

设计创新  
潮起东莞

# 2014

DONGGUAN CUP  
INTERNATIONAL  
INDUSTRIAL DESIGN  
COMPETITION

## 东莞杯

# 国际工业设计大赛

参赛手册

COMPETITION MANUAL

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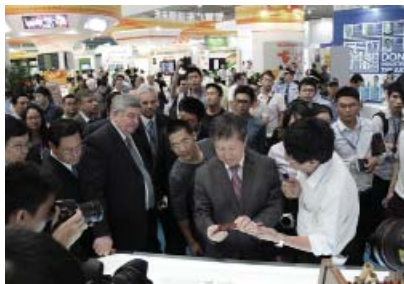
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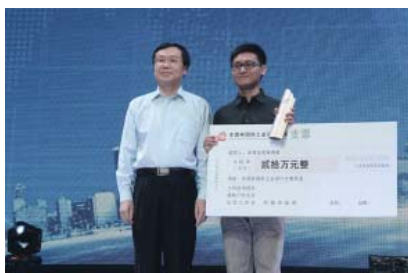
2014

# 设计创新 INNOVATIVE DESIGN & 潮起东莞 LEADING DONGGUAN

## 2013东莞杯 国际工业设计大赛活动花絮 The 2013 Dongguan Cup International Industrial Design Competition Activities



杨向东院长向国家科技部曹健林副部长介绍获奖作品  
Dean Xiangdong Yang introduced awarded products to  
Deputy Minister of Science and Technology Cao Jianlin



东莞市张科副市长为至尊金奖获得者颁奖  
Deputy Mayor of Dongguan Zhang Ke Presented Best of  
the Gold Award of Open Group to Winner



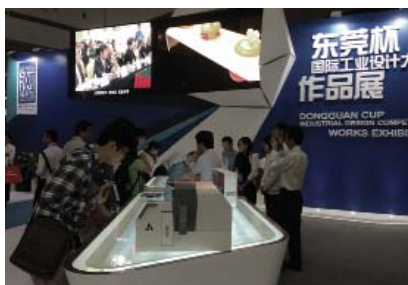
工业设计创新高峰论坛专家座谈交流  
Industrial design innovation expert peak Summit



大赛终评答辩现场  
The Sence of Final Selection



工业设计研修班学员作设计创意阐述  
The Students of Industrial Design Seminar Represent  
Ideas of Their Designs



大赛优秀作品展现场  
The Sence of Excellent Product



大赛颁奖典礼全体合影  
Group Photo of Awarded Ceremony

## 序言

东莞杯国际工业设计大赛从2005年起每年定期在制造业名城东莞市举办，现已成为国内工业设计领域知名度最高、影响力最大、成效最显著的工业设计竞赛活动之一。举办九年以来，“东莞杯”共征集到来自国内外各类工业设计作品23000余件，参赛设计院校、设计机构、企业等单位1500余家，参加大赛系列活动的企业代表、各界人士25余万人次，大赛奖金累计发放近900万元。“东莞杯”的成功举办，不仅有利于培养高校学生及设计师的创新设计能力、综合设计能力和工程实践能力，提高工业设计的教育教学及应用水平；而且有利于加强东莞与国内外工业设计交流合作，广泛集聚优质设计资源，促进东莞企业自主创新，提高东莞工业设计水平和设计成果产业化能力等。

2014年第十届“东莞杯”国际工业设计大赛由东莞市人民政府和中国工业设计协会主办，由东莞市经济和信息化局，广东华南工业设计院承办。本届大赛将延续“设计创新 潮起东莞——创新、对接、产业化”的主题，通过开展工业设计作品征集、评审工作，以及举办高级工业设计研修班、优秀工业设计作品展示及产业化推介、工业设计高峰论坛、大赛颁奖典礼等系列活动，集聚世界各地优质设计资源及培养、引进优秀工业设计人才为东莞服务，提升东莞市企业的整体创新能力和产品竞争力，促进设计与制造的互动、对接，加快产业设计化、设计产业化进程，扩大东莞市工业设计产业及制造业在国内外的影响力，推动东莞市产业转型升级。

