2026
Better Design Award

REGISTRATION
GUIDE

1. Registration Period

October 8, 2026 – December 12, 2026

2. Registration Portal

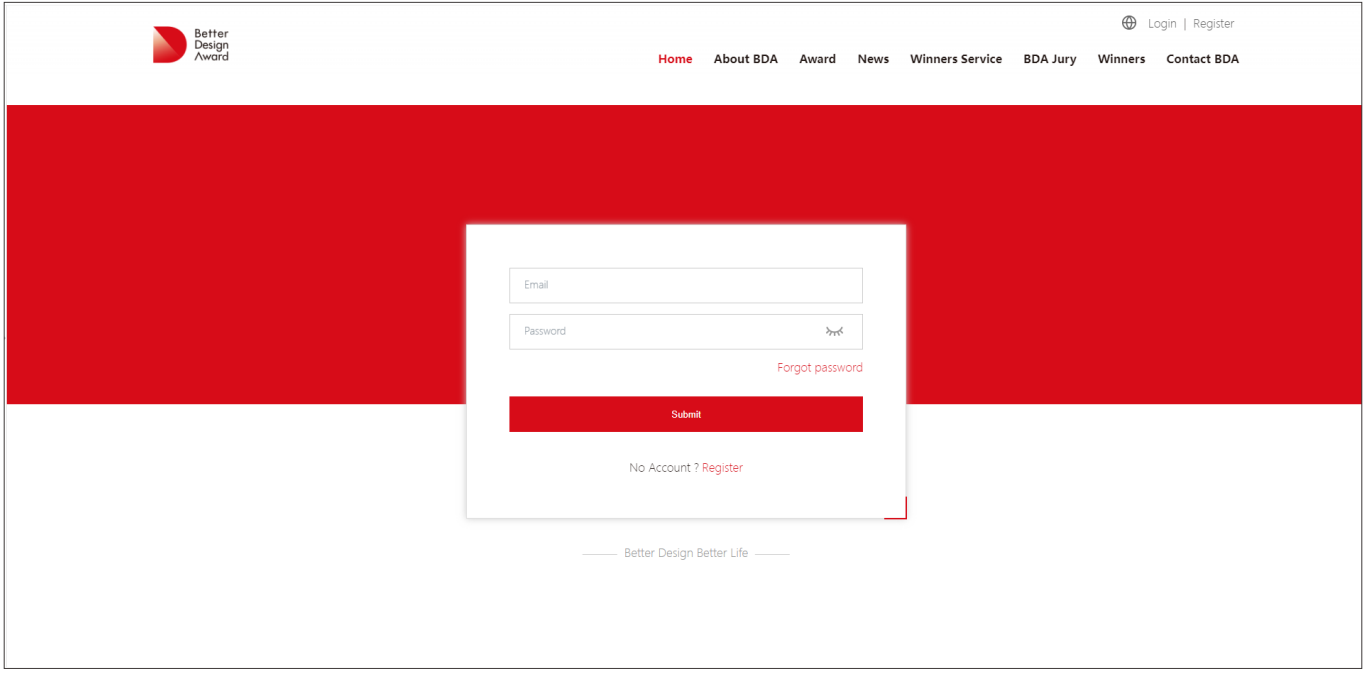
Please register via the official website: www.bdaward.com

