

# 2024 Better Design Award

REGISTRATION  
GUIDE

## 1. Registration Time

From 22 May 2024 to 31 August 2024.

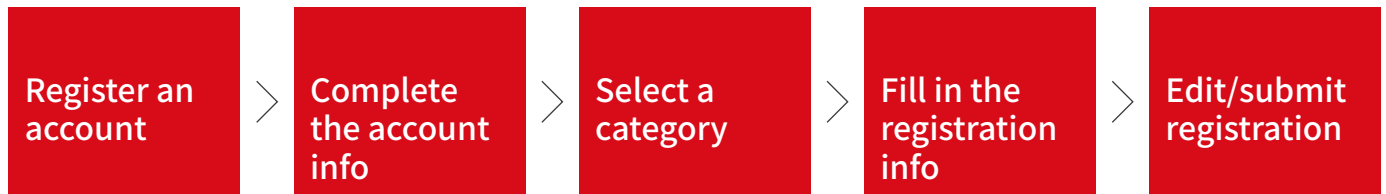
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## 2. Registration Entrance

For registration, please visit the official website ([www.bdaward.com](http://www.bdaward.com)).

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### 3. Registration Steps



# Step 1: Register an account


Go to the homepage of the official BDA website: [www.bdaward.com](http://www.bdaward.com), and enter the registration page. Register an account according to the email address and verification code. Participants with existing accounts can log in to the original account.

Better Design Award

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Login | Register

Email

Password 

[Forgot password](#)

Submit

[No Account? Register](#)

— Better Design Better Life —

## Step 2: Complete the account information

After the successful registration of the account, you need to fill in the applicant's personal information, the applicant with an invitation code must fill in the invitation code.

- Account Information
- Work Entry Submission List
- Enterprise Submission List
- Download Center

### Account Information

Name of Contact Person *	Phone Number *
<input type="text"/>	<input type="text"/>
Invitation Code	
<input type="text"/>	
Account Type *	Company Name
<input type="text"/>	<input type="text"/>
Email *	Country/Region *
<input type="text"/>	<input type="text"/>
Detailed Address *	Postal Code
<input type="text"/>	<input type="text"/>

## Step 3: Select a category

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According to the registration conditions, select the corresponding category.

✕

**Please select the corresponding category to complete the registration**

✓

**Work Selection**

**Brand Selection**

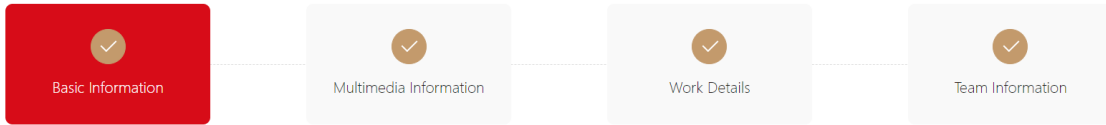
Please fill in the recommendation code,  
Register by recommendation code only.

**OK**

## Step 4: Fill in the registration information

After entering the application page, fill in all the mandatory information marked \* completely and save the info;

1. The materials required for work selection include basic work information, multimedia information, work details, and team information.



### | Work Name \*

A short and descriptive name of the entry work is preferred.

Please fill it out in English.

### | Please select a category \*

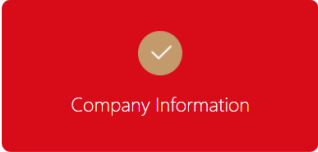
Please select the category according to your product type, if you are unsure, please contact the organizing committee directly, we will contact you and provide suggestions.

 The Pillars of a Great Power  Good life  Future design

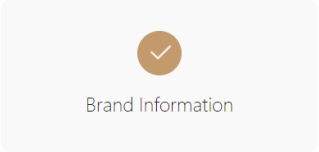
## Step 4: Fill in the registration information

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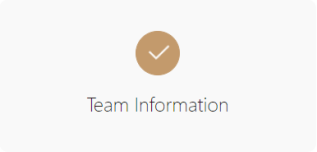
2. The data required for brand selection include basic information, team information and brand information.



Company Information



Brand Information



Team Information

**| Company Name \***

Please fill it out in English.

**| Founding Time \***

**| Country \***

## Step 5: Edit/submit registration

Once the information is submitted, it cannot be modified. Please make sure that the information is correct. Save but do not submit, you can re-edit in the entry list.

Account Information

**Work Entry Submission List**

Brand Submission List

Download Center

### Work Entry Submission List

Add Product+

ID	Group	Name	Information	Status	Actions
2024-05-4881125	Product Group	test	Perfect	● Submitted	
2024-05-2151680	Concept Group	111	Perfect	● Submitted	
2024-05-2911564	Concept Group	test	Perfect	● Submitted	
2024-05-1464945	Product Group	1	Perfect	● Submitted	
2024-05-6433163	Product Group	1	Imperfect	● Not submitted	<a href="#">Edit</a> <a href="#">Delete</a>



## Registration Information List

### 1. Account Registration

<b>*Registered email</b>	The email will be used as a user account to log in to the BDA website, after successful registration, it can be reused every year.
<b>Account Information</b>	<ul style="list-style-type: none"> <li>* Contact name</li> <li>* Phone number</li> </ul> Invitation code (mandatory for brand selection) <ul style="list-style-type: none"> <li>* Account type: enterprise, design company, college student, college teacher, social organization, others</li> <li>* Email</li> <li>* Country/Region</li> <li>* Province, city, detailed address</li> <li>Postal code</li> </ul>

