

# SDA●AWARD

## The 58th Japan Sign Design Award Application Information

Call for Entry

Monday, April 1 - Friday, May 31, 2024



<https://www.sda-award.org>



Sponsor

Japan Sign Design Association

email : [info@sda-award.org](mailto:info@sda-award.org)

## Table of Contents

### Call for Application

What is Japan Sign Design Association Award -----	01
Annual Schedule, Eligibility for Application, Awards -----	02
Jury, Selection Criteria -----	03
From Application to Award -----	04
Application Fee and Award Expenses -----	06
Notes on Application -----	07

### Application Guidelines

Registration of Applicant and the Work -----	08
Application Categories -----	11
Registration of Images and Videos -----	12
Registration of Related Parties -----	14
Confirmation of Registration, Payment, Completion -----	15
Payment, Completion -----	16

### Resources

Japan Sign Design Association Award Implementation Guidelines -----	17
Japan Sign Design Association Award Application Guidelines -----	19
Japan Sign Design Association Award Selection Guidelines -----	21

# Call for Application

## What is Japan Sign Design Award

Japan Sign Design Award (as known as SDA Award) sponsored by Japan Sign Design Association (SDA) 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 and it continues to be the only award program for sign design in Japan.

Sign Design is the creative act of arranging and shaping "information to be conveyed to people" in order to make the increasingly complex environment around us more comprehensible and attractive. Sign design is positioned as information that is indispensable for communication, and its design is expanding in a diverse range of ways. SDA's mission is to evaluate high quality sign design through the selection of the Japan Sign Design Award, to share the value and role of sign design with as many people as possible, and to contribute to social activities.

We look forward to your active participation.

Makoto Takeuchi  
President, Japan Sign Design Association

### Sponsor

- Japan Sign Design Association

### Support Organizations (tentative)

- 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
  - Japan Graphic Design Association
  - Japan Industrial Design Association
  - Japan Typography Association
- (In no particular order)

# Annual Schedule

Application Period	Application entry starts -----From Monday, April 1, 2024 Entry closes ----- Friday, May 31, Midnight JST
Primary Screening	Screening Period -----From Thursday, June 6 to Thursday, June 13 Notification to the accepted applicant ----- Monday, June 17
Secondary Selection	Secondary screening ----- Monday, June 24
Final Selection	Final Selection and Special Award Selection ----- Saturday, July 6 Notification to the selected winners ----- Wednesday, July 10
Selection of Regional Award Selection	Screening -----From Wednesday, July 10 to Thursday, July 18
Announcement of Winners	Official announcement of the results ----- Early September Award ceremony ----- Wednesday, December 4 Winners announced on SDA website ----- Early December

# Eligibility for Application

Signs installed in Japan or abroad

Signs completed in the year from May 1, 2023 to April 30, 2024

# Awards

Selected winners will receive following awards:

- Japan Sign Design Award Grand Prize - Minister of Economy, Trade and Industry Award (Provisional): 1 winner (Certificate and trophy)
- Japan Sign Design Award Gold Prize: 4 winners (Certificate and trophy)
- Japan Sign Design Award Silver Prize: 15 winners (Certificate and trophy)
- Japan Sign Design Award Bronze Prize: 30 winners (Certificate)
- Japan Sign Design Award Commissioned Jury Prize: One winner each selected by commissioned jury (Certificate and trophy)
- Japan Sign Design Award Finalists: 100 winners (Certificate)

\*The Grand Prize, Gold Prize, Silver Prize, Bronze Prize and the number of selected entries will be determined by the final judging panel.

- Japan Sign Design Award Contribution Award - Chairman of Japan Institute of Design Promotion Award: maximum 2 winners (Certificate)
- SDA Regional Design Award (Selected by the 9 regional chapters of Japan Sign Design Association and awarded to the work from the region): maximum 5 winners from each region (Certificate)

# Jury

The jury is composed of following members.

## The Primary Screening

Jury President : Makoto Takeuchi, Takeuchi Design. Japan Sign Design Association President

SDA Jury: Juries of selected SDA members

Taro Watanabe, Representative, Emotional Space Design Inc., Art Director

Kozo Yamada, Representative, Tsukikage Design Consulting, Design Consultant

Ryozo Takeyama, Director and Vice President, University of Toyama, Editor in Chief of "signs" magazine

Masaaki Hiromura, President, Hiromura Design Office, Graphic Designer

Kei Miyazaki, Representative Director, KMD Inc., Creative Director

Regional jury: Director (or Representative Secretary) from each region (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku, Shikoku, Kyushu, and Okinawa) and one jury selected by regional representative secretary.

## Secondary Jury

Jury President : SDA President

SDA Jury : Same as the Primary Screening

## Final Jury

Jury President : SDA President

Commissioned Jury (tentative)

Director, Design Policy Office, Commerce and Service Group, Ministry of Economy, Trade and Industry

Bo Linneman, Kontrapunkt, Partner and Chairman of Kontrapunkt Japan, Creative Director

Akira Kobayashi, Monotype KK, Creative Director

Naoki Iijima, Iijima Design, Interior Designer

Yui Tezuka, Tezuka Architects, Representative Director,

Yuji Hanazawa, Nikkei Design, Editor

Satoshi Yoshiizumi, TAKT PROJECT, Principal,

SDA Jury: Same as the Primary Screening

## Contribution Award Jury Selection

Jury President : SDA President

Commissioned Jury : Chairman of Japan Institute of Design Promotion

SDA Jury : Same as the Primary Screening

# Selection Criteria

**Sociality:** Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.

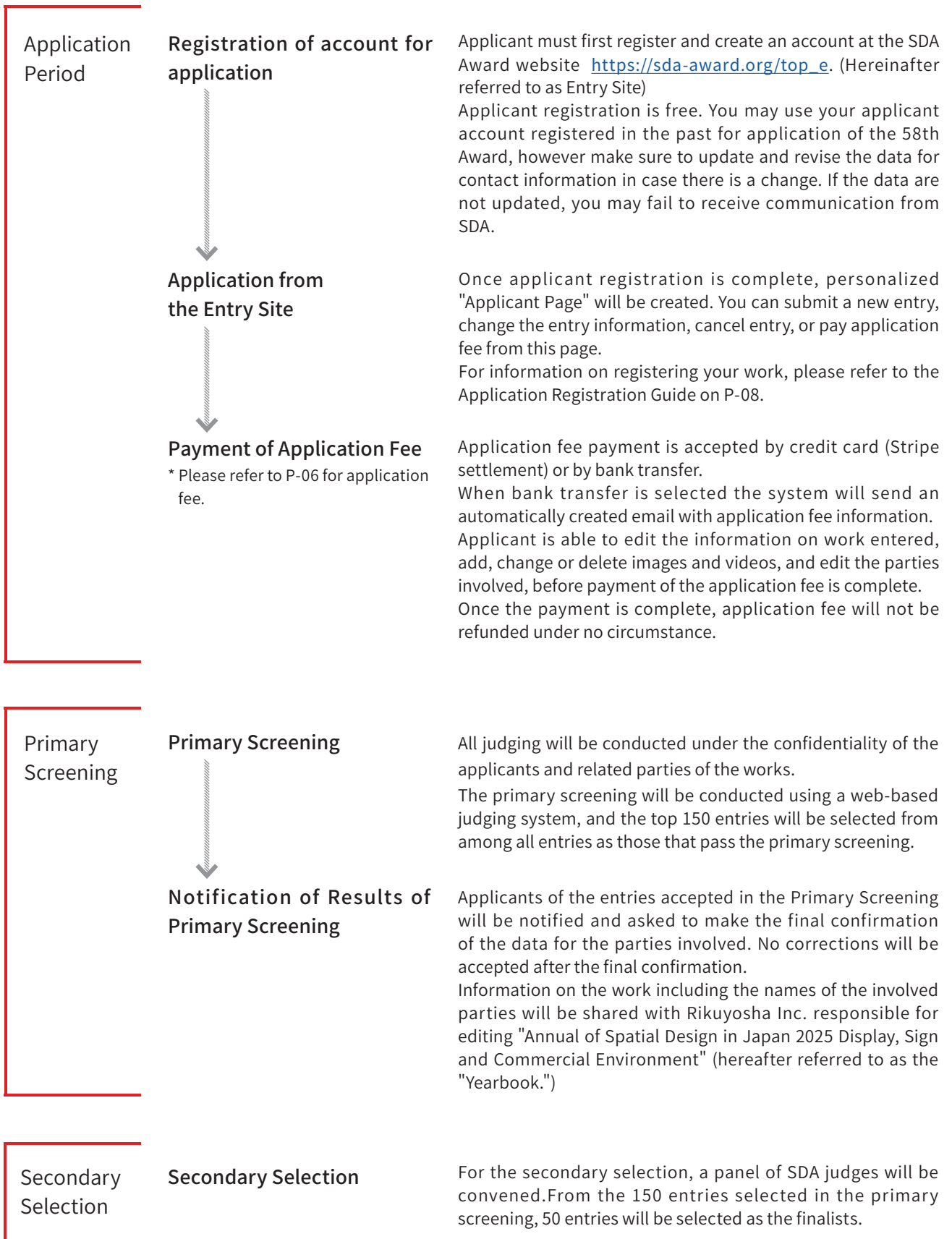
**Informativeness:** Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.