在此，诚邀全球各地设计机构及企业的设计师、高等院校的师生、东莞企业和社会各界积极参赛并参与大赛各项活动，共同为推动工业设计事业发展作出贡献。

## Preface

Dongguan Cup international industrial design competition has been held in Dongguan, one of the most famous manufacturing city in China annually since 2005. It is one of the most well-known, influential, effective industrial competition in China. Dongguan Cup has already collected about 23000 industrial works worldwide in 9 years. Approximately 15000 Universities, collages, design agencies, and enterprises and nearly 250 thousand business representatives and people from all circles have involved into the competition. The total prize we sent is 9 million RMB. The successful held of Dongguan Cup is not only good for cultivating comprehensive abilities, innovation and practical capacities of designers and students, but also contribute to enhance communications about industrial design between Dongguan and others globally. With hosting Dongguan Cup, advanced design resources are gathered and innovations in enterprises from Dongguan may be also promoted. It is also helpful for facilitating the whole design level in Dongguan and abilities of industrialism.

The Tenth Dongguan Cup International Industrial Design Competition 2014 is hosted by Dongguan Municipal people's Government and China Industrial Design Association. Also, it is organized by Dongguan Economy and Information Technology Bureau Guangdong South China Institute of Industrial Design. The theme of this competition is "Innovative Design and Leading Dongguan", which lasts what it usually be previously. There are various activities during this competition, involving collecting and judging design works, holding advanced industrial design seminar, outstanding works display, industrial design summit forum and awarding ceremony. Activities we held are very helpful for gathering superior design resources and cultivating excellent design talents in Dongguan, which promotes a comprehensive innovation and product competitiveness of enterprises in Dongguan. This also promotes interactions between designs and manufacturing, matching, accelerate the process of design-manufacturing transformation and expand. brand influence of industrial design and manufacturing in Dongguan. Also, it pushes industry transformation and upgrading of Dongguan.

For contributing to industrial design development, we sincerely invite design agencies, designers, students, faculties in high education colleges, enterprises in Dongguan and others to participate into this competition.

# 设计创新 潮起东莞 创新、对接、产业化

Innovative Design and Leading Dongguan  
Creativity, Matching, Industrialization

**创新。**克服现有产品的问题与不足，满足人们对产品功能、美感的新需求，有效利用新技术、新材料、新能源、新工艺，提出全新的创意方案，设计开发理念新颖、构思巧妙、富有时代美感的新产品。

**对接。**强调设计与制造对接，实现设计方案与企业生产的对接，设计人才与企业的对接，设计机构与企业的对接，推动制造业产业发展，获得个人价值的体现。

**产业化。**以企业为主体，以市场为导向，综合考虑产品生产的可行性、经济性、对环境的影响与可持续发展，利用东莞作为世界制造业基地的优势，实现创意设计向产业转化并走向市场，获得良好的经济效益与社会效益，争取设计者与企业的双赢。



## Creativity:

Creativity is a bond to people!

Creativity requires designer to fix problems, overcome drawbacks of existing products, and develop products which are functional and aesthetic. We do expect to spark your ideas, including innovative, stylish, well-conceived and modern aesthetic design.

## Matching:

Matching is the core!

Emphasis on design and manufacturing matching, design plan and production matching, design talents and companies matching, and industrial design agencies and manufacturing enterprises matching. Matching promotes the industries development and help designers to realize their own value.

## Industrialization:

Industrialization processes make designer's dream come true!

The Dongguan Cup Awards will follow closely with the market, continue its commitment to work for enterprises, and try to fully consider the feasibility, cost-effectiveness, impact upon environment and sustainability development of creative design plans. With the advantage of Dongguan City as an international manufacturing hub, Dongguan Cup Awards invite designers to come for better matching for transformation between designs and manufacturing, greater economic and social benefits, and more opportunities for win-win outcome for both designers and enterprises.

