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Organizer | Industry Development Bureau, MOEA
Executive Organizer | Taiwan Design Research Institute (TDRI)
Co-organizer | Acer Inc.

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app. Official Rules for the 2020 GPCDA Special Annual Award—ConceptD Award

The Golden Pin Concept Design Award is open to any designer with a passion for innovative design and ideas for social change. We are looking for creative ideas and unorthodox solutions that break new ground, stretch the limits of possibility, and support environmental sustainability. Do you have fresh and creative ideas? If so, you could become the next great designer of our time. Come and demonstrate your talents and make your ideas a reality. Maybe you will win the NT\$ 700,000 grand prize!

01

Entry Qualifications

- Entries are limited to works that will not be manufactured or sold on the market before December 31, 2020. Projects commissioned by a client and projects in active development are ineligible.
- Entrants may be students, designers, or companies, and may enter individually or as a group.
- There is no restriction on the number of entries (submission to multiple categories is permitted).
- No entry fee is required.

02

Call for Entries Period

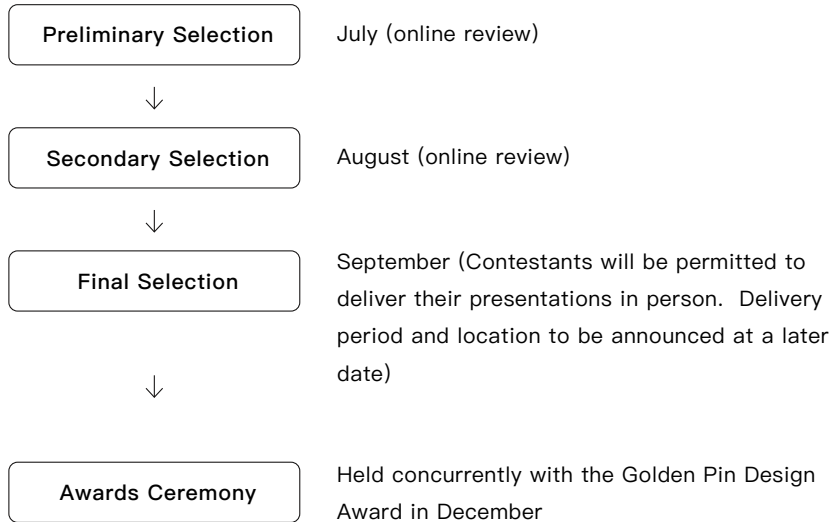
The submission deadline is at 5 p.m. local time (Taipei, GMT + 08:00) on Wednesday, July 15, 2020.

Registration website: <https://my.goldenpin.net/>

※ Revisions can be made to entries at any time prior to the deadline.

03

Key Dates & Judging



※ This schedule may be subject to change. Please see the official website for the latest updates.

04

Prizes

- **Best of Golden Pin Concept Design Award** Each of the three (3) awardees will receive a trophy, a certificate, a cash prize of NT\$ 400,000, and the right to use the GPCDA "Best Concept" Mark.
- **Golden Pin Concept Design Award** Multiple awardees will be selected, with each receiving a certificate and the right to use the GPCDA "Concept Design" Mark.
- **GPCDA Special Annual Award** One (1) entry will receive the ConceptD Award. The awardee will receive a trophy, a certificate, and Acer ConceptD products with a value of NT\$ 300,000 as well as the right to use the GPCDA "Special Concept" Mark.

A Product Design

- a. Articles for daily use, including (but not limited to) stationery/office supplies, consumer goods, lighting, kitchen/bathroom accessories, furniture, building materials, household goods, first aid equipment, women/baby products, health and medical equipment.
- b. Electronics, including (but not limited to) consumer electronics, home appliances, audiovisual equipment, machinery, and specialized apparatus & equipment.
- c. Transportations, including (but not limited to) automobiles, bicycles, and their accessories.
- d. Clothing and accessories, including (but not limited to) personal accessories, bags, footwear, outdoor gear, and sportswear.
- e. Miscellaneous.

