Red Dot Award:
Brands & Communication
Design 2020
Online Jury Session

Guidelines

Content

Red Dot Award: Brands & Communication Design 2020

We are delighted that you have agreed to act as a jury member for the Red Dot Award: Brands & Communication Design and will give us the benefit of your expertise when evaluating the design quality and creativity of this year's entries.

Due to the unavoidable restrictions caused by the global COVID-19 pandemic, we have decided to dispense with an on-site evaluation of the project submissions in our jury halls and in the Red Dot Design Museum Essen. Instead, the entries will be prepared in such a way that they can be evaluated by jury members around the world using a web-based judging tool.

Below, you will find all the relevant, important information concerning this year's jury session. Should you have any further questions, please do not hesitate to contact your facilitator by phone or email.

Competition participants have already been asked to provide digital files at the submission stage (e.g. in the form of photos, presentations or films). An internal team has subsequently verified the completeness of all entries, checked that they could be evaluated in the format supplied and only then approved them for the online jury session. Where this was debatable, participants have been re-contacted and asked to supplement or complete their presentation material. The available material has therefore been prepared to the best of our ability for an online evaluation process and consists of the materials available to the participant.

In view of the extraordinary situation, we would ask you to evaluate the projects submitted using the judging tool in the customary fashion in good faith and to the best of your ability and to cast your votes accordingly.

What's new?

Evaluation scale

Discussions and conversations with one another are very important for members of the Red Dot Jury. As communication will not be possible in the usual manner this year, we have looked for ways of giving the finer nuances of interpersonal communication a form that would lead to a fair and clear evaluation.

Therefore, this year the evaluation will be carried out using the aforementioned scale of 1-10, where "1" is the lowest rating and "10" the highest. The scale allows for a more nuanced evaluation and thus compensates for the discussions that cannot take place and the resulting decision on whether to give an award or not. We would at this stage like to draw your attention to and indeed urge you to use the full range of the scale and not limit yourself to the extremes of "1" or "10". The rating should be similar to the grading system used by higher-education establishments and take into consideration all the tendencies and finer points of a submission.

Facilitators

This year, the facilitators will be at the same time administrators and are also available for all technical queries. In case you have any questions, or need support to rate the entries you can contact your facilitator via phone, e-mail or via a feedback field directly linked to the projects within the online platform.

Schedule

The link to the judging tool will be made available by e-mail to all jury members on Monday, 29 June 2020 at 6.00 p.m. CEST.

You should aim to complete all evaluations of the categories you have been allocated by 6.00 p.m. CEST on Wednesday, 1 July 2020.

On Thursday, 2 July 2020 you will have the chance to submit your votes for the Red Dot: Junior Prize.

Please do not underestimate the time required to evaluate all the projects submitted.

Detailed Explanation of the judging tool

Login

You can login with your personal user name and a temporary password which will be sent to you on Monday, 29 June 2020 (6.00 p.m. CEST).
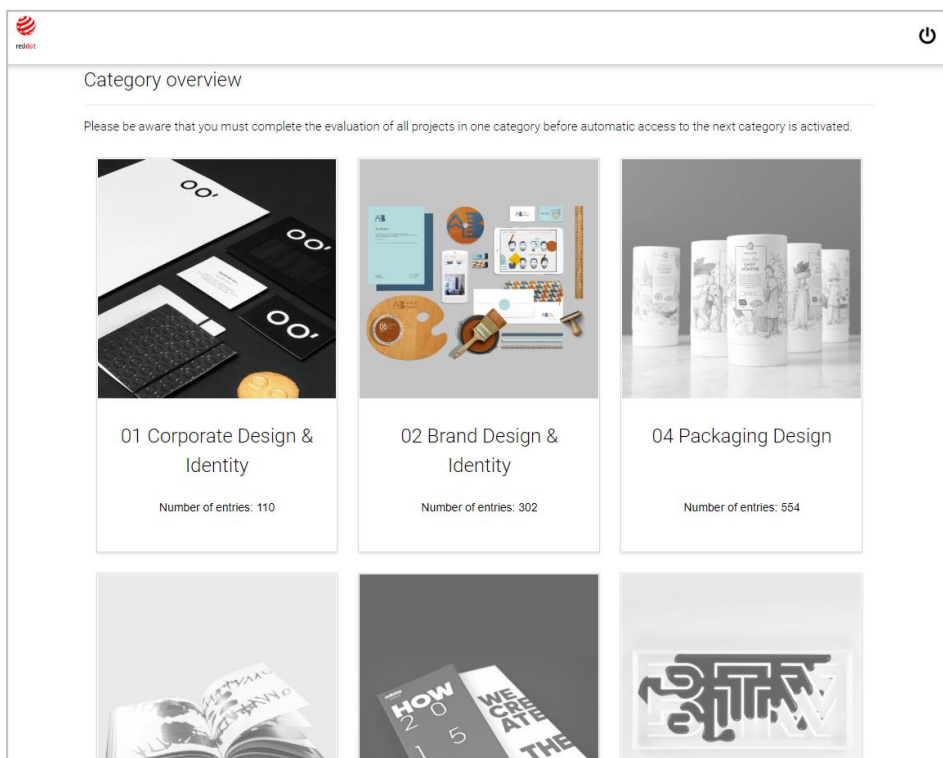
After your first login, you are able to choose a new password.