## 参赛资讯/Competition Information

### 参赛组别

大赛根据参赛对象不同分为概念组和产品组两个组别。

#### 概念组

参赛对象为中国大陆、港澳台地区以及世界范围内的高等院校师生、企业和设计机构设计师、设计爱好者等个人，鼓励团队参赛。

#### 产品组

参赛对象仅限于东莞市企事业单位。

### 参赛内容

大赛参赛内容结合东莞市产业分类，将按照以下七大类进行评选：

- 1、**电子信息产品设计**：通信设备、语音娱乐设备、可穿戴智能设备等；
- 2、**家居产品设计**：家具、家庭用品、生活设施、智能家居系统等；
- 3、**智能装备产品设计**：工业机器人、数控机床、电气自动化装置等；
- 4、**灯具产品设计**：公共照明、商业照明、家用照明等；
- 5、**玩具及文体用品设计**：玩具（电子教育玩具、智能玩具、婴童车等），文教用品（文具、教育用品等）、体育用品（高尔夫用品等）；
- 6、**印刷包装产品设计**：商业（食品、礼品、产品等）印刷包装、工业（机床、大型电器等）印刷包装、运输印刷包装等；
- 7、**其他产品设计**。

### 大赛活动日程

- 1、**作品征集**：2014年6月30日-9月20日
  - 2、**初评**：2014年9月28日
  - 3、**复评**：2014年10月10日
  - 4、**模型制作**：2014年10月15日-11月25日
  - 5、**终评**：2014年12月1日
  - 6、**优秀作品展、设计论坛、颁奖典礼**：2014年12月2日-12月5日
- 注：大赛活动最终时间安排及相关详情以大赛官网[www.dgawards.com](http://www.dgawards.com)公布为准。

### Groups:

There are two groups for contestants. Concept Group open to individual designers; Product Group open to enterprises.

#### Concept Group

Applicants' Qualification: Industrial design academics and students in higher education schools all over the world; Designers in design agencies or companies; Others who are keen on industrial design.

#### Product Group

Applicants' Qualification: Enterprises located in Dongguan City.

### Categories:

1. **Electronic Devices**: e.g. Telecommunication, Entertainment, wearable smart devices etc.
2. **Household**: e.g. Furniture, Home facilities, living products, smart living systems etc.
3. **Equipment**: e.g. Robot, Numerical Control, Electrical automation devices etc.
4. **Lightings**: e.g. Public Lightings, Commercial Lightings, Household Lightings etc.
5. **Toys, Stationery& Sports**: e.g. educational toys, smart toys, Pram, school supplies, sports products etc.
6. **Packing**: e.g. Commercial Packaging (Food, Beverage, Medicine, Household .etc), Industrial Packaging(large devices, Numerical Control), Transport Packaging etc.
7. **Others**.

### Timetable:

1. **Submission of entries**: 30th June, 2014 to 20th September, 2014
  2. **Preliminary Selection**: 28th September, 2014
  3. **Second Selection**: 10th October, 2014
  4. **Modeling**: 15th October, 2014 to 25th November, 2014
  5. **Final Selection**: 1st December, 2014
  6. **Outstanding Works Exhibition, Innovative Design Forum, Awarding Ceremony**: 2nd December, 2014 to 5th December, 2014
- Note**: Final timetable and details will be available on [www.dgawards.com](http://www.dgawards.com).

## 奖励扶持方式/Awards

### 概念组/Concept Group

<b>至尊金奖1名</b> 1 Best of the Gold Prize	<b>奖金10万元人民币/奖杯/证书</b> 100 Thousand RMB/Trophy/Certificate
<b>金奖4名</b> 4 Gold Prize	<b>奖金5万元人民币/奖杯/证书</b> 50 Thousand RMB/Trophy/Certificate
<b>银奖6名</b> 6 Silver Prize	<b>奖金2万元人民币/奖杯/证书</b> 20 Thousand RMB/Trophy/Certificate
<b>铜奖8名</b> 8 Bronze Prize	<b>奖金1万元人民币/奖杯/证书</b> 10 Thousand RMB/Trophy/Certificate
<b>优秀奖20名</b> 20 Award of Excellence	<b>奖金0.25万元人民币/证书</b> 2.5 Thousand RMB/Certificate
<b>入围奖若干名</b> Several Finalist	<b>证书</b> Certificate

