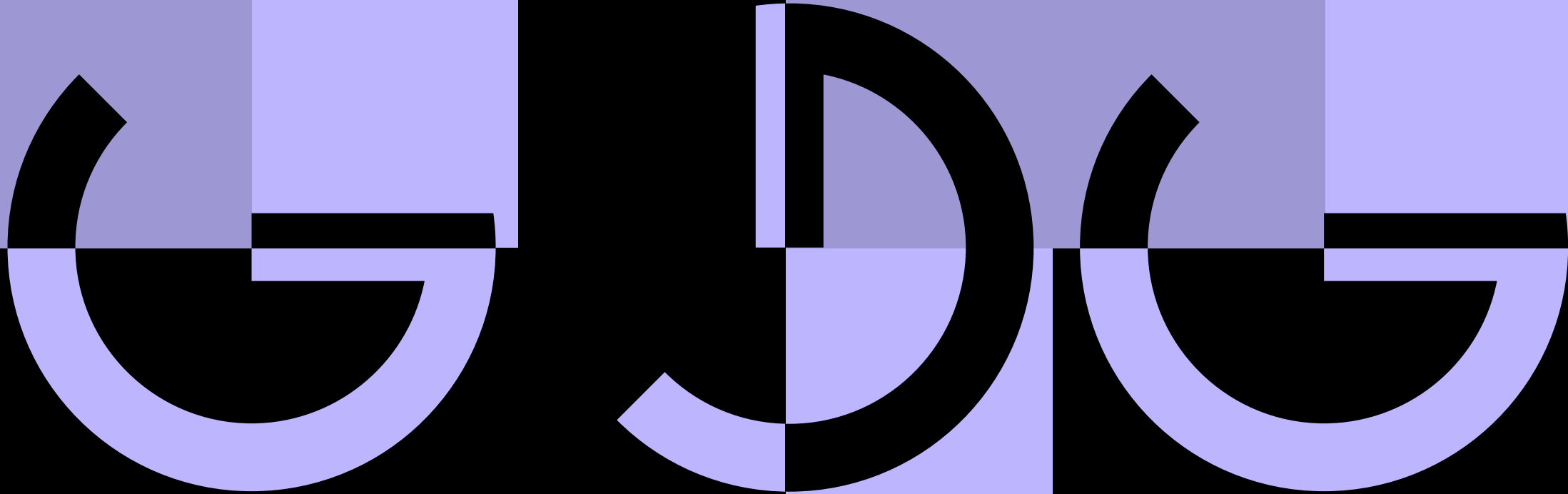


# Call for Entries



German  
Design  
Graduates  
2024



**Rat für Formgebung**  
German Design Council

# About

## Important Dates 2024

15 April – 15 Mai	Call for Entries
31 August – 15 December	GDG Museum Exhibition Museum Angewandte Kunst Frankfurt am Main
19 – 27 October	GDG Festival Exhibition Dutch Design Week Eindhoven

## German Design Graduates

German Design Graduates (GDG) is the only nationwide initiative for the promotion of young graduates in product and industrial design and for the presentation of renowned German universities, art colleges and universities of applied sciences.

The enormous range of final theses and their differentiated design approach offer space for a discourse - not only about design, but above all about research and future topics. The most important task of the GDG initiative is to present and promote the quality and diversity of these achievements and solutions by graduates.

The final theses will be visualised in various formats such as a comprehensive online presentation, international exhibitions and networking activities. Media partners of the initiative are ndion, A&W Architektur & Wohnen and DDCast.

↳ [germandesigngraduates.com](http://germandesigngraduates.com)

## German Design Council

GDG is supported by the German Design Council Foundation, which has been the project sponsor of the initiative since 2022.

The German Design Council has been operating as the world's leading competence centre for communication and knowledge transfer in the fields of design, brand and innovation since 1953. With its international programmes, promotion of young talent and memberships, it is part of the global design community and has always contributed to establishing exchange and networks worldwide. Through events, congresses, awards, jury meetings and expert groups, the German Design Council connects its members and numerous other international design and brand experts, promotes discourse and provides important impetus for the global economy. Its members currently include more than 350 companies.