Category overview

After accessing your account, you will be able to see an overview of all categories that are allocated to your specific jury group.

Please be aware that you must complete the evaluation of all projects in one category before automatic access to the next category you have been allocated to is activated.

Active categories are shown in colour and categories that are still locked are shown covered by a grey filter.
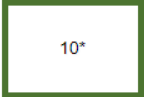
Project overview and status

Within one category you can find an overview of all projects that you have to judge. Entries are sorted according to subcategories.

To ease navigation, you can use the following filter:

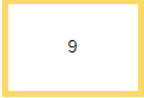| Filter	Explanation
all entries	all entries - independent of status
open	not judged yet - grey
judged	judged and confirmed - green
on hold	not confirmed yet – yellow
Junior Award	all junior works of a category
Red Dot: Best of the Best nominee	all entries nominated by you
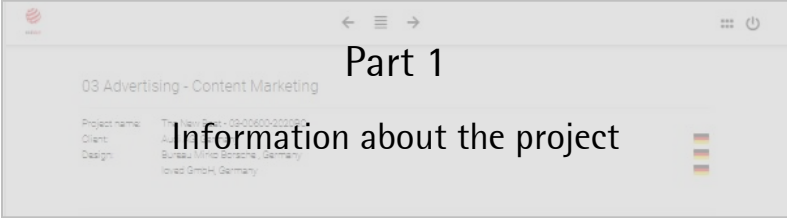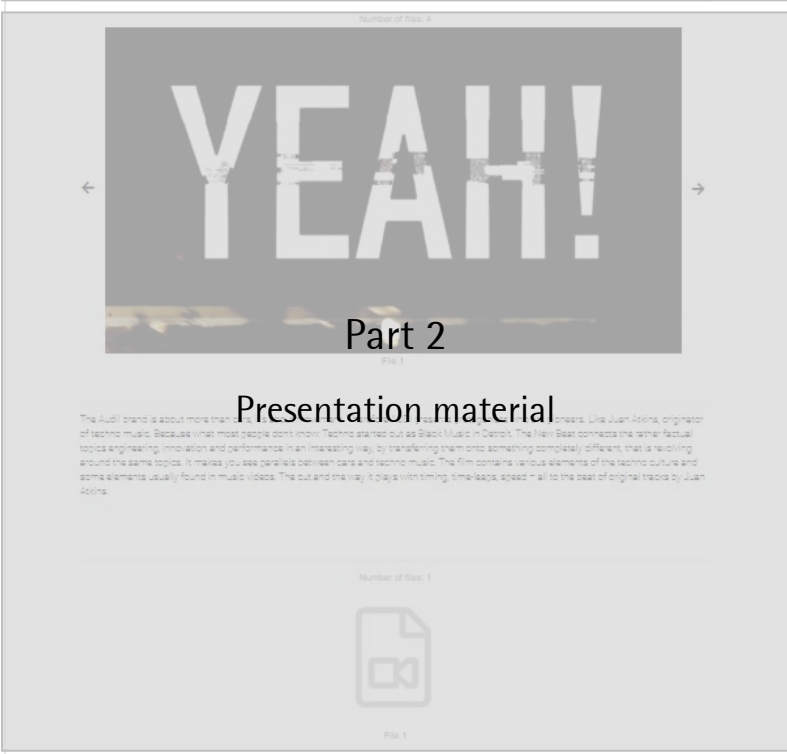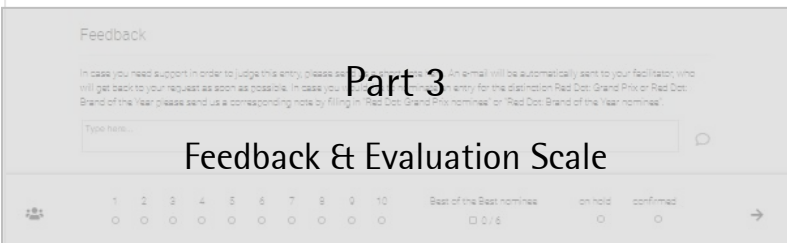
Please find a more detailed explanation for the possible status:

8	Entry has been judged and confirmed
10*	Entry has been judged and confirmed and is a nominee for the distinction Red Dot: Best of the Best
on hold	Entry has not been judged yet and set on hold
9	Entry has been judged but set on hold – not confirmed yet
on hold ❗	Entry has not been judged yet, there is new information available for this entry
open	Entry has not been judged

Project detail

The detailed project view is divided into three parts:

Part 1 shows basic information of a project.

The addition "Red Dot: Junior Award Participant" indicates entries by young designers up to two years post-graduation or apprentices and students.

Part 2 shows the material presented, which are usually images, a project text and files such as video, pdf, sound files or websites.

