

广州市工业和信息化局

广州市工业和信息化局关于启动第十一届“省长杯”工业设计大赛广州分赛的通知

各区工业和信息化主管部门、各有关单位：

为落实市政府工作报告关于“制造业立市”的工作要求，根据《广东省工业和信息化厅关于启动第十一届“省长杯”工业设计大赛的通知》（见附件2）要求，现启动广州分赛，并将有关事项通知如下：

一、参赛对象

国（境）内外企业、机构、院校、个人或团队均可作为广州分赛区参赛单位，国籍、户籍不限。

二、作品类别

参赛作品类别分为产品设计组、概念设计组和产业设计组。所有参赛作品原则上须是2020年7月1日后完成的原创作品，且具有完全的知识产权和较强的可产业化特质。同一作品不可重复参赛。

三、奖项与奖励

分赛区奖励：分别从产品设计组、概念设计组、产业设计组各组评分前10名的参评产品设计师及团队颁发“省长杯”广州赛区获奖证书。对大赛优秀获奖作品主创设计人员进行表彰奖励。

复赛及决赛奖励请参考参赛手册（见附件）。

四、参赛作品申报及成果提交要求

参赛者均需登录大赛官网注册报名并提交相关材料（<http://gcup.gdut.edu.cn>）。具体参赛作品提交方式请参考参赛手册（见附件1）。

参赛者还需将作品电子材料打包发送至 gzydvp@126.com。
广州分赛区作品征集截止时间为 2022 年 5 月 20 日。

五、有关要求

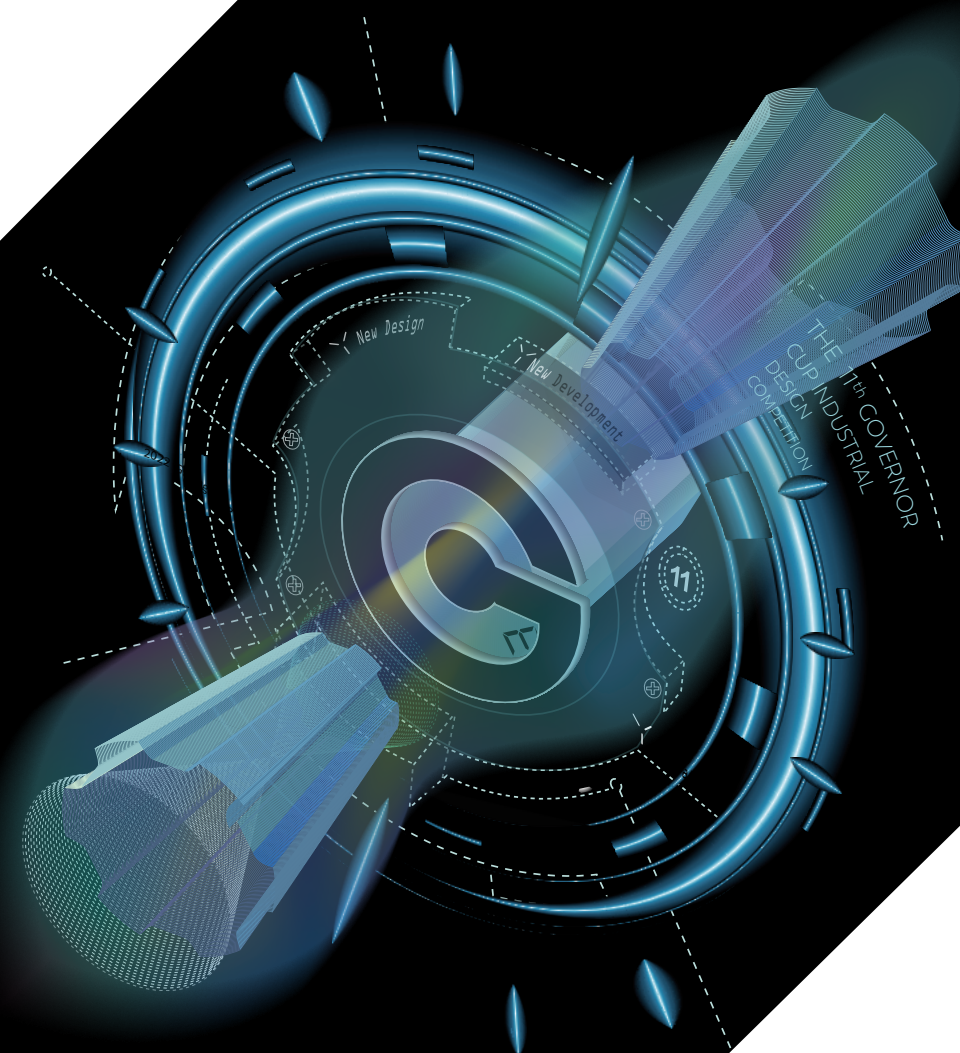
请高度重视广州分赛区作品征集工作，积极开展宣传动员工作，广泛发动相关企业、机构、院校、个人或团体积极参赛。同时要注意落实疫情防控各项要求。

附件：1.广东省第十一届“省长杯”工业设计大赛参赛手册
2.广东省工业和信息化厅关于启动第十一届“省长杯”
工业设计大赛的通知



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2022 THE MANUAL FOR THE 11th GOVERNOR CUP INDUSTRIAL DESIGN COMPETITION

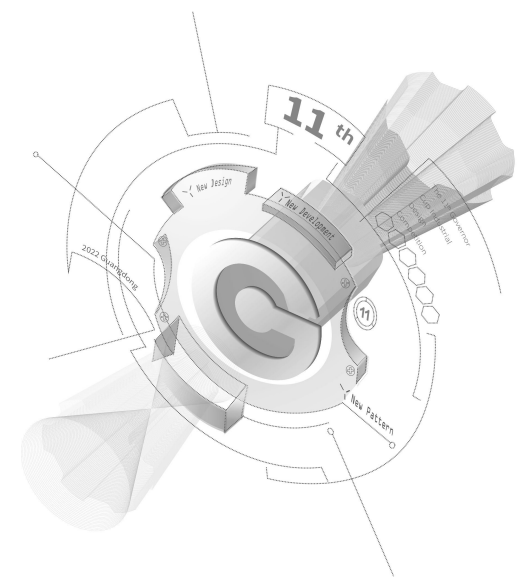


<http://gcup.gdut.edu.cn>



根据《广东省“省长杯”工业设计大赛组委会关于印发第十一届“省长杯”工业设计大赛及广东设计周工作方案的通知》(粤工信生产合作函〔2022〕4号),由广东省第十一届“省长杯”工业设计大赛组委会办公室制定本参赛手册。

In accordance with “A Notice from the Organizing Committee of the Guangdong Governor Cup Industrial Design Competition regarding Printing and Distribution of the Work Plan for the 11th Governor Cup Industrial Design Competition and Guangdong Design Week ” (YGXSCHZH〔2022〕No. 4), the Organizing Committee of the 11th Guangdong Governor Cup Industrial Design Competition formulates this manual.



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新设计·新发展·新格局

New Design · New Development · New Pattern

围绕我省战略性新兴产业集群建设，聚焦推动制造业高质量发展的“强核、立柱、强链、优化布局、品质、培土”等“六大工程”，加快提升工业设计创新能力，以设计引领制造和消费，积极发挥工业设计的支撑引领作用，进一步打造“广东设计”品牌，促进先进制造业基地和创新聚集区建设。

Based on the construction of Guangdong's strategic industrial cluster, the competition focuses on the “six goals” of “Strengthening Core Industries, Building Pillar Industries, Strengthening Industry Chains, Optimizing Layouts, Improving Quality and Stabilizing Foundations”. The aim is to promote the high-quality development of the manufacturing industry and accelerate the area's capacity for industrial design innovation while actively playing a supporting and guiding role for industrial design in terms of both manufacturing and consumption. In this way, the “Designed in Guangdong” brand can be developed further while also promoting the construction of advanced manufacturing bases and innovative clusters.