B Communication Design

- a. Visual identity system (VIS), including (but not limited to) fonts, logos, brand/corporate VIS design, event VIS design, and environmental signage design.
- b. Graphic design, including (but not limited to) promotional materials, posters, books, magazines, newspapers, illustrations, calendars, cards, and board games.
- c. Digital content, including (but not limited to) animation, videos, digital learning products/publications, games, websites, web user interface, and mobile applications.
- d. Packaging design, including (but not limited to) cover/album art, consumer goods packaging, food packaging, packaging of consumer electronics, and gift wrapping.
- e. Miscellaneous.

C Spatial Design

- a. Public space, including (but not limited to) buildings, public/installation art, libraries, and art galleries.
- b. Business space, including (but not limited to) offices, conference halls, and dining halls.
- c. Event space, including (but not limited to) convention and trade show venues.
- d. Residential space, including (but not limited to) residential community planning and interior design.
- e. Miscellaneous.

D Integrated Design

Including (but not limited to) curating/planning, exhibition venues, experiential designs, social designs, and welfare service designs and solutions.

Online Registration

Please sign up as a member through the online registration system and fill in your information. Your submissions must follow the formatting requirements of their respective categories.

Please also take note of the following requirements:

- A Personal information: Please fill out the online registration form as directed. **Students are advised not to use their school email address if they are graduating in the current year.**
- B Description of design: Description should be written in paragraphs instead of bullet points. Do not exceed the word limit (200 characters for Chinese/1200 characters for English).
- C Images: Please upload one to five images. Descriptions should be kept to a minimum, preferably focusing on the features of the design. Images should be A3-sized (29.7cm×42cm) JPEG files with a 300 dpi resolution.
- D Video link: For entries involving **digital content/dynamic images**, entrants must provide a video link. For entries involving **webpages/interactive design**, it is strongly suggested that entrants upload a video showcasing the features and functions of the design. The formatting requirements for videos are as follows:
 - a. Entrants are advised to upload a video highlighting the features of their design(s). A short clip of approximately thirty (30) seconds is preferred. The length of the clip must not exceed one (1) minute.
 - b. Video may be uploaded to video sharing platforms (such as YouTube and Vimeo) or personal cloud storage.
 - c. A valid link to the video should be provided in the Video Link field on the online registration form.

※ Note: Videos will be viewed by the panel of judges during the selection process. It is strongly advised that uploaded videos be set as unlisted to limit access to those who have the link. The video must remain accessible to the award organizer until the end of the current year.

Secondary
Selection



Final
Selection

Submission of Proposals

Please upload your proposal(s) to the registration system and fill in the necessary information.

Proposals may include: design inspiration, analysis of issues or problems with the existing design(s), pilot implementation results, references, follow-up development plans, etc.

Details will be announced to qualifying entrants when the Preliminary Selection shortlist is published.

Submission of Prototypes, Presentation Files, or Videos; In-Person Presentations

- A Prototype specifications: Files or links should be sent to the designated email address within the timeframe set by the organizer. Details will be announced at a later date.
- a. Physical models: Life-size or proportionally scaled models or package designs
 - b. Posters: Limited to five A1-sized (59.4cm×84.1cm) posters; mounting not required
 - c. Videos: Link to the full video should be sent to the designated email address for assessment.
 - d. Design of derivative applications: Includes visual identification systems (VIS) or derivatives of an existing design
- B Presentation file formats: PowerPoint presentations or PDF files (Keynote files should be converted to PDF files)
- C Video file formats: MP4, MPEG, or MPG files (length of each video is limited to between one and three minutes), subtitled in both Chinese and English
- ※ *A video must be submitted by entrants who are unable to present their works in person. Failure to do so will result in automatic disqualification.*
- ※ *Prototypes will not be returned to entrants until six months after submission. The award organizer may use them for exhibition and promotional purposes.*
- ※ *Entrants must package their prototypes securely for delivery. The award organizer shall not be held accountable for any damages during delivery, judging, or exhibition. Entrants are strongly advised to insure their prototypes.*

