



The 55th Japan Sign Design Award Application Guidelines

April 1, 2021

Modification on April 29, 2021

Japan Sign Design Association

Japan Sign Design Association Award (as known as SDA Award) was established in 1966 for the purpose of promoting and educating the public about the sign design through presentation of signature design works to the wide society. It continues to be the only award program for sign design in Japan.

Signs today are considered as an interface that connects urban space or corporate activities with consumers, or as information that is indispensable for revitalizing the environment and establishing communication, and their examples are seen with more diverse variations. We invite application for awards from signature design works with high quality. We strongly encourage you to participate in this program.

• Sponsor

- Japan Sign Design Association

• Support Organizations (temporary)

- Ministry of Economy, Trade and Industry
 - Japan Institute of Design Promotion
 - The Japan Chamber of Commerce and Industry
 - Nikkei Inc.
 - Federation of Japan Out-door Advertising Associations
 - Japan Design Space Association
 - Nippon Display Federation
 - Japan Commercial Environmental Design Association
 - Japan Sign Association
 - Japanese Technical Organization for Commercial Spaces
 - Japan Promotional Marketing Institute Inc.
 - Japan Advertising Federation
 - Japan Advertisers Association Inc.
 - Japan Graphic Designers Association Inc.
 - Japan Typography Association
- (In no particular order)

• Eligibility for Application

- Signs completed in the year from May 1, 2020 to April 30, 2021.

• Deadline for Application

- ~~- Monday, May 31, 2021 24:00 JST~~
- Wednesday, June 30, 2021 24:00 JST

• Selection Process

- The selection is conducted in 2 stages: Primary screening for selecting 50 candidates for prize and 100 finalists from among all entries, and a secondary screening for determining the SDA Grand Prize - Minister of Economy, Trade and Industry Award (tentative) (hereafter referred to as grand prize winner) (1 winner), SDA Award Gold Prize (4 winners), SDA Award Silver Prize (15 winners) and SDA Award Bronze Prize (30 winners).
- Primary Selection is conducted on web-based screening.
- Secondary Selection will be made by the conference of juries.
- In the Secondary Selection, the SDA award winners will be selected, as well as SDA Award Jury Selection winners selected by nomination of each Commissioned Jury.
- The names of applicant and the parties involved will not be disclosed to the jury, through the primary and secondary

screening

- The design concept, images and video (optional) submitted through the web application system will be used as examination materials for screening,
- Evaluation criteria
 - Sociality: Evaluation of the social significance and the repercussive effect of the project, the environmental measures and the harmony with surrounding landscape, safety, sustainability including the maintenance.
 - Informativeness: Evaluation of the work as a communication design, if it properly conveys the originator's intention from both functionality and sensibility.
 - Innovativeness: Evaluation of the work whether there is an unprecedented approach in the point of view, the concept of design construction, and the process from planning to production and construction.
 - Aesthetics: Evaluation of the form, the material selection and overall balance, the beauty of presentation.

• Selection schedule

- Primary selection (preliminary screening): ~~Saturday, June 5, to Sunday, June 13, 2021~~ Monday, July 5, to Sunday, July 18, 2021
- Secondary selection: ~~Saturday, June 26, 2021~~ Saturday, July 31, 2021 in International Design Liaison Center (Design Hub, Tokyo Midtown)
- The secondary selection conference is open to public. Inquire the SDA secretariat, if you wish to hear the proceedings.

• Jury

The jury is composed of following members.

