



#Award360°
2025 Entry Kit >>



Award360° is an annual design award that selects 100 best design works every year. Positioning itself in the Asian context and from the perspective of China, Award360° aspires to provide edging perspectives of design for the industry and society each year.

Through selecting 100 best design pieces, Award360° intends to highlight the nuanced changes and implications of the future in the design industry each year. Award360° aims to recognize works of unique observation and critical thinking, to encourage bold attempts to break boundaries and conventions, and deliver a new dynamic of the design experience.

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>> How to Enter

Dates for Submission

Earlybird Entry Period →

7 August - 5 September 24:00 (UTC+8)

Regular Entry Period →

6 September - 10 October 24:00 (UTC+8)

* The entry fee depends on the time entrant submits the entry;

* Before 10 October 24:00 (UTC+8), entrant is still able to adjust the entry after the entry has been paid.

Eligibility

01. The entry must be created or released between 1 January 2024 and 10 October 2025.
02. For entry having been completed or released before 1 January 2024 and has been refreshed and re-released during the above period, entrant should state the reasons.
03. There are no geographical restrictions on entrants, who can be the “designer/design team of the entry” and “business owner of the entry,” which is either a corporate or an individual who has prime responsibilities for the entry.
04. Entrant of New Talent must be aged under 35 (born on or after 1 January, 1990). If enter as a design team, all members should follow the age requirement.

Jury Recusal Policy

The jury members’ own works are not eligible for submission.

Entries from the company or studio an award juror is affiliated with — as well as works in which the juror was involved only in a supervisory or instructional role — are allowed to participate in Award360°, but must be disclosed to the Award360° organizer in advance. During the judging process, jurors must adhere to the organizer’s recusal policy, including but not limited to abstaining from scoring, voting, and related discussions.

Categories

The Award360° 2025 consists of 1 category for individual/design team and 14 categories for design works. Submission requirement varies according to different categories.

Category for individual/design team

New Talent

- Discover designers and design teams with distinctive personal styles and strong creative potential, who are expected to lead the design industry in the future.
- Entrants must be under the age of 35 (i.e., born on or after 1 January 1990).
- Entries can be submitted either individually or as a team of up to three members, with all team members required to meet the above eligibility criteria.
- Applicants must submit 5 works, of which at least 4 must be commercially released commissioned projects, and the entrant must have been one of the primary creative contributors to those projects (no restrictions on work type or year).

Categories for design works

Commercial Branding

- Centering on the brand philosophy, the design should target the relevant audience and market, showcasing its commercial value.
- Including commercial brand identity system design, logos, and their applications.

Cultural Branding

- Using visual language to promote cultural events by incorporating their content.
- Including the design and application of identity systems for cultural events such as exhibitions, performances, competitions, etc.

Book Design

- By comprehensively considering the book's content structure, typography, image layout, and material craftsmanship, the goal is to achieve harmony between content and form, enhance the reader's experience, and promote the dissemination of both information and aesthetic value.
 - Submitted works must have an official publication number (ISBN/ISSN).
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Type Design

- Based on different reading needs and application contexts, create appropriate typographic features that effectively fulfill the function of information delivery while also showcasing the unique aesthetic of the typeface.
 - Includes typeface families, creative fonts, and experimental type designs.
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Packaging Design

- Based on the characteristics of the product, the design should protect the product while achieving brand recognition and communication, reflecting its commercial value or exploring creative possibilities in packaging design.
 - Includes commercial packaging, cultural and creative product packaging, and customized brand packaging.
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Poster Design

- While ensuring clear communication of information or ideas, the design should also highlight the aesthetic integration of visual language and content.
- Includes commercial posters, cultural posters, and posters for social causes, etc.