**Innovativeness:** Evaluation of the work whether there is an unprecedented approach in the idea, the construction or the process.

**Aesthetics:** Evaluation of the beauty in the form, the material selection and the expression.

In addition to the 4 items above, the entries should include safety into consideration.

# From Application to Award



<p>Final Selection</p>	<p><b>Final Selection</b></p>  <p><b>Notification of Final Results</b></p>  <p><b>Official Announcement of the Results</b></p>	<p>The final judging will be held at the venue where the jury will be convened. Discussion will be held to select the Grand Prize, Gold Prize, Silver Prize, and Bronze Prize for the 50 entries selected in the secondary screening, and each prize will be determined by consensus.</p> <p>Final selection conference is to be held at International Design Liaison Center, Design Hub, Tokyo Midtown (to be confirmed.) The Conference is open to public. Inquire the SDA secretariat, if you wish to hear the proceedings.</p> <p>Applicants of the winning entries will be notified. Then Rikuyosha Inc. responsible for editing the Yearbook will request for images used in the application (with higher resolution) and we appreciate your cooperation in submitting the data.</p> <p>Results of final selection will be officially announced in early-September to the public on SDA website, as well as to all applicants. SDA will not respond to any inquiries prior to the announcement.</p>
<p>After Winning the Award</p>	<p><b>Request for certificate and trophy</b></p> <p><b>Award Ceremony</b></p> <p><b>Publication of the Catalogue of Work and Yearbook</b></p> <p><b>Publicity for the work</b></p>	<p>In addition to the certificate and trophy as provided by the rule, the winning applicant may request for additional piece for a fee. Information on how to order an additional piece and the fee will be provided with the notification.</p> <p>The award ceremony will be held on December 4. Hours, place and participation fee will be announced to the winners.</p> <p>SDA will publish a book "Catalogue of Works from the 58th Japan Sign Design Award" (hereafter referred to as "Catalogue"). For each winning work, the representative and the client will both receive a copy of the book of Catalogue. Additional copies are available for purchase.</p> <p>In the Yearbook, the winning entries will be listed on the main page and the selected entries will be listed in the list of works.</p> <p>Once the results are announced, the work could be publicized in the corporate website or in their publicity. Should you wish to use the logo data for SDA or Japan Sign Design Award, please contact SDA secretariat.</p>

# Application Fee and Award Expenses

## Application Fee

The application fee is ¥11,000 (¥10,000 + consumption tax of ¥1,000) per work. The application fee includes the screening fee for the design intent (concept) and two image data. An additional screening fee of ¥1,650 (¥1,500 + consumption tax of ¥150) will be added for each additional image data submitted. An additional screening fee of ¥16,500 (¥15,000 + consumption tax of ¥1,500) will be added for video submitted. All application and judging fees are subject to 10% consumption tax.

Example:

For 3 images + 1 video: ¥10,000+¥1,500+¥15,000=¥26,500 + 10% consumption tax ¥2,650 = ¥29,150

Applicant is able to edit the information on work entered, add, change or delete images and videos, and edit the parties involved, before payment of the application fee is complete.

## Certificate

A certificate will be awarded to the representative of the winning entry and to the clients. Only those who are registered as interested parties at the time of application may apply for additional certificates. Additional production fee for a certificate will be ¥4,400 (¥4,000 + consumption tax of ¥400). The application procedure will be communicated to the winning entry's applicant.

## Trophy

One trophy is awarded to the representative of the work that wins Gold, Silver or Commissioned Jury Prize.

Limited to those listed as involved parties in the application process, an additional trophy may be requested. Additional production fee for a trophy will be ¥33,000 (¥30,000+ consumption tax of ¥3,000). Or ¥27,500 if the inscription is the same as the first one. (¥25,000 + consumption tax of ¥2,500) The winning applicant will receive the information on how to order.

Additional trophy cannot be requested for the SDA Grand Prize - Minister of Economy, Trade and Industry Award.

## Award Ceremony

Information about the award ceremony will be sent to the prize winners (Grand Prize, Gold, Silver, Bronze, and Invitation Jury Awards). Winners are kindly requested to inform us the attendance by the due date. If a social event is held, the participation fee will be announced along with the award ceremony information.

## Publication

"Catalogue of Works from the 58th Japan Sign Design Award"

Representative of the work as well as the client will each receive a copy of the book of Catalogue. Additional purchase is possible. The winning applicant will receive the information on how to order additional copies and the price, which will also be announced on the SDA website.

"Annual of Spatial Design in Japan 2025 Display, Sign and Commercial Environment" published by Rikuyosha Inc.

SDA distributes the book at a special discounted price. The winning applicant will receive the information on how to order and the price, which will also be announced on the SDA website.



# Notes on Application

## Avoidance of Duplicate Entry

There should be a pre-discussion among the members involved to avoid duplicate entry. (Where multiple applicants submit the same work, multiple times.) However, the same or different applicants are allowed to apply for the same facility if it is designed from different perspectives.

## Liabilities of Applicant

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 on the SDA website or in the catalogue or the yearbook. If the photographer is not registered as an "involved party," it shall be deemed unnecessary to indicate the name. In addition, the applicant and the photographer should have an agreement for the photo usage fee, before award application. The applicant shall be responsible for any intellectual property rights such as design rights, quality, performance, safety, or other requirements related to the subject of the entries, as well as any problems that may arise in connection with the sale, installation, etc. of the products, and the sponsor shall not be liable for any such problems.

The sponsor will not be responsible for any disputes that may arise between applicants, winners, or other third parties as a result of the entry to the award.

## Withdrawal and Disqualification of Applications

Any application submitted without payment of the application fee after registration will be considered withdrawn.

In addition, if an applicant violates any of the rules in the Application Guidelines or the Japan Sign Design Award Application Guidelines, the sponsor will disqualify the application.

## Cancellation of Award

If a prize winner is in violation of any of the rules of the "Japan Sign Design Award Implementation Guidelines" or "Japan Sign Design Award Application Guidelines" after the announcement of the award, the organizer will cancel the award.

In addition, the organizer may also cancel the award if any of the following facts are found to be true about the winning work

- If the awarded work causes significant damage to society due to its functional defects, etc.
- If the award-winning work is publicly recognized as infringing on the design rights or other intellectual property

rights of others

- If the awardee or the prize-winning work is related to an individual, corporation, or group related to anti-social forces such as organized crime groups.