组织机构 Organizations

主办单位

广东省工业和信息化厅

承办单位

广东工业大学

支持单位

工业和信息化部工业文化发展中心、世界绿色设计组织、中国工业设计协会。

协办单位

各地级以上市工业和信息化主管部门、有关行业组织、同济大学、湖南大学、广州美术学院等院校及有关单位。

Sponsor

Department of Industry and Information Technology of Guangdong Province

Organizer

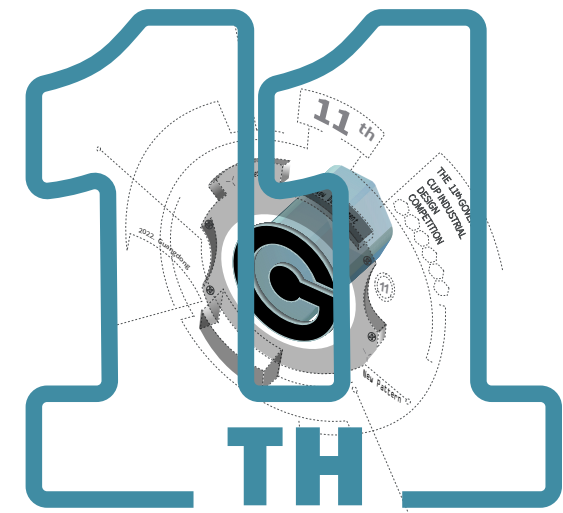
Guangdong University of Technology

Supporters

Industrial Culture Development Center of MIIT, World Green Design Organization (WGDO), China Industrial Design Association (CIDA)

Co-organizers

Department of Industry and Information Technology of all the cities in Guangdong Province, related Industrial Design Associations, Tongji University, Hunan University, Guangzhou Academy of Fine Arts



专业机构 Professional Organizations

专业指导委员会

Professional Steering Committee

专业指导委员会负责制订本次大赛的评审规则，处理大赛过程中的有关专业技术问题，对大赛评审进行指导。

Responsible for formulating the review rules for the Competition, handling relevant technical problems observed during the Competition and giving guidance for review.

专业评审委员会

Professional Evaluation & Review Committee

专业评审委员会按照评审规则、评审细则和分工，在各评审阶段对参赛作品进行评判和打分，处理大赛过程中的行业、专业、技术、市场、管理等相关问题，向组委会推荐最终获奖名单及等级。

Responsible for evaluating the works at different stages, and for allocating scores in accordance with the review rules, reviewing procedures and division of labor, handling any issues related to the industry, related technology, market and management observed during the Competition, and recommending prize-winners and their placings to the Organizing Committee.

仲裁委员会

Arbitration Committee

由组委会聘请工业设计行业、公证、知识产权等方面的专家组成仲裁委员会，负责对评审活动全过程进行监督，对工作中出现的违规行为、投诉举报等进行仲裁和处理。

The Organizing Committee will engage specialists in the field of industrial design, notarization and intellectual property to form an arbitration committee, which will be responsible for monitoring the entire review process, arbitrating and handling any prohibited behavior and complaints.

大赛赛制 Competition System

大赛分为初赛、复赛和决赛三个阶段，其中，工业设计组由于参赛作品数量有限，仅分为初赛、决赛两个阶段。

The Competition can be divided into three stages: Preliminary stage, semi-final stage and final stage, though the industrial design group will be divided into preliminary stage and final stage only due to limited entries.

初赛

根据大赛工作方案，各地级以上市设分赛区，另设 1 个省直赛区和 1 个境外赛区，省直赛区面向省直、省外以及未设分赛区的市，境外赛区面向港澳台以及国外地区。赛事的组织形式既可与现有赛事结合，也可单独组织。各赛区参赛作品分产品设计组、概念设计组和工业设计组等三个组别进行评审。其中产品设计组、概念设计组按照参赛作品 10% 的数量推荐参加复赛，工业设计组按照参赛作品 10% 的数量推荐直接参加决赛。

复赛

对产品设计组、概念设计组参赛作品，按照新一代电子信息类、装备制造类、安全应急与健康环保类、泛家居类、CMF 类、现代轻工纺织类、数字创意与信息服务类、综合类 8 个类别，分别设立专项赛。产品设计组、概念设计组各按 20% 的比例评出优秀作品参加决赛。

决赛

分产品设计组、概念设计组和工业设计组三个组别进行。

其他

本届大赛接受广东省高等学校大学生工业设计大赛推荐的优秀作品按相应的组别参加决赛，推荐参加决赛的优秀作品数量不超过 100 件，且作品须与本届大赛的规范要求相符。

Preliminary contest

According to the Competition work plan, competition areas will be defined as cities at prefecture level and above, as well as 1 direct provincial division and 1 overseas division. The direct provincial division will apply for cities directly under or outside Guangdong Province where there are no defined competition areas, while the overseas division will include Hong Kong, Macao and Taiwan, as well as foreign areas. The Competition can be organized together with existing competitions or separately. Works from different competition areas will be reviewed for the product design group, the conceptual design group and the industrial design group respectively. 10% of works from the product design group and the conceptual design group will be recommended for the semi-final stage, while 10% of the works of the industrial design group will be recommended for the final stage.

Semi-final

Product design works and conceptual design works will be categorized into 8 Semi-finals, including: new IT, equipment manufacturing, security emergency healthcare and eco-friendly products, furniture, CMF, modern light industry and textile products, digital innovations and IT services, and comprehensive designs. All these categories will have respective contests and 20% excellent works will be selected respectively and recommended to the final.

Final

All works recommended by semi-finals will be reviewed separately in the product design group, the conceptual design group and the industrial design group, and then prize winners of the competition will be selected finally among them.

Others

Excellent works recommended by Guangdong University Industrial Design Competition are accepted and admitted to the final according to their categories. Guangdong University Industrial Design Competition should recommend no more than 100 works complying with the specifications of this competition.

参赛范围 Range of Participants

本届大赛实行开放办赛，国（境）内外企业、机构、院校、个人或团队均可作为参赛单位自主选择分赛区，国籍、户籍不限，但同一作品不可重复参赛。

所有参赛作品原则上须是 2020 年 7 月 1 日后完成的原创作品，且具有自主的知识产权和较强的可产业化特质。

In the principle of open competition, enterprises, institutions, universities & colleges, individuals or teams are all admitted to the competition. All participants can sign up at any co-host cities, regardless of nationality and household registration. However, one piece of work can only be submitted for once.

In principle, all participating works must be original works that are completed after July 1, 2020 and with all their intellectual property rights reserved by the participants and strong industrialization potential.

作品征集方向及分类 Works Collection Categories

作品组（类）别

本届“省长杯”工业设计大赛设产品设计组、概念设计组和产业设计组三个组别。
The Governor Cup Industrial Design Competition is divided into product design group, conceptual design group and industrial design group.

产品设计组

面向已量产和已开发产品，分为 8 个类别。

新一代电子信息类：新一代通信设备、手机与新型智能终端、数码产品、物联网传感器、可穿戴设备、电子元器件、新一代信息技术创新应用等。

装备制造类：高端数控机床、航空航天装备、汽车、轨道交通装备、海洋工程装备、智能基础制造装备、增材制造设备、仪器仪表、智能测控装置、专用成套装备、新能源装备、模具、智能农业机械、机器人、无人机、无人船等。

安全应急与健康环保类：安全应急监测预警设备、救援特种装备、高效节能电气设备、绿色建材、环境保护监测处理设备、高端医疗器械、生物医用材料、医药生产设备、临床与诊断产品、外科与治疗产品、护理产品、医疗康复器材等。

泛家居类：家电、家具、照明灯饰、厨卫、餐饮器皿、文教办公产品、体育用品、玩具用品、户外用品、训练用品、园艺用品等。

CMF 类：低维及纳米材料、先进半导体材料、电子新材料、先进金属材料、高性能复合材料、新能源材料、生物医用材料、绿色化工、金属深加工、CMF 等。

现代轻工纺织类 纺织服装、服饰配件、塑料、皮革、箱包、鞋、日化、五金工具、造纸、印刷等。

数字创意与信息服务类 5G、AI、大数据、VR/AR、游戏、动漫、电竞、直播、短视频等新技术产品以及操作系统、数据库、中间件、办公软件、工业软件、工业互联网、微机电系统、移动智能终端、交互界面设计等。

综合类：手工艺、工艺美术、文创旅游产品、乡村振兴设计、农特产品、食品、包装、特殊人群及特种领域用品等其他未包含的类别。

Product Design Groups

This group contains 8 categories of products in mass production and developed products as follows.

New IT: the next-generation communication devices, mobile phones and new intelligent terminals, digital products, IoT sensors, wearable devices, electronic components, innovative applications of new IT, etc.

Equipment manufacturing: high-end CNC machine tools, aerospace equipment, automobiles, rail transit equipment, marine engineering equipment, intelligent basic manufacturing equipment, additive manufacturing equipment, instruments, intelligent measurement and control devices, special sets of equipment, new energy equipment, moulds, intelligent agricultural machinery, robots, drones, unmanned ships, etc.

Security, Emergency, Healthcare, and Eco-friendly products: safety and emergency monitoring and early warning equipment, special rescue equipment, high-efficiency energy-saving electrical equipment, green building materials, environmental protection monitoring and processing equipment, high-end medical equipment, biomedical materials, pharmaceutical production equipment, clinical and diagnostic products, surgical and therapeutic products, nursing products, medical rehabilitation equipment, etc.

Furniture: household electrical appliance, furniture, lighting, kitchen & bath, catering utensils, cultural and educational office products, sporting goods, toy supplies, outdoor supplies, training supplies, gardening supplies, etc.

CMF: low dimensional and nano materials, advanced semiconductor materials, new electronic materials, advanced metal materials, high-performance composite materials, new energy materials, bio-medical materials, green chemicals, metal fine processing, CMF, etc.

