



# Application Guidelines for the 10<sup>th</sup> AIIT Design Contest

The Advanced Institute of Industrial Technology is a public professional graduate school that trains production experts who can create new products and services. Our Master Program of Innovation for Design and Engineering aims to play a central role in the field of industrial design by training the professionals who can lead monozukuri (manufacturing) that integrates sensibility and function.

To promote a better understanding of the concept of monozukuri that integrates sensibility and function, and to discover and train the design professionals of the future, we are holding a Design Contest calling for designs that lead to new products and services.

This contest is open to all students with an interest in industrial design who are currently studying at graduate schools, universities, junior colleges, Kosen(regular/special), high schools or professional schools in Japan. In addition to students from other Asian countries, this year eligibility has been extended to young adults who have been in the workforce for no more than three years. We look forward to receiving all your work!

## 1. Theme

### “Communication”

Tokyo is a city that hosts a great many people, particularly with the number of international visitors and tourists on the rise. In this context it is important to consider the concept of communication—what we want to say, what we need to say, and how we say it.

In line with this central idea of communication, use your understanding of esthetic design and functional design to create something that is innovative, realistic, and above all practical.

## 2. Qualifications for Acceptance

- (1) Students of higher education institutions in China, Korea and ASEAN countries with universities that are members of APEN\*1.
- (2) Young adults who have been in the workforce for no more than three years since graduating from a university or other educational institution as defined in (1) above\*2

\*1 About APEN (Asia Professional Education Network): This international organization was established under the guidance of AIIT in 2011 with a goal of developing PBL education programs, the advanced industrial personnel development methods, in university (graduate school) education, and increasing the use of these methods throughout Asia. Today its membership includes universities from 14 countries (Japan, China, Korea, Vietnam, Cambodia, Indonesia, Thailand, Malaysia, Laos, Singapore, the Philippines, Brunei, Myanmar, and India).

\*2 Graduated in or after March 2014

Works can be entered by individuals or groups

## 3. How to apply

- (1) Work

All work must be unpublished and based on a novel idea, and conform to the theme above.

Also the work must be feasible and be capable of being commercialized using existing technology within two to three years.

✧ Each person (or group) can only submit one work. A person cannot belong to multiple groups.

(2) Submission: Please submit all of the following from ① to ③.

① Work (PDF file)

Regardless of whether color or monochrome and medium (sketch, drawing, chart, CAD drafting or other), each work must include:

a) Title

b) Concept

c) Overall design (CG, Illustration, photo of models, etc.)

\*Do not write personal data such as your name or your organization on the work.

② Application form (AIIT designated form), Data (Word file)

③ Summary of work (AIIT designated form), Data (Word file)

\* If you live in Japan, please send the panel (A3 size) of your work in addition to ① to ③ by mail.

## 4. Notes

(1) Please send ①, ②, ③ by e-mail within the period stated in 5. Submission Period.

E-mail address: [design-contest@aiit.ac.jp](mailto:design-contest@aiit.ac.jp)

\*The subject line of the e-mail must be "8<sup>th</sup> AIIT Design Contest Application Form", and the body of the e-mail must include your name, your nationality, and name of your school.

\* If you want to send your work by post, please send ①, ②, ③ by both post and e-mail. Make sure your work is properly packaged, to avoid damage or breakage, when sending by mail.

(2) Submitted work is not returnable.

## 5. Submission Period

October 24<sup>th</sup> (Mon), 2016 ~ November 25<sup>th</sup> (Fri), 2016

## 6. Evaluation and Announcements

The Judging Committee of AIIT will evaluate all received works, determine the best work, and announce it.

(1) Announcement

Around January / February, 2017      **【TENTATIVE】**

(2) Manner of announcement

- ① Contest website.
- ② Notifications will be sent via e-mail to the winners.

(3) Awards

Grand Prix (one): Certificate worth 300,000 Japanese yen

AIIT Award (multiple): Certificate worth 50,000 Japanese yen for each winner

\* Withholding tax will be deducted from prize amount.

## 7. Award Ceremony

The contest award ceremony will be held as follows:

Around February / March, 2017      **【TENTATIVE】**

## 8. Rights

- (1) The intellectual assets (design right, patent right, utility model right, right of trademark and copyright) of your work remains yours, and AIIT will not lay claim to your intellectual assets. Therefore, applicants are responsible for protecting their own works as their intellectual assets. Please take all necessary precautions to protect your rights.
- (2) AIIT reserves the right to present prizewinning work at AIIT exhibitions, and through AIIT's official website and/or any other media without the permission of the winner. In addition, AIIT may issue press releases on prizewinning work to the mass media.
- (3) If AIIT suspects that you have infringed another's intellectual asset or/and if your work is found to have been previously presented, AIIT may rescind your award.

## 9. Other

AIIT guarantees the confidentiality of your work during the evaluation and judgment period.

## 10. Applications and Inquiries

Office in charge of AIIT Design Contest:

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