3. Overview of Registration Steps



Step 1: Register an Account

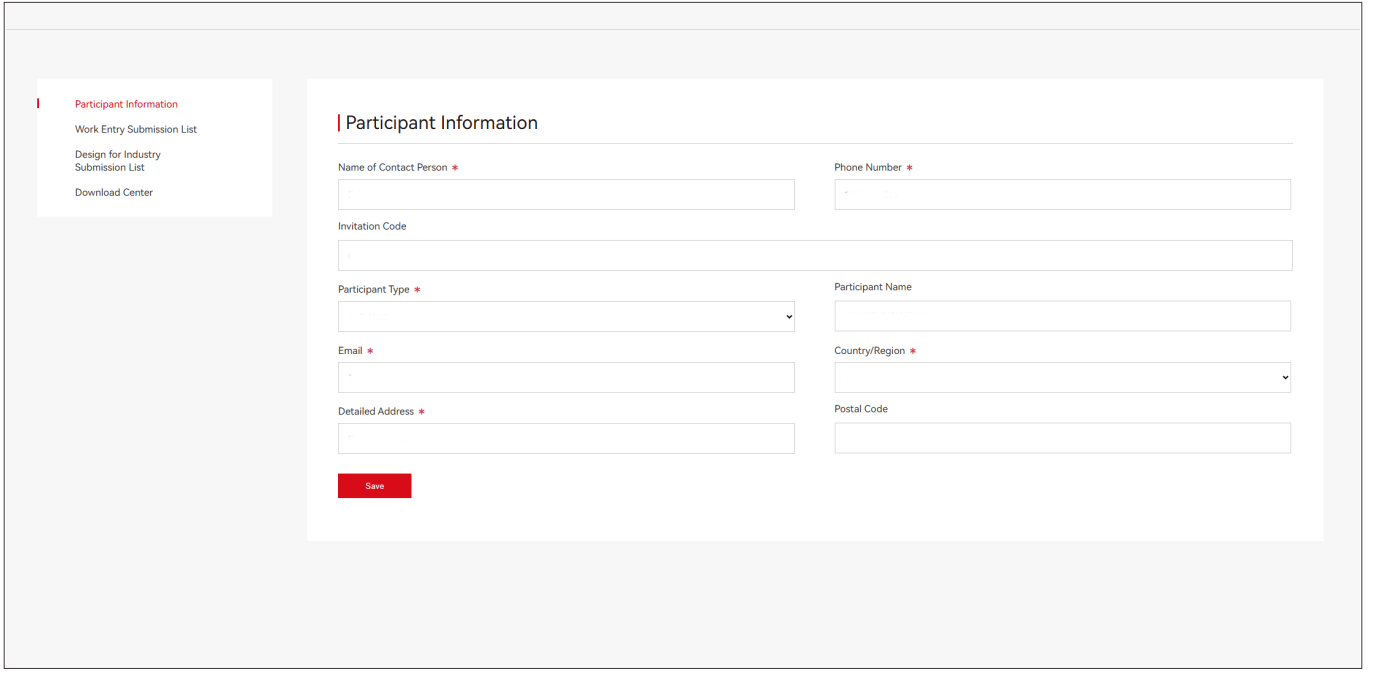
Go to the homepage of the BDA official website (www.bdaward.com), find the registration entry, and enter the registration page. Register an account using your email and verification code.
If you already have an account, please log in with your existing credentials.



Step 2: Complete account information

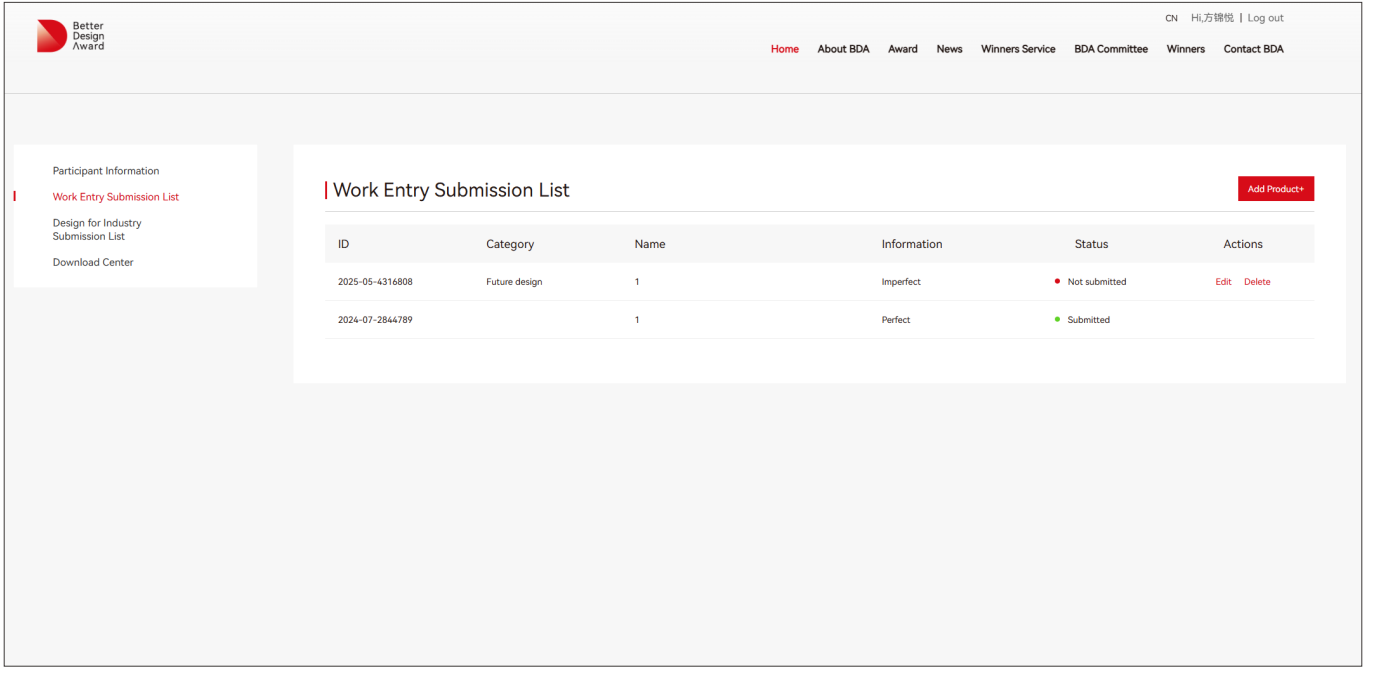
After successful registration, fill in the basic information of the applicant. If you have an invitation code, be sure to enter it.