### 产品组/Enterprise Group

<b>一等奖1名</b> 1 First Prize	<b>奖金5万元人民币/牌匾/证书</b> 50 thousand RMB/Tablet/Certificate
<b>二等奖4名</b> 4 Second Prize	<b>奖金3万元人民币/牌匾/证书</b> 30 thousand RMB/Tablet/Certificate
<b>三等奖8名</b> 8 Third Prize	<b>奖金1万元人民币/牌匾/证书</b> 10 thousand RMB/Tablet/Certificate
<b>优秀奖20名</b> 20 Award of Excellence	<b>奖金0.5万元人民币/牌匾/证书</b> 5 thousand RMB/Tablet/Certificate
<b>东莞市优秀工业设计企业(机构)奖10名</b> 10 Excellent Industrial Design Enterprise(Agency) in Dongguan	<b>奖金1万元人民币/牌匾/证书</b> 10 thousand RMB/Tablet/Certificate

推荐大赛前若干名额优秀作品(仅限于东莞地区作品)参加第七届广东省“省长杯”工业设计大赛总评。

对于概念组在东莞进行产业化的获奖作品,通过东莞市产业扶持资金给予资助。

Several top outstanding design objects (only from Dongguan) will be recommended to participate in the final stage of the 7 th Governor Cup industrial design competition of guangdong province 2014.

As for winners whose product is able to be industrialized in Dongguan, the government of Dongguan will fund it with Dongguan city industry support fund.

## 参赛作品要求/Requirements

概念组参赛作品须为参赛者原创作品，与已发表的作品相同或近似的、曾经参加过其他设计竞赛的作品不得参赛。如因参赛者的剽窃作品、窃取商业秘密等行为所引起的法律责任由参赛者自负，且大赛组委会有权在大赛的任何阶段单方面取消其参赛及获奖资格。

产品组参赛作品须为东莞市企事业单位近三年来已被产业化的或即将产业化的，无知识产权纠纷的，且未获得过本赛事奖项的工业产品。

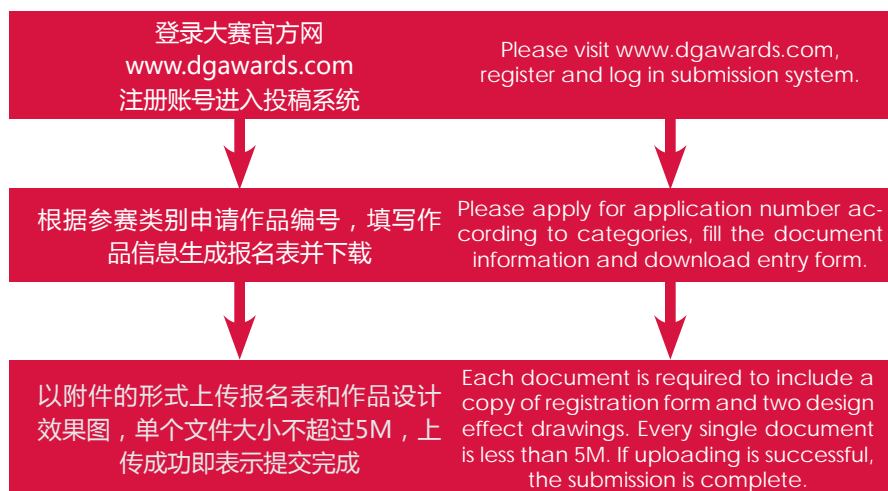
参赛作品设计效果图两张，为JPG格式的电子文件；版面为A2幅面(420mm×594mm)，分辨率为200dpi；竖向排版。内容应包含产品名称、效果图、细节图、必要的结构图、基本外观尺寸图等，以及用简短的文字描述产品的创新重点、制作工艺、材质等（文字描述要求中文、英文同步）；其中效果图表现手法不限，计算机、手绘等任何方式，能清楚表现设计者的创意和设计即可，能提供不同角度渲染图更佳。作品效果图版面上不得出现作者所在单位、姓名（包括英文或拼音缩写）或与作者身份有关的任何图标、图形及其他信息提示，否则视为无效作品。

All submissions of concept group must be original. Moreover, submissions which are identical or similar to published works are not accepted, as well as the one which has been applied to other awards. If there are any legal liabilities are caused by contestants as stealing ideas of other products or stealing business secrets, contestants should be responsible for that and face the consequences themselves. Once it happens, organizers of Dongguan Cup have rights to unilaterally reject submissions or cancel qualifications at any time during competition.