Creative Product Design

- By extracting and reinterpreting cultural resources, the design should empower cultural life, and embodied cultural creativity through products—creating deeper meaning and added value beyond its functional use.
 - Includes cultural products, creative products, festival products, etc.
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Music Design

- Focused on music-themed design, with no limitation on the medium of presentation, emphasizing the combined experience of visuals and music.
 - Including physical albums, digital albums, music visual videos (VJ), music festival posters, and related merchandise design.
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Digital Media Design

- Focusing on the integration of design with digital creative media technologies such as screens and audio effects, emphasizing a multidimensional experience of interaction and engagement.
 - Including multimedia interactive installations, visual videos, creative coding, websites, applications, and other RGB-based works.
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Spatial Design for Brand

- Emphasizing a deep understanding of brand content, products, and consumer behavior to create spatial experiences that enhance brand communication.
- Includes commercial spaces, cultural spaces, and exhibition spaces.

Environmental Graphic Design

- Integrating graphic and textual information into natural or spatial environments to achieve functions such as identification, guidance, instruction, and explanation, while also creating an appropriate atmosphere and enhancing the human experience within the space.
 - Includes wayfinding systems and environmental graphic design.
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Illustration

- By expressing unique content with boundless imagination, illustration serves to visualize the underlying concepts of information and creation, expanding the possibilities of the medium.
 - Includes commercial illustration, brand identity illustration, and independent illustration.
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Social Design

- Focusing on specific social issues, this category integrates design thinking, social sciences, and public participation, emphasizing the role and responsibility of design in society. It seeks to explore solutions and advance deeper social values in response to societal needs and challenges.
 - Topics include, but are not limited to, sustainability, social care, public welfare, regional revitalization, community engagement, climate action, and other diverse issues.
 - This category is not limited by discipline—any work that embodies the spirit of social design is eligible for submission.
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Experimental Design

- In response to a society facing diverse challenges, submitted works should embody forward-thinking design concepts, offering innovative solutions and ideas for change, reflecting an experimental approach to design.
- There are no restrictions on work type; experimental works that have not been officially released are also eligible for submission.

Submission Requirements

Category	Requirements for 1 st Screening	Requirements for Final Judging
New Talent	<ul style="list-style-type: none"> ● Entrant should submit 5 works, 4 of which must be commercially commissioned and released, and the entrant must be one of the main creatives of the projects (regardless of genre and year of creation). ● 4-12 images for each work (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Digital file: portfolio ● Physical materials: applicable to commercial projects ● Prints: applicable to non-commercial projects
Commercial Branding	<ul style="list-style-type: none"> ● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials
Cultural Branding	<ul style="list-style-type: none"> ● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials
Book Design	<ul style="list-style-type: none"> ● Project information: ISBN/ISSN, publisher, time of publication ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials

Category	Requirements for 1 st Screening	Requirements for Final Judging
Type Design	<ul style="list-style-type: none"> ● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Prints
Packaging Design	<ul style="list-style-type: none"> ● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials
Poster Design	<ul style="list-style-type: none"> ● Project information: client, project time, poster quantity and dimensions ● 1-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Printed posters (except for motion posters)
Creative Product Design	<ul style="list-style-type: none"> ● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials

Category	Requirements for 1 st Screening	Requirements for Final Judging
Music Design	<ul style="list-style-type: none"> ● Project information: client, project release time, musician/performer, URL of the album/performance ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials (except for digital album) ● MP3 or MP4 file of a selected song that reflects the integration of music and design within the album or performance
Digital Media Design	<ul style="list-style-type: none"> ● Project information: client, project time, medium, URL (if applicable) ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Project video (No limitation on length)
Spatial Design for Brand	<ul style="list-style-type: none"> ● Project information: client, project release time, project location ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Prints
Environmental Graphic Design	<ul style="list-style-type: none"> ● Project information: client, project release time, project location ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Prints

Category	Requirements for 1 st Screening	Requirements for Final Judging
Illustration	<ul style="list-style-type: none"> ● Project information: client, project time ● 1-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Physical materials
Social Design	<ul style="list-style-type: none"> ● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Prints
Experimental Design	<ul style="list-style-type: none"> ● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB) 	<ul style="list-style-type: none"> ● Prints

* The organizer's email shall prevail concerning the materials for final judging.