## Efforts to Protect Personal Information

SDA 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, SDA 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, SDA will do so in appropriate manner within the range of purpose of use, which the applicant has given, consent to.
- SDA will not consign or provide the personal information provided to a third party, unless the applicant has given consent, or when SDA is 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, SDA conducts necessary investigations without delay, correct the information within a reasonable period based on the result, and maintain, update and manage information accordingly.
- SDA 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

- Confirmation of registered personal information of the Japan Sign Design Award applicant
- 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 Japan Sign Design Award management.

# Guide for Registration to Application

The following is a list of items that must be registered when applying for Japan Sign Design Award.

Once registered, the information cannot be changed, so please make sure to register the official name or avoid typographical errors.

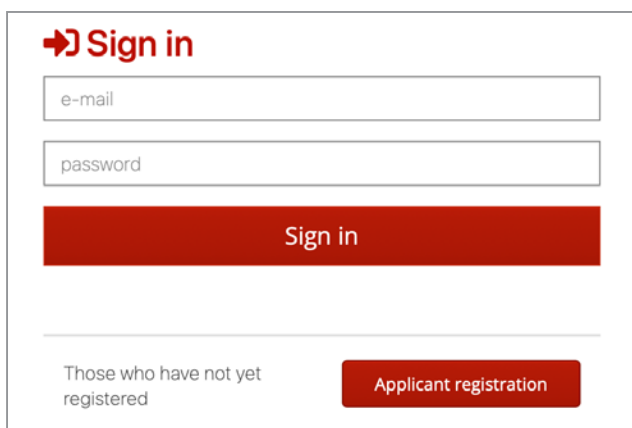
Fields marked with an asterisk (\*) are required. For Japanese, all spaces, punctuation, and symbols are counted as one full-width character. In the case of English, each one-byte character is counted as one.

At the time of screening, only the design intent, images and videos will be made available to the judges as screening materials, along with the name and classification of the work.

**Do not display the name of the applicant or the names of those involved in the production of the work (including logos, etc. that may evoke these names) on the screening materials, except when it is a part of the submitted work. Any work that violates this rule will be disqualified.**

## 1 Applicant Registration

Applicants must first complete their applicant registration by entering required information at the Japan Sign Design Award Website's Applicant Registration page [https://sda-award.org/top\\_e](https://sda-award.org/top_e) (hereafter referred to as Entry Site). Once Applicant Registration is complete, personalized "Applicant Page" will be created. Please keep your login password safe until the payment procedure. You may submit multiple entries from the Applicant Page.



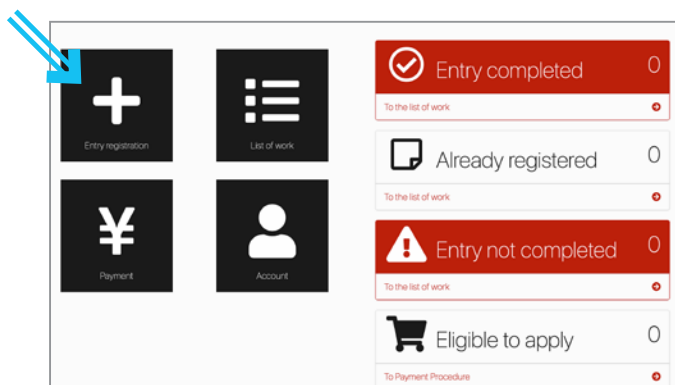
The screenshot shows a "Sign in" form with two input fields: "e-mail" and "password". Below the fields is a red "Sign in" button. At the bottom left, there is a link for "Those who have not yet registered" and a red "Applicant registration" button.

International applicants should register on the English version of the site.

## 2 Registration of Work

By clicking the "Work Registration" button from the Applicant Page, the entry form will appear.

Data to be registered are: the representative of the work, the name of the work (project name), the official name of the facility where the work was installed, the location of the work, the date of completion, the category of the work, and the design concept.



## Representative of the work

When the work wins the award, the representative of the work will be named as the awardee. Register one person representing the team involved in the design and production of work. Two names cannot be accepted. When several names are registered, only the first person's name will be accepted. As a general rule, register affiliation (company name, corporate name, trade name) and the name of person. In the slot for affiliation, do not fill in the name of branch, departments or official title.

It is possible to register only with the company name.

>English (English characters)


### **i** Register entry information

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Work Representative **Private during judging**

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**i** One representative involved in the design production of works. It will be the "winner representative" when won.

[About work representative](#) 

Full Name (alphabet)

Affiliation (alphabet)

## Entry Title : Name of the work / Project name

>English (English characters)

## Official Name of the facility

Official name of the facility where the work is installed. (Proper name)

>English (English characters)

\* Name of the facility should be registered even when the name of the work contains the facility's name.

When the work is installed in wider area or in multiple facilities, name one typical facility. For example if the work is installed throughout entire railway line, provide data such as "ABC Station and other 20 stations on ABC Line."

Entry Title

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Entry title (alphabet)

Official name of facility

---

Official name of facility (alphabet)

### Location of the work

Name the city and prefecture where the sign is installed or city and country, if the sign is installed outside Japan.  
>English (English characters)

### Date of completion

Provide the month and the year the work was completed.

Location	
Prefecture	<input type="text" value="- Please select -"/>
Postal Address (alphabet)	<input type="text"/>
Month and Year of Completion	
Month and Year of Completion	<input type="text" value="- Please select -"/>

### Category of the work

Check appropriate categories for the Space Setting and the Design Characteristics from the list provided. For more details, refer to the P-14.

### Design concept

Please provide a brief summary of the design and its features. Please do not name the parties involved in the concept.  
>English (400 characters or less)

Select category	
Select category-1 *You may choose more than 1	<input type="checkbox"/> Public Space <input type="checkbox"/> Commercial Space <input type="checkbox"/> Special Space <input type="checkbox"/> No Space Setting
Select category-2 *You may choose more than 1	<input type="checkbox"/> Display and nameplate signs <input type="checkbox"/> Directional, guiding signs <input type="checkbox"/> Universal signs <input type="checkbox"/> Advertising and promotional signs <input type="checkbox"/> Exhibition <input type="checkbox"/> Events and festival <input type="checkbox"/> Entertainment <input type="checkbox"/> Tourist <input type="checkbox"/> Community building <input type="checkbox"/> Urban planning <input type="checkbox"/> Architectural <input type="checkbox"/> Lighting <input type="checkbox"/> Landscape <input type="checkbox"/> Street furniture <input type="checkbox"/> Vehicle <input type="checkbox"/> Communication graphics <input type="checkbox"/> Visual identity, branding <input type="checkbox"/> Typography <input type="checkbox"/> Artwork <input type="checkbox"/> Installation <input type="checkbox"/> Web contents <input type="checkbox"/> Sound, voice <input type="checkbox"/> Technical research and development
<a href="#">On Categories</a>	
Design concept	
<input type="text" value="Please describe the outline and features of the design within 400 characters."/>	
Data entry completed	

# Application Categories

Since the sign design covers diverse area, sometimes it is difficult to understand from a photograph where the sign is installed or for what purpose the design serves. Having the information about the space setting and the design method in advance allows the judges to evaluate the work in close focus.

## ► Category by Space Setting

Applicant must select one. If single setting cannot be selected as in the case of building complex, you may choose multiple spaces as setting.

### Public Space : Facilities built to serve the public, regardless of government or private ownership.

kindergarten, nursery school, accredited nursery school, primary school, junior high school, high school, technical college, vocational school, library, museum of art, museum, railway station, airport, passenger boat terminal, bus terminal, hospital, clinic, post office, government building, public branch office, tax office, police station, health center, fire department, employment center, social security office, pension agency, public gym, public hall, meeting center, exhibition hall, etc.

