

**INDIA'S
BEST
DESIGN
AWARDS**

2023



**DESIGN
INDIA**

ENTRIES OPEN

1st April - 15th May, 2023

ENTRY KIT

www.design-india.com

Dates & Fees



DESIGN PROJECTS



INDEPENDENT STUDIO



IN-HOUSE STUDIO

SUPER EARLY BIRD

1st -15th April 2023

₹15,000/-

₹25,000/-

₹50,000/-

EARLY BIRD

16th -30th April 2023

₹20,000/-

₹30,000/-

₹55,000/-

REGULAR

1st -15th May 2023

₹25,000/-

₹35,000/-

₹60,000/-

Evaluation Criteria

Design Studios

India's Best Design Studio Awards is an exceptional platform that acknowledges and celebrates India's most innovative, creative, organised, and professional design studios. With these awards, we enable clients to make informed decisions when choosing to work with the best design firms in India, thus elevating the standard of design and promoting healthy competition within the industry.

We value ethical and responsible practices and believe that good designers want to work with studios that share the same values and exhibit strong organisational skills. We recognise that many studios work for clients who prefer to stay out of the limelight and that some corporate companies have in-house design studios that produce exceptional work.

We encourage all confident and growing studios to submit their entries before the deadline. It is an opportunity to showcase their work and be recognised for their talent. We acknowledge that there can be only a few Best Design Studios in each track, and winning this award is a testament to the studio's dedication, creativity, and professionalism.



Design Projects

India's Best Design Project Awards are open to a diverse range of participants, including studios, independent designers, freelancers, companies, and large multinational chains of design offices. The awards recognise and celebrate the best design projects undertaken in India that showcase outstanding creativity, organisation, and professionalism.

We encourage all participants to submit their best projects for consideration, which could be awarded to a team, company, studio, individual or group. Winning projects will become case studies for others to learn from and a benchmark. It is an opportunity for designers across India to showcase their talent and innovation, and earn recognition for their winning projects.

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Submission Guidelines

1. CHOOSE TRACK
2. SELECT TRACK
3. FOLLOW ENTRY PROCESS

IBDA 2023: Award Categories

INDIA'S BEST DESIGN PROJECTS

Good design must be purposeful, user-friendly, intuitive, and aesthetically pleasing while fulfilling its intended objective. IBDA's "India's Best Design Projects" award category honours exceptional designs that blend form and function to deliver effective and innovative solutions to specific problems.



INDIA'S BEST INDEPENDENT DESIGN STUDIOS

Independent design studios work closely with their clients to deliver design solutions that meet their goals while being functional, practical, and aesthetically pleasing. IBDA's "India's Best Design Studios" award recognises top-performing design studios that consistently deliver well-thought-out user-centric design projects.



INDIA'S BEST IN-HOUSE DESIGN STUDIOS

In-house design studios work with internal stakeholders to develop ideas and concepts that align with their organisation's goals and objectives. IBDA's "India's Best In-House Design Studios" award acknowledges the contribution of in-house design studios in creating innovative products with aesthetic design and commercial potential.



IBDA 2023: Project Tracks



India's Best

COMMUNICATION DESIGN PROJECT

A Communication Design project combines visual arts, graphic design, and marketing to create effective visual communication. It involves a strategic approach to design and plays a crucial role in branding, advertising, and marketing. Effective communication design can enhance brand recognition, engage audiences, and influence behaviour.



India's Best

SPATIAL DESIGN PROJECT

A Spatial Design project creates functional, efficient, and aesthetically pleasing spaces. It includes architecture, interior design, and exhibition design, harnessing space planning, lighting, acoustics, and ergonomics to create environments. Spatial design shapes the built environment and enhances the user experience in various contexts.



India's Best

STRATEGIC DESIGN PROJECT

A Strategic Design project addresses complex problems by considering multiple factors, such as user needs, business objectives, and technological constraints. It takes an interdisciplinary approach to design, combining design thinking, business strategy, and innovation management. Strategic design can help organisations stay competitive, improve user experience, and achieve strategic goals.