Procedures & Fees

01. Sign up / Login

- a. Visit www.award360.cn
- b. Sign up/Login by email address

* Accounts registered previously are still available.

02. Create an Entry

- a. Click "ENTER NOW"
- b. Select a category
- c. Fill in information
- d. Upload project images and video

* If you fail to upload your work, please send the materials to award@design360.cn, with information of entrant's name and the title of the work. Award360° staff will upload it on your behalf.

* If there are any problems concerning the entry, the organizer will contact the email or phone number that you provide. Please ensure that the contact information are correct and accessible.

03. Payment

CNY payment: WeChat / Alipay

USD payment: PayPal (design360mag@gmail.com)

* After completing payment through PayPal, please provide the receipt of the payment and the title of corresponding entry to award@design360.cn. The entry will be admitted after the payment is confirmed.

* For invoice request, please contact award@design.cn.

Entry Fees →

Award	Currency	Earlybird Fee	Regular Fee
New Talent (per entrant)	CNY	¥600	¥800
	USD	\$85	\$120
Other Categories (per entry)	CNY	¥260	¥360
	USD	\$40	\$55

>> Judging and Announcement

Award Types

- Annual Finalist →
Jury will select 350-450 pieces of works to be the “Annual Finalist.”
- BEST 100 →
100 most outstanding design works will be selected by jury to be “Award360° BEST 100.”
- Gold Award →
Jury will select “Award360° Gold Award” for each category among “Award360° BEST 100.”
- Grand Prize →
Jury will select 1 “Grand Prize” among “Award360° Gold Award.”



- New Talent →
Jury will select 1-2 “New Talent” among all candidates.

Schedule

Preliminary Screening	October
Announcement of Shortlisted Works	October
Submission of Physical Materials	November
Final Judging	November
Shortlist Exhibition, Award Ceremony	November
Winners Announcement	November - December
Award360° Special Issue	2026
Award360° Exhibition	2026

* The schedule above is for reference only. The final announcement shall prevail.

>> Honors

Grand Prize

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

Gold Prize

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

New Talent

- Award360° Trophy
- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*
- Interviews by Design360° and other renowned design media

BEST 100

- Award360° Certificate
- The right to use Award360° LOGO
- Work showcased at Award360° Exhibition
- Work featured in *Design360° Special Issue*

Annual Finalist

- Award360° Digital Certificate
- The right to use the Award360° Logo
- Work showcased at Design360 Festival

>> Terms & Conditions

About Entering the Award

01. Submitted works must have been created or released on or after January 1, 2024. Entries produced earlier than this date without prior notification to the organizer will be disqualified upon discovery without further notice.
02. Please provide factual credit information. The entrant(s) must represent and warrant the originality and authorship of the entry belonging to themselves (as individuals or groups). The entrant(s) must be the independent owner(s) or relative owner(s) of the design and its right to use, or authorized to use the design.
03. By entering the competition, the entrants assume the following obligations:
 - a. Complete and submit materials required of the work truthfully;
 - b. Provide required physical materials or (and) digital file required for final judging;
 - c. Allow the organizer to exhibit and publish the entry and personal information in the *Design360° Special Issue* in case the entry is selected;
 - d. Assist the organizer with dissent concerning the entry, including but not limited to providing evidence materials required.
04. Award360° will not accept the following types of entries:
 - a. Entries that defame a specific individual(s), group(s), etc.;
 - b. Entries that promote obscenity, gambling, violence or abet crime;
 - c. Entries that contain content prohibited by laws, administrative regulations and national regulations;
 - d. Entries that infringe or may possibly infringe on a third party's intellectual property rights (copyrights, trademark rights, portrait rights, etc.) and entries that Award360° assumes as inappropriate (offensive to public order and morals, for example);
 - e. Fictitious designs using the name of an existing company or an actual artist without permission.
05. If an entry's ownership belongs to multiple parties, it is the entrant's responsibility to acquire authorizations from all related parties, and warrant the authenticity of all entry materials. The entrant will be responsible for the eligibility of the entry, or the entry will be disqualified.