If you have registered in previous years, it is recommended to enter the invitation code in the application form. The system will recognize the invitation code provided in the application page as the valid one.



Step 3: Select Application Category

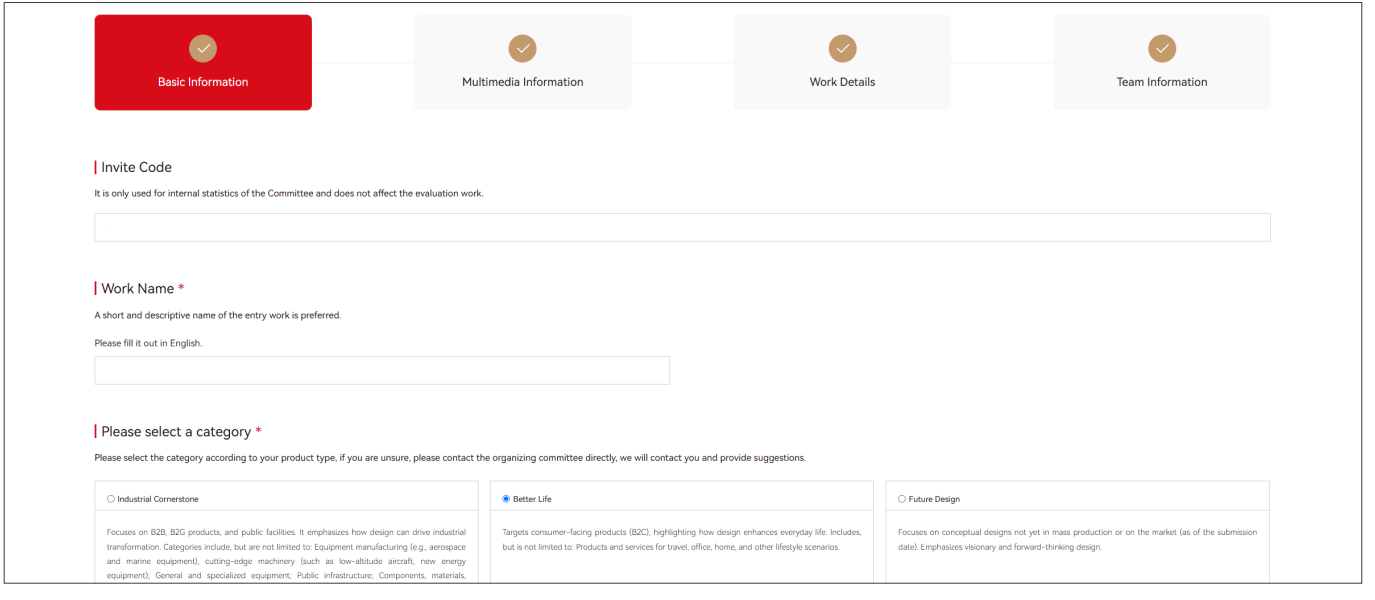
Once applicant information is completed, you will find two options on the left-hand menu:
Product Design Application List
Design for Industry Application List
Choose the appropriate category and start filling in the application materials.