India's Best

ARCHITECTURAL DESIGN PROJECT

An Architectural Design project involves the creation of plans, elevations, and sections, as well as the selection of materials and construction methods. Architectural design considers functionality, safety, sustainability, and aesthetic appeal, involving collaboration between architects, engineers, and other professionals. Architectural design plays a crucial role in shaping the built environment.



India's Best

DIGITAL DESIGN PROJECT

A Digital Design project uses digital tools to create visual content. It includes disciplines like web design, UI/UX design, motion graphics, and digital art. Digital design requires technical skills and creativity to communicate the desired message effectively, and it plays an essential role in shaping the global digital landscape.



India's Best

ACCESSORIES DESIGN PROJECT

An Accessories Design project creates functional and aesthetic adornments such as jewellery, bags, belts, hats, and scarves. Accessories design requires creativity, technical skills, and knowledge of materials and production methods. Playing an essential role in the fashion and retail industries, it significantly impacts personal style and self-expression.

IBDA 2023: Project Tracks



India's Best PRODUCT DESIGN PROJECT

A Product Design project focuses on creating new products that address user needs. It combines art, science, and engineering to create functional, aesthetically pleasing, and economically viable designs. Product Design plays a crucial role in shaping the way people interact with the world around them.



India's Best TEXTILE DESIGN PROJECT

A Textile Design project involves the creation of patterns, textures, and colour combinations for fabrics, yarns, and other materials used in textile production. It combines various weaving, printing, and dyeing techniques to create beautiful, sustainable designs. Textile design is a crucial part of the fashion and interior design industries.



India's Best PACKAGING DESIGN PROJECT

A Packaging Design project involves designing packaging that protects products and reflects the brand's identity. It considers functionality, aesthetics, sustainability, and cost-effectiveness to create practical and visually appealing designs. Packaging design plays a vital role in marketing, communicating product information and distinguishing the product from the competition.



India's Best VMA DESIGN PROJECT (VIDEO, MOTION GRAPHICS, & ANIMATION)

VMA Design projects combine traditional art and design principles with technology to create rich visual content across various media. It includes disciplines like graphic design, motion graphics, animation, and video production. VMA design constantly evolves with technological advances and plays a vital role in shaping the visual landscape.



India's Best FURNITURE DESIGN PROJECT

A Furniture Design project creates functional and decorative furniture pieces that enhance the aesthetic appeal of living spaces. It considers factors such as ergonomics, comfort, materials, and production methods to create durable, comfortable, and visually appealing designs. Furniture design is crucial in shaping the ambience of homes, offices, and public spaces.



India's Best OPEN DESIGN PROJECT

Some design projects go beyond a specific design discipline or industry. Such Open Design projects encourage exploration, experimentation, and the development of new approaches to design challenges. They often involve collaboration and innovation along with a high degree of interdisciplinary work and may incorporate new technologies and materials..

IBDA 2023: Studio Tracks



India's Best GRAPHIC DESIGN STUDIO

A Graphic Design studio works with clients to develop design solutions that effectively convey their message and represent their brand. Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of communication can be physical or virtual and may include images, words, or graphic forms. These studios are guardians of culture and light bearers of the look of anything.



India's Best PACKAGING DESIGN STUDIO

A Packaging Design studio creates innovative and eye-catching packaging for products. These studios concern themselves with marketing, branding, retailing and transporting products to users. Although they are visual studios, they also deal with materials, structures, and finishes. They specialise in transforming a product into a desirable object.



India's Best DIGITAL DESIGN STUDIO

A Digital Design studio understands its client's audience and goals and develops user-friendly designs that meet their needs. These studios blend creativity and computer skills to design technology, interactions and visuals. They create everything from Apps to websites and games, and computer-game graphics and may work in various industries, including technology, information, banking, health, entertainment, education and advertising.