- The Primary Screening
 - Jury President: Selected from SDA members
Ryozo Takeyama, University of Toyama Executive Vice President / Editor in chief of Signs magazine
 - SDA Jury: Juries of selected SDA members (4 judges)
Yasuo Yokota, Former GK Shanghai General Manager / Graphic Designer
Katsuhiko Shimazu, Shimazu Environmental Graphics / Environmental Graphic Designer
Taro Watanabe, Emotional Space Design Inc. President / Director
Maya Nakamuta, MED / Designer
 - Regional jury: Director (or Representative Secretary) from each region (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku, Shikoku, Kyushu, and Okinawa) and one SDA Award jury selected by regional representative secretary.
- Secondary Jury
 - Jury President: Same as the Primary Screening
Ryozo Takeyama, University of Toyama Executive Vice President / Editor in chief of Signs magazine
 - Commissioned Jury (temporary)
Director, Cool Japan Policy Division and Design Policy Office, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry
Bo Linneman, Kontrapunkt / Executive Design Director
Akira Kobayashi, Monotype / Type Directors
Mitsuhiro Suwa, loftwork President / Graphic Designer
Yukio Hashimoto, Hashimoto Yukio Design Studio Inc. / Interior Designer
Yuko Nagayama, YUKO NAGAYAMA & ASSOCIATES / Architect
Toshihiro Takahashi, Editor in chief of Discover Japan
 - SDA Jury: Same as the Primary Screening

• Award Announcement

- ~~Early September, 2021~~ Early October, 2021

• Awards

The winners will receive following awards

- SDA Grand Prize - Minister of Economy, Trade and Industry Award (Provisional): 1 winner (Certificate and trophy)
- SDA Award Gold Prize: 4 winners (Certificate and trophy)
- SDA Award Silver Prize: 15 winners (Certificate and trophy)
- SDA Award Bronze Prize: 30 winners (Certificate)
- SDA Award Finalists: 100 winners (Certificate)
- SDA Award Jury Selection: 7 winners (Certificate and trophy)
- SDA Contribution Award - Chairman of Japan Institute of Design Promotion Award: maximum 2 winners (Certificate)
- Award Ceremony: ~~November, 2021~~ Saturday, December 4th, 2021, (temporary) venue to be announced (Tokyo or in the vicinity)

• How to apply

- Entry is to be made by registering the required application materials including digital data of photographed images (hereinafter referred to as image data) of the work at the Application Web site as provided by SDA (<http://www.sda-award.org>) (Hereinafter referred to as SDA Award Website)
- Applicant may additionally register video data (hereinafter referred to as video data). Application, however, cannot be accepted with the video data alone.

• Application Fee

- Application fee is ¥5,000 for each entry. The application fee includes the examination fee for design concept (text data) and one image data.
- If you wish to submit more than one image data, additional examination fee of ¥1,500 is required for each additional image.
- If you wish to submit video data (limited to 60 seconds for less per video), an additional examination fee of ¥8,000 is required for each video data.

• Application procedure

*Applicant Registration

- Applicants must first complete their applicant registration by entering required information (*1) at the SDA Award Website's Applicant Registration page. Applicant Registration is free, and as a general rule, once an applicant has registered, the same record can be used to apply for the future SDA award application, however, make sure to update the data, if there is a change in contact information. (Please note that if the data is not updated, the information from SDA will not reach the applicant.)
- Once Applicant Registration is complete, personalized "Applicant Page" will be created. It is possible to make a new entry, change the entry information, cancel entry, or pay application fee from this page.

*Completing Entry Form

- To enter a work, first, the required information (*2) and the Design Concept (as a general rule, the text should not exceed 150 words) should be provided in the "Entry Form". After the form is completed, the applicant will proceed to submit image data and video data.

*Registering Image Data

- The image data, as a general rule, should be a color photograph of the entry subject. (Data photographed with a digital camera or data scanned from analog photograph shot on color negative or positive film.) This will not apply to the work based on digital images.
- There is no limit to the number of images submitted per entry.
- The applicant is allowed to submit one concept statement sheet as an image data, a single image combining charts, figures, text and multiple photographs.