### Commercial Space : Facilities built for commercial purposes.

department store, market, retail store, restaurant, cafe & bar, barber shop, beauty salon, bakery, rice shop, convenience store, bank, real estate agent, theater, movie theater, entertainment hall, car repair shop, bowling alley, skating rink, ski resort, golf course, karaoke hall, ryokan, hotel, paid parking lot, etc.

### Special Space : Facilities for limited users.

housing, apartment house, office building, shrine, temple, church, cram school, driving school, nursing home, factory, warehouse, stables, fish farm, TV station, film studio, garage, wholesale market, garbage plant

### No Space Setting : When space setting cannot be defined.

video device, computer screen, smartphone apps, car navigation system, virtual space, research and development, etc.  
Select this category when the facility cannot be categorized into the public, commercial or special space categories above or when space setting is unknown

## ► Category by Design Method

More than one can be selected. Select design method(s) applicable.

### Display and nameplate signs

the public, commercial or special space categories above or when space setting is unknown

### Directional, guiding signs

signal, sign, directions, display guide, display map, graphical display, arrows

### Universal signs

signs assisting the elderly, persons with disability, foreign visitors etc.

### Advertising and promotional signs

neon sign, outdoor billboard, transportation advertising, vehicle advertising, banner, large vision display, digital signage, pop, etc.

### Exhibition

exhibition, art exhibition, display exhibition, etc.

### Events and festival

event, festival, trade fair

### Entertainment

concert, theater, movie, game, amusement park

### Tourist

tourist map, tourist poster, brochure, happi coat

### Community building

public and private joint program, community building, etc.

### Urban planning

landscape plan, street plan, information facility plan, etc.

### Architectural

facade, space, exterior and interior

### Lighting

environmental lighting, lighting effect

### Landscape

planting, landscaping, exterior, parks, bridges, etc.

### Street Furniture

street light, bench, bus stop, shelter, bollard

### Vehicle

vehicle advertising, marking

### Communication graphics

environmental graphic, pictogram

### Visual identity, branding

logo, type, symbol, corporate color, application

### Typography

original font, text layout, brush calligraphy, calligraphy

### Artwork

public art, sculpture, painting, photography

### Installation

experiential art, art equipment, object

### Interface

user interface program

### Web contents

website

### Sound, voice

voice guidance, voice instruction, sound environment

### Technical research and development

research and creative solution for signs, new technology developed from an idea.

### 3 Registering Image Data


- 1) The image data, as a general rule, should be a image data of color photograph of the entry subject or data scanned from developed film prints. This will apply also to the work based on digital images (such as digital signages.)
- 2) There is no limit to the number of images submitted per entry.
- 3) Applicant is allowed to submit one concept statement sheet as an image data, a single image combining figures, text and multiple photographs.
- 4) Except for the concept sheet, single image data should be composed of single photograph. Though chart, caption (or brief description) to explain the image may be added to the image data. Please note that a single image data containing multiple images will be considered to be in violation of rule of application.
- 5) All image data should be in JPEG format (with file extension jpg or jpeg)
- 6) There is no limit to the number of pixels of image data, however the file size should not exceed 1MB.
- 7) Use only the half-width alphanumeric characters for the file names of image data.
- 8) An image data containing multiple images or the information of parties involved , will be excluded from the screening process.

Image data for concept explanation, the first file only	Image data other than for concept explanation, after the second file											
<p><b>OK</b> Composed of multiple photos, figures, and text to explain the concept</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo A</td><td rowspan="2">text</td></tr> <tr><td>photo B</td></tr> <tr><td>photo C</td><td>figure</td></tr> </table> <p>multiple photos + text/figure</p> <p>Do not include the information of parties involved in the text.</p>	photo A	text	photo B	photo C	figure	<p><b>OK</b> Composed by a single photograph</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Single photo of the work + text</p>	photo of the work	text	<p><b>NG</b> Multiple-photo composition</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo B</td><td rowspan="2">photo A</td></tr> <tr><td>photo C</td></tr> </table> <p>Multiple photos</p>	photo B	photo A	photo C
photo A	text											
photo B												
photo C	figure											
photo of the work												
text												
photo B	photo A											
photo C												
	<p><b>OK</b> Combination of figures describing the work</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>figure</td><td rowspan="2">photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Single photo of the work + figure Figures : Sketch, drawing or schematic diagram</p>	figure	photo of the work	text	<p><b>NG</b> Another angle of the same photo</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo A, another angle</td><td>photo A</td></tr> </table>	photo A, another angle	photo A					
figure	photo of the work											
text												
photo A, another angle	photo A											
	<p><b>OK</b> Combination of images describing the work</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>explanatory image</td><td rowspan="2">photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Single photo of the work + explanatory image Explanatory image : such as appearance during production process or before renovation</p>	explanatory image	photo of the work	text	<p><b>NG</b> Partial enlargement of the same photo</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo A, partial enlargement</td><td>photo A</td></tr> </table>	photo A, partial enlargement	photo A					
explanatory image	photo of the work											
text												
photo A, partial enlargement	photo A											
		<p><b>NG</b> Including the information of the parties involved</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Logo or corporate name</p>	photo of the work	text								
photo of the work												
text												


## 4 Registering Video Data

- 1) The video data, as a general rule, should be a color video of the entry subject. This will apply also to the work based on digital images (such as digital signage displays.)
- 2) There is no limit to the number of videos submitted per entry.
- 3) The video file submitted may contain sound (soundtrack), however, only the sound recorded at the time of videorecording the sign, as in the case of sound sign, will be subject for consideration, and sound effects or music added to the video in the post-videorecording process will not be played during evaluation.
- 4) Length of the video playing time should not exceed 60 seconds per video, and the file size should not exceed 20MB.
- 5) The number of pixels of the video data should not exceed 1920 pixel in width and 1080 pixel in height.
- 6) The codec for video data is to be H264/AAC and the video format should be in MP4 (with file extension mp4).
- 7) Use only the half-width alphanumeric characters for the file names of video data.
- 8) Video containing the information of parities involved will be excluded from the screening process.

### Add images/videos



- File size: 1MB or less
- Extension: .jpg
- File name: use alphanumeric characters only.



- File size: 20 MB or less
- Extension: .mp4
- File name: use alphanumeric characters only.
- Codec: H.264/AAC
- Play time: 60 seconds or less
- Video size: 1920 pixels horizontal and 1080 pixels vertical or smaller

- Multiple files can be uploaded at once. (Provided the total file size is 20 MB or less. For larger files, please upload it in multiple times.)
- If copyrighted material is included, please inform us of the following.

[Notice about copyright](#)

ファイルを選択 ファイル未選択

[Upload](#)

## 5 Parties Involved

Parties Involved refers to the people involved in the design or production of the work submitted for award and it also includes the client, or the person photographing the images submitted for award selection. It is essential to register the names of the people responsible for direction, design, construction, client, and photography. It is possible to register the names of people directly involved in the project serving functions (roles) beyond those described above. It is possible to register up to 15 persons (or companies). It is possible to register only the company names.

For client or construction, register only the names of companies.

In the box for affiliation, do not fill in the name of branch, departments or official title.

If there is more than one person serving the same role, break down each person's role. When multiple names are entered in a single role, only the first person's name will be accepted.

