



# ENTRY INFORMATION GUIDE

To better communicate  
the essence of your design

Inquiries about the GOOD DESIGN AWARD

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Published in April 2026



When applying for the GOOD DESIGN AWARD, it is essential to concisely and accurately present the design essence of the entry.

This guide introduces the key points for registering each item when entering information on the entry site.

Please refer to it when applying.

\*The items in this guide are only part of what needs to be registered on the Entry Site.

For the application process and access to the entry site, please check the official GOOD DESIGN AWARD website, [www.g-mark.org](http://www.g-mark.org)



## Entry Information Checklist

<input type="checkbox"/>	Category of the entry <b>*Required</b> .....	03
<input type="checkbox"/>	General name/Proper name of the entry <b>*Required</b> .....	03
<input type="checkbox"/>	Business owner <b>*Required</b> .....	04
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## Category of the entry \*Required

- Please select the category that best matches the entry's core function, purpose, and key value. Even if there is no exact match, please select the closest category or select based on the perspective from which you wish to be evaluated.

**2026 Entry Category**

01 Accessories, Apparel, and Personal Items   02 Personal Care

03 Stationery and Hobby   04 Household Goods   05 Home Appliances   06 Audio, Video Equipment   07 ICT Equipment

08 Equipment and Facilities for Manufacturing and Medical Care   09 Furniture, Lighting, and Building Materials

10 Equipment and Facilities for Residential, Commercial, and Public Use   11 Mobility

12 Housing (Detached House and Small Sized Housing Complex & Cohousing)   13 Housing (Medium to Large Sized Housing Complex & Cohousing)

14 Architecture (Industrial and Commercial Facilities)   15 Public Facility, Civil Structure and Landscape   16 Interior Space

17 Communication and Media   18 System and Service   19 Initiative and Activity for Regional   20 Initiative and Activity for the General Public

\*The same entry cannot be submitted under multiple categories.

\*The entry category may be adjusted during the screening process at the discretion of the Judging Committee.



Depending on the entry category, the jury members may set additional notes regarding the information to be registered on the entry site. Please check the items marked with in this guide, if applicable.

[WEB](#) [GOOD DESIGN AWARD Website > Apply > Application > Entry categories](#)



### ! Registration Hints

For some categories, the jury members may provide key screening points. If the selected category applies, please review them before registering on the entry site.

[WEB](#) [GOOD DESIGN AWARD Website > Apply > Screening > Key Screening Points](#)



## General name/Proper name of the entry \*Required

### Difference between general name and proper name

- The general name refers to a general term used to categorize the entry (e.g., smartphone, car, event, etc.). Since the screening will be conducted by category, please use a concise and generic expression.

Ex	<input checked="" type="checkbox"/> Passenger vehicle transforming future mobility	<input checked="" type="checkbox"/> Initiative to achieve ○○
	<input type="checkbox"/> Passenger vehicle	<input type="checkbox"/> Initiative

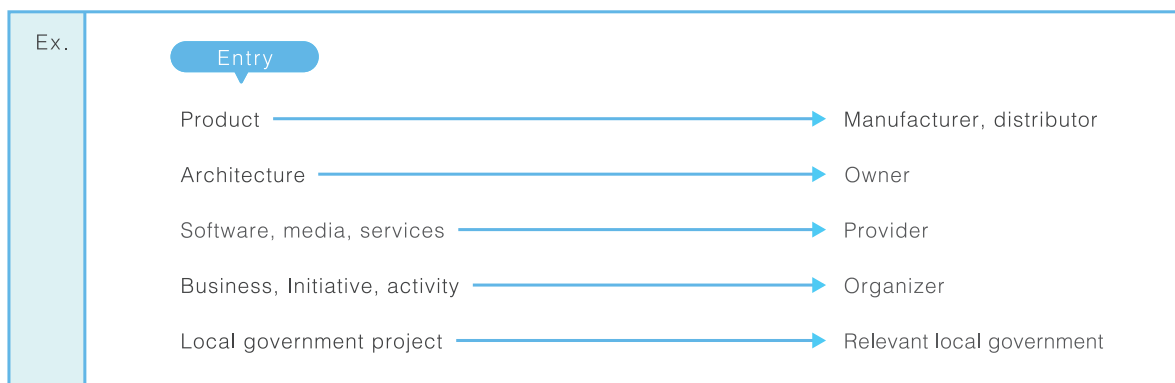
- The proper name refers to the specific name of the product or brand, such as the product name or brand name. Please register it within the character limit.