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Exclusive Courses

To improve their communication of the concepts and design thinking that underlie their work, entrants who pass the Secondary Selection (i.e., Golden Pin Concept Design Mark awardees) will be granted the opportunity to attend exclusive workshops and training courses that will enhance their communication skills and show them how to refine their presentations and videos to make them more complete, both to help them stand out at the Final Selection and to strengthen their future design project management.

A Design thinking workshop

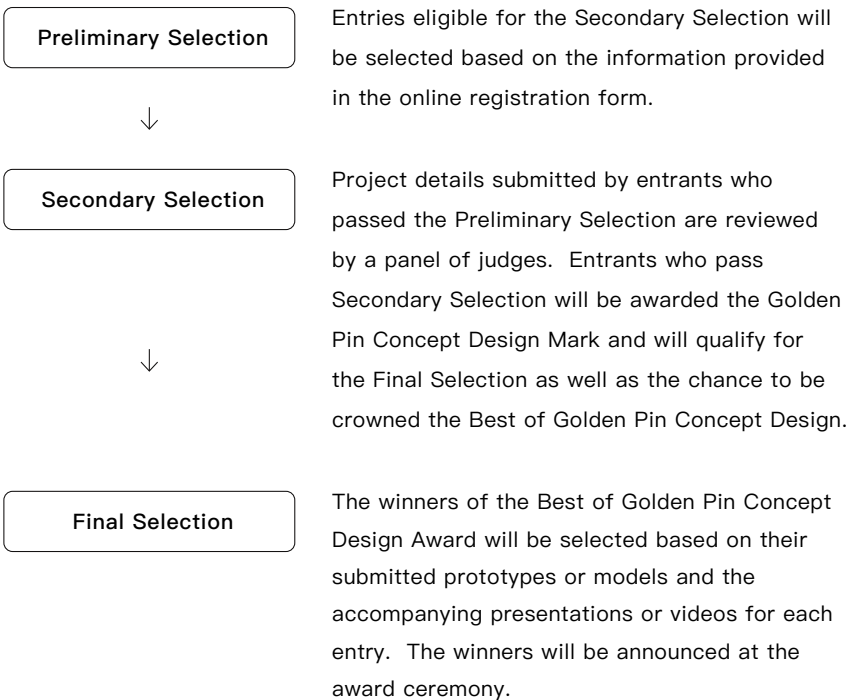
Finding solutions to problems and making the world a better place through design thinking.

B Training course

Tentative topics include copywriting, presentation skills, marketing strategies, social media, crowdfunding, and entrepreneurship.

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Selection Procedure



※ *Finalists for the Best of Golden Pin Concept Design Award and the GPCDA Special Annual Award—ConceptD Award, to be announced before the award ceremony, are entitled to attend the ceremony and awardees' banquet.*

09

Judging Criteria

The judging panels at each stage of selections, consisting of both local and international experts from various professional fields, will assess each entry based on its aesthetics, integrity, marketability, technical feasibility, and degree of originality.

- **Originality** Whether the concept, functionality, and materials of the work include original elements.
- **Aesthetics and integrity** Whether the work demonstrates aesthetics and fully realizes the concept and characteristics of the design.
- **Marketability and technical feasibility** Whether the design is implementable in the near future and whether it meets market needs.

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Awards Ceremony

The awards ceremony is tentatively scheduled for early December in Taipei. Winners of the Best of Golden Pin Concept Design Award and the GPCDA Special Annual Award—ConceptD Award will be announced at the ceremony.

