

DEA digital fashion award 2012

Digital Fashion Award 2012

Digital Fashion Award is the world's first Digital Fashion Contest. By hosting this great event, we intent to expand the influence of the digital clothing technology in the digital fashion related field. We will establish a set of professional courses to train and foster the fashion people to be more actively adapted to this innovative technology. Digital Fashion Award is not only designed to provide cutting-edge digital clothing technology to the fashion and media & entertainment industry but to enhance creativity and productivity in both fields.

Application & Submission

Schedule of the contest

Announcing Date	October 17th, 2011 / Homepage & bulletin board
Sign-up Deadline	October 17th, 2011 ~ March 30th, 2012 Sign up through homepage www.DigitalFashionAward.org
Application period	March 1st, 2012~March 30th, 2012
Award/Exhibition period	During May 2012 (expected to be announced) Submission through online www.DigitalFashionAward.org <i>Providing Free License of DC Suite & CLO 3D for 6 months to all participants.</i>

Judging Criteria & Awards

Judging Criteria

Fashion	Focused on the Design and Construction of Clothes.
Multimedia & Film	Focused on the completion degree of the work using digital clothing subject matter.

Awards

Grand Prize	2 people (one for each field)	Certificate & 2,000 USD in cash prize
1st Place Prize	4 people (2 for each field)	Certificate & 1,000 USD in cash prize
2nd Place Prize	6 people (3 for each field)	Certificate & 500 USD in cash prize
Honorable Mention Prize	10 people (5 for each field)	Certificate & 200 USD in cash prize
Prize Winners	30 people (15 for each field)	Certificate & souvenir
<i>Providing Free License of DC Suite & CLO 3D for 1 year to all winners.</i>		

Contest Outline

Homepage | www.DigitalFashionAward.org

Topic | at your choice

Field | Fashion Field
Multimedia & Film Field

Exhibition Places

The Korean Society of Fashion Business
Spring Conference

DDP (Dongdaemun Design Plaza)

Media-Facade in front of Seoul station

The exhibition places may change according to circumstances of the event.

Application Qualification | None

Participant classification

Individual | Undergraduates, Graduates, ordinary citizen
Group | more than 1 person or Company

If a group submits, the name of the group will appear on the certificate as a winner and all of participants will be listed.

In case of company, the name of the company will only appear on the certificate.

Submission Guidelines

The video of clothes that is made by Digital Clothing Technology and 5 selected images of the video

No limits to the software or hardware that was used during the production of the work.

Format of Production

Video | SD(720X480) or HD(1920X1080)
Limit the file extensions to .avi, mov, wmv
Should be about 1 minute or less

Image | 420mmX294(150dpi) or
841mmX1189mm(300dpi)
File extensions Jpg, Tga, Png etc

Host Organization Digital Clothing Forum, Digital Clothing Center

Support/Sponsorship Korea Fashion Association, Seoul Fashion Center of SBA, Korean Association of Digital Moving Image, Physan Inc. CLO Virtual Fashion Inc.