Ex.    General name: Smartphone / Proper name: Phone XX

\*If the official name exceeds the character limit, please use abbreviations or alternatives.

## Business owner \*Required

The business owner refers to the client or commissioning party of the entry, the organization or individual responsible for the entry.



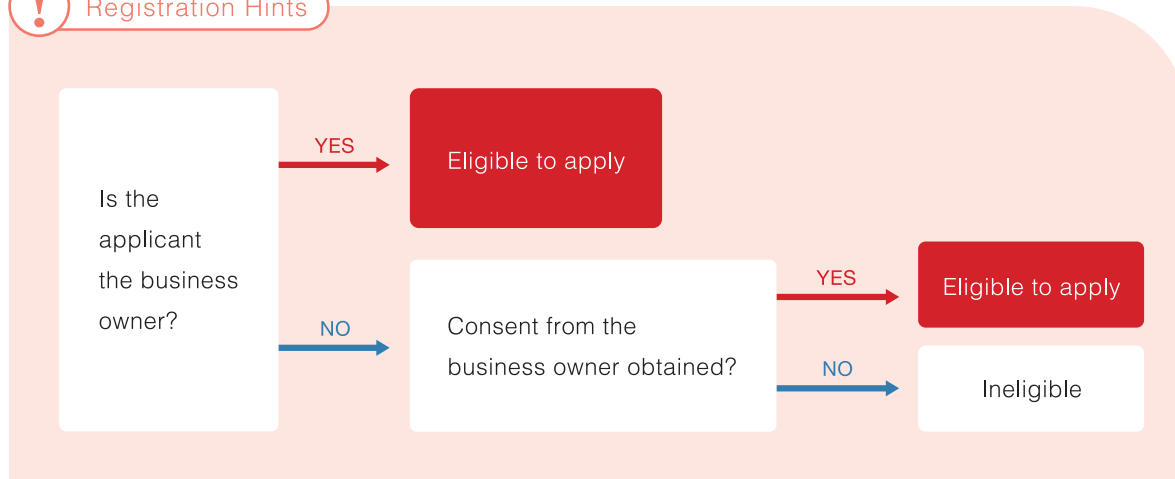
## Applicant \*Required




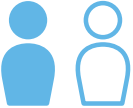





- The applicant is the individual or organizer entering the GOOD DESIGN AWARD.  
Both the business owner and the design contractor can be the applicant.  
[Design contractor] Businesses, architects, design firms, and individual designers involved in the design, production, or development.
- During the application process, the applicant and business owner must be registered separately.
- Please ensure sufficient confirmation with the relevant parties of the entry to clearly define the business owner and applicant information.
- If an individual or organizer other than the business owner submits an entry as an applicant, they must obtain prior consent from the business owner.
- Without the business owner's consent, the applicant cannot enter the GOOD DESIGN AWARD.

[WEB](#) [GOOD DESIGN AWARD Website > FAQ > Applicant](#)



### ! Registration Hints



Example of registration on the entry site	
<p>A manufacturer submitting its own product</p> 	<p>Applicant REL ※ ABC Co., Ltd [ CEO: John Smith ] </p> <p>Business owner REL ※ ABC Co., Ltd </p>
<p>A design company jointly applying with a client (business owner)</p> 	<p>Applicant REL ※ <span style="border: 1px solid red; padding: 2px;">ABC Co., Ltd [ CEO: John Smith ] GOOD DESIGN Co., Ltd [ CEO: Ichiro Tanaka ]</span> </p> <p>Business owner REL ※ ABC Co., Ltd </p> <p style="color: red; text-align: center;">Applicant status when 2 companies jointly apply</p>
<p>A design company submitting a private residence work</p> 	<p>Applicant REL ※ GOOD DESIGN Co., Ltd [ CEO: Ichiro Tanaka ] </p> <p>Business owner REL ※ <span style="border: 1px solid red; padding: 2px;">John Smith</span>  Name of the owner of the private residence work</p>

\*If there are multiple business owners, please register all of them under "Business Owner" within the character limit.