India's Best FURNITURE DESIGN STUDIO

A Furniture Design studio plays with materials and ergonomics to create works of functional art. It blends form and function to create aesthetic and functional furniture designs for commercial and residential settings. Whether they use wood, metal, plastic or stone, well-designed furniture pieces add practicality to a space and give it style and personality.



India's Best INDUSTRIAL DESIGN STUDIO

An Industrial Design studio creates functional and aesthetic designs for mass-produced products, such as cars and appliances. They develop innovative and practical solutions, use various tools to create and test designs, and incorporate thorough user research and testing into their process. They pay special attention to materials, manufacturing processes, and technology to drive innovation.



India's Best BRAND DESIGN STUDIO

A Brand Design studio develops a cohesive and consistent visual identity that effectively represents a brand's values and personality. These studios research and design elements that build associations with a product, service, or organisation. Brand design covers logo design, packaging, retail and advertising. Nowadays they also drive product innovations.

IBDA 2023: Studio Tracks



India's Best ARCHITECTURAL DESIGN STUDIO

An Architectural Design studio creates unique and aesthetic designs that balance form, function, and sustainability for buildings and structures. Architectural works, in the material form of buildings, are often perceived as cultural symbols and works of art. Architectural design is a crucial discipline as we identify historical civilisations with their surviving architectural achievements.



India's Best VMA DESIGN STUDIO (VIDEO, MOTION GRAPHICS, AND ANIMATION)

VMA Design studios create visual and motion designs for various digital media, including video and animation. They combine traditional art and design principles with technology to create rich, engaging, interactive visual content. These studios capture their audience's attention to convey the desired message effectively.



India's Best SPATIAL DESIGN STUDIO

A Spatial Design studio specialises in creating interactive environments for various spaces. Spatial design encompasses traditional design disciplines such as architecture, interior design, landscape architecture and landscape design, and furniture and visual design, often incorporating elements such as sound and lighting. It covers retail and exhibition spaces, museum design, theatre sets, and pubs and lounges.



India's Best IN-HOUSE DESIGN STUDIO

In-House Design Studios cater to one client and are part of corporations, associations, and organisations. Not restricted to any particular design discipline, their deliverables can include industrial product designs, UI and UX, corporate identities, sales collaterals, point-of-purchase displays, employee communications, membership materials and more.

Entry Process: Design Projects & Studios

1. We accept all entries through our website
2. All entrants must register before they can submit their entries.
3. After the registration, you can choose the category for your submission;
 - Design Project
 - In-house Studio
 - Independent Studio
4. The next step is to choose your track. Select the appropriate one after reviewing the entry tracks and track criteria. You can enter even if you are not sure which track to put your entry in.
5. You may want to keep your entry ready before you start the submission process.

Independent Design Studios	In-house Design Studios
Legal name of your studio	Name of your company
Status of company (Private Limited, Proprietorship, Partnership, etc.)	Address of the company where the studio is located
Incorporation Certificate number	Statement by the company's CEO or MD talking about the impact of the Design Studio on your company's business
Annual Turnover for year 2022-23	Annual Turnover of the company for the Year 2022-23
IT returns for year 2022-23 in PDF format	Number of designers employed by the company in the studio
Registered address	Name, email, phone of the person heading the studio/ design function at the company
Corporate address (Operational address)	Name, email, and phone number of Managing Director of the company
Number of employees	A 500-word note on the company and history of a design studio in the company
Names, email ids and phone numbers of the company directors	Names, emails, and contacts of 3 key people in the studio
Names, emails, and contacts of 2 clients	List of 5 latest projects
Names, emails, and contacts of 3 key people in the studio	A presentation in PDF on each of those projects as per IBDSA Format
List of 5 latest projects	
A presentation in PDF on each of those projects as per IBDSA Format	