※ *Please refer to the official website for updates.*

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Winner Benefits

- **Golden Pin Trophy**
Each of the hefty glass trophies is solidly built. The exquisite and unique craftsmanship is a glistening reward for the most distinguished designers.
- **Certificate of Honor**
The certificate represents the commendations received by the contestants and may be used to increase exposure.
- **Prize Money**
Substantial prize money is awarded as a tangible support for the winners, helping them bring their concepts to market.
- **Training Courses**
Professional training courses are provided to enhance contestants communication skills required for both the competition and various future projects.
- **Golden Pin Winners' Exhibition**
Winners of the Golden Pin Concept Design Award and the Best of Golden Pin Concept Design Award are given priority in selection for the exhibition, providing their works with a stage to shine.
- **Online Exhibition**
Detailed information of the winning entries and their designers will be displayed on the official Golden Pin website, helping designers

and their outstanding designs gain exposure through the power of the online community.

- **Promotion**

Winners may enjoy press coverage and marketing campaigns provided by a team dedicated to the domestic and overseas promotion of the award. This is a watershed moment for the winners and a chance for them to shine on the global stage.

- **Design Mark**

The Golden Pin Concept Design Award (the "CONCEPT DESIGN" mark) and the Best of Golden Pin Concept Design Award (the "BEST CONCEPT" mark) are prestigious certificates of excellence in design.

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Important Notes

- A Materials (photographs, documents, etc.) associated with each entry must be provided to the award organizer for promotional and reporting purposes. Prototypes eligible for the final selection will not be returned until six months after the award, and the works will enter the collection of the Taiwan Design Research Institute (TDRI) and may be used for exhibition and promotional purposes.
- B All entries must be the original work of the entrant and must NOT have been produced, sold on the market, or otherwise in active development during and prior to the year of the award. Should it be discovered that an entrant has violated these rules, the award organizer reserves the right to revoke his or her participation.
- C Entrants must adhere to the deadlines as advised with regard to entering the award and submitting prototypes. Failure to do so will be considered a withdrawal from the competition.
- D Entrants will be solely responsible for any costs incurred in the transportation of their entry or project (including import and export duties, insurance, food inspection, etc.) and any related procedure documents.
- E Best of Golden Pin Concept Design Award winners are taxed according to Taiwan's Tax Act, where 10% of income tax will be deducted from winnings from Taiwanese entrants and 20% from winnings from entrants from countries outside of Taiwan.
- F Best Design winners of the year will be solely responsible for any income taxes, government-mandated withholdings (including but not limited to taxes on income from contests and games and from prizes or awards won by chance), and other expenses which are not covered by the award or the award organizer. Failure to make such payments will result in forfeiture of the award.

- G According to Articles 2, 3, and 11 of the Standards of Withholding Rates for Various Incomes promulgated by the Ministry of Finance, 10% of the full payment for any prizes or awards from contests and games of chance exceeding NT\$ 20,000 shall be withheld by the organizer. The withholding rate shall be 20% for non-residents, profit-seeking enterprises without a fixed place of business in the Republic of China, or individuals of the Mainland Area residing or staying in the Taiwan Area for less than 183 days in a taxable year. Should the aforementioned income (winnings and prizes) exceed NT\$ 1,000 in a tax year, the amount shall be reported as part of the winner's annual income. Failure to comply with these tax regulations will result in forfeiture of the cash prize.
- H In the case that concrete evidence is uncovered which shows that a winner or his/her work is in violation of the regulations of the review process for the award, or which indicates plagiarism or infringement of the works of others or that the entrant is not the actual creator of the work or that the work was already available on the market, commissioned by a client, or otherwise in active development, the organizer will revoke the winner's title, cash prize, certificate, and trophy. Should the aforementioned incident result in a copyright claim by a third party against the award organizer (TDRI) or the Industrial Development Bureau (IDB) of the Ministry of Economic Affairs, the responsibility shall lie solely with the entrant, who shall promptly take action to resolve the issue and who shall bear all litigation, legal, and other related expenses generated by the case. In the event that damages (including but not limited to reputational damage) are caused to the TDRI or the IDB, the winner shall bear all related indemnity and liability unconditionally. In addition, the TDRI and/or the IDB reserve the right to seek punitive damages of up to three times the amount of the original cash prize from the winner in question.
- I Should any dispute arise in relation to the application, selection, usage or abolishment of a Design Mark, an entrant may seek mediation or litigation. Any civil action lawsuit brought against the organizer must first be undertaken in Taipei City (Taiwan).
- J Should a winning work be found to be involved in behaviors that damage the reputation of the Golden Pin Concept Design Award, the organizer reserves the right to cancel the winner's title and revoke the cash prize, certificate, and trophy.