↳ [gdc.de](http://gdc.de)

# Participation & Funding Opportunities

## Participation

The annual call for entries is aimed at participating state-recognised art colleges, universities and universities of applied sciences specialising in product or industrial design as well as related fields such as design research, UX and service design, material design, social design and their graduates from the last two semesters (April 2023 to May 2024). Submissions from individuals and groups (max. 6 persons) are possible.

## Submission

Submissions are made via an online form at [german-designgraduates.com](https://german-designgraduates.com). The application period runs from 15.04 - 15.05.2024. Graduates can apply for several funding formats when submitting their application.

## Graduates Platform

All submitted theses are published on the Graduates Platform after editorial review and, together with the projects from previous years, form a permanent and growing archive of topics and positions.

## Museum Exhibition "Dare to Design"

An expert jury selects around 45 final projects for a group exhibition.

*Host: Museum Angewandte Kunst, Frankfurt am Main*

*Duration: 31 August - 15 December 2024*

## Awards "Dare to Design"

Four award winners will be selected from the exhibitors in the museum. The announcement will be made at the opening of the exhibition at the Museum Angewandte Kunst Frankfurt.

↳ [Museum Exhibition & Awards](#)

## Festival Exhibition

The curated group exhibition presents around 20 graduation projects on the theme of cooperation and collaboration. Host: Dutch Design Week, Eindhoven  
Duration: 19-27 October 2024

↳ [Festival Exhibition Dutch Design Week](#)

## Partner Formats

GDG partner formats are individual sponsorship programmes and are realised with our cooperation partners from industry and culture. The programme changes annually.

↳ [Partner Formats](#)

## Selection process

A high-calibre jury of experts selects around 45 projects for the museum exhibition and four winners for the awards from all the final projects submitted in a GDG year. The basis for the evaluation is the text and image material submitted with the application form.

In order to enable a diverse evaluation process, we endeavour to have a mix of qualifications, experience, gender and nationalities on the jury.

↳ [Jury 2024](#)

## Evaluation criteria

The selection of the jurors is based on individual weighting of general and specific criteria. They are free in the weighting and interpretation of these criteria. The criteria serve as points of reference and are not legally binding.

General criteria: Innovation & Impact, Design & Construction, Presentation & Communication

Specific criteria: Society & Culture, Sustainability & Circular Thinking, Research & Transfer

# Benefits

## **Advantages of exhibiting at Dare to Design**

- Presentation opportunity in a curated, designed group exhibition
- National and international visibility among companies, designers, specialist audiences, culture enthusiasts and the media
- Invitation to openings, talks and workshops
- Unlimited use of the exhibitor label for own communication measures
- Press release and PR work
- Presence in the social media and websites of the German Design Council and GDG
- Subsidy for travel expenses and overnight stays

## **Advantages of being a Dare to Design award winner**

- Prize money of EUR 2,500 awarded, donated by the German Design Council
- Unrestricted use of the "Award" label for own communication measures
- Press release and PR work
- Presentation in the online gallery on the GDG Website
- Presentation of the work in the museum exhibition
- Award ceremony at the exhibition opening
- Invitation to a network meeting of the German Design Council community

## **Benefits Participation in festival exhibition at the Dutch Design Week**

- Presentation space in curated, designed group exhibition
- Subsidy for travel expenses and overnight stays
- International PR work
- Presence in social media and on the internet
- Community Events

## **Advantages of partner formats**

The GDG partner formats give you the chance to make exclusive contacts, expand your knowledge, develop your skills and share your knowledge of design and specific topics. The individual sponsorships offer you in-depth opportunities for professionalisation and support professional and personal development potential.

# Submission Criteria Students

The thesis must be submitted exclusively via a digital submission form (activation on 15 April). For a preliminary impression of the scope of the image and text material to be submitted, the criteria are presented here.

If the online procedure presents a barrier, a separate arrangement can be made with the organiser.

