

Your Guide to Success

# Retail Design



**reddot** award  
communication design

We look forward to your participation to the Red Dot Award: Communication Design.

Within this Guide to Success we intend to offer assistance during the registration and submission of your project.

In case you have any questions before, during or after your registration, please do not hesitate to contact us anytime. Our team will be happy to assist.

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## 01 The category "Retail Design"

### The category "Retail Design"

The category "Retail Design" consists of various sub-categories. Please allocate one of the specified sub-categories to your project. In case you cannot find the right sub-category, you have the option to create a new one by choosing "Other".

### Sub-categories

- 12.1 Bars & Clubs
- 12.2 Brand Stores
- 12.3 Cinemas
- 12.4 Department Stores
- 12.5 Displays & Shop Fittings
- 12.6 Fashion Stores
- 12.7 Flagship Stores
- 12.8 Healthcare
- 12.9 Hotels
- 12.10 Pop-Up Stores
- 12.11 Restaurants & Cafés
- 12.12 Showrooms
- 12.13 Sports & Leisure
- 12.14 Supermarkets & Market Stalls
- 12.15 Visual Merchandising
- 12.16 Warehousing
- 12.17 Wellness & Fitness
- 12.18 Other

Advice: Take a look at our [Online-Presentation](#). There you will find a compilation of all winners. In case you are not sure which sub-category to choose, do not hesitate to contact us.

If it emerges during the course of the Red Dot jury session that your project should be transferred to a different (sub-) category for a better assessment, we reserve the right to do so. This will not result in any further costs or any disadvantages for you within the competition.

## 02 Registration of your project

### Registration

The project can only be registered online in the My Red Dot portal. In order to get to the registration form, please login to [My Red Dot](#) with your personal access data and click on "Register project". If you do not yet have a My Red Dot account, you can register at any time.

### Forgot password?

In case you forgot your password, just click on "Forgot password?" and a new one will be sent to the e-mail you have entered during the registration process. In case you forgot your user-name, please contact us.

## **(Compulsory-) information**

Compulsory information in order to finalise the registration are:

- Details on the project (All details must be provided in English. A German translation is optional.)
- Submission format
- Contact data of client and designer
- Description text about the project (at least 500 characters, no more than 1,200 characters)
- Invoice data

The following information must be completed by the end of the registration phase on **15 June 2018, midnight (CET)**.

- For the International Yearbook: Please upload six images of your project as EPS-, TIF- or JPG-Format in CMYK, 300dpi in DIN A4: 210 x 297 mm
- Credits: names and functions of project participants

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## **Digital submission**

Digital material has to be submitted at the final step of an application via URL or by uploading it in the My Red Dot portal.

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## **Multiple entries**

You are welcome to submit a piece of work in several categories. However, please complete a separate registration form for each entry and for every category in which you wish to submit this work. Separate material must be provided for each entry. Please also keep in mind that a work cannot be entered in several sub-categories within one category.

## **Publication of your details**

If applicable, your details may be published by our communications department already before the final assessment and approval by the yearbook production team. As a result, please ensure that all details (e.g. project and company description) are correct and could be published after completion of the registration process. If you have a communication embargo up until a specific date, please inform us of this so that we can take this into account: [press@red-dot.de](mailto:press@red-dot.de)

## 03 Preparation of your entry

### Digital submissions

Digital material has to be submitted at the final step of an application via URL or by uploading it in the My Red Dot portal.

#### Accepted formats

- Film: MOV or MP4 (1,280 x 720 pixels)
- Images: JPG or PNG, max. 2,000 x 800 pixels (width x height), quantity: min. 3, max. 10 images
- Sound files: MP3 or WAV
- Other permitted formats: PDF (max. 10 pages)

Please name your files using Latin characters and do not use any special characters, so that we can open your files without any problems.

### Additional digital material

#### Additional material

You are welcome to upload additional **digital** material in My Red Dot free of charge for every entry. This additional material should help the jury - if necessary - to understand your work and the special features of your design concept.

Please understand that additional material is a **further, voluntary** source of information for your entry and do not repeat the main material in any additional material provided. Additional material would be e.g. an explanation video or presentation according to your project.

## 04 Costs and payment

Following hereafter, you will find an overview of occurring costs for your registration (depending on the registration phase) and in case of an award.

### Registration costs

#### Registration phases

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Early Bird:	EUR 195, net*
Regular:	EUR 245, net*
Latecomer:	EUR 315, net*

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\*plus value added tax

#### Red Dot: Junior Award

Participants in the Red Dot: Junior Award receive a 20% discount on the prices listed above.

#### Services

The following services are included in the registration costs:

- Acceptance, controlling and storage
- Preparation of a jury dossier
- Preparation of the information on the project
- (Physical and digital) presentation of the project during the Red Dot jury session
- In the case of an award, storage until the special exhibitions and exhibition as part of the Red Dot on Tour

### Costs if a distinction is awarded

In case you win an award, you are obliged to purchase a Winner Package.

#### Winner Packages

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Red Dot Standard:	EUR 1,699, net*
Red Dot Extended:	EUR 2,199, net*
Red Dot: Best of the Best:	EUR 2,499, net*

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\*plus value added tax

#### Red Dot: Junior Award

Participants in the Red Dot: Junior Award receive a 40% discount on the prices listed above.

#### Services

The following services are included in the Winner Package:

- Press service
- Red Dot winner label
- 2 Red Dot certificates
- 1 Red Dot Trophy (for Red Dot: Best of the Best laureates)
- Presentation in the winners' exhibition in Berlin
- Exhibition in the context of Red Dot on Tour
- Publication in the International Yearbook Communication Design 2018/2019
- Complimentary copy of the yearbook
- Online presentation
- Video clip of the awarded project (for Red Dot: Best of the Best laureates)
- Presentation in the Red Dot App

## Payment

You have the option to pay by credit card (Visa, Mastercard, American Express, PayPal).

## 05 Contact

If you have any other questions before, during or after registration, just get in touch with us.  
We are happy to hear your feedback!

**Your Red Dot team**  
[red-dot.org/cd](http://red-dot.org/cd)

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## 06 Next Steps!

In July, international experts in communication design will meet to assess your project. The jury session for the Red Dot Award: Communication Design does not have any digital preselection and there is no shortlist. All participants are subject to the same conditions, as the Red Dot jury assesses every project after intensive discussion – live and in-situ.

By the way: no Red Dot jury member can enter his/her own projects or collaborative projects in a year in which he/she is acting as a juror. This allows us to guarantee a neutral selection process. Three weeks after the Red Dot jury session, we will inform you of the result via e-mail.

Those who have succeeded in winning over the Red Dot jury must book their winner package directly after the results are announced. This secures the entry in the International Yearbook Communication Design, the Red Dot winner label and the exhibition of your project in the Red Dot museums around the world and in the Red Dot on Tour exhibitions.

On 26 October 2018 this year's winners will be celebrated at the **Red Dot Gala & Designers' Night** in Berlin! We wish you good luck!

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<b>Registration phases:</b>	Early Bird:	5 March – 10 April 2018
	Regular:	11 April – 29 May 2018
	Latecomer:	30 May – 15 June 2018
<b>Red Dot jury session:</b>		July 2018
<b>Red Dot Gala, Designers' Night and exhibition "Design on Stage"</b>		26 October 2018

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Find all other dates here: [red-dot.org/cd](http://red-dot.org/cd)