



第七届金芦苇工业设计奖 参赛作品填报信息清单

The 7th Goldreed Industrial Design Award List of Entry Information

	内容 Content	格式规范 Formats and specifications
文字材料 Texts	基本信息 作品名称、作品属性、产品规格、产品重量 Basic information Name, characteristics, specification and weight	中英双语，30字以内； In both Chinese and English, less than 30 characters/words;
	设计创意点 Design creativity	中英双语，中文50字以内；英文100字以内。用一句话介绍您的作品。如“XXX是一款通过XXX方式解决XXX问题的XXX产品。” In both Chinese and English, less than 50 characters in Chinese and 100 characters in English; Use one sentence to represent your entry. Example, "XXX is an XXX product to solve XXX through XXX."
	作品说明 Entry description	请以平实、易于理解的文字，简述作品以及围绕实用性、美学性、文化价值、产品特点等四方面进行阐述，至少填写一项；中英双语，500字以内； Please briefly describe your entry in plain and easy-to-understand language in at least one of the following aspects: utility, aesthetics, cultural value and features. Please fill in both Chinese and English within 500 characters/words;
	市场价值 Market value	请以平实、易于理解的文字简要说明“作品的经济市场性”、“是否有助于产业发展”以及“是否具备催生新场景、新业态、新模式的潜力”、“是否有益于经济，科技文化，社会多元化发展”，至少填写一项；中英双语，中文300字以内，英文1000字以内； Please briefly describe your entry in plain and easy-to-understand text in at least one of the following aspects: the economic and market characteristics of the entry; whether it is helpful to industrial development; whether it holds potential for fostering new scenarios, new patterns and new modes; whether it is conducive to economy, science and technology cultures, and diversified social development; Please fill in both Chinese and English, less than 300 characters in Chinese and 1000 characters in English;
	作品情况信息 Entry information	产品组：上市情况；上市销售情况及购买渠道； 概念组：作品情况（模型、样机）； Product group: launching; sales and purchasing channel; Concept group: entry information (model and prototype);
	知识产权情况 Intellectual property information	已申请（专利证书扫描件） 申请中（申请证明或知识产权声明书） 未申请（知识产权声明书） Applied (a scanning copy of the patent certificate) Application in process (application certificate or intellectual property declaration) Unapplied (intellectual property declaration)
	团队情况 Team information	品牌方、设计方、报送方信息；参与设计人员情况（最多10人，指导老师最多2人，且证书顺序以此顺序为准）。 Information of the branding, designer and submission information.; the number of the designers (no more than 10, 2 instructors at most, and the certificates subject to this order).
	产业发展信息 Industrial development information	参赛者在需求洞察、产品设计、产品研发、生产加工、渠道投放等方面的能够提供或需协调的信息。 The information on demand insight, product design, R&D, manufacturing, and launching channels, etc. that the participants can provide or need coordination.

图片材料 Image materials	作品展示图 Presentation images	尺寸: 16:9; 格式: 300Dpi; JPG格式; RGB色彩; 文件大小小于 3Mb/张。	<ul style="list-style-type: none"> * 上传至少2张, 最多3张图片 (不使用装饰性元素, 如文字或线等) * 只能用产品照片或数码图片组成 图1、作品主要图片 图2、作品使用状况情景图 图3、可做补充 *Upload at least 2 and up to 3 images (no decorative elements, such as characters or lines.) *Product photos or digital images only Figure 1 Leading image of the entry Figure 2 Using scene of the entry Figure 3 Supplementary images
	产品说明图 Product instruction diagrams	Dimensions: 16:9; Format: 300Dpi; JPG; RGB; file less than 3Mb/piece.	<ul style="list-style-type: none"> * 上传最多3张, (可排版, 可使用装饰性元素, 如文字或线等) * 只能用产品照片或数码图片组成 * 图像可以被合成 图1、作品图文结合说明, 含少量英文说明 图2、可做补充 图3、可做补充 * Upload up to 3 images (allowing lay out and decorative elements, such as characters or lines) *Product photos or digital images only *Composite images allowed Figure 1 The image comes with texts, including limited notes in English Figure 2 Supplementary images Figure 3 Supplementary images
视频材料 Videos	<p>1.在参赛作品有说明视频的情况下, 请上传或者填写视频链接地址。</p> <p>2.参赛类别为产业装备类、数字信息类、交通工具类等作品时, 建议上传能够展示设置、运作、使用状况等的视频。</p> <p>3.MP4格式, 小于100M, 时长2分钟以内, 建议以1280X720(720p)分辨率, 如有字幕至少应包含中英双语字幕。</p> <p>1.If an instruction video is available for the entry, please upload it or fill in the link address.</p> <p>2.If the entry falls into the categories of Manufacturing Equipment, Digital Technology or Transportation Means, it is recommended to upload videos showing the settings, operation and usage.</p> <p>3.Format MP4, less than 100M, duration within 2 minutes, 1280x720(720p) resolution recommended, and bilingual subtitles at least in Chinese and English, if any.</p>		
材料类型 Type of materials	具体要求 Detailed requirements	材料规范 Material specification	
寄送实物作品 Sending real works	<p>产品组: 必须寄送产品或同比例完整功能样机;</p> <p>概念组: 完整功能样机或同比例外观模型。</p> <p>参赛者需参照本年度《作品寄送说明》登录申报系统提交相关材料并完成线下寄送, 《作品寄送说明》材料将于初评结束后公布。</p> <p>Product group: a product or same-size prototype with a complete range of functions is mandatory;</p> <p>Concept group: a prototype with a complete range of functions or same-size appearance model.</p> <p>Participants need to log in to the application system to submit relevant materials and complete the offline delivery in accordance with this year's Work Delivery Instructions. The materials for the Work Delivery Instructions will be published after the preliminary evaluation.</p>		
实物演示视频 Demonstration videos of the real work	<p>实体作品视频要求: 完整演示产品功能及工作过程, 要求露出非建模的实物产品, 概念组可用功能样机或外观模式代替。</p> <p>Video requirements: fully demonstrate product functions and working process, expose the physical product that is not the model and can be substituted with the prototype or appearance model for the concept group.</p>	<p>时长: 2分钟内;</p> <p>大小: 100Mb以内;</p> <p>其它: 如有字幕, 至少包含中英文字幕。</p> <p>格式编码: MP4格式, H264编码;</p>	<p>Duration: within 2 minutes;</p> <p>Size: within 100Mb;</p> <p>Other: at least Chinese and English subtitles, if any.</p> <p>Format and coding: MP4, H264;</p>
<p>注: 为便于国际评审团全面详尽、科学严谨地评审参赛作品, 参赛者应按填报信息清单要求, 认真、规范填写参赛作品信息(中英文均需填写), 并建议上传图片及展示视频, 这将影响到您的评审结果。</p> <p>Notes: In order to encourage the international jury to evaluate the entries in a comprehensive, detailed, scientific and rigorous manner, the participants should carefully and properly fill in the information (in both Chinese and English) according to the requirements of the list of entry information, and it is recommended that you upload your pictures and demonstrating videos, which will impact your results.</p>			