>English (English characters)

**Note: Individual or corporation not registered as involved parties at the time of application cannot be recognized as awardee. Involved parties cannot be added or changed after the work is selected for award, and the certificate or trophy cannot be presented in their names. Special attention should be given when application is made.**

### Add persons involved Notes

**!** These credits will be used in the portfolio and other publications when the work is selected for award. No additions or changes can be made after the application is received. [About Persons involved](#)

Sample entry

Professional title and role	Affiliation (Formal name such as company name, corporate name, and shop) <small>Legal personality (Co., Ltd.   Limited company   Joint stock company   Public-General Co., Ltd.   General Incorporated Corporation   School Corporation   Etc.</small>	Person in charge
Direction(required) <input type="checkbox"/> Corporate Entity	<input type="text"/>	<input type="text"/>
Direction(required) <input type="checkbox"/> Corporate Entity	<input type="text"/>	<input type="text"/>
Direction(required) <input type="checkbox"/> Corporate Entity	<input type="text"/>	<input type="text"/>
Direction(required) <input type="checkbox"/> Corporate Entity	<input type="text"/>	<input type="text"/>
Direction(required) <input type="checkbox"/> Corporate Entity	<input type="text"/>	<input type="text"/>

- Delete form for one person + Add form for one more person

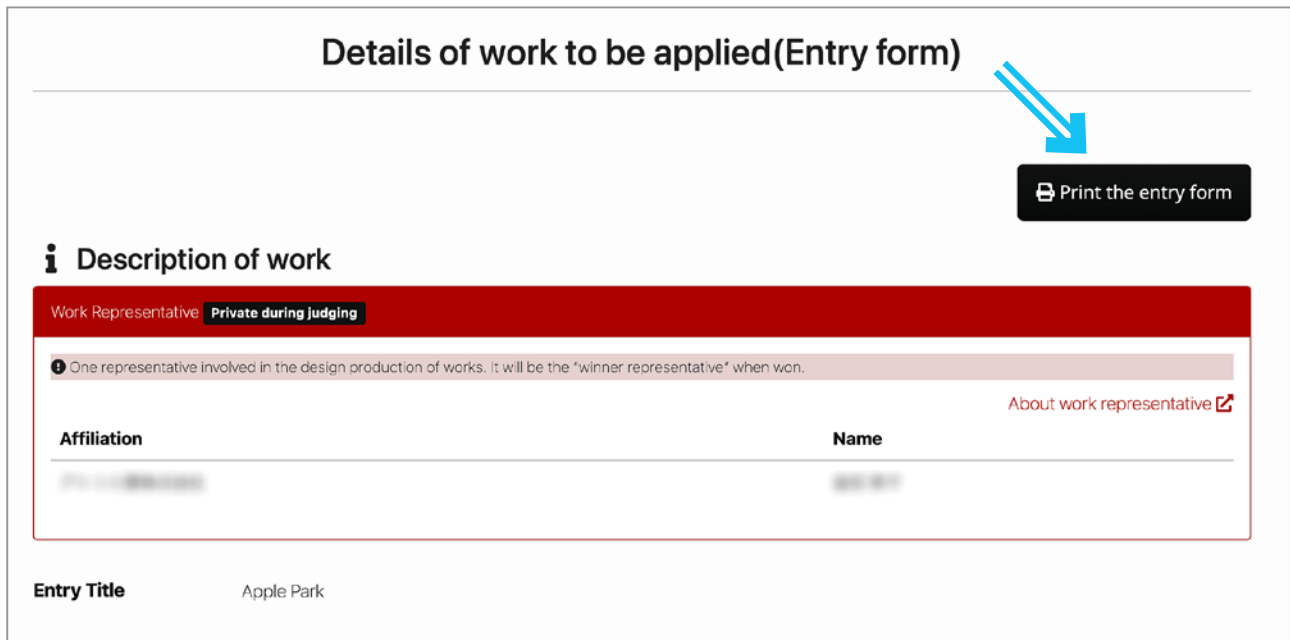
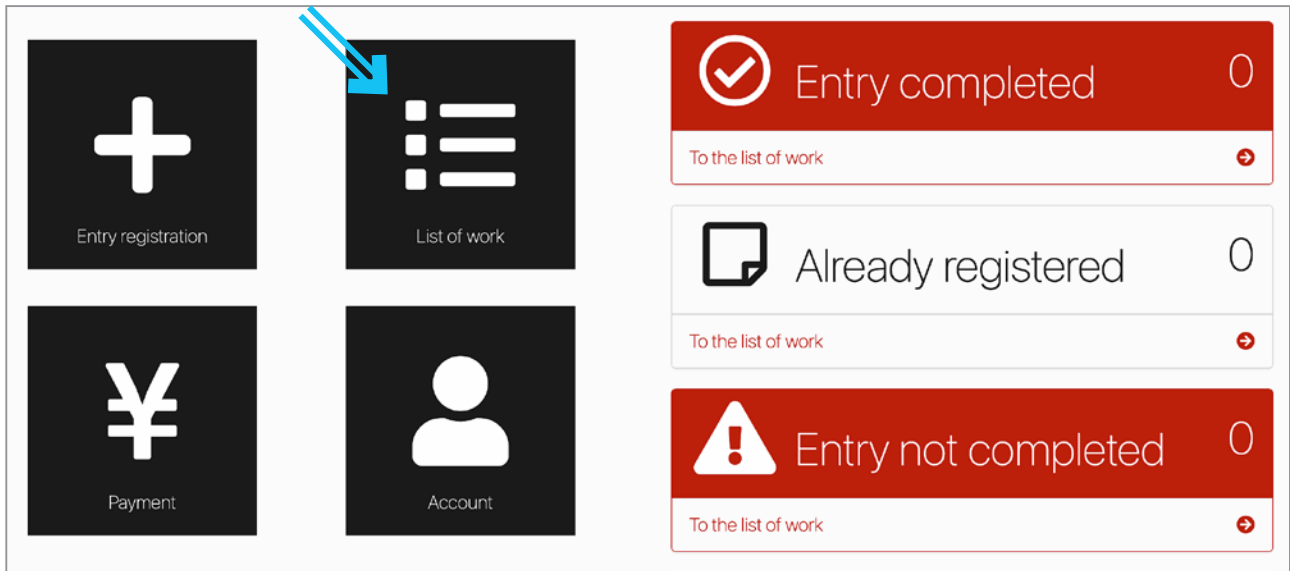
**Register**



## 6 Confirmation of Registration

Clicking an entry from the list of works, you can view the detailed information for each entry and confirm the registered information. The page can be printed out by clicking the link "Print Application Form" on the top right corner.

You can make changes as many times as you like before payment is complete. You can also replace images and videos.



## 7 Payment and Completion

If you are submitting multiple entries, you can pay for all in one payment. Once the payment is complete, that entry cannot be modified or edited in any way. Please note that no refunds will be made after payment has been completed.

### Payment Method

Application fee payment is accepted by credit card (Stripe settlement) or by bank transfer.

You can select the preferred payment method in the payment procedures page.

Application fee payment from overseas is accepted by credit card (Stripe settlement) only.

### Credit Card Payment

After selecting to pay by credit card, please enter the card information in the card payment page. Once the credit card transaction is completed, an invoice-compatible receipt will be issued by the Stripe payment system.

Please make sure to download and keep the receipt.

### Bank Transfer

If you choose bank transfer, you will receive an automatic "Application Fee Notice Email" from the entry site. Please transfer the money by the due date.

After the application period is closed, we will send invoice-compatible receipts to applicants by e-mail.

Please refrain from requesting individual receipts.

Receipts will not be mailed by post.

\*Notice: We do not accept money transfer from overseas bank accounts. Only credit card payments are accepted.

sample	
公益社団法人日本サインデザイン協会からの領収書	
領収書番号1379-2796	
登録番号 : T4010005018487	
お支払い金額	¥11,000
お支払い日	2024/04/20 10:30
お支払い方法	0000
サマリー	
第58回日本サインデザイン賞	
□□□□□□□□計画	¥10,000
小計	¥10,000
消費税(10%)	¥1,000
ご請求金額	¥11,000

# [Guideline]

## Japan Sign Design Award Implementation Guideline

This guideline outlines the program of Japan Sign Design Award.

The following guides are stipulated based on this guideline.

Japan Sign Design Award Application Guideline  
Japan Sign Design Award Screening Guideline

### 1) Japan Sign Design Award

Japan Sign Design Award (as known as SDA Award) sponsored by Japan Sign Design Association (hereafter SDA) was established in 1966 for the purpose of promoting and educating the public about the sign design and it continues to be the only award program for sign design in Japan.

