PRESIDENT*S DESIGN AWARD

A GUIDE TO NOMINATING AND SUBMITTING FOR P*DA 2020

1A WHAT IS THE
PRESIDENT*S DESIGN AWARD?

The President*s Design Award (P*DA) is Singapore's highest honour for designers and designs across all disciplines. It recognises the achievements of an extraordinary group of people making a difference to the lives of Singaporeans and the global community through excellent design.

Established in 2006, P*DA was founded with the following objectives:

RECOGNISING SINGAPORE DESIGN TALENTS	NUTURING A GREATER AWARENESS OF QUALITY DESIGN	DEMONSTRATING COMMITMENT TO DESIGN DEVELOPMENT
Recognise the significant achievements of Singapore's design talents and the contributions they have made to Singapore's economic competitiveness and quality of life.	Engender pride in the nation's outstanding designs and leading designers among Singaporeans and in turn nurture among Singaporeans a greater awareness of quality design in all areas.	Demonstrate to industry, businesses, the general public and the international community the government's commitment to design development and promotion.

The P*DA is presented in two categories – Designer of the Year and Design of the Year. It is conferred by the President of the Republic of Singapore and is jointly administered by the DesignSingapore Council Pte Ltd (Dsg) and the Urban Redevelopment Authority (URA).

1B WHAT DOES BEING A
P*DA AWARD RECIPIENT MEAN?

The P*DA is not just an award – it's a calling.
You'll be part of a meaningful community of
41 designers and 108 Designs that advocate
for impactful design in all aspects of Singapore's
society. As a P*DA recipient, you can expect to:

BECOME A LOCAL DESIGN HERO

You will become a key player in the national design conversation. To enlighten the
public on impactful design, award recipients will participate in a series of local outreach
programmes. Our past P*DA recipients have taken part in P*DA tours/trails, workshops
and talks in public learning spaces such as the National Library and the National Design
Centre. Your work will also be seen by thousands on a nation-wide travelling exhibition
and on P*DA's online/social media platforms.

NURTURE THE FUTURE OF SINGAPORE DESIGN

You will become a leader and mentor in the local design community. P*DA recipients
will be given the opportunity to groom the future of Singapore design. Our past P*DA
recipients have participated in networking events with aspiring designers, and are
plugged into the design education ecosystem through mentorships, workshops,
lectures, designer-in-residence programmes and much more.

You will also be part of the P*DA Alumni programme, which raises awareness of
excellent Singapore design and aims to inspire aspiring designers through international
and local engagements. You will also gain insightful exchanges by meeting past fellow
recipients and industry powerhouses through industry engagements. These conversations
happen at the Recipients' Forum, talks, trails and workshops that P*DA recipients will be
involved in.

BE AN AMBASSADOR OF SINGAPORE DESIGN

You will become a global ambassador of Singapore design. The P*DA has many collaborations and partnerships with international awards. Our past recipients have given talks, presented their work and held workshops through partnerships with the D&AD Awards (United Kingdom), Danish Design Award (Denmark) and National Design Awards (United States). Some have even served as jurors in the design awards of other countries!

BE AT THE FOREFRONT OF P*DA PUBLICITY

Finally, you will also become the pride of local design. Recipients will get to share key insights through interviews, video/photoshoots for the P*DA publication, exhibitions, advertisements and other publicity materials. Recipients are required to take part in these interviews.

1C WHAT ARE THE P*DA CATEGORIES?

— DESIGNER OF THE YEAR

The Designer of the Year Award is conferred upon the nation's most outstanding designer(s) with a consistently excellent body of work, and for those who have made a significant impact in his/her industry. P*DA recognises designers from all disciplines.

— DESIGN OF THE YEAR

The Design of the Year Award is conferred upon projects that have made a significant impact in one or more of the following areas:

I.   Enabling economic transformation

II. Raising quality of life

III. Advancing Singapore's brand and culture

IV. Making ground-breaking design achievements

To understand more about the award's judging criteria, refer to Annex 3A.

1D WHAT IS IMPACTFUL DESIGN?

P*DA was re-launched as a biennial award in 2017 with a greater emphasis on the impact of design in enabling economic transformation; raising the quality of life; advancing Singapore's brand and culture; and making ground-breaking design achievements.