### Registration Hints

After winning, the applicant will be registered as the award winner on the official website, certificates, etc., and will be eligible to apply for the use of the G Mark. Please ensure that accurate and complete information is registered before the application deadline.

- If there are multiple business owners and design contractors, a joint application is allowed.
- For a joint application, all participating companies must be registered as applicants.
- The same company cannot be registered multiple times as an applicant for a single entry.



## Designer information \*Required

### Confirm various roles

The entry site includes three fields: "Producer," "Director," and "Designer." Please register the names of the persons involved in the entry according to their respective roles. These roles may be interpreted flexibly based on the actual nature of the entry.

Example	*The following are general examples of each role. As role definitions may vary depending on the work, please register them based on the actual roles in the entry.		
<b>Producer</b>	<b>Director</b>	<b>Designer</b>	
Oversees the overall business or project, including planning, budget management, and business strategy.	Leads design development, including concept planning, team coordination, and quality control.	Handles the actual design work, including form, graphics, and structure.	

- Please register within the character limit.
- If there is no applicable role, the field may be left blank, but at least one of the field must be filled in.
- If the same individual takes on multiple roles, the same name may be entered in multiple fields.
- In addition to personal names, company names, department names, team names, or group names may also be registered (e.g. ABC Company, Design Department).

## Photo1: Main picture \*Required

### Key points for photo1

- Please select an image that best represents the features of the entry.
- A landscape image with the 4:3 aspect ratio is recommended.
- The main picture will also be used as a thumbnail. Please use an image with minimal text that remains clear and recognizable at smaller sizes.
- For product or architectural entries, please use an image that clearly shows the appearance.



### If multiple versions of the entry exist

If the entry has multiple versions, please use an image that includes all versions whenever possible. If there are many versions, you may instead submit an image showing the most representative ones or multiple versions that help jury members understand the overall

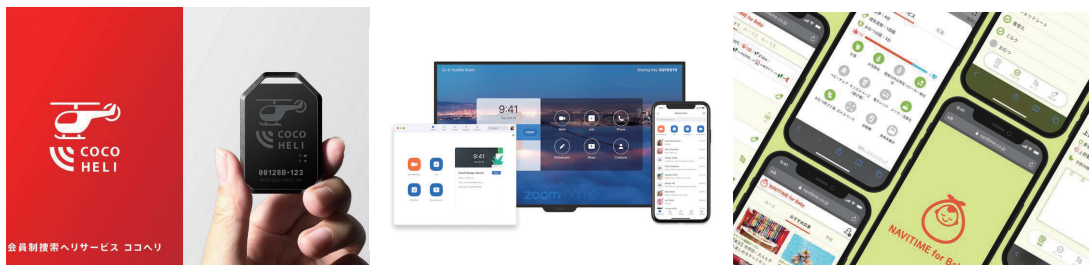
\*Information on other versions can be provided in the “Supplementary material”.

\*Content not registered as entry information will not be included in the screening.



### When the entry is a system, application, or web service

If the entry is a system, application, or web service, please provide images showing its operating platform.



### When the entry is an initiative or activity

If the entry has no physical form, please provide images that symbolize the work or clearly illustrate what the entry is.



## Photo2: Picture describes its usage, etc.

### Key points for photo2

Please upload the following types of images:

- Images showing the actual usage environment and context
- Images that convey the relationship between the user and the product
- Images that help viewers understand the scale and operation of the product

\*If needed, brief text can be added, or multiple images combined into one.



## Supplemental material

If the entry cannot be fully conveyed through the text or images on the entry site, please upload supplementary materials. Focusing on the points you most want to convey will help jury members understand it more easily.

- No format is specified for supplementary materials.
- Uploadable file formats are JPEG and PDF.
- File size must be within 2 MB. Page size and page count are unlimited, but should be kept to the minimum necessary.



### Housing (Entry Categories 12 and 13)

Be sure to upload drawings and a site plan showing the surrounding location of the entry.