Modern light industry and textile products: textile and clothing, accessories, plastics, leather, l-uggages and bags, shoes, daily chemicals, hardware tools, papermaking, printing, etc.

Digital innovations and IT services: 5G, AI, big data, VR/AR, games, animation, e-sports, live-streaming, short-videos and other new technology products and operating systems, databases, middleware, office software, industrial software, industrial internet, MEMS, mobile intelligent terminals, interactive interface design, etc.

Comprehensive designs: handicrafts, arts and crafts, cultural tourism products, rural revitalization designs, agricultural specialties, food, packaging, special groups and special fields supplies, and other categories not included.

概念设计组

面向未量产、未投入市场的概念设计作品，亦分为：新一代电子信息类、装备制造类、安全应急与健康环保类、泛家居类、CMF 类、现代轻工纺织类、数字创意与信息服务类、综合类（上述 7 个类别之外的其他行业）。

产业设计组

以产业创新和产业提升为目标，在产业资源配置、产业路线、市场设定、产业政策、产业安全、产业文化等方面进行全新的规划设计，以设计思维驱动体验创新、服务创新和商业模式创新，重点征集能够体现“设计前置、创新协同、产能共享、产业链供应链自主可控”的产业模式系统解决方案、新型生产服务业模式以及设计基础研究项目。

Conceptual Design Group

This group contains 8 categories of products that are not yet in mass production and haven't been put into market: new IT, equipment manufacturing, security emergency healthcare and eco-friendly products, furniture, CMF, modern light industry and textile products, digital innovations and IT services, and comprehensive designs (other designs except the above 7 categories).

Industrial Design Group

With the aim of innovating and upgrading the industry, this involves such areas as new planning design in industrial resource allocation, industrial direction, market orientation, industry policy, industry security and industry culture, driving experience innovation and serving the innovation of business models through design concepts, focusing on system solutions for industrial formats, new production and service industry models and design basis research programs that can display “pre-design, innovation synergy, productivity sharing, and an independent and controllable industry chain and supply chain” .

参赛流程及时间安排
Procedures and Arrangements

第一阶段: 筹备及启动阶段	2022 年 3月下旬 制定印发大赛及广东设计周活动工作方案；办理分赛区认定、授权等 ；制定承办方案、评审规则、参赛手册等，成立专业指导委员会、专业评审委员会、仲裁委员会和有关工作机构；开展作品征集，做好宣传发动工作。
第二阶段: 初赛阶段	2022 年 3月至 6月 各分赛区按照规定程序开展初赛，组织评审和推荐复赛作品。
第三阶段: 复赛阶段	2022 年 7月 各承办单位组织开展专项赛，对初赛推荐的作品开展评审、选拔等工作，推荐符合条件的优秀作品参加决赛。对接广东省高等学校大学生工业设计大赛，完成作品推荐及资料提交工作。
第四阶段: 决赛阶段	2022 年 8月 完成决赛终评工作，组织专业评审委员会对产品设计组、概念设计组、产业设计组进入决赛的作品进行评审和答辩，确定获得各奖项的参评作品和项目，对评奖结果进行公示。
第五阶段: 总结表彰阶段	2022 年 9月 总结大赛经验，举办大赛颁奖典礼，展示大赛优秀作品和设计理念，推广广东特色设计文化，营造工业设计创新发展氛围。
第六阶段: 品牌推广阶段	2022 年 9月下旬 至 2023年12月 结合开展广东设计周活动，组织获奖作品巡展推介、参展参奖等活动，开展各种形式的产业对接活动，充分利用社会各种资源力量，合力促进工业设计成果转化和产业化应用，为下一届大赛做好前期准备工作。

- Stage 1

Preparation and start-up stage (before the late of Mar 2022)

Includes formulating, printing and distributing the work plan for the Competition and Guangdong Design Week activity; handling procedures for qualification and authorization of competitions areas; formulating organization plans, review rules and competition manuals, and setting up the Professional Steering Committee, Professional Review Committee, Arbitration Committee and other relevant organs; collecting the works to be entered into the competition and carrying out promotional work.
- Stage 2

Preliminary stage (from Mar to Jun 2022)

All competition areas will carry out preliminary contests according to relevant procedures, organize review and recommend semi-finalists.
- Stage 3

Semi-final stage (Jul 2022)

The organizers will organize the special competition, including the review and evaluation of those works recommended during the preliminary stage, and recommend eligible outstanding works to participate in the finals. They will also communicate with the Guangdong University Industrial Design Competition regarding recommended works and the submission of related data.
- Stage 4

Final stage (Aug 2022)

The final stage will include the final evaluation. The Professional Review Committee will review the works that have reached the finals in the product design group, the conceptual design group and the industrial design group, perform an open replay to identify the prize-winning works and programs and publish the results.
- Stage 5

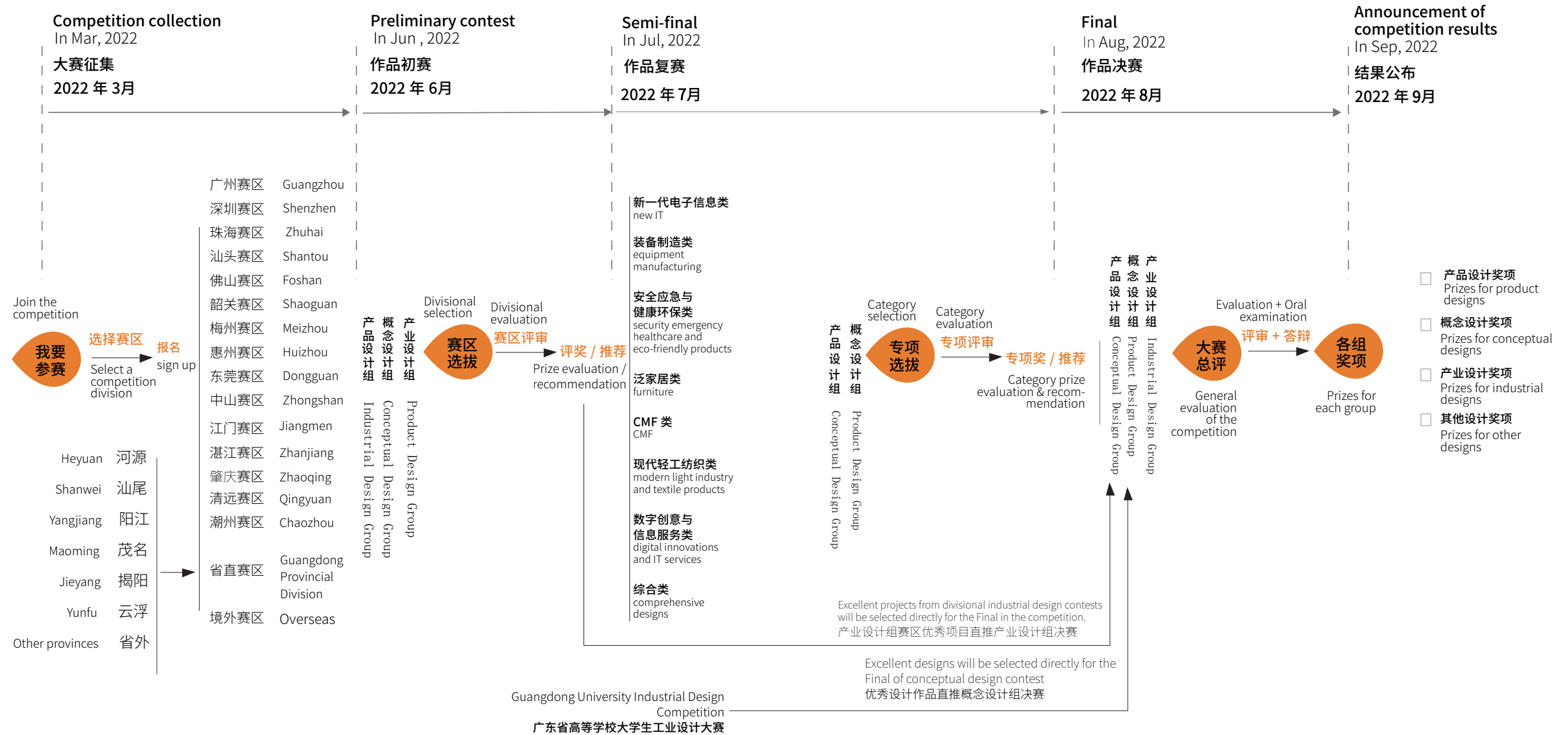
Summary and commendation stage (Sep 2022)

This will include a summary of the competition experience, the award ceremony, a display of outstanding works and design concepts from the Competition, as well as methods for popularizing a design culture with Guangdong characteristics, and creating an innovative development atmosphere for industrial design.
- Stage 6

Brand Promotion stage (from the late Sep 2022 to Dec 2023)

Combined with the Guangdong Design Week activities, various exhibitions and recommendations of prize-winning works, this will include a variety of industrial networking activities, make full use of relevant social resources to jointly promote the transformation and industrialized application of industrial design achievements, in order to prepare for the next competition.