Disruptive technology, business models and evolving social norms are reshaping how we live, work and play. Design work is increasingly carried out across disciplines, and involving multiple agencies. After 11 years, it was timely to re-assess how P*DA is aligned with the changing design landscape.

There is great potential for design to act as an enabler to find solutions for existing societal issues, as well as engage in futuring practices. We want the P*DA to recognise the transformative power of design on society, businesses, services and the public sector. In addition, such complex projects are usually tackled by multi-disciplinary design teams working collaboratively towards a range of solutions.

A comprehensive review was carried out from December 2016 to June 2017 to relook the P*DA approach, structure, processes and programmes. The new P*DA approach amplifies the role of design in addressing complex issues in our society, and celebrates design that creates value for business, services and people. It also better aligns P*DA to the changing landscape of design, which is moving from disciplines-in-silo to collaborative multi-disciplinary practices. By promoting and developing the role of designers, the Award will better serve the needs of Singapore's design talents.

After 2017, the P*DA had 3 key changes.

– Design Excellence defined as
  Impactful Design*
– Wider public outreach
– Biennial Cycle

*To better understand what design impact is, refer to the Annexes 3B and 3C.

A NEW DEFINITION OF "DESIGN EXCELLENCE"

P*DA's definition of "design excellence" will now place greater emphasis on outcome-based design impact alongside recognition of excellence in design craftsmanship. Designers who bring together diverse skills and work collaboratively across disciplines to address complex issues will be given greater recognition. P*DA will also celebrate future-forward designs and design processes that anticipate, envision and shape the world of tomorrow.

P*DA has identified four key areas of design impact:

ENABLING ECONOMIC TRANSFORMATION

Projects that demonstrate how design can be used to transform work experiences and businesses through innovative strategies and processes.
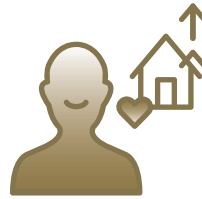
RAISING QUALITY OF LIFE

Projects that raise quality of life for users by:

- Improving day-to-day conditions in housing, health and wellness, lifestyle, transport, education, and other public spaces, services and amenities etc and/or

- Building strong communities, promoting social inclusivity and bonds.

ADVANCING SINGAPORE'S BRAND AND CULTURE

Projects that advance the Singapore brand locally and internationally, and/or strengthen national identity, culture and heritage.
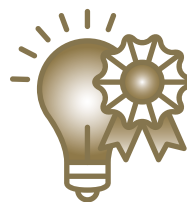
MAKING GROUND-BREAKING DESIGN ACHIEVEMENTS

Projects that have pushed boundaries in design craft and technical excellence, thus achieving breakthroughs for the design industry.
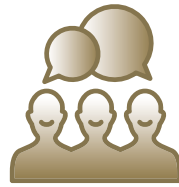
1E HOW IS THE P*DA RUN?

TIMELINE

DESIGN
DISCIPLINE

JURY
PROCESS

JUDGING
CRITERIA

TIMELINE OF THE P*DA

This is the 2nd time that P*DA will be run as a biennial award. The P*DA 2020 award cycle will commence in September 2019 and include the following milestones:

2019

September	Call for Entries
October	Online Submission
November	Online shortlisting
December	Validation of Design of the Year submissions (Non-Architecture) by P*DA Knowledge Partner

2020

February	Jury Session
March	Approval of selected recipients by Minister for Trade and Industry, Minister for National Development and the President of the Republic of Singapore
April & May	Recipients' briefing
	Interviews and photo sessions for recipients, preparations for Award Ceremony
July	Award Ceremony
August	Outreach and Engagement Activities

2021

| August | Outreach and Engagement Activities |

WHAT DESIGN DISCIPLINES DOES THE P*DA RECOGNISE?