### Interior Space (Entry Category 16)

It is recommended to upload materials such as drawings showing the overall space (floor plans and sections), photos showing how the space is used, a site plan showing its relationship with the surrounding environment, and a list of actual materials used with photos. Please explain the relevant points related to the key screening points. It is not necessary to cover everything.

### Exhibition, App (Entry Category 17)

It is recommended to upload materials such as a visual identity system (VI) that shows the overall brand image. If there is a website that provides detailed information, please register it under "URL of the entry's information."

### Key points for creating video

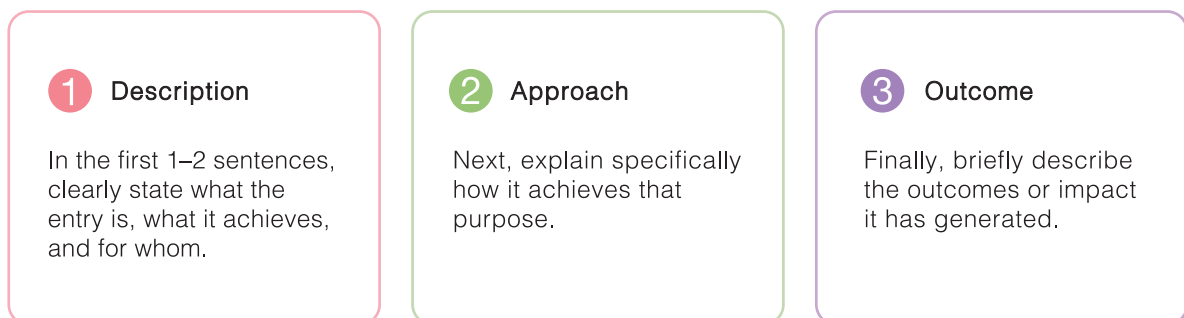
- Recommended length is within 1 minute, and should not exceed 5 minutes.
- A simple video is acceptable, such as footage of actual use shot on a smartphone.
- Please show points of the work that cannot be conveyed through text and images alone.
- If the actual entry can only be seen in a specific setting (e.g. large industrial machinery, medical devices), please provide a video showing its installation, operation, and use whenever possible.
- Video upload is not required. It can also be uploaded if it helps convey the entry.
- Please keep the video concise and limited to what is necessary.

The screening does not assess the design or production quality of the video itself.

## Explain the outline of the entry briefly \*Required

### Creating a 400-character outline

Please write the outline as if you are explaining the entry to someone with no prior knowledge of it. Using the structure below will help make the content clearer and easier to understand.

