

# CORE77

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# DESIGN AWARDS

## Food Design Sample Entry Form

What you'll need to prepare in terms of files and information for the Food Design Entry Form:

### Entry Information

Entry Title \*Special characters in the name are not allowed

Designer / Team Name

Client \*If entering a student project, please put which school you attend

Team Credits \*Please list team members or other individuals that contributed to the project

Project Twitter Handle or Hashtag (if applicable)

Project Website (if applicable)

What month in 2013 or 2014 was this project completed or released? (It must have been completed between April 1, 2013 through March 31, 2014 to qualify.)

### Questions

1. The Nutshell: In plain language, tell us what your project is, what it does, and what it's comprised of. (100 words max)
2. The Brief: Summarize the problem you set out to solve. What was the context for the project, and what was the challenge posed to you? (250 words max)
3. The Intent: What point of view did you bring to the project, and were there additional criteria that you added to the brief? (250 words max)
4. The Process: Describe the rigor that informed your project. (Research, ethnography, subject matter experts, materials exploration, technology, iteration, testing, etc., as applicable.) What stakeholder interests did you consider? (Audience, business, organization, labor, manufacturing, distribution, etc., as applicable) (500 words max)
5. The Value: How does your project earn its keep in the world? What is its value? What is its impact? (Social, educational, economic, paradigm-shifting, sustainable, environmental, cultural (see larger cultural question below), gladdening, etc.) (250 words max)

### Category Specific Questions

6. How is your project positioned on a cultural level? Or, are there elements that show a blending of cultures or is it monocultural? (250 words max)
7. Does your project have nutritional elements? If so, are these elements available and affordable on a global or local level? (250 words max)

### Submit 1-4 images

You must upload at least 1 image (max 4 images).

- Since the juries will receive both digital and print-outs, ensure your images are print quality.
- All images must be JPEG format and prepared in RGB.
- The maximum image dimension is 3000 pixels tall or wide (whichever measurement is greater).
- The maximum individual file size is 15MB. No Zip, Stuffit or compressed files.
- If your entry is declared a Winner, Runner-Up or Notable, we may contact you for higher-resolution files for print publication.

### Submit One Supporting PDF (optional)

You may upload one Supporting Document about your project. File must be PDF format with max file size of 15MB.

### Make a Simple Short Video Testimonial (optional)

- Keep your video at or under 2-minutes-30-seconds. Longer videos might not make it to the jury.
- All videos must be in one of the following trusted formats: .avi .dv .mov .qt .mpg .mpeg2 .mpeg4 .mp4 .m4v .3gp .3g2 .asf .wmv .flv.
- The maximum file size for video is 250MB.
- Title your video file with your project name: e.g. ProjectName.mov.
- Maintain anonymity as much as possible (NO designer names, company names, credits, logos or identifying marks, URLs).
- All videos must be in English.
- There is a limit of one video submission per entry.

Visit our Video Making Tips page to learn more, gets tips for making your video and see a variety of examples and approaches (including the low-tech).

### Agree to these Terms

To submit you must agree to the following statement:

I have read the Entry Rules and website Terms & Conditions and commit to paying all fees associated with this entry. I confirm that I have the right and authority to enter the work into the Core77 Design Awards, and that, to the best of my knowledge, this submission is the original work of the parties listed on this form. I confirm that the work and images contained herein are free of copyright, trademark and patent infringement and that all appropriate permissions have been secured by myself, or by my firm, for their publication on the Core77 Design Awards website and in print, online, digital venues or at physical events associated with the promotion of the Core77 Design Awards.