Some of the submitted texts and files will be published on the Graduates Platform, the German Design Council/GDG social media channels and used for press work. Correct spelling and very good quality images are therefore essential for the assessment.

Submission form online  
15 April - 15 May

↳ [Form](#)

## General information

- Project title
- Project subtitle
- Cooperation partner
- Short description (1,000 characters with spaces)
- Degree
- Individual / group submission
- University
- Date of graduation
- Title image (photograph, drawing or rendering, max. 200 dpi, max. 2.000 px width or height, RGB only, max. 3 MB, credits)
- maximum 3 additional images (photography, drawing or rendering, max. 200 dpi max. 2.000 px width or height, RGB only, max. 1 MB, credits)
- Video (optional linking of a video max. 3min)
- Documentation final thesis (optional upload as PDF, max. 10 MB)

## Innovation & Impact

### Mandatory Information

*max. 2,500 characters incl. spaces*

To what extent does the project respond to current concrete challenges and/or future issues? To what extent does the project have a transformative character? To what extent are change processes initiated through design? The presentation of the specific innovative aspects of the project in terms of thematic in-

dependence, originality and strategic development is particularly important in this category.

## Design & Construction

### Mandatory information

*max. 2,500 characters incl. spaces*

This category is particularly concerned with the formal and functional qualities of the proposed solution. Materials, production methods, the use of new technologies and/or craftsmanship, aesthetic aspects and the integration of user-friendliness aspects are at the centre of the description.

## Society & Culture

### Optional Information

*max. 2,500 characters incl. spaces*

To what extent does the project promote necessary social and cultural paradigm shifts as well as the mediation between existing and possible sustainable cultural practices? What are the aspects of the culturally and socially compatible design proposal with regard to the acceptance of innovative concepts and technologies? The description provides information about the discourse on the significance of product design in culture and society.

## Sustainability & circularity

### Optional Information

*max. 2,500 characters incl. spaces*

With regard to which aspects is the project a sustainable design proposal? The description addresses the integration of principles of efficiency, sufficiency, resilience and consistency in the specific design proposal for a product, material and/or process. The stages of a life cycle must be taken into account - from material sourcing, through production, distribution, utilisation, end of life / reuse / reintegration. It is also important to demonstrate consistent circular thinking: To what extent have sustainable materials and/or the integration of energy-efficient production processes been taken into account?

## Research & Transfer Optional Information

*max. 2,500 characters incl. spaces*

The depth of the work is disclosed in this category. The methods of the research and design process play a role, as do any interdisciplinary collaborations or approaches. The transfer of own and/or other research results into the project should be mentioned.

## Rights

All submitted projects will be published on the Graduates Platform after the end of the Call for Entries. All registered graduates will have the opportunity to be selected for the GDG Exhibitions, Awards and Partner Formats with their submitted theses

The selection is made by an expert jury for the GDG Museum Exhibition and Awards, by curators for GDG Festival Exhibition, and by experts from industry and culture for the GDG Partner Formats. Legal recourse is excluded.

## Copyrights

The copyrights to the submitted works remain with the participants at all times.

As part of the competition, the participants provide the German Design Council with the unrestricted rights of use to the image and text materials provided for possible publications as well as press and advertising measures.

The graduates selected for Awards & Supports will be accompanied by suitable communication measures. The participants have no right to influence the design of the presentation.

Upon submission, graduates agree that minor spelling corrections may be made to the submitted texts. Changes to the content require consultation with the authors.

Each participant is responsible for all questions relating to utility model, design, copyright or patent law. The German Design Council is indemnified against any claims by third parties.

## Costs

### Schools

The participation fee for the nominated and registered universities is EUR 2,000/net. There are no further costs in the case of a selection of graduates for Exhibitions, Awards or Partner Formats.

### Graduates

Submission is free of charge for graduates of the participating universities. In the event of selection for an exhibition, an award or partner format, costs for modelling as well as travel and accommodation must be borne, unless otherwise agreed.

With the binding participation of the final project in the annual call for proposals, participants recognise these conditions.

## Sponsor

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