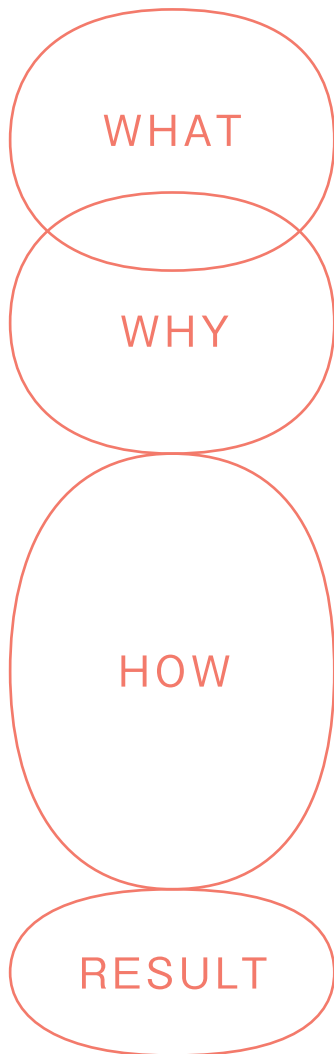


Description
  Approach
  Outcome

<p>Example: Smartphone [Phone xx]</p>	<p style="background-color: #f08080; padding: 2px;">Phone xx is the latest flagship smartphone.</p> <p style="background-color: #90ee90; padding: 2px;">The camera has been upgraded from 12MP in the previous generation to 48MP, and it adopts a brand-new</p> <p style="background-color: #90ee90; padding: 2px;">USB-C interface to enhance compatibility.</p> <p style="background-color: #9370db; padding: 2px;">The use of a titanium frame achieves weight reduction, while the Smart HDR function allows anyone to</p> <p style="background-color: #9370db; padding: 2px;">easily take high-quality photos, enabling diverse visual expression.</p> <p style="text-align: right; font-size: small;">356 characters</p>
<p>Example: 2024 award-winning work, [RESILIENCE PLAYGROUND PROJECT]</p>	<p style="background-color: #f08080; padding: 2px;">A project developed “inclusive playground equipment usable by all, regardless of disability,” bridging medicine and play.</p> <p style="background-color: #90ee90; padding: 2px;">Focusing on medically supported children who “want to play but can’t,” it brought together diverse</p> <p style="background-color: #9370db; padding: 2px;">children, doctors, care staff, designers, and locals to create three pieces of equipment, envisioning a community where play and happiness are shared.</p> <p style="text-align: right; font-size: small;">371 characters</p>

### Writing tips

In the GOOD DESIGN AWARD, jury members evaluate the following aspects through the design: “Why is this design necessary (WHY)?”, “What does it aim to achieve (WHAT)?”, “How is it realized (HOW)?”, and “What results has it brought (RESULT)?”.



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#### [Uniqueness]

Clearly explain its innovations and differences from existing products

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#### [Description]

What is the entry, and for whom has it achieved what

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#### [Necessity]

Clearly state why this design is necessary

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#### [Universality]

Explain how the value will be sustained over the long term

#### [Approach]

Describe the approach used to implement it

#### [Feasibility]

Clearly explain how the design was realized

---

#### [Outcome]

Explain the specific outcome obtained after implementation

---

\*It is not necessary to cover all of the above. Select the key points for the entry.



#### Registration Hints

Questions related to entry, such as “Is there a limit to the number of characters that can be registered? How is it calculated?”, and “Can series and system products be applied as one entry?”, are answered in the FAQ published on the GOOD DESIGN AWARD official website. Please refer to the FAQ page.

[WEB](#) > [GOOD DESIGN AWARD Website > FAQ](#)



## Language of the registration information

- Overseas applicants must use the English Entry Site and submit in English.
- Those concerned about English may draft in their native language first, then translate before submission.
- The maximum length per field is based on characters, not words; spaces and punctuation each count as one character. Character counts are shown automatically at the bottom right of each

\*Jury members will not focus on writing style or completeness, accurate and concise information is sufficient.

## The most remarkable points ※ Required

### Present in three key points

Select the three values or features of the entry that most need to be conveyed, and register them as three key points. Register the work's unique strengths by distilling why it deserves recognition and what is most important at its core, and express them concisely.

\*Please register the entry's unique strengths.

#### Examples of past award-winning works



Interchangeable-Lens Mirrorless Camera

#### Sigma BF

- 1 A high-precision, highly rigid body milled from an aluminum ingot over seven hours.
- 2 A streamlined OS with information consolidated on the sub display and only the shutter button on top, creating a clear and intuitive UI.
- 3 An integrated camera experience in both look and feel, with nine metal lenses in two colors.



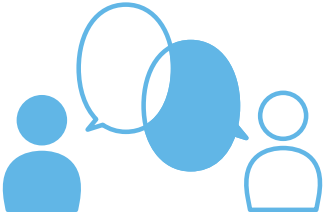

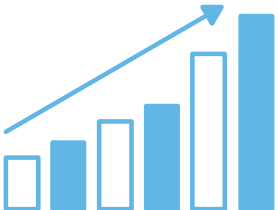

Activity

#### Farm-Based Regional Co-Creation Design

- 1 In Yuki Town, a mountain area near the city, the farm works with local residents to practice "dairy farming rooted in everyday life."
- 2 It has adopted grazing-based dairy farming that is gentler for both cows and people, while valuing a positive cycle among people, cows, and nature.
- 3 On its 80th anniversary, it rebranded as "Sagotani Farmer" to redefine its identity and value.

## The reason and background behind the design \*Required

To clearly convey the reasons and background of the design, accurately explain its social and user context. Please refer to the following points and register relevant information as appropriate. In particular, explain the connection between the design and the applicant's vision and worldview. It is not necessary to cover everything, and other relevant information may also be included.