### 2) Organization of Japan Sign Design Award

SDA awards will be given out from among all the entries after a primary screening, a second screening, and a final screening, and the following awards will be given;

SDA Grand Prize - Minister of Economy, Trade and Industry Award: 1 winner

The design that is recognized as the most outstanding among all entries. Selected in the final selection.

SDA Award Gold Prize: 4 winners

The design that is recognized as the most excellent among all entries. Selected in the final selection.

SDA Award Silver Prize: 15 winners

The design that is recognized as particularly excellent among all entries. Selected in the final selection.

SDA Award Bronze Prize: 30 winners

The design that is recognized as excellent among all entries. Selected in the final selection.

SDA Award Finalists: 100 winners

The design that is recognized as good among all entries. Selected in the primary screening.

SDA Award Commissioned Jury Prize:

The design that is selected by each commissioned jury from the entire finalists. Selected in the final selection.

\*The Grand Prize, Gold Prize, Silver Prize, Bronze Prize and the number of Finalists will be determined by the final selection panel.

SDA Contribution Award - Chairman of Japan Institute of Design Promotion Award: maximum 2 winners

This award is given to a group or individual, nominated by the SDA members, for a project or activity that has made a special contribution to the promotion and enhanced awareness of sign design. The winner is selected in the jury panel for SDA Contribution Award.

SDA Regional Design Award: maximum 5 winners from each region  
The award is given to promote awareness of sign design in each region. The award is selected separately from the Japan Sign Design Award by a regional judging panel of SDA members in each region.

### 3) Entry application for Japan Sign Design Award

Application entry starts from April 1, 2023 and closes on May 31, 2023. Details are stipulated in "Japan Sign Design Award Application Guideline." (hereafter "SDA Award Application Guideline.")

### 4) Screening

In the screening, entries are evaluated based on the category, design concept and images (videos) submitted, and the names of applicant and the parties involved will not be disclosed.

#### Primary Screening

A web-based screening system will be used. The top 150 entries from among all entries will be selected as those that pass the primary screening.

#### Secondary Screening

An online screening panel will be convened. From the 150 entries that pass the primary screening, 50 will be selected as finalists for prizes.

#### Final Selection

The final selection will be held at the venue where the jury will be convened.

In the final selection, the SDA Award Grand Prize - Minister of Economy, Trade and Industry Award, the SDA Award Gold Prize, the SDA Award Silver Prize, and the SDA Award Bronze Prize will be determined from among the 50 candidates for the prizes. The number of winners for each award will be determined during the final selection.

In addition, one work will be selected for each of the Commissioned Jury Awards based on the recommendation of the commissioned jury members.

#### Screening for SDA Contribution Award

Maximum of 2 entries will be selected by consensus for SDA Contribution Award, through reviewing the materials submitted for the nominated works and hearing presentation and questions and answers from the nominators.

#### SDA Regional Design Awards

After the final selection, regional representative secretary convenes regional members to select by consensus, maximum of 5 signs installed in each region for SDA Regional Design Awards. Division of the region is as shown below.

- Hokkaido: Hokkaido
- 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

### 5) Jury

The organizer will establish the SDA Award Selection Committee, consisting of SDA members who understand the purpose of the SDA Award and have abundant design experience, and the commissioned jury appointed by SDA, and entrust the selection to the committee. The screening panel will consist of judges for each of the primary, secondary, and final screening, and the final selection panel will have the authority to finalize all awards. The jury members are listed on P-03.

### 6) Selection Criteria

**Sociality:** Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.

**Informativeness:** Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.

**Innovativeness:** Evaluation of the work whether there is an unprecedented approach in the idea, the construction or the process.

**Aesthetics:** Evaluation of the beauty in the form, the material selection and the expression.

In addition to the 4 items above, the entries should include safety into consideration.

### 7) Screening Schedule

Primary Screening : Thursday, June 6 to Thursday, June 13, 2024

Secondary Screening : Monday June 24, 2024

Final Selection : Saturday, July 6, 2024

Selection of Regional Award Winners : From Wednesday, July 10 to Thursday, July 18, 2024

#### 8) Announcement of the Results

The organizer will notify the winners and at the same time announce the results on the SDA website. The award winners may announce the results of the award after the date of this announcement.

#### 9) Commendation of SDA Award

SDA Grand Prize - Minister of Economy, Trade and Industry Award winner will receive a certificate and a trophy from the Ministry of Economy, Trade and Industry

The organizer will award the winners of the SDA Award Gold Prize, Silver Prize, and Commissioned Jury Prize with a certificate and a trophy, and Bronze Prize, Finalists and the Regional Design Award with a certificate.

Japan Institute of Design Promotion will award the SDA Contribution Award winner with a certificate.

#### 10) Publication of the "Catalogue of Works from the 58th Japan Sign Design Award" (hereafter referred to as Catalogue.)

SDA will edit and publish the Catalogue. For each winning work, the representative and the client will both receive a copy of the Catalogue.

#### 11) Publication of "Annual of Spatial Design in Japan 2025 - Display, Sign and Commercial Environment" (hereafter referred to as the "Yearbook.")

The yearbook containing the works of award winners will be published in December 2024 (scheduled)

The yearbook will be edited by Rikuyosha Inc. and the Yearbook Publication Committee formed by the members of the Kukan Design Organization, namely Japan Sign Design Association (SDA), The Japan Design Space Association (DSA) and Japan Commercial Environmental Design Association (JCD), and published by Rikuyosha Inc.

#### 12) Public Relations Activities for SDA Award

The organizer will develop publicity activities to promote and educate the public about sign design through the award-winning works. In cooperation with other design-related organizations, the organizer will engage in activities to disseminate excellent designs widely both domestically and internationally.

#### 13) Fees for SDA Award

Applicant shall cover the fees as stipulated in the "SDA Award Application Guideline."

It is possible to issue additional certificate and trophy for a fee, limited to the related parties.

#### 14) Information Disclosure

The organizer may use the information provided by the applicant, as specified in advance, for the purpose of publicity of SDA Awards.

The organizer and the jury panel will not respond to requests for disclosure of information regarding the content of individual judging, including the works not selected for awards. Details are set forth in the "SDA Award Application Guideline."

#### 15) Confidentiality of the information on submitted works

The organizer, jury members, and other parties involved in the selection process are obligated to maintain the confidentiality of any non-public information about the entries and any confidential information obtained through the judging process.

#### 16) Liabilities of Applicant

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 on the SDA website or in the catalogue or the yearbook. If the photographer is not registered as an "involved party," it shall be deemed unnecessary to indicate the name. In addition, the applicant and the photographer should have an agreement for the photo usage fee, before award application.

The organizer will not be responsible for any disputes that may arise between applicants, winners, or other third parties as a result of the entry to the award.

#### 17) Withdrawal and Disqualification of Applications

Any application submitted without payment of the application fee after registration will be considered withdrawn.

In addition, if an applicant violates any of the rules in the Application Registration Guide or the SDA Award Application Guidelines, the organizer will disqualify the application.

#### 18) Cancellation of Award

If a prize winner is in violation of any of the rules of this guideline or "SDA Award Application Guideline" after the announcement of the award, the organizer will cancel the award.

In addition, the organizer may also cancel the award if any of the following facts are found to be true about the winning work

- If the awarded work causes significant damage to society due to its functional defects, etc.

- If the award-winning work is publicly recognized as infringing on the design rights or other intellectual property rights of others

- If the awardee or the prize-winning work is related to an individual, corporation, or group related to anti-social forces such as organized crime groups.