- K The number of winners will be adjusted according to the quality and quantity of entries. Entrants who win both the Best of Golden Pin Concept Design Award and the Golden Pin Concept Design Award will only receive the Best of Golden Pin Concept Design Award as it is the highest honor of the two.
- L It is deemed necessary that the organizer collect personal information of all entrants for promotional and administrative purposes related to the award. Entrants retain the right to either allow or not allow their personal information to be collected, handled, and used within the scope of the aforementioned needs. However, if an entrant chooses not to allow their personal information to be handled in the aforementioned way, communication with the award organizer and access to any promotional services offered by the award organizer will be affected.
- M The organizer reserves the right to amend the content and conditions stated in this document at any time.

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Contact Information

Golden Pin Concept Design Award Project Team

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Wechat Search “金点设计奖”

APPENDIX:

OFFICIAL RULES FOR THE 2020 GPCDA SPECIAL ANNUAL AWARD — CONCEPTD AWARD

01

About the Award

Through hands-on experience with Acer ConceptD products, designers can gain insight into how imagination informs real-world creation and be inspired to come up with even more innovative concepts. Golden Pin Concept Design Award finalists are eligible for consideration for this award and the chance to take home products from the Acer ConceptD series with a value of NT\$ 300,000.

02

Judging

The winner of the 2020 GPCDA Special Annual Award—ConceptD Award will be selected from among the Golden Pin Concept Design Award finalists. The winner will be announced at the award ceremony.

03

Criteria

The award organizer and co-organizer will jointly appoint a panel of judges consisting of fair and impartial experts from relevant design fields to select the **Best Design Solution** based on the following criteria:

- **Originality and uniqueness** |
Whether the work is original, creative, and unique
- **Marketability and feasibility** |
Whether the work is commercially viable
- **Presentation in person** |
Whether the entrants demonstrate teamwork, good time control, and speaking skills during their presentation
- **Incorporation of technology** |
Whether the work incorporates a wide range of technologies
- **Social/environmental impact** |
Whether the work contributes to society and environmental sustainability

A Brand

The ConceptD series is tailor-made for designers who dream of realizing their full potential.

Turn your inspirations and ideas into reality, no matter the time or place.

Break free from restrictions and accomplish something extraordinary.

Unleash limitless possibilities and show the world what you've got.

B Product features

- a. The signature amber light used throughout the ConceptD range provides a warm glow synonymous with Mother Nature. This bright, warm hue symbolizes and promotes energy and confidence, inspiring creativity and leading the way to the soul of every creator. The minimalist design is made even better with a new stain-resistant coating technology that keeps the surface clean. ConceptD is a fashion statement, and a timeless one at that.
- b. Color reproduction capabilities have been enhanced through complex algorithms, precise white balance, and gamma correction to match colors to their exact hue, providing creators with accurate color-rendering technology.
- c. The reduced noise level at < 40 dBA ensures that creators can work in a quiet environment uninterrupted by noise.
- d. The ConceptD range is equipped with heavyweight processors and dedicated graphics cards. With the intuitive ConceptD Palette, designers can easily configure their devices, adjust their color profiles, and monitor system performance, leaving them with more time to focus on what's important—designing.

C More information

<https://www.acer.com/ac/en/US/content/conceptd-home>