



#Award360° 2026 Entry Kit >>



Award360° is an annual design award that selects 100 best design works every year. Rooted in a Chinese perspective and situated within the broader Asian context, Award360° continually explores how design responds to the realities of our time, offering fresh perspectives on design thinking for both the industry and society.

Through the selection of the BEST 100, Award360° seeks to trace subtle shifts and emerging trends in contemporary design practice, documenting the ongoing evolution of ideas, methodologies, and visual languages. Award360° recognizes works distinguished by original insight and critical thinking, celebrating creators who challenge established conventions, expand the boundaries of design, and inspire new ways of seeing and understanding the world.

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Dates for Submission

Earlybird Entry Period →

6 August - 4 September 23:59 (UTC+8)

Regular Entry Period →

5 September - 12 October 23:59 (UTC+8)

* The entry fee is determined by the time of final payment;

* Before 12 October 23:59 (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 2025 and 12 October 2026.
02. For entry having been completed or released before 1 January 2025 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, 1991). If entering as a design team, all members should follow the age requirement.

Jury Recusal Policy

This year’s jury members’ own works are not eligible for submission.

Entries from the company or studio an award juror is affiliated, in which the juror did not personally participate, 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° 2026 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

- Discovering 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 1991).
- 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

- The design should use 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 design should 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, the design should create appropriate typographic features that effectively fulfill the function of information delivery while also showcasing the unique aesthetic of the typeface.
 - Including 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.
 - Including 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.
- Including 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 embody cultural creativity through products, creating deeper meaning and added value beyond their functional use.
 - Including 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, the design should emphasize 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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Tech-Driven Design

- Focusing on the integration of technology and design, this category explores how emerging technologies reshape creative processes, expand the boundaries of design, and enable innovative visual expressions, interactive experiences, and digital experiences.
 - Including but not limited to AI and generative design, creative coding, digital experiences, interaction design, web design and development, motion and interactive media, immersive and spatial experiences, and experimental explorations of emerging technologies.
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Spatial Design for Brand

- With a deep understanding of brand content, products, and consumer behavior, the design should create spatial experiences that enhance brand communication.
- Including 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.
 - Including wayfinding systems and environmental graphic design.
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Illustration

- By expressing unique content with boundless imagination, the design should serve to visualize the underlying concepts of information and creation, expanding the possibilities of the medium.
 - Including 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 Online Judging	Requirements for Final Judging
New Talent	● 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 for each work (optional/within 90s/under 200MB)	● Portfolio ● Physical materials of submitted commercial projects ● Prints of non-commercial projects
Commercial Branding	● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials
Cultural Branding	● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials
Book Design	● Project information: ISBN/ISSN, publisher, time of publication ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials

Category	Requirements for Online Judging	Requirements for Final Judging
Type Design	● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Prints
Packaging Design	● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials
Poster Design	● Project information: client, project time, poster quantity and dimensions ● 1-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Printed posters (except for motion posters)
Creative Product Design	● Project information: client, project release time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials

Category	Requirements for Online Judging	Requirements for Final Judging
Music Design	● 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)	● 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
Tech-Driven Design	● Project information: client, project time, medium, URL (if applicable) ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Project video (No limitation on length)
Spatial Design for Brand	● Project information: client, project release time, project location ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Prints
Environmental Graphic Design	● Project information: client, project release time, project location ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Prints

Category	Requirements for Online Judging	Requirements for Final Judging
Illustration	● Project information: client, project time ● 1-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Physical materials
Social Design	● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Prints
Experimental Design	● Project information: client, project time ● 4-12 images (each image under 2MB) ● 1 Video (optional/within 90s/under 200MB)	● Prints

* The materials and submission requirements for the final judging shall be subject to the final shortlist notification email..

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 is 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@design360.cn.

Entry Fees →

Award	Currency	Earlybird Fee	Regular Fee
New Talent (per entrant)	CNY	¥600	¥800
	USD	\$90	\$120
Other Categories (per entry)	CNY	¥260	¥360
	USD	\$40	\$55

>> Judging and Announcement

Award Types

Annual Shortlisted Work →
Jury will select 350-450 works to be the “Annual Shortlisted Work.”