Please be aware that the material provided can vary according to the categories you are assigned to.

Our team has verified the completeness of all entries, checked that they could be evaluated in the format supplied and only then approved them for the online jury session.

Where this was debatable, participants have been contacted and asked to expand their presentation material. The available material has therefore been prepared to the best of our ability for an online evaluation process and consists of all materials provided by the participant.

Part 3 provides the option to get in contact with the Red Dot Team concerning a specific entry and the evaluation scale to judge the entry.

Feedback & Evaluation Scale

Feedback – Contact to the Red Dot Team

Feedback

> Type here...

In case you are not able to judge a specific project due to technical reasons or in case you have any questions, please use the feedback field in order to contact the Red Dot Team.

We will get back to you in a short amount of time and contact you via e-mail or telephone. In the meantime, you can set the status of the respective project "on hold" and continue judging.

The Feedback field can also be used to submit your nominations for the Red Dot: Grand Prix, Red Dot: Brand of the Year and Red Dot: Junior Prize.

More explanation will follow in the section "Distinctions".

Evaluation

	1	2	3	4	5	6	7	8	9	10	Best of the Best nominee	on hold	confirmed	
	○	○	○	○	○	○	○	○	○	○	☐ 0 / 6	○	○	→

The footer contains the evaluation scale, the option to nominate projects for the distinction Red Dot: Best of the Best, the option to set projects "on hold" and to finally confirm a rating.

The option "on-hold"

In case you choose the option "on hold" an entry is not finally confirmed. However, you can continue with the judging process. This status can be used in case you have technical problems or questions with reference to a specific entry.

In order to activate the next category, all projects have to be set either on "confirmed" or "on hold".

Distinctions – and how they are awarded

Red Dot

The Red Dot is the award for good design quality and creative performance.

The Red Dot distinctions will be determined by your rating on the scale.

In order to evaluate an entry, please use the aforementioned scale of 1-10, where "1" is the lowest rating and "10" the highest. The scale allows for a more nuanced evaluation and thus compensates for the discussions that cannot take place and the resulting decision on whether to give an award or not.

We would at this stage like to draw your attention to and indeed urge you to use the full range of the scale and not limit yourself to the extremes of "1" or "10". The rating should be similar to the grading system used by higher-education establishments and take into consideration all the tendencies and finer points of a submission.

The scale can be divided in different areas:

1 2 3	4 5	6 7	8 9 10
○ ○ ○	○ ○	○ ○	○ ○ ○

1–3	4–5	6–7	8–10
poor up to weak	adequate up to considerable	good up to well executed	very well executed up to outstanding

Red Dot: Best of the Best

The Red Dot: Best of the Best is the award for remarkably high design quality and creative performance.

1	2	3	4	5	6	7	8	9	10	Best of the Best nominee	on hold	confirmed
○	○	○	○	○	○	○	○	○	○	☐ 0 / 6	○	○

The distinctions Red Dot: Best of the Best will be nominated. Depending on the number of works within a category, you are able to nominate up to 6 entries per category (up to 3 entries per industry in the section "Brands") to candidate for the distinction Red Dot: Best of the Best.

In order to nominate an entry for the distinction Red Dot: Best of the Best, please set your mark in the box next to the scale. Please note that a nomination always goes along with the highest rating of 10. However, you can also rate projects with 10 and not nominate them for the distinction Red Dot: Best of the Best.

Red Dot: Grand Prix & Red Dot: Brand of the Year

The distinction "Red Dot: Grand Prix" is awarded for outstanding design. It goes to the best piece of work in a category in the field of "Communication Design" which is characterised by exceptional creativity and design quality.

The distinction "Red Dot: Brand of the Year" is awarded for exceptionally well-designed brand communication. It goes to the best brand in an industry which succeeds in portraying a consistent brand image across various channels in its communication.

In case you would like to nominate an entry for the distinction Red Dot: Grand Prix or Red Dot: Brand of the Year please use the feedback field to send us a corresponding note by filling in "Red Dot: Grand Prix nominee" or "Red Dot: Brand of the Year nominee".

Feedback

Red Dot: Grand Prix nominee

Feedback

Red Dot: Brand of the Year nominee

Red Dot: Junior Prize

The Red Dot: Junior Prize, endowed with 10,000 euros, honours the best piece of work by a young designer.

The Red Dot: Junior Prize can be nominated on Thursday until 4.00 p.m. CEST, after all Red Dot: Best of the Best distinctions in the junior-section are determined.

For the nomination you will receive an e-mail containing all Junior Prize nominees and direct links to the respective works and are able to give three votes to your most favourable projects through the feedback field:

Vote 1 for Red Dot: Junior Prize
Vote 2 for Red Dot: Junior Prize
Vote 3 for Red Dot: Junior Prize.

Feedback

Vote for Red Dot: Junior Prize

Official confirmation of your evaluation

After all entries have been judged (evaluated and confirmed), you will receive an e-mail containing a final confirmation code.

This code has to be entered in the category overview. Please note that after submitting the confirmation code, changes are no longer possible.