#### 19) Sponsor and Supporting Organizations

Sponsor: Japan Sign Design Association

Supporting Organizations (tentative): 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, Japan Advertising Federation, Japan Advertisers Association, Japan Graphic Design Association, Japan Industrial Design Association, Japan Typography Association (In no particular order)

#### 20) Efforts to Protect Personal Information

SDA 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, SDA 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, SDA will do so in appropriate manner within the range of purpose of use, which the applicant has given, consent to.

- SDA will not consign or provide the personal information provided to a third party, unless the applicant has given consent, or when SDA is 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, SDA conducts necessary investigations without delay, correct the information within a reasonable period based on the result, and maintain, update and manage information accordingly.

- SDA 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.

#### 21) Purpose of Using Personal Information

- Confirmation of registered personal information of the SDA award applicant

- For contacting the applicants regarding the entry, entry fee payment and the results of screening.

- For announcing the award ceremony

- For emailing the announcements from the Japan Sign Design Association.

- For other use within the scope of and as required by the SDA award management.

April 1, 2024

The implementation schedule and other details for 2024 are subject to change depending on future social conditions.

## [Guideline]

# Japan Sign Design Award Application Guideline

This Guideline stipulates the requirements for application to the 58th Japan Sign Design Award (hereafter referred to as "SDA Award") and it consists of the following articles.

1. Eligibility for Application, Applicant, Parties Involved
2. Application Method
3. Fees Associated with Japan Sign Design Award
4. Application Process
5. Screening to the Announcement of Results
6. Notes on Application

## 1. Eligibility for Application, Applicant, Representative of the work and Parties Involved

### 1-1. Eligibility for Application

Signs eligible for application are those completed in the year from May 1, 2023 to April 30, 2024, that are installed in Japan or abroad.

### 1-2. Applicant

Applicant eligible for application is "the person responsible for design or production" of the work applying for the award. However when the organization, where "the person responsible for design or production," names a proxy to handle the administrative process, the proxy may be registered as applicant.

### 1-3. Representative of the work and Parties Involved

When the work wins the award, the representative of the work will be named as the awardee. Register one person representing the team involved in the design and production of work.

Parties Involved refers to the people involved in the design or production of the work submitted for award and it also includes the client, or the person photographing the images submitted for award selection. It is essential to register the names of the people responsible for direction, design, client, construction, and photography. It is possible to register the names of people directly involved in the project serving functions (roles) beyond those described above. It is possible to register up to 15 persons (or companies).

### 1-4. Liabilities of Applicant

In applying for the SDA Award, the applicant is liable to the following obligations. If these obligations are not performed, the organizer will disqualify the entry of the work.

- Submission of screening materials as required by the organizer
- Submission of information to be made public when the entry wins the SDA award, and the inclusion of the work in the Catalogue and the Yearbook.
- Payment by due date as stated in "4. Application Process" of examination fees as stated under "3. Fees Associated with Japan Sign Design Award."

## 2. Application Method

Applicant must complete the registration of required information and the parties involved of the work and upload image data for screening through the website provided by the organizer (hereafter referred to as "Entry Site") within the designated time period.

The organizer reserves the rights to reject entries deemed to infringe on the Japanese law or offensive to public order and morals, or otherwise inconsistent with the purpose and objectives of the SDA Awards.

## 3. Fees Associated with Japan Sign Design Award

The fees associated with the SDA award are set forth below. All prices include tax. Separate costs for payment, such as bank transfer fees, shall be borne by the applicant.

### 3-1 Application Fee

The application fee is ¥11,000 (¥10,000 + consumption tax of ¥1,000) per work.

The application fee includes the screening fee for the design intent (concept) and two image data. An additional screening fee of ¥1,650 (¥1,500 + consumption tax of ¥150) will be added for each additional image data submitted.

An additional screening fee of ¥16,500 (¥15,000 + consumption tax of ¥1,500) will be added for video submitted. All application and judging fees are subject to 10% consumption tax.

### 3-2 Request for Additional Certificate

One certificate each is awarded to the representative of the work and the client of the work. Limited to those listed as involved parties in the application process, an additional certificate may be requested. Additional production fee for a certificate will be ¥4,400 (¥4,000 + consumption tax of ¥400). The winning applicant will receive the information on how to order.

### 3-3 Request for Additional Trophy

One trophy is awarded to the representative of the work that wins Gold, Silver or Commissioned Jury Prize.

Limited to those listed as involved parties in the application process, an additional trophy may be requested. Additional production fee for a trophy will be ¥33,000 (¥30,000 + consumption tax of ¥3,000). Or ¥27,500 if the inscription is the same as the first one. (¥25,000 + consumption tax of ¥2,500). The winning applicant will receive the information on how to order.

Additional trophy cannot be requested for the SDA Grand Prize - Minister of Economy, Trade and Industry Award

### 3-4 Award Ceremony

Winning applicants will receive invitation to the Award Ceremony. Please inform us your attendance accordingly. Reception fee will be announced at a later date with an announcement for reception.

### 3-5 "Catalogue of Works from the 58th SDA Award"

Representative of the work as well as the client will each receive a copy of the book of Catalogue published by SDA. Additional purchase is possible. The winning applicant will receive the information on how to order additional copies and the price, which will also be announced on the SDA website.

### 3-6 "Annual of Spatial Design in Japan 2025 Display, Sign and Commercial Environment" published by Rikuyosha Inc.

SDA distributes the book at a special discounted price. The winning applicant will receive the information on how to order and the price, which will also be announced on the SDA website.

## 4. Application Process

In order to apply for SDA Award, applicant must complete the following procedures.

### 4-1. Procedure for Entry

Registration of information on applicant and the work to be entered.

Applicant must complete the registration of required information from the entry site. Entry period is from April 1, 2024 until May 31, 2024. Information should be registered on the entry site during the above period, to confirm application.

### 4-2 Payment of Application Fee

Application fee is to be paid from the "Payment Procedure" on entry site, by credit card or by bank transfer. Once the payment is complete, the work is formally registered for application. Payment is due by Monday, June 3.

## 5. Screening to the Announcement of Results

In both primary and secondary screening, the names of applicant and the parties involved will not be disclosed to the jury. Title of work, images (videos) submitted, the category and the design concept will be disclosed to the jury.

### 5-1. Primary Screening

Primary screening will be conducted using web-based screening system from Thursday, June 6 to Thursday, June 13. The top 150 entries will be selected from among all entries as those that pass the primary screening.

### 5-2 Notification of Results of Primary Screening

Applicants of the entries accepted in the primary screening will be notified of the period and method for correcting the "Involved Party Information" upon passing the first round of judging.

This correction period is provided for final confirmation of the registered data, and correct any errors or typos. The "Involved Party Information" will be reflected in the publicly available information, such as the results announcement materials, certificates and trophies, and the descriptions in the "Catalogue" and "Yearbook". Please note that any changes made after the correction period will not be accepted. If you wish to make changes after the correction period, you will need to submit the designated change application form.

### 5-3 Secondary Screening

A panel of SDA judges will be convened on Monday, June 24. 150 entries selected in the primary screening, 50 entries will be selected as the finalists.

### 5-4 Final Selection

Final selection is held as open conference on Saturday, July 6. Discussion will be held to select the Grand Prize, Gold Prize, Silver Prize, and Bronze Prize for the 50 entries selected in the secondary screening, and each prize will be determined by consensus.

### 5-5 Notification of Results of Secondary Selection

The organizer will notify the applicants of the winning entries..

### 5-6 Official Announcement of the Results

The organizer will report the results of the secondary screening to the Minister of Economy, Trade and Industry through the prescribed procedures. After acceptance, all applicants will be sent the results announcement materials. The results will be concurrently announced on SDA website. The announcement is scheduled in early-September.

### 5-7 Providing Information to be included in the "Annual of Spatial Design in Japan 2025 - Display, Sign and Commercial Environment" (hereafter referred to as the "Yearbook.")