Entry Process: Design Projects & Studios

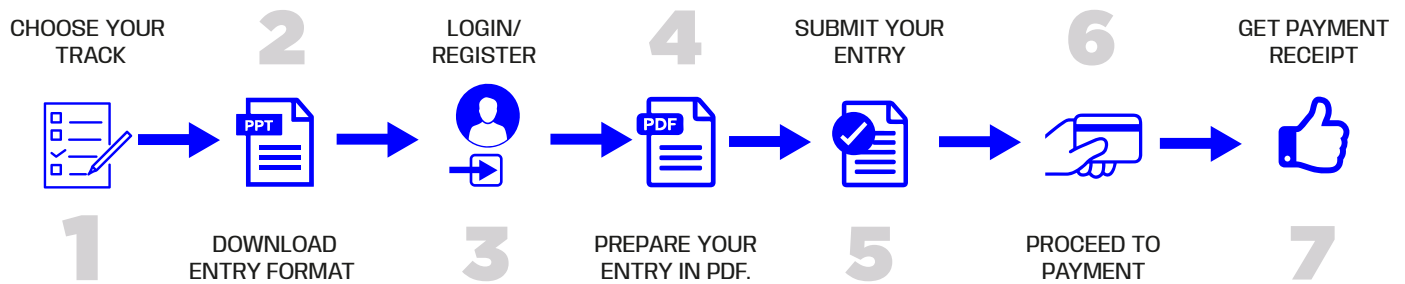
6. For design projects, create a presentation in PDF format for every project you want to submit.
7. If you are submitting multiple design projects, each project must be submitted as a new entry.
8. Design studios can create a PDF presentation outlining their bio and can include some of their most recent design projects.
9. Each award category asks for different details while submitting your entry.
10. We prescribe a standard format for naming submissions as follows:
 - For studios and in-house studios: **Studio Name_IBDA23.pdf**
 - For design projects: **Project Title_Studio Name_IBDA23.pdf**
11. Once you enter all the details, you will be directed to the payment link.
12. You must complete the payment online within 24 hours of submitting your entry.
13. After your payment goes through, the submission process is complete.
14. Though you can enter multiple projects, each project must be entered only once.
15. All accepted entries are presented to the jury for their consideration.
16. Winners are chosen, announced, and celebrated on a gala awards evening.

*Winners
& are chosen,
announced
celebrated*

IBDA 2023 Entry Process: Visualised

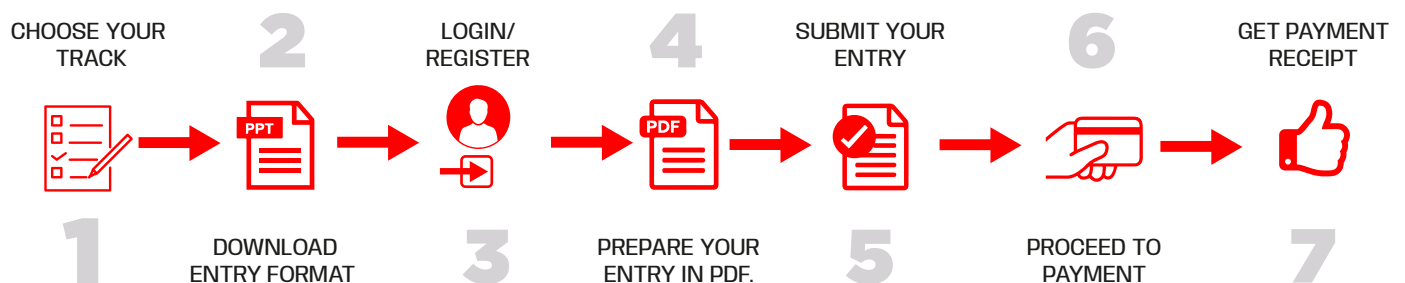
FOLLOW THIS PROCESFOR DESIGN PROJECTS

(Links are active, click on them to get further)



FOLLOW THIS PROCESS TO ENTER INDEPENDENT STUDIO

(Links are active, click on them to get further)



FOLLOW THIS PROCESS TO ENTER IN-HOUSE STUDIO

(Links are active, click on them to get further)



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THANK YOU!

We hope you found this manual useful
Submit your entry for India's Best Design Awards 2023

Have questions?
Write to us at ibda@design-india.com



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