### 2. Work Selection

<b>*Basic Information</b>	Work name Please select a category (3 categories: The Pillars of a Great Power, Good life, Future design) Please select the group (2 groups: Product Group, Concept Group)
<b>Multimedia information</b>	Work images (at least 4): including the main image, product detail image, design focus image, and actual usage image. Image format: JPG/PNG; File size: less than 3MB; Color format: RGB; Image ratio: 4:3 or 16:9; Please do not include any text in the images. Work video: MP4 format, less than 100MB, recommended resolution: 1280x720 (720p). The video should not exceed 2 minutes, with no subtitles, no voiceover, but background music is allowed. * Design description (Max. 1000 characters incl. spaces): Explain the purpose of the work. What problem was solved? What are the benefits for users? What are the reasons that the judges favor? What makes it unique compared to other similar works? * Description of the selection criteria (Max. 650 characters incl. spaces): Prepare written materials from the four criteria of innovation value, market value, sustainability and social impact.
<b>Work details</b>	<ul style="list-style-type: none"> <li>* Product group: development time, size, target population, target market, whether the product is on the market</li> <li>* Concept group: model/prototype size</li> <li>* Intellectual property information (intellectual property specification) Award Confidentiality application</li> </ul>
<b>*Team Information</b>	Work owner Design party Designer(s)

### 3. Brand Selection

<b>Basic information</b>	<ul style="list-style-type: none"> <li>* Brand name - English / Chinese</li> <li>* Company name</li> <li>* Establishment time</li> <li>* Country / Region</li> <li>* Official website</li> <li>* Brand logo</li> <li>* Contact person, Phone number, Email</li> </ul> Application for confidentiality
<b>*Team information</b>	* Names, positions, educational backgrounds, key professional experiences, industry experience, and personal strengths of 2 or more core team members, such as the brand founder/CEO and design lead.
<b>Brand information</b>	<ul style="list-style-type: none"> <li>* Brand Introduction: Submit a brand introduction in PDF format in both Chinese and English, with a 50% image and 50% text ratio, no more than 10 pages and 20MB in file size, to introduce and showcase the brand. The introduction should cover the following five aspects:               <ul style="list-style-type: none"> <li>* 1 Founding Team: Present the brand's founding team, particularly the founder/CEO who attaches great importance in design, through typical startup events and scenarios by pictures and text. Illustrate how the founder closely collaborates with outstanding designers holding CDO or Design VP positions in the executive team, leading product innovation and brand growth.</li> <li>* 2 Brand Value: What are the target users, product positioning, and market positioning of the brand? How does the brand establish a highly recognizable, unified brand image design system covering both products and services, communicating positive brand concepts, vision, and values? Leveraging innovative design products and proprietary brands, the brand adopts a differentiation strategy to stand out from market competition and successfully gain recognition from users, peers, and the industry.</li> <li>* 3 Innovative architecture: The innovative design department plays a crucial role in brand development, situated as a top-level R&amp;D institution within the company. The CDO or Design VP reports directly to the CEO or President, enabling close collaboration with various business departments including technology, production, supply chain, and marketing. While coordinating product innovation, service innovation, and business model innovation, the department also fosters a design culture that is embraced by all employees of the enterprise.</li> <li>* 4 Product innovation: Using 2-3 of the brand's most successful products as examples, illustrate how "user-centered experience" design thinking is implemented throughout the enterprise's entire innovation chain, including hardware, software, and services. Demonstrate how this approach creatively solves pain points in product functionality, usage, and service, leading to the continuous launch of high-quality, breakthrough innovative products and service systems with high user value. For this section, please provide high-resolution photos and videos of the representative products.                   <ul style="list-style-type: none"> <li>Product images: For 2-3 of the brand's most successful products, please provide 4-6 images for each product, The first image should be the main product image, followed by details of the product, images highlighting key innovations, and finally, images showing the product in actual use scenarios.                       <ol style="list-style-type: none"> <li>1) Image requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 or 16:9;</li> <li>2) Image name: Product name + image number (1, 2, 3, etc.), if providing a product series, please include images covering all products in the series</li> <li>3) Images should not contain any text, such as captions or descriptions.</li> </ol> </li> <li>Product Video: For 2-3 of the brand's most successful products, you can either upload the video files or provide links of the videos on platforms such as YouTube, Google Drive, or Baidu Cloud.                       <ol style="list-style-type: none"> <li>1) Apps must be available for free download in domestic and international app stores. If a password is required, please enter the login data. The URL should be valid between May 2024 and December 2024.</li> <li>2) Videos must be no longer than 2 minutes, without any subtitles or voiceovers, but background music is allowed.</li> <li>3) The recommended format is MP4, with a file size under 100MB and a resolution of 1280x720 (720p).</li> </ol> </li> <li>* 5 Market Influence: Provide credible evidence, such as information (images, forms, etc.) published by government agencies, users, industry reviews, award-giving bodies, and online platforms, to demonstrate how the brand has achieved the following through successful innovative design products and services:                       <ul style="list-style-type: none"> <li>Positioned itself among the top-selling brands in the industry and product categories;</li> <li>Continuously won high-level domestic and international design awards, as well as various industry awards;</li> <li>Achieved high growth, profitability, and favorable user/consumer ratings;</li> <li>Established the brand as a benchmark for industry transformation, upgrading, and high-quality development.</li> </ul> </li> </ul> </li> </ul> </li></ul>