themselves and what they have to offer.

### Didactics

Projects that focus on educational or instructional information design.

### Products and Services

Projects making products and services accessible, understandable and beneficial for the users.

### Editorial

Submission related to media, journalism and writing.

### Universal Design

Information design that creates 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.

## 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 done individually, and you must pay the entry fee for each.

### Which category should I submit to?

Which ever category you feel best reflects your submission. You can submit to more than one category, if you like (see above). If you are unsure, please contact us.

### Why a template?

As an information designer we expect that you can describe your project within 2 pages, please use the template, which will enable us to handle a immediate production and handling of the IIIDaward-book. 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,- will applied 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 IIIDaward-book and of the IIIDaward exhibition tour.

## EVALUATION CRITERIA

Submissions to the IIIDaward 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, it at all possible
- 2) Attractiveness and elegance of the designed information



THE IIIDAWARD IN INFORMATION DESIGN IS NOW

# OPEN FOR ENTRIES



BUNDESKANZLERAMT  
ÖSTERREICH

**novum**

**ico-D** International Council of Design  
leading creatively

Early Bird until December-31, 2016

Submission deadline will be

February -28, 2017

Jury-Meeting on March-24/25, 2017:

Shortlist and winners will be announced (max. five from each category plus the GrandPrix winner).



**TICKET PLEASE**



**MASTER**

**ALL INCLUSIVE**



**KEEP IT UP**

**B2C  
C2B  
CD & CC**

**THAT'S IT!**



**GOOD SHAPE**

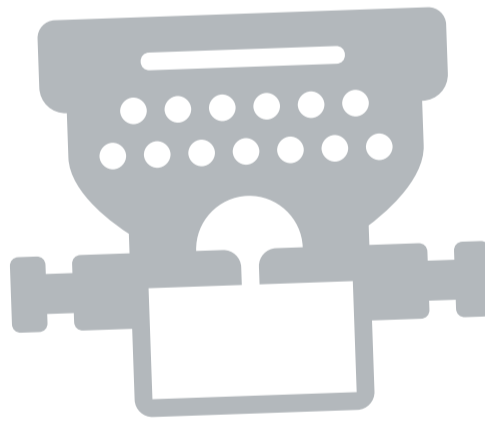
**GOAL!**

**WHAT'S UP?**

**NEXT!**

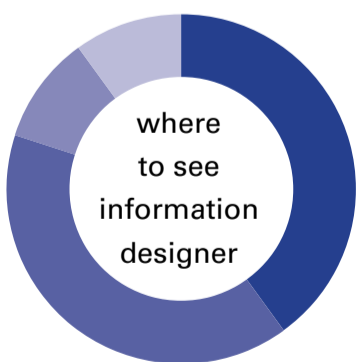


**GOT IT.**

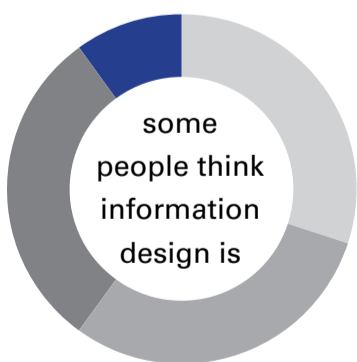


**LIKE IT!**

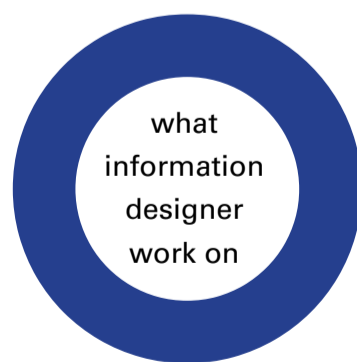
[iiidaward.net](http://iiidaward.net)



- at the desktop
- in the streets
- in a local café
- in public transports



- a toilette pictogram
- a sign
- an info-chart
- empowering people



- access to democracy, solidarity & equality
- a funny chair or lamp



- win one of the awards\*
- publish your work\*\*
- be part of a the community plus \*,\*\*

**Feb-28, 2017**  
AWARDS IN MARCH 2017

€ **30,-**  
**120,-**  
IF AWARDED + 190,-

**JURY**  
MEMBERS FROM  
USA, AUS, JAPAN,  
LATVIA, ITALY  
GERMANY & AUSTRIA