The P*DA recognises designers and designs across all disciplines, which include (but are not limited to):
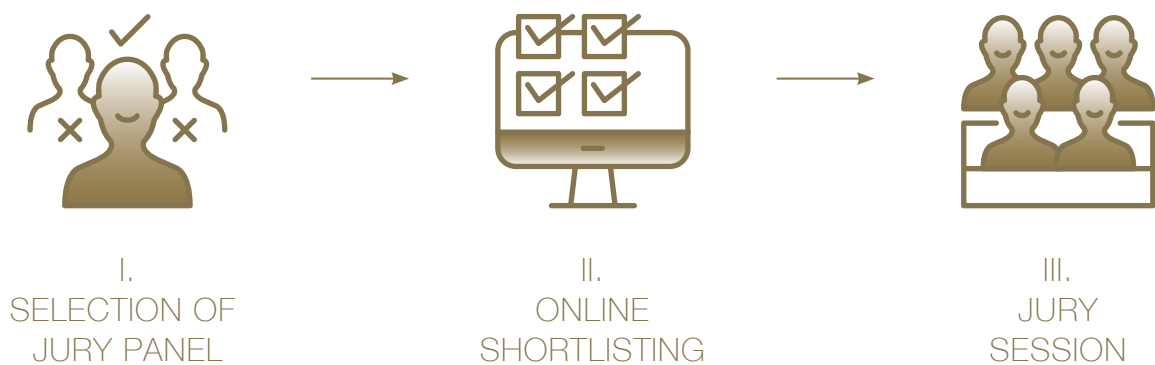
- Architecture
- Advertising Design
- Design Strategy & Management
- Digital Design
- Engineering Design
- Exhibition Design
- Fashion Design
- Information Systems Design
- Interior Design
- Landscape Design
- Product & Industrial Design
- Service Design
- Systems Design
- User Experience Design
- User Interface Design
- Visual Communications

The architecture discipline is administered by URA, while the other disciplines are administered by Dsg. The projects submitted can be either commercial, or non-commercial.

THE JURY PROCESS

The jury process is designed to maintain the rigour in judging standards that the P*DA has become known for since 2006. It also continues to peg the P*DA to best practices of major international awards whilst keeping in mind local contexts.

| I. | II. | III. |
| SELECTION OF JURY PANEL | ONLINE SHORTLISTING | JURY SESSION |

I.   SELECTION OF JURY PANEL

The Architecture Panel consists of five jurors, who are veteran architecture practitioners and/or academics with expertise to evaluate the design and impact of architecture submissions.

The Design Panel panel consists of up to 12 jurors. 70% of the panel are "Design Experts"[1] and the rest are "Impact Experts"[2].

II.   ONLINE SHORTLISTING

Both Panels will engage in an online shortlisting process to select the most promising submissions for face-to-face interviews and/or site visits in the Jury Session.

Shortlisted submissions for Design of the Year will be separately reviewed by an independent Knowledge Partner[3], in order to validate the impact claims made in the submissions. The Knowledge Partner for P*DA 2020 is the Singapore University of Technology and Design (SUTD), SUTD-MIT International Design Centre (IDC).

III.   JURY SESSION

Over a two to three day Jury Session, both Panels will select the recipients according to the P*DA judging criteria and objectives of the Award. Recipients are thereafter approved by the Minister for Trade and Industry, Minister for National Development, and the President of the Republic of Singapore.

[1] "Design Experts" are multi-disciplinary design veterans, heads of design companies, Chief Design Officers (CDOs), Chief Innovation Officers (CIOs), etc.

[2] "Impact Experts" are leading researchers, academics, strategists, consultants, Chief Information Officers (CIOs), etc., with experience in design projects.

[3] The SUTD-MIT IDC is one of the premier centres for technically-grounded design in the world. The IDC focuses on a range Grand Challenges and Design Thrusts, is rated in the top ten of design centres or programs in the world and is the largest such centre in terms of scale. Over the last seven years, the IDC has produced over 1,900 publications in design, over 50 patents, greater than 15 start-up companies, and over 180 awards in design.

Prof Kristin Wood, co-Director of the IDC, has over 30 years of experience in design. He has over 400 publications in the field, has received over 70 national and international design awards, has consulted for over 100 companies and government organizations, has served on a number of juries and organizing committees for design awards, has led the design of numerous systems, products, and services, and is a Fellow of ASME.

2A THE P*DA SUBMISSION JOURNEY

MAKING A NOMINATION

I have a nomination in mind!

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Email to P*DA Secretariat.

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P*DA Secretariat will reach out and invite the designer to make a submission.

MAKING A SUBMISSION

I want to make a submission!

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Check if the design or designer meets the eligibility and judging criteria.

↓

Prepare the relevant documents and statements required.

↓

Proceed to submit on portal when it opens in October!

↓

All the best!
Award recipients will be notified in March / April 2020.