参赛流程 Competing Process Table



网络报名流程 On-line Registration Steps

第一步 网站登陆并注册：

- 登陆“省长杯”官网：<http://gcup.gdut.edu.cn>
- 选择所在赛区
- 首次登录请先注册账号，并确认密码

第二步 填写参赛信息：

- 选择参赛组别（勾选）：☐ 产品设计组 ☐ 概念设计组 ☐ 工业设计组
- 选择参赛形式（勾选）：☐ 个人 ☐ 团体（企业） ☐ 团体（设计机构） ☐ 团体（联合参赛）
- 填写参赛信息
- 填写作品信息
- 填写“主创设计师”与“团队成员”材料

第三步 完成参赛：

- 资料填写完毕后获得参赛编号，并由系统自动生成参赛报名文件
- 下载并打印参赛报名文件，签字及盖章（团体）后，扫描并上传到系统指定位置
- 已填报内容，在截稿日期前均可修改。截稿后，视为全部完成参赛。所有上传及填写内容将不可更改

Step 1 Log in to the website and register:

- Log in to the Governor Cup official website: <http://gcup.gdut.edu.cn>
- Select your competition division.
- Register the account to obtain account No. and log in with password for confirmation.

Step 2 Fill in participation information:

- Select competition group (tick): product design group, conceptual design group or industrial design group.
- Select competition form (tick): individual, team (enterprise), team (design organization), team (Joint).
- Fill in competition information.
- Fill in the works information.
- Fill in the information about chief designer and team members.

Step 3 Sign up:

- Obtain a participant No. after finishing filling in the information and the system will generate competition registration files automatically.
- Download and print registration files and scan and upload them to the online system after signature and seal (for team).
- The registration information and files are changeable before the deadline. After the deadline, all the uploaded files and registration information will be unchangeable. In such case, sign-up is completed.

作品申报及成果提交要求 Submission of Works and Achievements

产品设计组 Product Design Group

产品设计组完整提交参赛申报及作品评审的内容包括：

- A** 完整填写的《“省长杯”工业设计大赛产品设计参赛报名表》，并在官网生成参赛编号；
- B** 不同参赛单位联合组队参赛的，还应同时完整填写《“省长杯”工业设计大赛产品组项目合作情况表（及联合参赛协议）》；
- C** 营业执照副本（个人提交身份证明文件）；
- D** 设计方案：包括产品创意及概念描述、产品定义、整体产品实物照片、简要设计说明以及关键结构或关键细节说明、产品量产或销售后取得的社会经济效益等内容（以 A2 幅面、精度 150DPI 展板形式的电子文件，限 3 幅以内）；
- E** 产品实物：已量产的产品实物；如产品实物体积过大，可提交能够准确反映产品设计品质的小比例模型或功能样机；
- F** 设计项目进入总评，还需补充提供能详细展示产品设计细节和使用方式的视频（AVI、MP4、MOV 格式，分辨率 720P 以上）或 PPT 文件，其他如 KEYNOTE 等可转化为 PPT 格式亦可。
- G** 作品知识产权材料。

注 大赛省直赛区和境外赛区，报名及初步评审只需提交 A、B、D 和 G 四项，初评通过，再按照有关通知要求补充完善其他评审材料；其他赛区申报细节请咨询各赛区。

Materials to be submitted by product design group for application and product review:

- A** Fill out Governor Cup Industrial Design Competition Product Design Group Application Form completely and take participant number from the website;
- B** Team participants from different companies should also fill out Governor Cup Industrial Design Competition Product Design Group Project Cooperation Statement (and Joint Participation Agreement) completely.
- C** Copy of business license (individual participants should submit identity certification documents);
- D** Design plan: Including product idea and concept description, product definition, photo of complete product, brief design description and key structure or key detail description, social and economic benefits obtained after mass production or sales, etc. (Electronic files in the form of A2 and 150DPI panel, no more than 3 files.
- E** Physical products: physical products in mass production. If the products are too large, participant could submit small models or function prototypes that can represent product design quality accurately.
- F** For design projects admitted to the final review: more product design details and using methods should be submitted through videos (in AVI, MP4 or MOV, 720P or PPTs (others like KEYNOTE can be converted into PPT) format
- G** Intellectual property materials

Notes: Participants from Guangdong Provincial Division and Overseas Division only need to submit materials as required in A, B, D and G for signing up and preliminary review, and should upload other review materials as required after passing the preliminary review. Participants from other divisions should consult corresponding divisions about the submission requirements.

概念设计组 Conceptual Design Group

概念设计组完整提交参赛申报及作品评审的内容包括：

- A** 完整填写的《“省长杯”工业设计大赛概念设计参赛报名表》，并在官网生成参赛编号；
- B** 不同参赛单位联合组队参赛的，还应同时完整填写《“省长杯”工业设计大赛概念组项目合作情况表（及联合参赛协议）》；
- C** 营业执照副本（个人提交身份证明文件）；
- D** 项目研究报告（如有）：包含设计定位研究、整合技术研究、使用分析与实验、材料与工艺运用、生产加工分析、成本与市场分析、社会价值与经济价值预估等内容（A4 幅面报告书形式）；
- E** 设计方案：包括产品创意及概念描述、产品定义、整体效果图、简要设计说明以及关键结构或关键细节说明等内容（以 A2 幅面、精度 150DPI 展板形式的电子文件，限 3 幅以内）；
- F** 设计模型或功能样机：1:1 实物模型或样机；如实物模型体积过大，可提交能够准确反映产品设计品质的小比例模型或功能样机；
- G** 设计项目进入总评，还需补充提供能详细展示产品设计细节和使用方式的视频（AVI、MP4、MOV 格式，分辨率 720P 以上）或 PPT 文件，其他如 KEYNOTE 等可转化为 PPT 格式亦可。
- H** 作品知识产权材料（如有）。

注：上述提交的材料中，项目研究报告、设计方案和设计模型（功能样机）须标明参赛编号，但不得出现作者或作者所在单位的具体信息。省直赛区和境外赛区，报名及初步评审只需提交 A、B 和 E 三项，初评通过，再按照有关通知要求补充完善其他评审材料；其他赛区申报细节请咨询各赛区。

Materials to be submitted by product design group for application and product review:

- A** Fill out Governor Cup Industrial Design Competition conceptual Design Group Application Form completely and take participant number from the website;
- B** Team participants from different companies should also fill out Governor Cup Industrial Design Competition conceptual Design Group Project Cooperation Statement (and Joint Participation Agreement) completely;
- C** Copy of business license (individual participants should submit identity certification documents);
- D** Project study report (if any): Including design orientation research, integration technology research, using analysis and testing, material and process utilization, production process analysis, cost and market analysis, social value and economic value estimation, etc. (report in A4 size);
- E** Design plan: Including product idea and concept description, product definition, rendering, brief design description and key structure or key detail description, etc. (Electronic files in the form of A2 and 150DPI panel, no more than 3 files)
- F** Design model or function prototype: 1:1 physical model or prototype; if the size of physical model is too large, small-sized model or function prototype that can reflect product design quality accurately can be submitted.
- G** For design projects admitted to the final review: more product design details and using methods should be submitted through videos (in AVI, MP4 or MOV, 720P) or PPTs (others like KEYNOTE can be converted into PPT format).
- H** Intellectual property materials (if any).

Notes: Among the materials to be submitted above, project study reports, design plans and design models (function prototypes) should be marked with participant's number, but without showing participant's information or his/her employer' information. Participants from Guangdong provincial Division and Overseas Division only need to submit materials required in A, B and E for signing up and preliminary review, and should upload other review materials as required after passing preliminary review. Participants from other divisions should consult corresponding divisions about the submission requirements.

工业设计组 Industrial Design Group

工业设计组完整提交参赛申报及作品评审的内容包括：

- A** 完整填写的《“省长杯”工业设计大赛工业设计参赛报名表》，并在官网生成参赛编号；
- B** 不同参赛单位联合组队参赛的，还应同时完整填写《“省长杯”工业设计大赛产业组项目合作情况表（及联合参赛协议）》；
- C** 营业执照副本（个人提交身份证明文件）；
- D** 项目研究报告可包含项目目标、研究方法、研究资源的整合与团队构建、如何运用设计整合产业、如何以设计引领技术开发和商业模式创新、如何推动企业、产业或区域经济实现转型升级、应用于实践并获得具体效益、各方面评价与表彰等内容（A4 幅面、图文结合报告书形式）；
- E** 作品知识产权材料（如有）。

注：大赛省直赛区、境外赛区，报名及初步评审需完整提交全部材料；其他分赛区申报细节请咨询各分赛区。

Materials to be submitted by industrial design group for application and product review:

- A** Fill out Governor Cup Industrial Design Competition industrial Design Group Application Form completely and take participant number from the website;
- B** Team participants from different companies should also fill out Governor Cup Industrial Design Competition Product Group Project Cooperation Statement (and Joint Participation Agreement) completely;
- C** Copy of business license (individual participant should submit identity certification documents);
- D** Project study report: Including design objective, research methods and research resource integration and team construction; how to integrate industries with design, how to lead technical development and commercial mode innovation with design, how to promote enterprises, industries or regional economy to realize transformation and upgrade and apply them in practice to obtain benefits; evaluation and commendation, etc. (In the form of A4 report combing figures and texts);
- E** Intellectual property materials (if any).