- Except for the concept sheet, image data should be composed of single photograph, though chart, figure, caption (or brief description) to explain the image may be added to the image data.
- There is no limit to the number of pixels of image data, however the file size should not exceed 1MB.
- Use only the half-width alphanumeric characters for the file names of image data.
- All image data should be in JPEG format (with file extension jpg or jpeg)

*Registering Video Data

- The video data, as a general rule, should be a color video of the entry subject. This will not apply to the work based on digital video.
- There is no limit to the number of video submitted per entry.
- The video file submitted may contain sound (soundtrack), however, only the sound recorded at the time of video recording the sign, as in the case of sound sign, will be subject for consideration, and sound effects or music that are added to the video in the post-video recording process will not be subject to consideration.
- Length of the video data should not exceed 60 seconds at the maximum, and the file size should not exceed 20MB.
- The number of pixels of the video data should not exceed 1920 pixel in width and 1080 pixel in height.
- The codec for video data is to be H264 / AAC and the video format should be in mp4 (with file extension mp4)
- Use only the half-width alphanumeric characters for the file names of video data.

*Completion of Parties Involved Form

- Once submission of image data and video data are complete, please fill in the "Parties Involved Form" (*3) and submit.

*Payment of Application Fee

- Application fee settlement (payment) is only acceptable by credit card (using PayPal or Stripe) or by bank transfer. If using credit card payment, the applicant should use the PayPal or Stripe payment system provided by SDA Award website. For bank transfer, the entry number sent by e-mail at the time of selecting the payment method, must be used when bank remittance is made. The bank fee must be paid by the applicant.
- Applicant is able to edit the application form entries (information on work entered), add, change or delete image files and video files, and add, change or delete information on parties involved, before payment of the application fee (including additional examination fee, hereinafter the same).

Once the payment is complete, it is not possible to make any further changes to the submitted work or information.

- Under no circumstance SDA will refund neither application fee nor additional examination fee.
- (*1) Information required for the applicant registration
 - Name
 - SDA membership status: member or non-member
 - Affiliation (company name, department, job title)
 - Contact information (address, phone number, mobile phone number)
 - E-mail address, password (to be used as login information)
- (*2) Information required in the entry form
 - Name of representative for the work (one person representing the team involved in the design and production of work, who will be named as the representative of winning entry, if the work wins the award)
 - Name
 - Affiliation (Company name, corporate name, trade name, or any other official name that includes the legal personality.)
 - Title of the work
 - Location where the sign is installed: City and prefecture. City and country, if installed outside Japan.
 - Date of completion
 - Application Category 1 Space Setting: Select applicable item(s) from the list (more than one can be selected)
 - Application Category 2 Design Method: Select applicable item(s) from the list (more than one can be selected)
- (*3) "Form for Persons Involved"
 - Names of all individuals and companies, including the applicant, involved in the production of the work need to

• Notes on Application

- There should be a pre-discussion among the members involved to avoid double entry. (Where multiple applicants submit the same work, multiple times.)
- The applicant is liable for managing the copyrights, photo usage rights, publication rights, and industrial property rights of the work submitted. It should be noted that, if these rights are not cleared, the winning entries could not be published in the catalogue or the yearbook. In addition, the applicant and the photographer should have an agreement for the photo usage fee, before award application.
- The copyright of the application materials, such as photos, are reserved to the copyright holder, however, upon application to the award, the applicant agrees to grant the rights to use these materials in the "Annual of Spatial Design in Japan 2022" (in traditional paper media and in electronic version), catalogue of works selected for SDA Award as edited by SDA, as well as other publications, publicity materials, presentation at exhibitions, republication of image data on DVD, to the award sponsor, Yearbook Publication Committee of Kukan Design Organization and Rikuyosha Inc. Also, unless credited in the list of persons involved, credit to the name of copyright holder, such as the "photographer" is deemed not necessary. Therefore the applicant should be responsible for handling and managing the copyrights in the involved parties form.
- Applicant should agree to the possible needs for image quality correction or trimming as required for publication.
- All information, such as the company name or individual name, provided in the applicant registration, entry form, and the form for involved parties, are deemed official and will be used as they are entered, in all printed materials and publications, as well as the award text, so the applicant should use correct information.
- Image data and the video data submitted in application should not be treated by any form of processing, except for adjustment within common sense (such as the change in exposure or fine adjustment of color temperature or trimming) and modifying the number of pixels or changing the compression ratio to reduce the file size.
- In the event a fraudulent application, such as digitally processed falsified images or video not depicting the actual work is discovered, the entry will be disqualified even after the completion of screening process, and the applicant's name with the allegation will be publicly announced.
- In the event a fact of plagiarism is confirmed, the entry will be disqualified.
- Design Concept, Image Data and Video Data, should not display: the name of applicant or the persons involved, including the logo marks, indicating such information, unless such information is a part of the work presented. The organizer may disqualify the entry that violates this rule.
- The organizer will not refund application fee or additional examination fee of the disqualified entries.
- When the application cannot be made before the deadline due to line congestion or server overload, the entry application may not be accepted, and under such case, no objections will be accepted.