Trigger for the idea / insights from the field	Social background
 <ul style="list-style-type: none"> <li>• Observations and dialogues</li> <li>• Events</li> <li>• Issues recognized, etc.</li> </ul> <p>that served as the starting point of this</p>	 <ul style="list-style-type: none"> <li>• Social issues</li> <li>• Changes in systems or consumer behavior</li> <li>• Local or environmental conditions, etc.</li> </ul>
Market trends	Intent / vision of the applicant
 <ul style="list-style-type: none"> <li>• Industry structure</li> <li>• Competitive environment</li> <li>• Changes in customer/user needs</li> <li>• Echnology trends, etc.</li> </ul>	 <ul style="list-style-type: none"> <li>• What the applicant aims to achieve</li> <li>• Why they are working on it now</li> <li>• The state or goals they wish to realize</li> </ul>



### Communication and Media (Entry Category 17)

If the entry is an upgraded or renewed version, please register its design background, process, and key improvements before and after the update. If needed, additional information can also be registered under "Free Field." Please also provide details such as the launch date, relevant implementation, publication, or event periods.

### Initiative and Activity (Entry Categories 19 and 20)

Please register your understanding of the design significance of the entry and the roles of the designers involved. Here, "designers" broadly refers to those involved in the design of the work, not only those with the title "designer."

### Ways to present outcomes effectively

Please register the process through which the design was realized, including the challenges and constraints involved, as well as the testing and refinement it underwent. Also register the outcomes achieved after implementation, including changes and effects, using specific examples or data wherever possible.

\*Please describe the outcomes from multiple perspectives, such as quantitative results including sales and user numbers, qualitative results such as user satisfaction, and broader social impact.



**Initiative and Activity (Entry Categories 19 and 20)** Please register the specific initiatives through which the entry has supported regional development, expanded its impact, and created value.

## Achievements to date

### Ways to present achievements effectively

Please refer to the following points and register relevant information as applicable. It is not necessary to cover everything, and other information may also be provided. Do not repeat content already registered in other fields. If there are no achievements at this stage, leave it blank.

<b>Sales performance or activity records</b>	→	Use specific data or information to show the scale and growth of the entry. For example, sales volume, number of users, or number of implementations, as a record of quantitative achievements.
<b>User feedback</b>	→	Present actual user opinions or impressions of the entry. Use specific feedback or case examples to demonstrate the value it has created.
<b>Social impact</b>	→	Describe the social impact and ripple effects of the entry. This may include media coverage, records of other awards received, or its influence on other projects or activities.
<b>Continuity</b>	→	Describe the improvement process and future development plans of the entry. Based on achievements to date, explain its future direction for expansion to demonstrate its continuity.



### Communication and Media (Entry Category 17)

Please register the following.

- The extent to which the entry has been realized to date.
- If the entry will not be fully realized before the 2nd screening, please explain the background and reasons in detail.

### System and Service (Entry Category 18)

If the main value of the entry lies in a product, facility, or similar offering, and the system or service is only one of its functions (e.g. an LCD screen of the home appliance), please clearly explain the background and reasons for choosing Entry Category 18. If over the character limit, please explain it in the supplementary materials.

### Initiative and Activity (Entry Categories 19 and 20)

Please register the following.

- The overall timeline of the entry, such as the pre-realization preparation period and the implementation period. Also explain why "Initiative and Activity" was chosen as the entry category this year.
- If it is carried out in a specific region, please register concrete plans for expanding beyond that region. Alternatively, explain the value it can return to society more broadly.

## Relation between your previous G Mark

If a system or service that has previously received the GOOD DESIGN AWARD is entered again after an upgrade or renewal, please clearly explain the key improvements from the previous award-winning work. If needed, additional information can also be registered under "Free Field." When registering the previous award-winning work, please refer to the official award-winning works page and include the award number and work name.