Step 4: Fill in Application Details

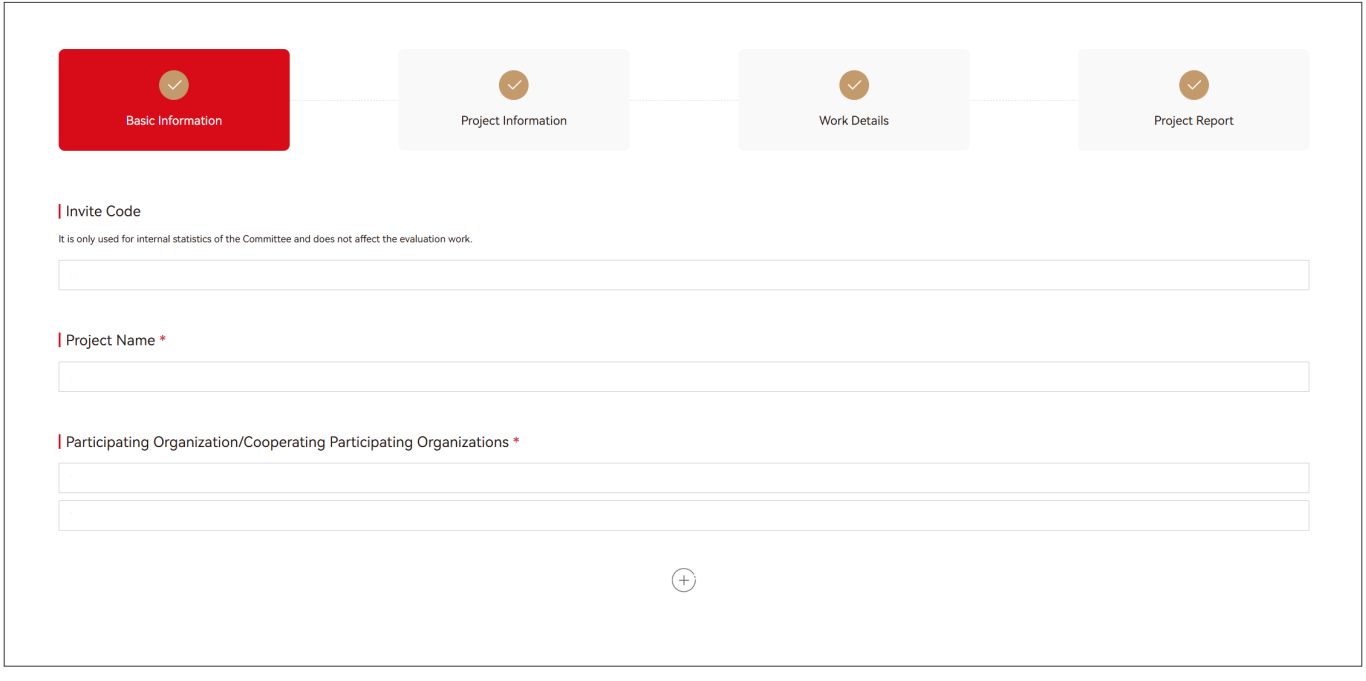
On the application page, complete all required fields marked with an asterisk (*) and save the form. Optional fields can be filled in according to your needs.

1.For Product Design applications, you'll need to submit: Basic information, Multimedia content, Product (or work) details, Team information