All Product group works must be produced or going to be produced in recent 3 years from companies or institutes in Dongguan City. It should not be involved into intellectual property troubles and never awarded in Dongguan Cup.

Design work is required to be shown as effect drawing on 2 copies of A2-sized (420mm×594mm) JPEG (\*.jpg) drawing, vertical layout, and 200 dpi resolution. It should include product name, Conceptual design renderings details, necessary MD design and main sizes. Moreover, design highlights, materials and workmanship of the product could be described as short texts (both Chinese and English). No limits on types of renderings, both hand drawing and computer drawing are acceptable only if it shows what this design is clearly. If different directions of product renderings is available, it will be better. No names, companies and any other information (including texts, images, logos) related to designers are allow to be shown on the drawing. Otherwise, the drawing is invalid.

## 参赛作品提交/Submission



注：参赛者可用同一个账号，提交多份不同作品；一个作品只能提交一次，不得重复多次提交；不得使用同一个作品参加不同类别的比赛。

PS: Contestants may submit more than one design project with one username and password. But one design project could be only submitted once and it is not allowed to participate to other competitions with the same object.

## 评审流程/ Judging Process

**初评：**评选出大赛入围作品。

**复评：**从入围作品中评选出优秀奖作品及终评入围作品。概念组终评入围作品将由大赛组委会统一制作模型；产品组终评入围作品将由大赛组委会根据产品具体情况考虑是否制作模型。

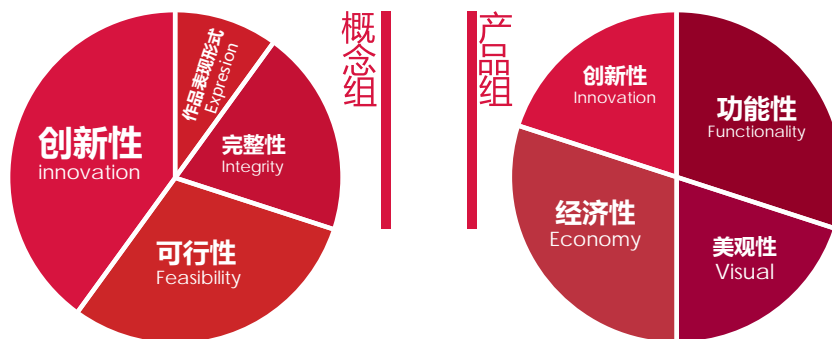
**终评：**终评入围作品的主创设计师将获邀参加答辩活动，评委就参赛作品的设计图、模型(产品)和参赛者现场陈述说明进行评审，最终评选出大赛各个奖项。

**Preliminary Screening:** Jurors will be on-site screening and select qualified entries.

**Second Screening:** Jurors will select outgoing works from qualified entries for the final selection and honorable works. For the Concept Group, the Organizing Committee will take charge of making models of these final round works. For the Enterprise Group, the Organizing Committee will decide whether to make models by taking into accounts of the design qualities or not.

**Final Screening:** finalists are requested to take part in an on-site screening and make an oral presentation. Jurors will judge their works and determine winners via the design drawing, modeling or producing, and presentation. Finally jurors will screen winners.

## 评审标准/ Judging Criteria



**创新性 (40%)：**具备前瞻性、新颖性、独创性，符合现代社会的审美趋势。

**可行性 (30%)：**符合本届大赛的主题和宗旨，充分考虑市场价值，在现代制造技术与合理成本的条件下，具有批量生产的可行性。

**完整性 (20%)：**符合节能降耗、绿色环保理念，考虑使用人群及环境、用户体验等；专题作品还需考虑企业文化及品牌形象。

**作品表现形式 (10%)：**作品具有较强的综合表现能力，能充分表现参赛者的设计意图。

**Innovation and Originality (40%):**

It must be forward looking, innovative, and original and fitting in with the current aesthetic requirement of the public.