2B AM I ELIGIBLE FOR THE P*DA?

Find out if you meet the basic Award eligibility:

— DESIGNER OF THE YEAR

ARCHITECTURE DISCIPLINE

I.   Architects must be Singapore Citizen/PR.

II. Architects can be practising in Singapore or overseas.

III. Architects must be registered with the Board of Architects (BOA) and licensed to practise with a valid certificate.

DESIGN DISCIPLINES (NON-ARCHITECTURE)

I.   Designers must be Singapore Citizen/PR.

II. Designers can be practising in Singapore or overseas.

— DESIGN OF THE YEAR

ARCHITECTURE DISCIPLINE

I.   Buildings can be located in Singapore or overseas.

II. Lead architect must be registered with the Board of Architects (BOA) and licensed to practise in Singapore.

     OR

III. If lead architect is registered overseas, they must have a partnership with a Singapore-registered architect.

DESIGN DISCIPLINES (NON-ARCHITECTURE)

I.   Project lead is Singapore Citizen/PR, OR project is designed in Singapore.

II. Projects must be completed, out in market and/or commercially available. Crowd-funded projects must have been delivered to customers.

III. Projects must clearly demonstrate application of design principles.

IV. For a design team, at least one member must be design-trained.

2C HOW DO I NOMINATE OR SUBMIT A DESIGNER / DESIGN?
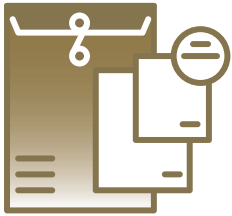
IF YOU ARE A DESIGNER, MAKE A SUBMISSION!

Designers are welcome to directly submit their portfolio for the Designer of the Year, or their project(s) for Design of the Year. You can launch a submission at the Submission Portal when it opens in the beginning of October 2019.

Before you begin, do take the time to prepare the following documents for a smooth application process!

FOR DESIGNER OF THE YEAR

I   Your CV

II   A profile photo

III   Your portfolio of work, showing your primary discipline, as well as other cross-disciplinary works if applicable

IV   A written statement explaining how your work is impactful, and how you contribute to your industry (mentorship to young designers, teaching appointments, sitting on industry association committees, etc)

V   Third-party written endorsement

VI   One third party reference, who can be a business associate, a user or client. If you have been nominated, you may also use their reference. They should tell us:
        – Their experience with your project

        – How your project has created impact

        – Why your project deserves this award

DESIGNERS OF THE YEAR WILL BE JUDGED BASED ON THE FOLLOWING CRITERIA:

– Design Ethos
– Process
– Execution
– Impact

A comprehensive explanation of the criteria can be found in the Annex 3A.

FOR DESIGN OF THE YEAR

I   A written statement explaining which Area(s) of Impact you are submitting your project in

II   Supporting evidence to substantiate your statement

III   A listing of which design discipline(s) are practised in your project

IV   Images, drawings, video links to illustrate your project

V   Third-party written endorsement (if making a direct submission)

VI   One third party reference, who can be a business associate, a user or client. If you have been nominated, you may also use their reference. They should tell us:
        – Their experience with your project

        – How your project has created impact

        – Why your project deserves this award

You may refer to the case studies in Annex 3A to help in answering these statements!

DESIGNS OF THE YEAR WILL BE JUDGED BASED ON THE FOLLOWING CRITERIA:

– Design Ethos
– Process
– Execution
– Impact (Enabling economic transformation, Raising quality of life, Advancing Singapore's brand and culture, Making ground-breaking design achievements)

A comprehensive explanation of the criteria can be found in the Annex 3A.

IF YOU ARE A DESIGN ENTHUSIAST OR ADVOCATE, MAKE A NOMINATION!

Whether you are a member of the public or a part of the local design community, we want to hear your thoughts. If you are aware of any designer or design that is fulfils the criteria *and* is deserving of the award, drop an email to *pda@designsingapore.org* with the following details:

I   Name of the project / designer

II   Contact information (email and handphone number if available) of the design lead or designer of the project

III   A brief explanation or paragraph explaining why the project / designer deserves the award

The P*DA Secretariat will then forward your nomination to the relevant party, and encourage them to make a submission.