06. All fees are not refundable under any conditions.
07. If an entrant wishes to withdraw and entry, the entrant must give written notice to Award360° via award360.100@gmail.com, providing sufficient detail to enable the organizer to identify the relevant entry. The organizer will process the withdraw after confirming and replying the email. The refunds of entry fees will not be granted.
08. If any AI-assisted tools (such as image generation, text generation, code generation, sound generation, etc.) or open-source code are used in the creation of the submitted work, participants must truthfully disclose this information during registration. The disclosure must clearly state the sources of the tools/open-source resources used, how they were applied, and the extent of their usage. Failure to provide accurate information may result in disqualification from participation or from receiving an award, at the discretion of the organizer.

About Judging

01. Award360° reserves the right to move an entry to more appropriate category if deemed appropriate by Award360° and jury. Such action may be taken without informing the entrant.
02. The entrant(s) agree that the organizer will not be responsible for any fees caused by shipping and custom taxes. Unpaid shipping will not be accepted and returned.
03. The organizer will not be responsible for any delivery or return services for entries, except in special circumstances.
04. If an entry entering final judging is unable to provide physical materials within the time specified by Award360°, and no substitutes such as prints are provided, the entry will be deemed to waive its rights into further competition.
05. The entrant(s) agree that the organizer will not be responsible for any loss or damages on the shipped entries. The entrant(s) should be responsible for the damages caused by shipping and delivery. Please carefully pack and secure the parcel if the entrant(s) deem necessary.
06. The entrant(s) agree that the organizer will collect and store the physical materials supporting an entry at Award360°'s discretion. No return will be granted except in exceptional circumstances.

About Winning

01. The organizer will not be responsible for the event of disputes on the property, intellectual rights or authorship, and reserves the right not to intervene. The entrant will be fully responsible in such an event, and the relevant entry will be disqualified.
02. In the event of confirmed fraud or plagiarism, the relevant entry will be disqualified. The entrant will be responsible for compensations for the loss and damages caused on the organizer or executives (including but not limited to damages on reputation and indirect damages).
03. In the event of confirmed fraud or plagiarism with specific evidence for the organizer and jury to deem that there is infringement of other party's copyright, the organizer reserves the right to disqualify the entry and withdraw certificates and trophies having been issued. The entrant will be responsible for compensations for the loss and damages caused on the organizer or executives (including but not limited to damages on reputation and indirect damages).
04. In the event of the winners causing any dispute of consumers, or any kinds of related casualties, the entrant will be responsible for all compensations.
05. The entrant(s) hereby confirm and grant Award360° irrevocable permission to show the entry in all types of online marketing and media without preconditioned payments, copyright fee or remuneration, and further grant Award360° the right to use the images in all sizes for editing, copying, printing and publishing. The entrant(s) grant irrevocable right permitting Award360° to use images of the entry in all exhibitions, publications and archives. Award360° reserves the right to adjust the images for marketing and publicity without further notice.
06. Award360° certificate and trophy will be provided with only one copy of each award-winning work. The entrant will be responsible for the cost of printing and producing extra copies. Winning team should coordinate the designation of representatives and distribution within themselves, which the organizer will not be involved.

Others

01. Award360° reserves the right to change the terms and conditions of the award without further notice.
02. All unclarified matters concerning the award will be further formulated and explained by Award360° organizer.
03. By entering the competition, the entrant(s) will be deemed notified of the terms, process, and related matters of Award360°.

>> Contact Us

Email →
award@design360.cn

WeChat →
Award360_100

>> Follow Award360°

Website →
www.award360.cn

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