### Registration Hints

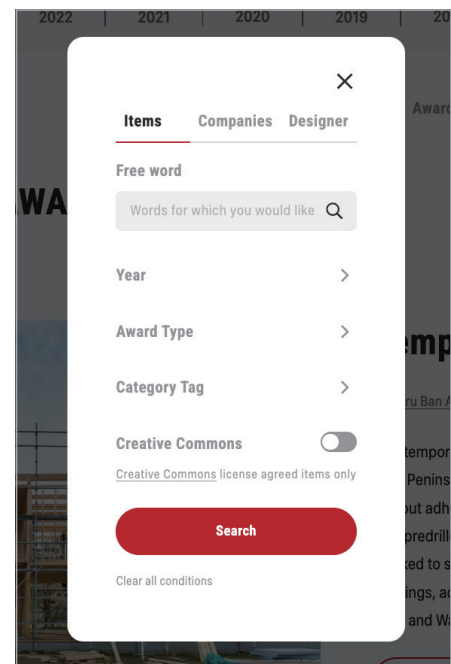
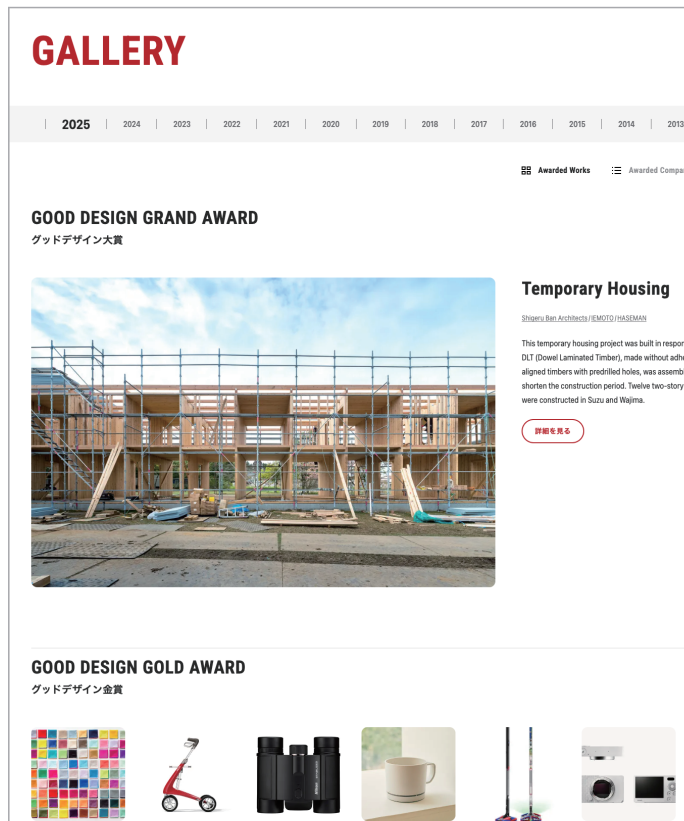
#### Q Is it necessary to complete all fields to avoid leaving blanks?

Items marked with a red ✖ on the entry site are required. Even non-required items are important for jury members to understand the entry, so please provide as much detail as possible. Leave them blank only if no relevant information is available. Please avoid the following.

- ✖ Listing vague projections of future achievements when no actual outcomes exist.
- ✖ Entering only a short sentence in required fields with an 800-character limit.
- ✖ Uploading excessive text or images in the "Supplemental material".
- ✖ Repeating the same content across multiple fields.

## Refer to past Award-Winning Works

Some of the information registered on the entry site will be made public after winning. All past award-winning works can be viewed in the Gallery on the GOOD DESIGN AWARD website. Referring to past award-winning works can help you prepare and register entry information more effectively.



### Finding Reference Cases

Visit the gallery

<https://www.g-mark.org/gallery/winners>



### Searching works

Use keywords or category tags to search for related works.



### Registration Hints

#### Reference Case

- Works similar to the entry
- Works aimed at solving similar issues
- Works with similar points to convey

#### Key Points to Note

- Overview structure
- Background and issue description
- Image presentation
- Design point expression
- Outcome and effect presentation



To better convey the essence, appeal, and value of the entry, please refer to the key points introduced earlier.

We look forward to your participation.

#### Key Points for Preparing Entry Information

- Concisely and accurately convey the entry's features.
- Specifically demonstrate the value to society and users.
- Explain the results based on objective facts and data.
- Effectively utilize visual elements (images, videos).

If you have any questions, please contact us through the following website:

<https://www.g-mark.org/contact>

\*The organizer does not respond to telephone inquiries.