3A JUDGING CRITERIA

— FOR DESIGNER

AREA OF JUDGING	CRITERIA FOR DESIGNER OF THE YEAR
Design Ethos	Designer demonstrates a well-articulated design philosophy and consistent approach.
Process	The Designer expands and challenges conventions of their design discipline and sets new design frontiers through innovation and originality of thought and practice.
Execution	Portfolio shows a significant variety of works, and/or a significant volume of works with consistency in quality.
Impact	Portfolio of works demonstrates significant impact on contemporary life and living environment; has strong social value and significance; and is of national significance and iconic value. AND Designer inspires and is a role model to others, contributes actively to nurturing the next generation, and to the advancement of his/her design field.

— FOR DESIGN

AREA OF JUDGING	CRITERIA FOR DESIGN OF THE YEAR
Design Ethos	The spirit, principles and thinking behind the work shows originality, innovation and a future-forward and cutting edge quality.
Process	The design methodology/process is backed by rigorous research/ethnographic study/contextual understanding.
Execution	The overall execution of the design demonstrates excellent aesthetic quality, technical finesse and/or excellence in craftsmanship.
Impact	The work has demonstrated outcome-based success* through quantitative and/or qualitative evidence in one or more of the four impact areas I Enabling economic transformation II Raising quality of life III Advancing Singapore's brand and culture IV Making ground-breaking design achievements

3B WHY DESIGN IMPACT?

The role of design is more far-reaching and important than ever. Businesses and governments are investing in design innovation capabilities: to better respond to market shifts, reinvent organisations, connect communities, create better user experiences and improve our daily lives.

More than ever, designers are now involved in not just innovating solutions but also implementing them.

The best way to describe and explain the transformational work that designers do is by communicating the outcomes that they have achieved through their work – in other words, the design impact of their projects. P*DA therefore aims to amplify this new role of designers', and celebrate those who are adopting this new role.

HOW CAN DESIGN IMPACT BE MEASURED?

At the core of it, measuring design impact is simply about answering the question, "How do you know your design is successful?"

Design impact can take many different forms. Some of these could be quantitative, such as an increase in sales after a rebranding campaign, or a greater employee satisfaction after re-designing a workspace. Other forms of impact could be qualitative, such as increased positive sentiments and sense of well-being.

There is no one fixed way to measure design impact. The type and method of measurement vary across projects and sectors and depend on what your specific goals are. At the end of the day, designers should ask themselves:

"Have my outcomes met (or surpassed) the original project objectives?"

"Can I show that the outcomes are a result of my intervention?"

ARE PROJECTS THAT SHOWCASE DEEP DESIGN CRAFT SKILLS STILL ELIGIBLE FOR P*DA?

Celebrating design impact does not mean that design craft is left by the wayside. P*DA does not see these as mutually exclusive, and will continue to celebrate designers and projects that showcase stellar design craft mastery – alongside measured outcomes. Both are equally important. A project showing outstanding craftsmanship but lacking in impact will not be a P*DA recipient; neither will an impactful project that does not showcase excellent design craftsmanship.

P*DA also takes a broad view on "impact". Impact does not necessarily just mean increase in sales, productivity, etc. Designers with outstanding design craft skills may have also created impact by pushing boundaries for others in the industry – they may have pioneered a new technique, conceptualised a new role for designers, innovated a new design process and so on.

3C WHAT DOES AN IMPACTFUL DESIGN PROJECT LOOK LIKE?

There are many ways to measure the success of a design, but here are some examples of outcomes and their demonstrators, that will help explain what the P*DA jurors look for in judging the impact of a design project.

1. ENABLING ECONOMIC TRANSFORMATION

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)

A. Improve internal processes/systems	– Save operating and service costs
	– Save resources for the company
	– Demonstrate effective co-creation with users or stakeholders
	– Make a process more efficient or effective
	– Shorten task completion time (efficiency in completing tasks or work)
	– Include inherent functionality for
	  – future improvements,
	  – quick product development cycle time
	– Reduce failure potential (likelihood/severity)
	– Increase in ability to predict/detect and overcome failure modes
	– Provide intellectual property protection
	– Integration of cutting edge technology that makes a difference

B. Enhance employee experience	– Increase safety in usage (or other factors such as manufacturing) – Elicit positive emotions – Facilitate a positive learning environment – Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) – Integration of cutting edge technology that makes a difference

