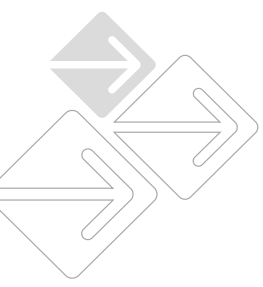




SUCCESSFUL
DESIGN
最成功设计

PARTICIPATION GUIDE



We are proud to announce:

The 2010 China's Most Successful Design Awards have now started calling for entries!

Join Us! Become Empowered, Elevate and Reward Our Industry.

China's Most Successful Design Awards is an international competition aimed at honoring outstanding Design and Design influence in China. The Awards recognize excellence in strategic and social impact as well as marketing and financial performance. It has been created to empower, elevate and reward the individuals, teams and companies that make up our Industry of Design. The Awards are motivated by the vision of improving society by increasing the value that Successful Design provides to individuals and the Design market.

All winners will be invited to attend the Award Ceremony during the 2010 Shanghai International Creative Industry Week. The results will be announced as special reports on CEO & CIO China, [Vision Union](#), [Award Official Website](#) and [CBI's Website](#).

ORGANIZING STRUCTURE

Organizers:

Shanghai International Creative Industry Week Organizing Committee
Shanghai Industrial Design Association
Shanghai Creative Industry Center

Supporter:

Shanghai Economic and Information Technology Commission

Organizer:

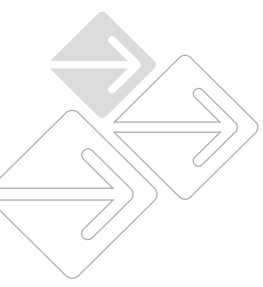
CBI China Bridge

Media:

CEO & CIO China
Vision Union
More to come

QUALIFICATIONS

The Awards are suitable for design companies and teams from all over the world, including manufacturing and R&D departments that are developing design. All entries must be completed and appear in the 2010 market, or be scheduled to do so in 2011.



CATEGORIES

PRODUCTS

- Home Appliances
- Communication & Entertainment
- Computer & Business Products
- Furniture and Lighting
- Household Products
- Sanitary Ware
- Industrial Products
- Sports Products
- Medical Products
- Monitoring Equipment
- Video and Audio Equipment

TRANSPORTATION

- Motorcars
- Commercial Transportation
- Mechanism
- Public Transportation
- Yacht

SPACE

- Interior Design
- Landscape Design
- Commercial Space
- Public Facilities

PRIZES AND AWARDS

Diamond Award	Overall Top Winner
Gold Award	2 Winners
Most Successful Design Award	10 Winners
Most Successful Team Award	2 Winners
Successful Design Award	More than 10 Winners

VISUAL TRANSMISSION

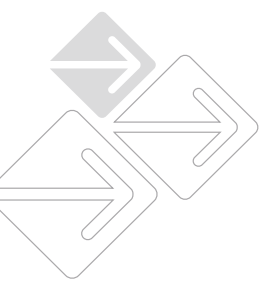
- Packaging Graphics
- Corporate Identity Programs
- Indicating System
- Game
- Web page or Interface
- Design of Books or Magazines
- Posters or Publicity Material
- Font Design

APPAREL AND ACCESSORIES

- Fashionable Accessories
- Costume including functional dress
- Bags and Luggage

CRITERIA FOR JUDGING

Entries are assessed according to the following criteria:



Strategy

- * Does the design have a well-defined target and strategy?
- * Does the design focus on the strategy or accomplish the strategy in particularly creative ways?

Process

- * Has the project been systematically managed during the design process?
- * Were the team, its resources and its knowledge well recorded, organized and communicated during the design process?

Results

- * Does the design meet expectations and meet the customer's needs as previously defined by the strategy?
- * Does the design move people emotionally? Do people love it intuitively?

TIMELINE

Deadline for Application	August 15 2010
Assessment	Late August 2010
Winners Notified	September 2010
Award Ceremony	September 2010

ENTRY PROCESS

The application period for the 2010 China's Most Successful Design Awards is April 26th to August 15th. All essential registration information must be completed during the application period. Please go to www.designsuccess.cn and follow this easy four-step process to apply now!

Step1: Create an Account

Step2: Entry Enrollment

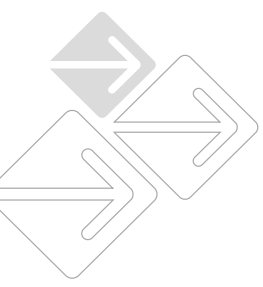
Step3: Upload Images

Step4: Application Confirmation

Step 1: Create an Account

The first step to apply for the 2010 China's Most Successful Design Awards is to register an online account. Once completed, you will be able to access your online account throughout the application process using your created password and ID. Please complete all necessary applicant and company information within your registered account. In addition to basic company information, please provide a contact person for the duration of the competition.

[Create an Account](#)



All winners of the 2010 China's Most Successful Design Awards are obliged to pay for the Awards Winner's Fees. If the organizing committee organizes a 2010 Exhibition, all winners will be allowed and encouraged to participate.

SERVICE FOR WINNERS

Award Ceremony

The grand ceremony will be held during the Shanghai International Creative Industry Week 2010, showing achievements and honor of designers and companies to the media, the public and potential business partners.

Most Successful Design Awards Yearbook

All awarded entries will be published in 2010 China's Most Successful Design Awards Yearbook, including images, information on designers and a description in both English and Chinese. This excellent publication serves as a reference tool all over the world and is therefore a great advertising instrument for each participant. All the award winners will receive two copies of 2010 China's Most Successful Design Awards yearbook.

Online Exhibition

All awarded entries will be represented with images and a description in both English and Chinese on China's Most Successful Design Awards website. This exhibition is not limited in duration.

Media

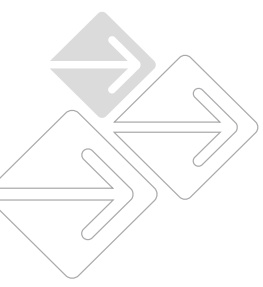
There will be significant local and international media exposure for the winning designs. The Media Department of the Organizing Committee will issue a press release, which will be available to download for publicity purposes.

In addition, hundreds of cooperative media and websites will report and reprint "2010 China's Most Successful Design Awards".

Publicity in CEO & CIO China

Founded in March 1998, CEOCIO China has been dedicated to discovering the trends that determine the future of the Chinese business circle, recording stories that reflects the real development of Chinese enterprises, and disseminating the wisdom of a class made up of business elites and executives. With eleven years' efforts, this philosophy has made CEOCIO China a mature business magazine and an indispensable leader of public opinion in China's business and commercial environment. The magazine now has a circulation of 141228 and the readership is consisted of mid and high-level managers.

VisionUnion is the first among many designing websites in China that boasts a completely new graphic search engine. The website is clicked through over 1.1 million times per day, with over 300 reporter com-



munication stations from home and abroad, covering 1300 schools/dept. of design worldwide. In addition, it has over 1.5 million student readers and over 1 million designer readers worldwide.

Endorsement Mark

Once the results have been announced, the China's Most Successful Design Award Endorsement Mark will be available to all award winners. They will then have the official right to describe themselves as winners of the China's Most Successful Design Award.

Certificate & Trophy

After the results are announced, every winner will receive a certificate as well as the trophy to honor their accomplishments.

QUESTIONS ABOUT THE AWARD? PLEASE CONTACT US:

China's Most Successful Design Awards Organizing Committee

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