Notes: Participants from Guangdong Provincial Division and Overseas Division need to submit all materials required for signing up and preliminary review. Participants from other divisions should consult corresponding divisions about the submission requirements.

评价内容及原则
Evaluation Items and Principles

设计主题评价、设计过程评价、设计结果评价、设计价值评价。概念设计组侧重于设计主题和设计过程的评价，产品设计组侧重于设计结果和设计价值的评价，工业设计组主要侧重上述评价点基础上的综合效益。初赛、复赛和决赛均按照上述原则执行。
The works will be evaluated on their design theme, design process, design result and design value. The conceptual design group will be evaluated mainly on their design theme and process, while the product design group will be evaluated mainly on their design result and value. The industrial design group will be evaluated mainly on the comprehensive effects based on all the above evaluations. The whole competition from the preliminary, semi-final to the final will follow all the above principles.

设计主题
Design theme evaluation

主要衡量项目与大赛主题的符合度，突出技术、艺术与实用的结合，并对项目计划的预期目标和成果予以评价。
Evaluate the project conformity with the competition theme, highlight the combination of technology, art and practice, and evaluate the expected objectives and achievements.

设计过程
Design process evaluation

针对参赛项目的团队配置、流程设计、资源统筹的合理性，用户和市场研究分析方法、未来趋势判断、定位结果，行业新技术的运用或创新性整合，团队协同能力与效果，以及设计报告书、项目过程文件完整性进行评价。
Evaluate the rationality of team configuration, process design, resource coordination, user and market research and analysis methods, future trend judgment, positioning results, application or innovative integration of new technologies in the industry, team synergy ability and effect, and the completeness of design reports and project process documents for the projects.

设计结果
Design result evaluation

针对参赛项目成果的创新性、实用性、美观性、经济性和绿色环保性进行综合评价。
Comprehensively evaluate the achievements of participating projects in terms of the innovation, practicality, aesthetic, economic and eco-friendly properties.

设计价值
Design value evaluation

从参赛作品的社会价值和经济价值两个方面展开评价，项目既应具备促进社会和谐稳定、承载中国文化、节约资源、具备良好社会责任感的项目内涵，也应适合市场发展需求、有可产业化基础、具备规模化效益及良好的获益前景。
Evaluate the works by two aspects: social value and economic value. Projects should convey the design value evaluation connotation of promoting social harmony and stabilization, carrying Chinese culture, saving resources and expressing good social responsibility, and should also meet market development demands with industrialization foundation, extensive benefits and beneficial prospects.

申诉与仲裁
Appeals and Arbitration

问责机制

当发生下列情况的，活动组委会有权收回竞赛奖项标志的使用权和已颁发的奖品、奖金，并在广东省工业和信息化厅网站以及大赛官网上公布：

- 1. 获奖项目产品由于功能性缺陷造成了重大社会危害；
- 2. 正式确认获奖项目产品侵犯了其他产品的设计权或其他知识产权；
- 3. 正式确认获奖项目在评奖过程中有弄虚作假或其他有违公平原则的行为；
- 4. 获奖项目及其生产单位在未通过主办者的情况下对获奖项目进行重大修改，并继续在该项目产品上使用获奖标志或利用其进行宣传。

申诉与仲裁

- 1. 参赛单位有权对不符合竞赛规定或有失公正的评判、奖励等行为提出申诉；
- 2. 申诉时，应递交由参赛团队主设计师亲笔签字同意的书面报告，报告应对申诉设计事件的现象、发生的时间、设计的人员、申诉依据与理由等进行充分、实事求是的叙述。事实依据不充分、仅凭主观臆断的申诉不予受理；
- 3. 申诉时效：违规行为发生后 2 天之内提出，超过时效将不予受理申诉；
- 4. 仲裁处理：组委会专设仲裁委员会工作组受理申诉，收到申诉报告之后，根据申诉事由进行审查，并将书面通知申诉方，告知申诉处理结果；
- 5. 申诉人不得无故拒不接受处理结果，不允许采取过激行为刁难、攻击工作人员，否则视为放弃申诉；
- 6. 有关申诉与仲裁，向大赛仲裁委员会提交。

Accountability

In any of the following circumstances, the Organizing Committee is entitled to reclaim the award logo using right and the awards and bonuses granted, and publicize the reclamation on the websites of Department of Industry and Information Technology of Guangdong Province and the 11th Governor Cup Industrial Design Competition:

- 1. Products of awarded projects cause major social hazards due to functional defects;
- 2. Awarded projects are officially confirmed that infringed the design right of other products or other intellectual property rights;
- 3. It is officially confirmed that fraud is practiced or other acts against the fairness principle for the prize-winning projects;
- 4. Awarded projects are modified significantly by their producers without the permission of the sponsor, and keep using award logo on the products or using it for promotion purposes.

Appeals and Arbitration

- 1. Participants have the right to appeal against judgments and rewards that to not conform to competition rules or the principle of fairness;
- 2. When appealing, a written report signed and agreed by the chief designer of the participating team should be submitted. Appeals with insufficient factual basis and only subjective assumptions will not be accepted.
- 3. Appeals should befiled: within two days after the violation.Appeals submitted later than this time will not be accepted;
- 4. Arbitration: The Organizing Committee has set up the Arbitration Board to accept appeals. Upon receiving the reports, the Arbitration Board will review the case according to the reasons of the appeal and inform the appealing party of the handling result in written form;
- 5. Appealing parties must not refuse the processing results without a proper reason, and must not overreact to create difficulties or attack working staff. Otherwise, they will be deemed to give up appealing rights;
- 6. The complaint and arbitration object should be passed to the Board of Arbitration of the Competition.

表彰和奖励
Commendation and Awards

奖项
奖励

初赛：
根据全省各分赛区的大赛工作方案，设定并评选出分赛区各级奖项。具体奖励办法，见各分赛区公布的有关文件。

复赛：
分别从产品设计组、概念设计组作品中，按照 8 个类别各评出专项赛一等奖 1 名、专项赛二等奖 5 名、专项赛三等奖 9 名，共计 240 名。由大赛组委会颁发奖杯和证书。

决赛：
分别从产品设计组、概念设计组和产业设计组作品中，不分类别各评出大赛钻石奖 1 名、金奖 2 名、银奖 3 名、铜奖 4 名，共 30 名。另评出最受欢迎奖（产品设计组）、最具创新奖（概念设计组）、最具潜力奖（产业设计组）、绿色设计奖若干名。其它进入决赛的作品均作为优秀奖。所有获奖作品由组委会颁发“省长杯”工业设计大赛奖杯和证书。

授予
称号

大赛对决赛阶段主要获奖作品的主创设计师授予称号：

1. 对获得产品设计组前 10 名的主创设计师，由组委会评选为“广东省 2022 年度十大优秀工业设计师”。对获得概念设计组前 10 名的主创设计师，由组委会评选为“广东省 2022 年度十大新锐工业设计师”。参赛作品前 10 名主创设计师如有重复，名次依次顺延。

2. 对获得产品设计组和概念设计组各前 5 名的非大学生主创设计师，由组委会向省人力资源和社会保障厅推荐，按规定程序授予“广东省技术能手”称号。

3. 对获得各组第 1 名（钻石奖）的广东职工团队主创设计师，由组委会向省总工会推荐，按有关规定和程序颁发“广东省五一劳动奖章”。

4. 对获得各组前 10 名的主创设计师，由组委会根据有关规定和程序，向团省委推荐 3 名符合条件人选参加广东省“优秀共青团员”、“广东向上向善好青年”的评选。

5. 对获得各组前 3 名（钻石奖、金奖）的女性主创设计师，经所在单位推荐，由组委会根据有关规定和程序，向省妇联推荐参加“广东省三八红旗手”的评选。

Prizes and
awards

Preliminary contest
Set and select prizes of all levels for divisions according to their work plans for the competition. See relevant documents released by divisions for detailed rewarding measures.

Semi-final
Select 1 first prize winner, 5 second prize winners and 9 third prize winners (240 in total) from the works of product design group and conceptual design group through each special contest of the 8 categories; and then the Organizing Committee should grant them with trophies and certificates.

Final
1 diamond prize winner, 2 gold prize winners, 3 silver prize winners and 4 bronze prize winners (30 in total) from the works of each of the three groups including product design group, conceptual design group, industrial design group. Besides, there are the most popular awards (product design group), most innovative awards (conceptual design group), best potential awards (industrial design group), and green design awards. Other works admitted to the final will grant recognition awards. The Organizing Committee of the Competition will grant trophies and certificates to all of the awards rated above.