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
C. Generate positive outcomes	– Enhance brand reputation – Increase market share – Increase adoption rate – Increase revenue – Increase in sales and/or potential sales – Increase customer, user or stakeholder satisfaction – Add a new capability – Simplify usage/increase efficiency – Empower and/or teach user – Lower living or work-place costs or save time for user – Garner positive ratings in Consumer Reports – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability

2. RAISING QUALITY OF LIFE

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
A. Make daily tasks more convenient	– Save time – Add a new capability – Facilitate a positive learning environment – Improve a process – Integrate well into the system or environment of usage – Simplify usage and user experience, such as reduction in number of tasks or task difficulty – Improve use physically, cognitively (e.g., enhanced RULA score) – Integration of cutting edge technology that makes a difference
B. Enhance living experience	– Provide high user satisfaction – Reduce costs – Empower and/or teach the user – Achieve significant positive impact on day-to-day living – Enhance aesthetics or interactions for better experience – Facilitate expression by and for community(ies) – Increase safety in usage – Integration of cutting edge technology that makes a difference

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
C. Provide opportunities for the improvement of lives	– Create greater happiness/positive emotion – Enhance culture, community or society – Persuade or motivate user in a positive manner – Increase sustainability – Improve environmental impact – Reduce in failure potential – Garner positive ratings in Consumer Reports – Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability

3.   ADVANCING SINGAPORE'S BRAND AND CULTURE

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
A. Increase identity and bonds with country and/or community	– Enhance brand reputation – Enhance culture, community, or society – Engage various community sectors – Execute volunteer or outreach programmes – Promote understanding or create engagement across cultural groups
B. Provide new perspectives, ideas or contributions on culture	– Demonstrate co-creation with Singaporeans – Persuade or motivate user in a positive manner – Promote volunteerism or philanthropy – Increase sustainability or improve environmental impact in Singapore – Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) – Integration of cutting edge technology that makes a difference

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
C. Make a community stronger, more efficient and/or more effective	– Provide high user satisfaction – Improve lives (in terms of happiness, time savings, finances, health, play) – Add a new capability – Improve a process – Integrate well into the system or environment of usage – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability

4.   MAKING GROUND-BREAKING DESIGN ACHIEVEMENTS

OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
A. Innovate a process (eg. design, manufacturing)	– Make a process more efficient or effective – Facilitate a a positive learning environment – Introduce a new or improved process with high adoption rate or coverage – Introduce a new typology with high potential for adoption – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability – Impactful, Desirable and Useful Design Content
B. Provide a new type of outcome	– Add new, unique capability for users – Provide high user satisfaction – Attract significant attention such as through media or social outlets – Shorten task completion time or make task completion more convenient – Enhance or establish brand reputation – Increase revenue, market share and/or adoption rate – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability – Impactful, Desirable and Useful Design Content

| OUTCOMES (ONE OR MORE AS APPLICABLE)	EXAMPLES OF DEMONSTRATORS/SUPPORTING EVIDENCE (ONE OR MORE AS APPLICABLE)
C. Exemplify exceptional design	– Include inherent functionality for future improvements – Shorten development to deployment time – Integrate well into the system or environment of usage – Reduction in operating or service cost – Reduction in failure potential – Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) – Garner positive ratings in Consumer Reports – Increase sustainability – Improve environmental impact – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability – Impactful, Desirable and Useful Design Content
D. Transform community	– Improve people's lives (in terms of happiness, time or cost savings, connections to family or community, health, play) – Demonstrate effective co-creation – Teach, persuade, motivate or inform users – Enhance community or society – Integration of cutting edge technology that makes a difference – Environmental responsiveness and sustainability – Impactful, Desirable and Useful Design Content

As a designer, you may be wondering how you might be able to obtain the requisite supporting evidence to illustrate or prove that you have achieved your outcomes.

Here are some ideas for what you can do:

Conduct surveys or run focus groups for users
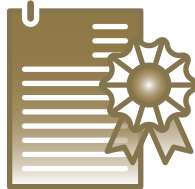
Seek assessment from subject matter experts

Obtain testimonials from users

Create and implement an impact assessment tool/ strategy for your project

Ask, observe, and survey end users regarding your project's impact

Investigate design impact through social media

Document quantitative evidence

Win awards from reputable competitions