

How to Join

Student Participation Guide

A Step-by-Step Guide to Entering the Competition



**Participation and Support
Operations**

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ABOUT

A Global Platform for Design Excellence

Superior Design Award (SDA) is an international design competition celebrating creativity, innovation, and excellence across six design disciplines and 71 categories.

Bringing together designers, emerging talents, and creative minds from around the world, SDA provides a platform for outstanding projects to gain international visibility and recognition. Through its multidisciplinary approach and jury-based evaluation process, the award highlights design that challenges conventions, responds to real needs, and contributes to a better future.

For students, SDA offers an opportunity to present their ideas on an international stage, demonstrate their creative potential, and gain recognition for their work. Whether developing a new concept, exploring an innovative solution, or rethinking everyday experiences, students are invited to share their perspectives and contribute to the future of design.

Your ideas deserve to be seen. Your design journey starts here.

EXPLORE YOUR POTENTIAL. SHARE YOUR VISION.



5 REASONS TO JOIN

+ International Recognition

Participating in the Superior Design Award gives students the opportunity to present their work on an international platform. Recognition through SDA can help bring their ideas to the attention of the global design community and strengthen their professional profiles as emerging designers.

+ Media and PR Opportunities

SDA provides opportunities to showcase awarded projects through its communication channels. Recognition can help students share their achievements with a wider audience, increase the visibility of their work, and build a stronger presence in the design community.

+ Network Expansion

SDA connects participants with a wider international design community, offering opportunities to discover different perspectives, follow developments across design disciplines, and establish valuable professional connections that may support their future careers.

+ Winner's Package

SDA winners receive a winner certificate and winner badge, providing a way to communicate their achievement and showcase it in their portfolios, professional profiles, and other relevant materials. These distinctions offer a tangible way to present their recognition as part of their design journey.

+ Marketing and Advertising Opportunities

Winning an SDA award gives students an opportunity to promote their projects and achievements using the SDA winner badge and award identity. Sharing this recognition across portfolios, websites, social media, and other professional channels can help communicate the value of their work to potential employers, collaborators, and the wider design community.

EVALUATION CRITERIA

+ Problem & Insight

Evaluates how clearly, meaningfully, and accurately the project defines the need or problem it addresses. Consideration is given to how well the designer investigates users, context, and existing conditions; how effectively observations are translated into insight; and how consistently that insight informs the design decisions.

+ Creativity & Innovation

Evaluates the originality of the idea, the creativity of the approach, and its ability to challenge or improve existing solutions. Innovation does not only mean presenting something never seen before; it may also involve combining known methods in a new way, offering a different perspective, or developing a more effective approach to the problem.

+ Design Excellence

Evaluates how effectively and coherently the idea has been translated into design. Form, function, usability, communication, attention to detail, and presentation quality are considered in relation to the project's discipline and stage of development. The assessment goes beyond visual appeal to examine how well the design decisions support one another and contribute to an integrated solution.

+ Human & Social Value

Evaluates the value the project creates for people and communities. User experience, accessibility, inclusion, safety, ethical responsibility, cultural sensitivity, and social benefit are considered where relevant to the project's purpose and context. The aim is to understand not only whether the design meets a need, but also how it affects the people it serves.

+ Impact & Future Potential

Evaluates the project's potential impact and its capacity for further development. Depending on the nature of the project, this may include environmental responsibility, efficient use of resources, economic and technical feasibility, scalability, and long-term benefit. Student projects are not expected to be fully realized or production-ready; the assessment considers their current stage and focuses on how the idea could develop in the real world and what positive change it might create.



GETTING STARTED

+ Register through the Superior Design Award website by creating an account and completing your student profile. You will be asked to provide the following information:

First Name, Last Name
Email address
Experience Level: Student
Student certificate (Proof of Enrollment)
City
Country
Password
CAPTCHA Verification
Acceptance of the Terms and Privacy Policy

Student Certificate: You must provide an official document issued by your school or university confirming that you are currently enrolled as a student. Make sure your document is valid and clearly shows your student status.

+ Start Your Submission

Once you have created your account and completed your student profile, click the "SUBMIT NOW" button on the Superior Design Award website to access the project submission area. From there, you can begin entering your project details and preparing your submission.



STEP 1 TO SUBMIT

+ Entry Details

[STUDENT]

Design/Product Name*

School/University Name*

Lead Designer*

List of Team Members

Client

Completed/Estimated Date

Category(ies)^{1*} (select up to 2)

Description of the design*

URLs to design/product (videos, materials, website, etc)

STEP 2 TO SUBMIT

+ Upload Images

Cover Image* (best image to represent your project)

Supporting Images* (we suggest uploading a minimum of 6, a maximum of 10 images relating to your project)

Logo (For a school project, you can upload your school logo; for an internship project, you can upload the company logo.)

PDF (only used by the Jury members document will not be published)

NOTICE: For best results, make sure your images are a jpg/png with the shortest side at least 1080 pixels size, maintaining a 16:9 aspect ratio, and no larger than 4MB.



STEP 3 TO SUBMIT

+ Preview Entry

Please review your submission carefully, checking for any errors or missing information, before finalizing your submission.

STEP 4 TO SUBMIT

+ Payments

You can choose credit card, alipay, amazon pay, apple pay, google pay, link and bank transfer payment methods.

+ ENTRY FEES

Superior Design Award
Student Entry Fee \$50

* Fields marked with an asterisk (*) are mandatory.

¹ You may submit your project to a maximum of two categories. Please select the categories that best match your project. Each category is evaluated separately according to its relevant criteria.

The student entry fee is \$50. No additional fees will be charged at later stages of the competition.