Title granting

The competition will grant titles to chief designers of prize-winning works at the final:

1. The top 10 chief designers from product design group will be granted as “2022 Top 10 Excellent Industrial Designers of Guangdong Province” by the Organizing Committee. The top 10 chief designers from conceptual design group will be granted as “2022 Top 10 New Industrial Designers of Guangdong Province” by the Organizing Committee. Among the top 10 chief designers, if there are some overlaps among different designers, they will be reranked in sequence according to the scores and votes of their works.

2. The top 5 non-student chief designers from product design group and conceptual design group will be granted as “Technical Master-Hand of Guangdong Province” according to the specified procedures. The Organizing Committee will make recommendations to Human Resources and Social Security Department of Guangdong Province.

3. The chief designers with diamond prizes from Guangdong staff teams of each group, will be granted as “May 1st Labor Medal of Guangdong Province” according to relevant regulations and procedures. The Organizing Committee will make recommendations to Federation of Trade Unions of Guangdong Province.

4. Among the top 10 chief designers respectively from product design group, conceptual design group and industrial design group, 3 qualified designers will be recommended to join the evaluation and selection as possible “Outstanding Communist Youth League member” and “Guangdong Province's positive and kind-hearted young people” according to the relevant regulations and procedures. The Organizing Committee will make recommendations to the Provincial Party Committee of China Communist Youth League.

5. The top 3 female chief designers with diamond prizes and golden prizes from each group will be recommended to join the evaluation and selection as “March 8th Red-banner Holder of Guangdong Province” according to relevant regulations and procedures. The Organizing Committee will make recommendations to Women's Federation of Guangdong Province.



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第十一届“省长杯”工业设计大赛产品设计组参赛报名表

报名参赛须通过“省长杯”工业设计大赛官方网站在线填表。填写合格并提交后会自动生成表格及唯一编码，请下载打印，盖章 / 签名后拍照或扫描上传到系统要求位置。其他参赛电子文件、样机 / 产品的提交另行通知。

■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■参赛项目所属赛区生成编码(自动)

项目名称		专项领域	<input type="checkbox"/> 新一代电子信息类 <input type="checkbox"/> 装备制造类 <input type="checkbox"/> 安全应急与健康环保类 <input type="checkbox"/> 泛家居类 <input type="checkbox"/> CMF 类 <input type="checkbox"/> 现代轻工纺织类 <input type="checkbox"/> 数字创意与信息服务类 <input type="checkbox"/> 综合类					
项目说明	产品设计概念描述(不超过 50 字)							
	产品设计概念描述(不超过 50 字)							
	整机与细节图片							
	关键结构与细节说明(不超过 100 字)							
	社会经济效益说明(不超过 50 字)							
	需求对接 大赛安排知识产权和商业化对接服务，如有需求请填写							
	知识产权	<input type="checkbox"/> 外观设计专利申请 <input type="checkbox"/> 实用新型专利申请 <input type="checkbox"/> 发明专利申请 <input type="checkbox"/> 版权著作申请 <input type="checkbox"/> 被博物馆收藏	产业对接	<input type="checkbox"/> 设计方案转让 <input type="checkbox"/> 设计方案合作 <input type="checkbox"/> 供应链支持 <input type="checkbox"/> 项目资金孵化 <input type="checkbox"/> 参与省外巡展		商业对接	<input type="checkbox"/> 品牌合作 <input type="checkbox"/> 商业合作 <input type="checkbox"/> 产品众筹 <input type="checkbox"/> 其他	
团队成员	(一般不超过 10 人，请注明成员职位及作用)							
主创设计师 (限 1 名)	姓名		电话					
	性别		身份证或有效证件号					
单位签章 (独立或各方)	本表所填项目内容真实可靠；该作品/项目无知识产权争议；参赛方同意并遵守大赛的各项规则，并授权大赛主办方及其委托承办单位可对其项目成果公开出版、展示、展览和在有关媒体公开报道。							

第十一届“省长杯”工业设计大赛产品设计组合作情况表

申报须通过“省长杯”工业设计大赛官方网站，与参赛报名表一并在线填写。填写合格后请下载打印，盖章 / 签名后拍照或扫描上传到系统要求位置。

■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■参赛项目所属赛区生成编码(自动)

项目名称		专项领域	<input type="checkbox"/> 新一代电子信息类 <input type="checkbox"/> 装备制造类 <input type="checkbox"/> 安全应急与健康环保类 <input type="checkbox"/> 泛家居类 <input type="checkbox"/> CMF 类 <input type="checkbox"/> 现代轻工纺织类 <input type="checkbox"/> 数字创意与信息服务类 <input type="checkbox"/> 综合类			
合作说明	简要说明（不超过 100 字）					
团队成员	(一般不超过 10 人，请注明所属单位、职位及作用)					
主创设计师 (限 1 名)	姓名		电话			
	性别		身份证或有效证件号			

■联合参赛协议书

本团队以此协议书和所填项目作品（作品名称：_____）参加第十一届“省长杯”工业设计大赛。			
特此声明： 所填项目内容及相关方合作意向真实可靠；该产品由相关方合作设计研发，无知识产权争议；各方已就产品及参赛中各自的职责、权利和义务进行了界定并达成协议。任何因争议而引起的事端由合作参赛单位各方负责，大赛主办方仅就本表所填的内容进行确认。产品合作各方同意并遵守大赛的各项规则，授权大赛主办方及其委托承办单位可对其项目/产品成果公开版、展示、展览和在有关媒体公开报道。			
主要参赛方（签章）：		日期：	
合作参赛方（签章）：		日期：	

第十一届“省长杯”工业设计大赛概念设计组参赛报名表

报名参赛须通过“省长杯”工业设计大赛官方网站在线填表。填写合格并提交后会自动生成表格及唯一编码，请下载打印，盖章 / 签名后拍照或扫描上传到系统要求位置。其他参赛电子文件、样机 / 模型的提交另行通知。

■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■参赛项目所属赛区生成编码(自动)

项目名称		专项领域	<input type="checkbox"/> 新一代电子信息类 <input type="checkbox"/> 装备制造类 <input type="checkbox"/> 安全应急与健康环保类 <input type="checkbox"/> 泛家居类 <input type="checkbox"/> CMF 类 <input type="checkbox"/> 现代轻工纺织类 <input type="checkbox"/> 数字创意与信息服务类 <input type="checkbox"/> 综合类			
项目说明	说明设计定位、设计特点、用户体验、材料工艺和社会经济价值（不超过 250 字）					
	需求对接 大赛安排知识产权、产业化和商业化对接服务，如有需求请填写					
	知识产权	<input type="checkbox"/> 外观专利申请 <input type="checkbox"/> 实用新型专利申请 <input type="checkbox"/> 发明专利申请 <input type="checkbox"/> 版权著作申请 <input type="checkbox"/> 被博物馆收藏	产业对接	<input type="checkbox"/> 设计方案转让 <input type="checkbox"/> 设计方案合作 <input type="checkbox"/> 供应链支持 <input type="checkbox"/> 项目资金孵化 <input type="checkbox"/> 参与省外巡展	商业对接	<input type="checkbox"/> 品牌合作 <input type="checkbox"/> 商业合作 <input type="checkbox"/> 产品众筹 <input type="checkbox"/> 其他
团队成员	(一般不超过 10 人，请注明成员职位及作用)					
主创设计师 (限 1 名)	姓名		电话			
	性别		身份证或有效证件号			
单位签章 (独立或各方)	本表所填项目内容真实可靠；该作品/项目无知识产权争议；参赛方同意并遵守大赛的各项规则，并授权大赛主办方及其委托承办单位可对其项目成果公开出版、展示、展览和在有关媒体公开报道。					

第十一届“省长杯”工业设计大赛概念设计组参赛合作情况表

申报须通过“省长杯”工业设计大赛官方网站，与参赛报名表一并在线填写。填写合格后请下载打印，盖章 / 签名后拍照或扫描上传到系统要求位置。

■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■联合参赛项目所属赛区生成编码(自动)

项目名称		专项领域	<input type="checkbox"/> 新一代电子信息类 <input type="checkbox"/> 装备制造类 <input type="checkbox"/> 安全应急与健康环保类 <input type="checkbox"/> 泛家居类 <input type="checkbox"/> CMF 类 <input type="checkbox"/> 现代轻工纺织类 <input type="checkbox"/> 数字创意与信息服务类 <input type="checkbox"/> 综合类		
合作说明	简要说明（不超过 100 字）				
团队成员	(一般不超过 10 人，请注明所属单位、职位及作用)				
主创设计师 (限 1 名)	姓名		电话		
	性别		身份证或有效证件号		