• Publication in the Yearbook: "Annual of Spatial Design in Japan 2022" Display, Sign and Commercial Environment

The works of the winners and the finalists will be included in the "Spatial Design in Japan - 2022 Yearbook" on Display, Sign and Commercial Environment (Domestic and International edition).

- Winners are expected to submit high-resolution photographs required for publication in the Yearbook.
- The Yearbook is to be edited by SDA, The Japan Design Space Association (DSA), Japan Commercial Environmental Design Association (JCD), Rikuyosha Inc. and the Publication Committee of Kukan Design Organization, and published by Rikuyosha Inc.
- The Yearbook is scheduled for publication in December 2021.

• Selection of SDA Regional Design Awards

- SDA Regional Design Awards will be selected from the SDA Award entries. This award is presented separately from the SDA Awards for the purpose of raising awareness towards sign design in local region, and is judged separately from the SDA Awards by the members from each region.

- Division of the region is shown in the following information as a general rule, the region is selected based on the location where the professional is installed: Select from director, designer, contractor, clients, etc. Affiliation (Company name, corporate name, trade name, or any other official name that includes the legal personality.)
 - Tohoku: Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima
 - Kanto district: Ibaraki, Tochigi, Gunma, Chiba, Saitama, Tokyo, Kanagawa, Niigata, Yamanashi, Nagano
 - Chubu: Toyama, Ishikawa, Fukui, Gifu, Shizuoka, Aichi, Mie
 - Kansai: Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama
 - Chugoku: Tottori, Shimane, Okayama, Hiroshima, Yamaguchi
 - Shikoku: Tokushima, Kagawa, Ehime, Kochi
 - Kyushu: Fukuoka, Saga, Nagasaki, Kumamoto, Oita Prefecture, Miyazaki, Kagoshima
 - Okinawa: Okinawa
- After the secondary screening process, each region will select the winners for the following awards.
 - SDA "Xxxxx" Regional Design Awards. Where Xxxx stands for the name of region. Selected by each region as appropriate. (Awarded with certificate).
 - The award will be mailed to the applicant.

• Efforts to protect personal information

Japan Sign Design Association will observe the obligation as a business operator handling personal information and handle all personal information relevant to the award management as follows.

- In the case of receiving personal information, the Association will inform the applicant of the purpose of the use of personal information and obtain consent from the applicant. When using the personal information received, Association will do so in appropriate manner within the range of purpose of use, which the applicant has given, consent to.
- We will not consign or provide the personal information provided to a third party, unless the applicant has given consent, or when we are legally obliged to respond to request from the judicial or administrative agencies based on laws and regulations.
- In the event an applicant requests for deletion, change or amendment of personal information on the grounds that the contents are not facts, we conduct necessary investigations without delay, correct the information within a reasonable period based on the result, and maintain, update and manage information accordingly.
- The Association will pay close attention to the handling of personal information and thoroughly enforce rules to the regular members and administrative staff who are in charge of the management of the activities of board of directors, steering committee, other committees and regional activities etc.

• Purpose of using personal information

About personal information of the SDA Award applicants

- Confirmation of registered information
- For contacting the applicants regarding the entry, entry fee payment and the results of screening.
- For announcing the award ceremony
- For mailing the announcements from the Japan Sign Design Association.
- For other use within the scope of and as required by the SDA award management.