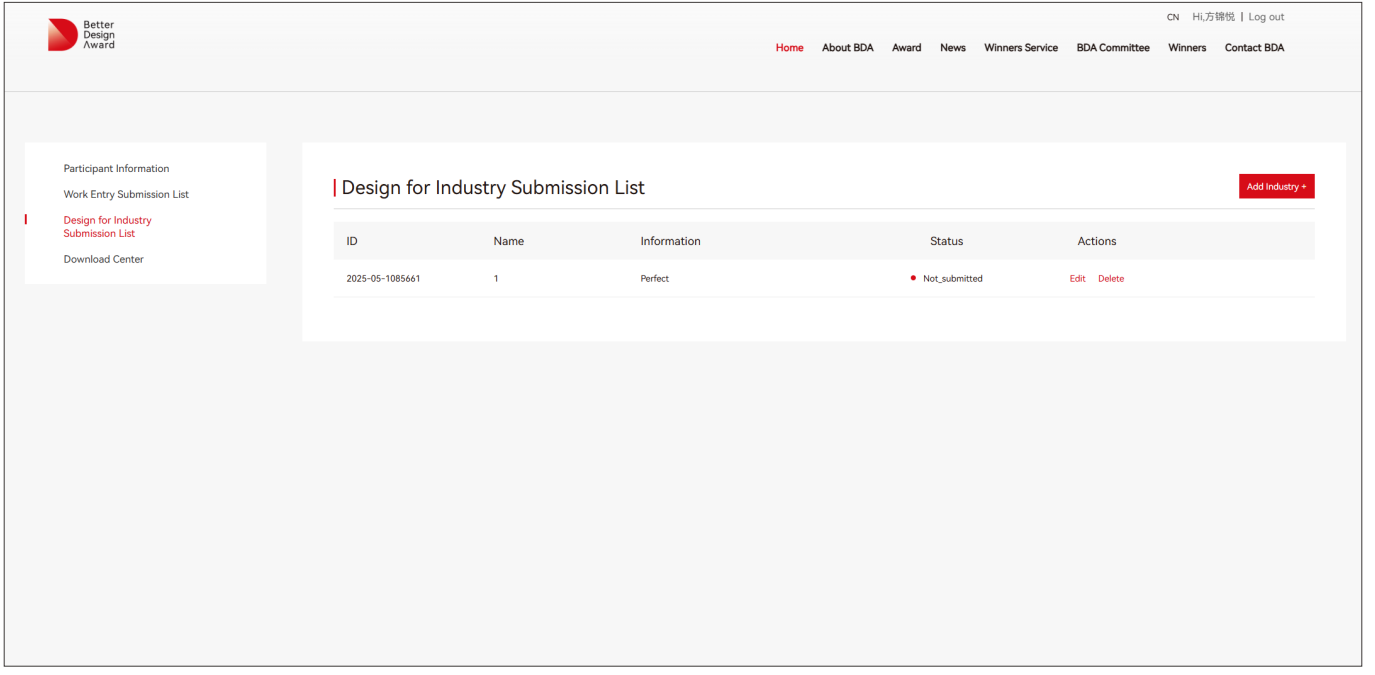
Step 4: Fill in Application Details

2. For Design for Industry applications, you'll need to submit: Basic information, Multimedia content, Project information, Project report



Step 5: Edit/Submit Application

Once submitted, the information cannot be modified. Please ensure all details are correct before submission.
If you save the form without submitting it, you can return to the list to edit it later.



Registration Information Overview

1.Product Design Category Selection

***Basic Information**	1.*Product (Work) Name – in English 2.*Select Category (Three categories: Industrial Foundation, Better Life, Future Design)
Multimedia Information	1.*Product (Work) Display Images (At least 4 images): Must include the main image, detail images, and key design feature images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product (Work) Name + Number (1, 2, 3, …), if providing a series of products, include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. 2.Product (Work) Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed. 3.*Design Description (English text: max. 1,000 characters.): What is the purpose of the product (work)? What problems does it solve? What benefits does it bring to the user? Why should the judges favor this entry? What sets it apart from similar products (works)? 4. Evaluation Criteria Description (English text: max. 1,000 characters.): Innovation Value 1) Demonstrates innovation by applying design thinking to integrate new technologies, processes, materials, etc. to solve problems. 2) Brings innovative experiences, functions, or other content through design. Sustainable Value 1)Promotes green production technologies and practices, guiding the entire industry towards a more eco-friendly and sustainable direction. 2)Has had a positive impact and set an example in terms of environmental protection and sustainability. Market Value 1)Uses design to reduce costs and improve efficiency, enhancing the competitiveness and productivity of the industry, and driving design industry development. 2)Provides new value to emerging industries, new business formats, and new commercial sectors through design. Social Impact 1)Makes significant contributions to humanitarian care, social and economic development, and the enhancement of ecological civilization. 2)Creates new lifestyles, aesthetic perceptions, new cultural values, and new value systems.
Product (Work) Details	1. *Industrial Foundation and Better Life Categories: Product development time, size, target audience, target market, and whether the product is on the market (if applicable, please provide the launch date). 2. *Future Design Category: Model/prototype size. 3. *Intellectual Property Materials (Intellectual Property Declaration). 4. Award history. 5. Confidentiality request.
Team Information	1. Affiliated Organization 2. Design Team 3. Participating Designers

2.Design for Industry Category Selection

***Basic Information**	1. Project Name – in English 2. Participating Organization / Cooperating Participating Organizations 3. Lead Designer (limit to 1 person): Name, Phone, Email
Multimedia Information	1.Display Images of the Design for Industry Project: Select 2–3 of the most successful products from the project, and upload no more than 5 images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product Name + Number (1, 2, 3, …). If providing a series of products, please include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. 2.Design for Industry Project Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed.
Project Information	1.Project Description (English text: max. 1,000 characters.) Describe the basic details of the project, including its highlights in promoting industry innovation and upgrades, what key problems it has solved, and what economic and social values it has created. 2.Intellectual Property Materials (if any).
***Project Report**	1.Report Format Requirements: A4 size, with a combination of text and images, in PDF format, in English. 2.Report Content Requirements: Include project name, project description, project goals, research methods, integration of research resources and team building, how design integrates with industry, how design leads technological development and business model innovation, how it drives transformation and upgrading of enterprises, industries, or regional economies, its practical application and specific benefits, and evaluations and recognition from various aspects.