BEST 100 →
100 most outstanding design works will be selected by the 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	December
BEST 100 Special Issue	2027
BEST 100 Exhibition	2027

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

>> Honors

Grand Prize Gold Prize 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

Shortlisted Works

- 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, 2025. Entries created or released before this date without prior approval from the Organizer will be disqualified upon verification.
02. Please provide accurate and truthful credit information. The entrant(s) represent and warrant that they are the original author(s) and lawful owner(s) of the submitted work, or have obtained all necessary rights and authorizations to submit it.
03. By entering the competition, entrants agree to the following:
 - a. Submit all required materials truthfully and completely;
 - b. Provide the required physical materials and/or digital files for the final judging;
 - c. Grant the Organizer permission to publish and exhibit the entry, together with the entrant's name and other relevant information, should the entry be selected;
 - d. Cooperate with the Organizer in resolving any disputes relating to the entry, including providing supporting documentation when requested.
04. Should a submitted work be found, upon verification, to be ineligible under the entry requirements, the Organizer reserves the right to disqualify the submission.
05. 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 criminal activities;
 - c. Entries that contain content prohibited by applicable laws and regulations;
 - d. Entries that infringe or may infringe upon the intellectual property rights (including copyright, trademark, portrait rights, etc.) of any third party, or are otherwise deemed inappropriate by Award360° (including content contrary to public order or morality);
 - e. Fictitious works that use the name or identity of an existing company, organization, or individual without authorization.
06. If a submitted work has multiple rights holders, it is the entrant's responsibility to obtain authorization from all relevant rights holders and ensure the authenticity of all submission materials. The entrant will be responsible for the eligibility of

the entry. Failure to do so may result in disqualification.

07. **Guidelines on the Use of AI-Assisted Creation**
To ensure fairness in the judging process and transparency in the creative process, entrants are required to disclose, at the submission stage, any use of artificial intelligence (AI) tools or third-party open-source resources during the creation, development, or production of their work. Such disclosure includes, but is not limited to, AI tools for image generation, text generation, code generation, audio/video generation, model training, data processing, as well as open-source code, open-source models, open-source assets, and related resources. Failure to truthfully disclose the use of AI or related resources may result, upon verification, in disqualification from the competition or revocation of any award granted. Entrants are required to provide detailed information, including but not limited to:
 - a. The name(s) of the AI tool(s) and/or third-party resource(s) used;
 - b. The source(s) of such tool(s) or resource(s);
 - c. How and at which stage(s) they were used in the project;
 - d. The extent to which they were used and a description of the entrant's own creative contribution.
08. AI tools may be used as aids to support ideation and production, but they must not serve as the sole source of creative authorship for the submitted work.
09. Entrants are responsible for ensuring that all AI tools, open-source resources, and AI-generated content used in their work comply with applicable terms of use, licensing conditions, and copyright requirements. Entrants shall bear full responsibility for any intellectual property issues arising from their submissions.
10. All fees are non-refundable under any circumstances.
11. If an entrant wishes to withdraw an entry, the entrant must give written notice to Award360° via award@design360.cn, providing sufficient detail to enable the Organizer to identify the relevant entry. The Organizer will process the withdrawal after confirming receipt of the request. Entry fees are non-refundable.

About Judging

01. Award360° reserves the right to move an entry to a more appropriate category if deemed appropriate by Award360° and the jury. Such action may be taken without informing the entrant.
02. The entrant(s) agree that the Organizer will not be responsible for any shipping costs, customs duties, and related charges. Shipments sent with unpaid shipping charges will not be accepted and will be returned.
03. The Organizer will not be responsible for the shipment or return of entries, except in special circumstances.
04. If an entry selected for the final judging is unable to provide physical materials within the time specified by Award360°, and no substitutes such as project boards are provided, the entry will be deemed to have withdrawn from further judging.
05. The entrant(s) agree that the Organizer will not be responsible for any loss of or damage to entries during shipment. The entrant(s) are responsible for any loss or damage arising during shipping and delivery. Please carefully pack and secure the parcel if the entrant(s) deem necessary.
06. The Organizer reserves the right to retain and store physical materials submitted in support of an entry. No return will be granted except in exceptional circumstances.

About Winning

01. The Organizer shall not be responsible for any disputes relating to ownership, intellectual property 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 compensation for the loss and damages suffered by the Organizer or representatives (including but not limited to damages on reputation and indirect damages).
03. Where fraud or plagiarism is confirmed, or where sufficient evidence establishes infringement of a third party's copyright, the Organizer reserves the right to disqualify the entry and revoke any certificates and trophies already issued. The entrant will be responsible for compensating the loss and damages caused on the Organizer or executives (including but not limited to damages on reputation and indirect damages).
04. If an award-winning work gives rise to consumer disputes, personal injury, or any other legal claims, the entrant will be responsible for all compensation.
05. The entrant(s) grant Award360° a worldwide, perpetual, irrevocable, royalty-free, non-exclusive license to reproduce, publish, display, archive, edit, adapt, and use images and information relating to the submitted work for promotional, exhibition, publication, educational, and archival purposes without additional compensation.
06. One certificate and one trophy will be provided for each award-winning entry. The entrant will be responsible for the cost of printing and producing extra copies. The winning team shall coordinate the designation of representatives and distribution of the certificate and trophy, in 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. Any matters not covered herein shall be interpreted and decided by Award360°.
03. By entering the competition, entrants are deemed to have read, understood, and accepted these Terms and Conditions.

>> Contact Us

Email →
award@design360.cn

WeChat →
Award360_100

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