■联合参赛协议书

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特此声明： 所填项目内容及相关方合作意向真实可靠；该项目由相关方合作设计研发，为从未发表或量产的产品设计，无知识产权争议；各方已就项目及参赛中各自的职责、权利和义务进行了界定并达成协议。任何因争议而引起的事端由合作参赛单位各方负责，大赛主办方仅就本表所填的内容进行确认。项目合作各方同意并遵守大赛的各项规则，授权大赛主办方及其委托承办单位可对其项目成果公开版、展示、展览和在有关媒体公开报道。	
主要参赛方（签章）：	日期：
合作参赛方（签章）：	日期：

第十一届“省长杯”工业设计大赛产业设计组参赛报名表

报名参赛须通过“省长杯”工业设计大赛官方网站在线填表。填写合格并提交后会自动生成表格及唯一编码，请下载打印，盖章/签名后拍照或扫描上传到系统要求位置。其他参赛电子文件、模型的提交另行通知。

■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■ 参赛项目 所属赛区 _____ 生成编码 _____ (自动)

项目名称				
项目说明	项目简要说明(不超过 500 字)			
	需求对接 大赛安排知识产权和合作对接服务，如有需求请填写			
	<input type="checkbox"/> 版权著作申请 <input type="checkbox"/> 其他（可附表说明） <input type="checkbox"/> 商业合作 <input type="checkbox"/> 供应链支持 <input type="checkbox"/> 项目资金支持 <input type="checkbox"/> 被博物馆收藏			
团队成员	（一般不超过 10 人，请注明成员职位及作用）			
主创设计师 （限 1 名）	姓名		电话	
	性别		身份证或有效证件号	
单位签章 （独立或各方）	本表所填项目内容真实可靠；该作品/项目无知识产权争议；参赛方同意并遵守大赛的各项规则，并授权大赛主办方及其委托承办单位可对其项目成果公开出版、展示、展览和在有关媒体公开报道。			

第十一届“省长杯”工业设计大赛产业设计组参赛合作情况表

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■独立 / 合作参赛单位

参赛单位 1	
参赛单位 2	(如有)
参赛单位 3	(如有)

■主要参赛单位联系人

姓名		性别	
单位		职位	
通信地址		联系电话	
身份证或有效证件号		电子邮件	

■ 参赛项目 所属赛区 _____ 生成编码 _____ (自动)

项目名称			专项领域	<input type="checkbox"/> 新一代电子信息类 <input type="checkbox"/> 装备制造类 <input type="checkbox"/> 安全应急与健康环保类 <input type="checkbox"/> 泛家居类 <input type="checkbox"/> CMF 类 <input type="checkbox"/> 现代轻工纺织类 <input type="checkbox"/> 数字创意与信息 服务类 <input type="checkbox"/> 综合类
合作说明	简要说明（不超过 100 字）			
团队成员	（一般不超过 10 人，请注明所属单位、职位及作用）			
主创设计师	姓名		电话	
（限 1 名）	性别		身份证或有效证件号	

■联合参赛协议书

本团队以此协议书和所填项目作品（作品名称：）参加第十一届“省长杯”工业设计大赛。

特此声明：

所填项目内容及相关方合作意向真实可靠；该项目由相关方合作设计研发，无知识产权争议；各方已就项目及参赛中各自的职责、权利和义务进行了界定并达成协议。任何因争议而引起的事端由合作参赛单位各方负责，大赛主办方仅就本表所填的内容进行确认。项目合作各方同意并遵守大赛的各项规则，授权大赛主办方及其委托承办单位可对其项目成果公开版、展示、展览和在有关媒体公开报道。

主要参赛方（签章）： 日期：

合作参赛方（签章）： 日期：

Product Design Contest Application Form of the 11th “Governor Cup” Industrial Design Competition

Applicants shall fill out online application form on the official website of the competition to sign up. The application form and a unique number will be generated after the applicant has filled out and submitted full details as required. Please download and print the form, and then upload it onto the designated system position after signature and seal (for team).Applicants will be advised about how to submit other electronic files and prototypes / models later.

■Independent/cooperative participants

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■Participating project

Division _____ No. _____ (Auto)

Project name		Field	<input type="checkbox"/> New IT <input type="checkbox"/> Security, Emergency, Healthcare, and Eco-friendly Products <input type="checkbox"/> Furniture <input type="checkbox"/> CMF <input type="checkbox"/> Modern Light Industry Textile <input type="checkbox"/> Digital Creativity and Information Services <input type="checkbox"/> Comprehensive Designs			
Project description	Description of product design concept (no more than 50 words)					
	Product definition (no more than 50 words)					
	Pictures of machine set and its details					
	Description of key structures and their details(no more than 100 words)					
	Description of social and economic benefits (no more than 50 words)					
	Demands The competition intellectual property and commercialization related services, please tell if needing them.					
	Intellectual property	<input type="checkbox"/> Design patent application <input type="checkbox"/> Utility model patent application <input type="checkbox"/> Invention patent application <input type="checkbox"/> Copyright application <input type="checkbox"/> In a museum collection	Industrial connection	<input type="checkbox"/> Design of transfer <input type="checkbox"/> Design scheme cooperation <input type="checkbox"/> Supply chain support <input type="checkbox"/> Hatch project funding <input type="checkbox"/> Participate in the tour <input type="checkbox"/> Exhibition outside the province	commercialization	<input type="checkbox"/> Brand cooperation <input type="checkbox"/> Commercial cooperation <input type="checkbox"/> Product crowd-funding <input type="checkbox"/> Others
Team members	(No more than 10 people in general; please describe the employer, post and function of members)					
Chief designer (1 only)	Name		MP			
	Gender		ID card No.			
Signature and seal of employer (individuals or all parties)	All contents filled in this form are true and reliable; the works/ project are not involved in any disputes over intellectual property. Participants agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish, display, exhibit and report via media the project outcomes.					

Joint Participation Statement for Product Design Contest of the 11th "Governor Cup" Industrial Design Competition

This statement must be filled out together with application form on the official website of the competition. After filling out full details as required, please download and print the statement, and then upload it onto the designated system position after signature and seal (for team).

■Independent/cooperative participants

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■Participating project

Division _____ No. _____ (Auto)

Project name		Field	<input type="checkbox"/> New IT <input type="checkbox"/> Security, Emergency, Healthcare, and Eco-friendly Products <input type="checkbox"/> Furniture <input type="checkbox"/> CMF <input type="checkbox"/> Modern Light Industry Textile <input type="checkbox"/> Digital Creativity and Information Services <input type="checkbox"/> Comprehensive Designs		
Cooperation description	Brief introduction (no more than 100 words)				
Team members	(No more than 10 people in general; please describe the employer, post and function of members)				
Chief designer (1 only)	Name		MP		
	Gender		ID card No.		

■Joint participation agreement

The team will participate in the competition with this agreement and the works (name of product: _____) it provides.	
Declaration: All contents filled in this form are true and reliable. This project is designed, researched and developed by relevant parties through cooperation; and is not involved in any disputes over intellectual property. All parties have defined their responsibilities, rights and obligations for this project and competition, and reached an agreement. Any problems caused by disputes between or among all parties shall be handled by themselves, as the sponsor needs only to confirm contents in this form. All parties agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish , display, exhibit and report via media the project outcomes.	
Participating parties (signature and seal):	Date:
Cooperative participating parties (signature and seal):	Date:

Conceptual Design Contest Application Form of the 11th “Governor Cup” Industrial Design Competition

Applicants shall fill out online application form on the official website of the competition to sign up. The application form and a unique number will be generated after the applicant has filled out and submitted full details as required. Please download and print the form, and then upload it onto the designated system position after signature and seal (for team).Applicants will be advised about how to submit other electronic files and prototypes / models later.

■Independent/cooperative participan

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■Participating project

Division _____ No. _____ (Auto)

Project name		Field	<input type="checkbox"/> New IT <input type="checkbox"/> Equipment Manufacturing <input type="checkbox"/> Security, Emergency, Health-care, and Eco-Friendly Products <input type="checkbox"/> Furniture <input type="checkbox"/> CMF <input type="checkbox"/> Modern Light Industry Textile <input type="checkbox"/> Digital Creativity and Information Services <input type="checkbox"/> Comprehensive Designs			
Project description	Specification design orientation, design features, user experience, material process and social economic value (no more than 250 words)					
	Demands The competition intellectual property and commercialization related services, please tell if needing them.					
	Intellectual property	<input type="checkbox"/> Design patent application <input type="checkbox"/> Utility model patent application <input type="checkbox"/> Invention patent application <input type="checkbox"/> Copyright application <input type="checkbox"/> In a museum collection	Industrial connection	<input type="checkbox"/> Design of transfer <input type="checkbox"/> Design scheme cooperation <input type="checkbox"/> Supply chain support <input type="checkbox"/> Hatch project funding <input type="checkbox"/> Participate in the tour <input type="checkbox"/> Exhibition outside the province	commercialization	<input type="checkbox"/> Brand cooperation <input type="checkbox"/> Commercial cooperation <input type="checkbox"/> Product crowd-funding <input type="checkbox"/> Others
Team members	(No more than 10 people in general; please describe the employer, post and function of members)					
Chief designer (1 only)	Name		MP			
	Gender		ID card No.			
Signature and seal of employer (individuals or all parties)	All contents filled in this form are true and reliable; the works/ project are not involved in any disputes over intellectual property. Participants agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish, display, exhibit and report via media the project outcomes.					

