



Industrial Designers Society of America

2020 Graduate Student Merit Awards (GSMAs)

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2020 Graduate Student Merit Awards (GSMA's)

Overview

Each year, IDSA recognizes exceptional student design talent through our Student Merit Awards program. The competition highlights the very best creativity, problem solving and design brilliance in each of IDSA's five North American Districts. For graduate students, one winner is selected from each District for this prestigious distinction

Graduate-level industrial design students from North American schools with an active IDSA Student Chapter and Education Representative are encouraged to submit their work through our online platform in order to enter the GSMA competition. Unlike the undergraduate program, multiple students from a school can submit their work for consideration. Our judging committee made up of educators and professional designers review and select a single GSMA winner from each District. There is no fee to enter, however participants must be a current IDSA student member.

Student Merit Award winners benefit from massive media exposure through IDSA's extensive reach and high-level industry recognition. These individuals receive an online profile, a print feature in INNOVATION magazine and special distinction at the annual International Design Conference. IDSA is proud to witness the incredible acceleration that winning an SMA provides in the professional success of those who participate. Previous winners are quickly becoming some of the most celebrated designers practicing today.

The 2020 GSMA program begins in March and winners will be notified on or approximately May 1, 2020.

Eligibility

The Graduate SMA program is free to enter and open to graduate students who are members of their school's IDSA Student Chapter. It consists of a single round conducted entirely online by IDSA and determines the 5 GSMA District Winners. There are no school-based GSMA Finalists.



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Program Contacts

IDSA Headquarter Team

SMA Questions	Erin Fiorelli	Manager of Awards & Competitions	erinf@idsa.org	703-707-6000 X 107
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2020 IDSA Education Council

Education Director	Verena Paepcke-Hjeltness	University of Texas at Austin	verena.paepckeHjeltness@austin.utexas.edu	N/A
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West District	Susan Sokolowski	University of Oregon	ssokolow@uoregon.edu	503-799-6634
Northeast District	Tom Ask	Pennsylvania College of Technology	task@pct.edu	N/A
Central District	TBD	TBD	TBD	TBD
Professional Practitioner	Eddie Licitra	McKinsey Design	Eddie_Licitra@mckinsey.com	N/A
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Round 1 – IDSA Graduate Student Merit Award Winner Selection

- Open entry begins March 9, 2020 and concludes on April 6, 2020.
- Each IDSA Education Director will assemble a jury of 11 IDSA members to include: his/herself, 5 practitioners and 5 educators representing all Districts. The jury will review all submitted work from each GSMA candidate and selects a GSMA winner from each of IDSA's 5 Districts.
- Graduate student members of current IDSA Student Chapters* may participate. Students who are not IDSA members must join as an IDSA student member in order to participate. **A valid Student Chapter has at least five IDSA student members whose faculty advisor to the chapter is a member of the industrial design faculty and an IDSA member.*
- GSMA candidates will use IDSA's online awards platform to complete their submission for review. Submissions will be comprised of:
 - Project portfolio detailing up to three (3) individual projects. PDF format, not to exceed 15 pages in length. Your portfolio should address and display competency in the following areas:
 - Your problem statement and design solution
 - Your research/design approach
 - How your work is forward thinking and unique
 - How your work can be implemented in practice/academia
 - How your work contributes to advancing the design profession
 - Three (3) individual images that best represent the projects in your portfolio, one image per project
 - A three (3) minute video statement verbally addressing the following prompts:
 - Why did you choose to pursue the profession of industrial design?
 - What is your design philosophy/approach?
 - Written responses to the following questions:
 - How will you use design to change the world?
 - What are your career goals for the future?
 - What is the future of the industrial design profession?
- All submissions need to be completed by April 6, 2020.
- Jurors must use the evaluation form incorporated into IDSA online awards platform to rate students in the areas of: scope of work, quality of work, quality of thought, visual presentation and verbal presentation.
- The scores will determine the top candidate in each District. If the scores result in a tie, phone/video conference call discussion among District jurors will be conducted in order to choose the GSMA District Winner.
- One student from each District is chosen as a GSMA District Winner.
- Winners will be notified on or approximately May 1, 2020.

NOTE: Rules and regulations subject to change without notice. If in doubt, contact IDSA for the latest information.



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Prizes & Recognition

Each GSMA Winner receives the following:

- A complementary 1-year Young Professional membership to IDSA upon graduation.
- A two-page profile in INNOVATION magazine's Education Review issue.
- Recognition on IDSA.org with other GSMA Winners.
- A complimentary registration to attend and deliver the winning presentation on stage at the 2020 International Design Conference (travel not included).
- A commemorative trophy presented by IDSA Education Director at the 2020 International Design Conference.
- A complimentary 1-year Premium Profile placement for their school on IDSA's ID Schools directory.