The organizer will provide the final results with the information on the title of work, the place of installation, the month the sign is completed, the involved parties, the design concept and the images submitted in application, to help Rikuyosha Inc. to edit and produce the Yearbook. We appreciate your cooperation when Rikuyosha Inc. request for images with higher resolution as well as to confirm data to be included in the publication.

### 5-8 After Winning the Award

The organizer will send the winners and all applicants the following information in addition to the results announcement materials in due course.

- Request for additional certificate (Sent to prize winners, jury award winners, the finalists, regional award winners)
- Request for additional trophy (Sent to gold and silver prize winners, jury award winners)
- Invitation to award ceremony (Sent to prize winners)
- Information for purchase of Catalogue, and Yearbook. (Sent to all applicants.)

Once the results are announced, the winners may make the results public in their corporate website. Should you wish to use the logo data for SDA or SDA Award in their publicity, please contact SDA secretariat.

## 6. Notes on Application

### 6-1. Duplicate Entry of Single Work

As a general rule, one entry per work is expected. However multiple

entry of the same work from different perspective (for example, "Built Environment" and "Sign System") are allowed.

Specially, when the names of the representative member differ in the two entries, make sure to coordinate the two entries in the points below.

- Title of the work should be differentiated, so the difference in perspective is obvious.

- Apply with respective design concept

- Apply with photographs of different motifs and different angles showing different points of view

In the event the two entries of the same work wins the prize, editors of the SDA website, Catalogue, and Yearbook reserve the rights to select photographs to be published.

### 6-2. Images and Videos for Examination

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.

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.

### 6-3. Handling of Disqualified Applications

Any violation of the preceding paragraphs or plagiarism is confirmed, the entry will be disqualified. The applicant will not be notified about the reason for disqualification and the application fee will not be refunded.

### 6-4 Withdrawal of Application

Any application submitted without payment of the application fee after registration will be considered withdrawn and the work will not be considered for screening. If an applicant requests to withdraw from the competition after payment has been made, the request will be accepted and the examination fee will not be refunded.

### 6-5. Attribution of Rights

The copyright of all information related to the work registered by the applicant belongs to the applicant. However, the applicant is asked to grant the rights to SDA, the Yearbook Publication Committee of the Kukan Design Organization and Rikuyosha Inc. to use the information as follows.

- In the screening process and in the announcement of the awards and other publicity activities conducted by SDA

- Publication in the "Catalogue" and other publications edited and issued by SDA

- Publicity for the SDA and posting on the SDA website

- Presentations at exhibitions and seminars sponsored by or involving SDA

- Publication in the Yearbook published by Rikuyosha

- Recording on digital data storage media for the implementation and activities stated above.

### 6-6. Release of information

The organizer will disclose the information on works registered by applicants in the following publication.

- SDA website

- SDA award entry website

- SNS used by SDA

April 1, 2024

The implementation schedule and other details for 2024 are subject to change depending on future social conditions.

# [Guideline]

## Japan Sign Design Award Screening Guideline

This guideline stipulates the requirements for screening of the Japan Sign Design Award and it consists of the following contents.

- 1) Establishment of Jury Panel
- 2) Role of Jury Panel
- 3) Appointment of Jury
- 4) Jury Code of Conduct
- 5) Selection Criteria

### 1) Establishment of Jury Panel

The organizer will establish a jury panel to select the Japan Sign Design Award (hereinafter referred to as "SDA Award") and the Japan Sign Design Contribution Award through strict judging in accordance with the Japan Sign Design Award guidelines. Each jury panel will consist of the following judges. The jury president oversees all the jury panel, and in the event that the jury president is unable to serve, the vice jury president will act on his/her behalf.

**Primary Screening:** Panel is convened by jury president, and jury panel is composed from jury president, vice jury president, SDA juries and regional juries.

**Secondary Jury:** Convened by the head of the jury, the panel consists of the head of the jury, the deputy head of the jury, and the SDA jury members.

**Final Jury:** Convened by the head of the Jury, the panel consists of the head of the Jury, the deputy head of the jury, and the SDA jury members, and the commissioned jury members.

**SDA Contribution Award Jury Panel:** Panel is convened by jury president, and jury panel is composed from director of Japan Institute of Design Promotion, jury president, vice jury president and SDA juries.

**Regional Award jury panel:** Panel is convened by representative secretary from each SDA region and jury panel is composed from regional juries and the regional members nominated by the representative secretary.

### 2) Role of Jury Panel

#### Primary Screening

All entries will be screened according to the judging criteria indicated by the head of the jury. The entries will be screened on the web within a set period of time and scored on a 5-point scale and decision on disqualification will be made. The top 150 entries will be selected from among all the entries received.

#### Secondary Screening

From the 150 entries that pass the preliminary screening, 50 candidates will be selected for the prizes.

#### Final Selection

The top 50 entries selected in the secondary screening will be judged according to the judging criteria indicated by the jury president. 5 levels of scoring will be used to select the Grand Prize, Gold Prize, Silver Prize, and Bronze Prize winners, which will be discussed and decided by consensus. The number of awards will be determined during the final selection, which is expected to include 1 Grand Prize, 4 Gold Prizes, 15 Silver Prizes, and 30 Bronze Prizes. If it is difficult to determine the number of prizes by consensus, the head of the jury will decide the number of prizes. The commissioned jury will select the commissioned jury awards.

If the decision cannot be made by consensus, the jury president will make the decision. The commissioned juries will select Commissioned Jury Prize winners.

### SDA Contribution Award Jury Panel

Based on the review of the materials submitted for the works nominated for SDA Contribution Award, selection is made according to the criteria indicated by the jury president. The nominators will present the work to the jury panel and answer questions from the panel, and the maximum of 2 entries will be selected for the award by consensus.

### Regional Award Jury Panel

After the secondary screening, regional representative secretary convenes regional members to select by consensus, maximum of 5 signs installed in each region for SDA Regional Design Awards.

### 3) Appointment of Jury

The following jury members will be appointed by the jury president.

**SDA jury:** SDA members having abundant experience and expertise in sign design, capable of fair and accurate judgments

**Commissioned jury:** Experts who understand the purpose of the SDA award and are recognized as having outstanding design experience and influence on society in their field of expertise.

**Regional jury:** Representative secretary (or director) from each region (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku, Shikoku, Kyushu, and Okinawa) and one SDA member selected by the regional secretary.

The appointment term is from April 1, 2024 to March 31, 2025.

### 4) Jury Code of Conduct

Judging of entries in which the judge himself/herself was involved  
All members of the jury, including the jury president, are not allowed to participate in the jurying of any entry designed or consulted by the jury member, including the provision of relevant information. They may not participate in the scoring of the entries and may not participate in the deliberations.

### Confidentiality regarding screening information

All judges, including the jury president, will submit a written pledge of confidentiality to the organizer prior to the start of the screening. It is strictly prohibited to divulge to any third party any confidential information related to the subject of the assessment or any confidential information obtained through the screening process.

### Nomination for SDA Contribution Award

SDA jury and regional jury may nominate themselves or nominate a particular work for the SDA Contribution Award,

### 5) Selection Criteria

The following screening criteria have been established.

-**Sociality:** Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.

-**Informativeness:** Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.

-**Innovativeness:** Evaluation of the work whether there is an unprecedented approach in the idea, the construction and the process.

-**Aesthetics:** Evaluation of the beauty in the form, the material selection and the expression.

In addition to the 4 items above, the entries should include safety into consideration.

April 1, 2024

The implementation schedule and other details for 2024 are subject to change depending on future social conditions.

**For inquiries about the Japan Sign Design Award, please contact**

Japan Sign Design Association  
2-9 Fujiseru Bldg. 3f Kandaizumi-Cho, Chiyoda-Ku  
Tokyo 101-0024, Japan  
Email : [info@sda-award.org](mailto:info@sda-award.org)  
<https://sda-award.org/contact>

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