Joint Participation Statement for Conceptual Design Contest of the 11th "Governor Cup" Industrial Design Competition

This statement must be filled out together with application form on the official website of the competition. After filling out full details as required, please download and print thestatement, and then upload it onto the designated system position after signature and seal (for team).

■Independent/cooperative participants

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■Participating project

Division _____ No. _____ (Auto)

Project name		Field	<input type="checkbox"/> New IT <input type="checkbox"/> Equipment Manufacturing <input type="checkbox"/> Security, Emergency, Health-care, and Eco-Friendly Products <input type="checkbox"/> Furniture <input type="checkbox"/> CMF <input type="checkbox"/> Modern Light Industry Textile <input type="checkbox"/> Digital Creativity and Information Services <input type="checkbox"/> Comprehensive Designs		
Cooperation description	Brief introduction (no more than 100 words)				
Team members	(No more than 10 people in general; please describe the employer, post and function of members)				
Chief designer (1 only)	Name		MP		
	Gender		ID card No.		

■Joint participation agreement

The team will participate in the competition with this agreement and the works (name of works:) it provides.	
Declaration: All contents filled in this form are true and reliable. This project is designed, researched and developed by relevant parties through cooperation; and is not involved in any disputes over intellectual property. All parties have defined their responsibilities, rights and obligations for this project and competition, and reached an agreement. Any problems caused by disputes between or among all parties shall be handled by themselves, as the sponsor needs only to confirm contents in this form. All parties agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish , display, exhibit and report via media the project outcomes.	
Participating parties (signature and seal):	Date:
Cooperative participating parties (signature and seal):	Date:

Industrial Design Contest Application Form of the 11th “Governor Cup” Industrial Design Competition

This statement must be filled out together with application form on the official website of the competition. After filling out full details as required, please download and print the statement, and then upload it onto the designated system position after signature and seal (for team).

■Independent/cooperative participants

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■ Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■ Participating project Division _____ No. _____ (Auto)

Project name				
Project description	Brief description of the project (no more than 500 words)			
	<p>Demands The competition intellectual property and commercialization related services, please tell if needing them.</p> <div> <input type="checkbox"/> Design patent application <input type="checkbox"/> Others (attachment available) </div> <div> <input type="checkbox"/> Utility model patent application </div> <div> <input type="checkbox"/> Invention patent application </div> <div> <input type="checkbox"/> Copyright application </div> <div> <input type="checkbox"/> In a museum collection </div>			
Team members	(No more than 10 people in general; please describe the employer, post and function of members)			
Chief designer (1 only)	Name		MP	
	Gender		ID card No.	
Signature and seal of employer (individuals or all parties)	<p>All contents filled in this form are true and reliable; the works/ project are not involved in any disputes over intellectual property.</p> <p>Participants agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish,display,exhibit and report via media the project outcomes.</p>			

Joint Participation Statement for Industrial Design Contest of the 11th "Governor Cup" Industrial Design Competition

This statement must be filled out together with application form on the official website of the competition. After filling out full details as required, please download and print the statement, and then upload it onto the designated system position after signature and seal (for team).

■Independent/cooperative participants

Participant 1	
Participant 2	(if any)
Participant 3	(if any)

■ Contact of leading participant

Name		Gender	
Company		Post	
Address		MP	
ID card No.		Email	

■ Participating project Division _____ No. _____ (Auto)

Project name				
Cooperation description	Brief introduction (no more than 100 words)			
Team members	(No more than 10 people in general; please describe the employer, post and function of members)			
Chief designer (1 only)	Name		MP	
	Gender		ID card No.	

■ Joint participation agreement

The team will participate in the competition with this agreement and the works (name of product: _____) it provides.

Declaration:
All contents filled in this form are true and reliable. This project is designed, researched and developed by relevant parties through cooperation; and is not involved in any disputes over intellectual property. All parties have defined their responsibilities, rights and obligations for this project and competition, and reached an agreement. Any problems caused by disputes between or among all parties shall be handled by themselves, as the sponsor needs only to confirm contents in this form. All parties agree to and will observe all rules of the competition, and authorize the sponsor and the organizers it entrusts to publish , display, exhibit and report via media the project outcomes.

Participating parties (signature and seal): _____ Date: _____

Cooperative participating parties (signature and seal): _____ Date: _____



广东省工业和信息化厅

粤工信生产合作函〔2022〕9号

广东省工业和信息化厅关于启动第十一届 “省长杯”工业设计大赛的通知

各地级以上市工业和信息化局，各有关单位：

为进一步做好第十一届“省长杯”工业设计大赛的赛事组织工作，确保在当前疫情防控形势下征集更多高质量作品，本届大赛采用通告的方式启动。现将大赛作品征集通告转发你们，设立分赛区的地市，请及早启动分赛区宣传发动及作品征集工作，统筹做好初赛阶段的作品评审工作。未设立分赛区的地市，请积极做好宣传发动，指导本地区参赛人员径向省直赛区报送参赛作品。

各地开展赛事组织工作时，要按照当地的疫情防控部署，落实防控各项工作要求。同时要注意加强研究利用互联网、视频会议、新媒体等信息化手段优化赛事评审流程，保障赛事活动顺利进行。

附件：关于公开征集广东省第十一届“省长杯”工业设计大

赛作品的通告



（联系人：广东工业大学 姚丹 020-32236294、万千 020-87926124，邮箱：shengzhangbei@gdut.edu.cn，省工业和信息化厅 梁家中，电话：020-83135953）

关于公开征集广东省第十一届“省长杯” 工业设计大赛作品的通告

根据《第十一届“省长杯”工业设计大赛及广东设计周工作方案》（粤工信生产合作函〔2022〕4号），为做好第十一届“省长杯”工业设计大赛作品征集工作，现将有关事项通知如下：

一、大赛主题

新设计·新发展·新格局

二、参赛对象

国（境）内外企业、机构、院校、个人或团队均可作为参赛对象自主选择分赛区参赛，国籍、户籍不限。

三、作品类别

参赛作品类别分为产品设计组、概念设计组、产业设计组。所有参赛作品原则上须是2020年7月1日后完成的原创作品，且具有完全的知识产权和较强的可产业化特质；同一作品不可重复参赛。

四、奖项及奖励

（一）复赛。分别从产品设计组、概念设计组作品中，按照8个类别各评出专项赛一等奖1名、专项赛二等奖5名、专项赛三等奖9名，共计240名。

（二）决赛。分别从产品设计组、概念设计组和产业设计组

作品中评出钻石奖 1 名、金奖 2 名、银奖 3 名、铜奖 4 名，共 30 名。另评出最受欢迎奖（产品设计组）、最具创新奖（概念设计组）、最具潜力奖（产业设计组）、绿色设计奖若干名。其它进入决赛的作品均作为优秀奖。

五、时间安排

大赛时间安排如下：

初赛阶段：2022 年 3—6 月

复赛阶段：2022 年 7—8 月

决赛阶段：2022 年 8—9 月

初赛具体时间以各地市分赛区、省直赛区和境外赛区的通知时间为准。

六、参赛方式

参赛者均需登陆大赛官网进行报名注册和提交报名表，网址为 <http://gcup.gdut.edu.cn>。报名及作品申报、成果提交分为产品设计组、概念设计组、产业设计组三类。具体参赛作品提交方式请参考参赛手册（见附件），各分赛区作品提交时间以分赛区具体通知为准。其中：

（一）地市分赛区参赛。广州、深圳、珠海、汕头、佛山、韶关、梅州、惠州、东莞、中山、江门、湛江、肇庆、清远、潮州市参赛人员，按照所在地地级以上市工业和信息化局的具体通知要求，在所在地分赛区报名参赛。

（二）省直赛区参赛。中央驻粤单位、省直单位，河源、汕

尾、阳江、茂名、揭阳、云浮市以及省外参赛人员，根据省直赛区的作品征集通知（另行印发）要求进行报名参赛。

（三）境外赛区参赛。境外参赛人员，根据境外赛区的作品征集通知（另行印发）要求进行报名参赛。

七、联系方式

电子邮箱：shengzhangbei@gdut.edu.cn

通讯地址：广州市越秀区东风东路 729 号广东工业大学艺术与设计学院 5-301A 室

联系电话：020-32236294、13560172453（联系人：姚老师）

020-87926124、13560343487（联系人：万老师）

附件：广东省第十一届“省长杯”工业设计大赛参赛手册



2022 年 3 月 24 日

公开方式：主动公开

公开方式：主动公开