**Feasibility (30%):** It must meet the theme of this year's Dongguan Cup Awards, taking into full account of market value, and feasibility of mass production under the modern manufacturing technology and reasonable cost conditions.

**Integrity (20%):** It must be energy and cost efficient, environmentally, and balance the needs for function, safety, and efficiency in design as personal experience. As for topic group submission, it also concerns maintenance of good corporate brand and enterprise culture.

**Expression and Representation(10%):** It must be well-organized to show the idea of design comprehensively.

**创新性 (20%)：**具备前瞻性、新颖性、独创性，符合现代社会的审美趋势。

**经济性 (30%)：**符合市场需求，达到国家质量标准，适合批量生产制造，能够提升产品品牌价值；获得较高效益，或可获得预计的良好经济效益。

**美观性 (30%)：**外观造型设计适度，体现产品风格和品牌价值，色彩设计协调。

**功能性 (20%)：**满足在操作、可使用性、安全和维护方面的要求，以及符合节能降耗、绿色环保理念。

**Innovation and Originality (20%):**

It must be forward looking, innovative, and original, moreover, it can fit in with the current aesthetic requirement of the public;

**Efficiency and Economy(30%):**

It must accommodate to the market demand and related national quality standard. Also, it should be able to increase brand reputation, get ready for mass production, and bring good expected economic benefits.

**Visual Appeals (30%):** The appearance design must be proper, which reflects product style, brand value, and well-designed color match.

**Functionality (20%):** It meets the requirements of operation, utility, safety and maintenance in the design. It should be also environmental and cost-effectness.



## 参赛作品的知识产权/Intellectual Property Right

为营造一个公开、公平、公正的竞赛环境，尊重及保护参赛者的知识产权，大赛参赛作品的知识产权除特别注明外全部归参赛者所有。概念组入围作品将获得大赛组委会免费为之申请专利的机会。大赛组委会对于本次大赛的参赛作品拥有展览权、印刷权、宣传权和推广对接的机会，任何单位及个人都不得抄袭，且未经参赛者同意，不得将其作品作公开展示或其他宣传之用。同时，参赛者也有义务维护其作品的知识产权。

To create an open, fair and impartial competitive environment and protect rights of competitors, all of Intellectual Properties of design objects belong to competitors if without any special notes. Organization Committee will help entries of concept group to apply patents for free. Also, Organization Committee has rights to exhibit, print, advertise, and popularize design objects in this competition. Not only any enterprise and department but also anyone is not allow to copyright.

## 组织者信息/Organizers

### 主办单位/Hosts

东莞市人民政府  
中国工业设计协会

Dongguan Municipal people's Government  
China Industrial Design Association

### 承办单位/Organizers

东莞市经济和信息化局  
广东华南工业设计院

Dongguan Economy and Information Technology Bureau  
Guangdong South China Institute of Industrial Design

### 支持单位/Supporters

广东工业大学  
广东省工业设计协会  
东莞华南设计创新院

Guangdong University of Technology, P.R.C.  
Guangdong Industrial Design Association  
Guangdong South China innovative design institute



东莞杯  
国际工业设计大赛  
DONGGUAN CUP  
INTERNATIONAL  
INDUSTRIAL DESIGN  
COMPETITION



省长杯  
工业设计大赛  
Governor Cup  
Industrial Design  
Competition



DESIGN IN GUANGDONG

THIS COMPETITION COOPERATES WITH GOVERNOR CUP INDUSTRIAL DESIGN COMPETITION OF GUANGDONG PROVINCE AS AN PROVINCIAL AND MUNICIPAL LEAGUE.

本赛事与广东省省长杯工业设计大赛实行省市联赛

设计创新  
潮起东莞

INNOVATIVE DESIGN &  
LEADING DONGGUAN

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