



ENTRY GUIDE

2027



A F R I C A
I N T E R N A T I O N A L
D E S I G N A W A R D S



The Africa International Design Awards (AIDA) is a pioneering design advocacy platform that recognises and celebrates both African designers and international designers whose work is deeply rooted in Africa, creating innovative solutions to address the unique challenges faced by African communities.

AIDA Awards serves as an international stage to celebrate African designers while fostering a global conversation about Africa's role in shaping the future of design. By highlighting innovative solutions for the continent's diverse challenges, AIDA aims to spark conversations, inspire change, and increase international collaboration.



**A F R I C A
I N T E R N A T I O N A L
D E S I G N A W A R D S**

Why you should submit?

1

Global Recognition

The program is designed to be a celebration of African Design, innovation and Architecture. Your designs will be showcased to industry leaders worldwide.

2

International Exposure

The AIDA Awards winners will benefit from a comprehensive media and communications package.

3

Customer Growth

Add 'Award Winning' to your design, product and profile, and generate exposure to an expanded designers' market.

4

Connection

This is a fantastic opportunity to connect with the design community. Meet your peers and forge new opportunities through networking.

5

Team Recognition

Boost team morale, increased motivation, and job satisfaction are some of the positive impacts winning the AIDA Awards will bring to your company and team.

6

Website Profile

Your design will have a stunning profile display, sharing winning information, along with company and designer details.

GETTING STARTED

Register and complete your profile information.

Pick your experience level, add your company or school details and create a password.

Validate.

Once you have registered; you can run through the steps, save your progress then come back to complete your profile if needed.



Registration

If you have an account please [log in here](#)

First Name / Given Name *

Last Name / Family Name / Surname *

Email Address *

This field is required.

Experience Level *

Company / brand	Independent Designer	Student	Agent
-----------------	----------------------	---------	-------

Address *

City *

Postal code *

Country *

Password *

Confirm Password *



Type the code *

☐ By clicking, you agree to the [Terms](#) and [Privacy Policy](#)

Register

CREATE AN ENTRY

Submit your work - access your dashboard.

Click on "Submit" in the design section related to your project:

- [Submit — AIDA Awards 2026 / PRODUCT DESIGN](#)
- [Submit — AIDA Awards 2026 / SPATIAL DESIGN](#)
- [Submit — AIDA Awards 2026 / COMMUNICATION DESIGN](#)
- [Submit — AIDA Awards 2026 / FASHION DESIGN](#)



A F R I C A
INTERNATIONAL
DESIGN AWARDS

[Home](#) [Profile](#) [History](#) [Create New Entry](#) [Help](#) [Logout](#)

[Please take a moment to update your Profile](#)

The Africa International Design Awards (AIDA) is a pioneering design advocacy platform that recognises and celebrates both African designers and international designers whose work is deeply rooted in Africa, creating innovative solutions to address the unique challenges faced by African communities.

PRODUCT DESIGN

[Submit — AIDA Awards 2027 / PRODUCT DESIGN](#)

This category highlights the creation of functional and innovative objects that enhance everyday life — from furniture and homeware to electronics, and sustainable solutions. Sub-categories include Home Decoration, consumer electronics, kitchenware, personal care products, home furniture and more.

SPATIAL DESIGN

[Submit — AIDA Awards 2027 / SPATIAL DESIGN](#)

This category honors the design of physical spaces that influence how we live, move, and connect with our surroundings — architecture, interior design, landscape architecture, and urban planning. Sub-categories include retail spaces, cultural buildings, temporary housing, and more.

COMMUNICATION DESIGN

[Submit — AIDA Awards 2027 / COMMUNICATION DESIGN](#)

This category celebrates excellence in visual and digital communication — from branding and print design to user experience across web and mobile platforms. Sub-categories include brand identity, editorial design, packaging, websites, mobile apps, interaction design, and accessibility-focused solutions.

FASHION DESIGN

[Submit — AIDA Awards 2027 / FASHION DESIGN](#)

This category celebrates creativity and innovation in clothing and wearable design — from prêt-à-porter and couture to sportswear, accessories, and cultural garments. Sub-categories include eveningwear, Footwear, casual wear, teens and children and sustainable fashion.

ENTRY FORM

Step 1/ Complete the entry form. The online entry form is split into four steps: Entry Details / Entry Upload / Preview Entry / Payment



[Home](#) [Profile](#) [History](#) [Create New Entry](#) [Help](#) [Logout](#)

Step 1

Entry Details

Step 2

Upload Images

Step 3

Preview Entry

Step 4

Payment

2027 AIDA Awards

Company/Brand Product Design Entry

Product Name *

Company Name

Lead Designer(s) Name(s) *

Total Entry Fee: \$0

[→ Save & Next to Upload Images](#)

ENTRY DETAILS /

For professional submissions, you need to provide the following information:

- Company Name (required)
- Lead Designer (required)
- Other Designers Names(optional)
- Manufacturer (optional)
- Distributor (s) (optional)
- Other contributors (optional)
- Category(ies) (required)
- Design Status: Concept – Prototype – commercialised (required)
- Brief description of the project (required)
- Project Innovation / Specification (optional)
- What are the local and regional impacts of your project? (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

For student submissions, you need to provide the following information:

- Name of the School/ University (optional)
- Designer name (required)
- Other Designers' Names (optional)
- Professor Name (optional)
- Project Name (required)
- Category(ies) (required)
- Design Status: Concept – Prototype (required)
- Brief description of the project (required)
- Project Innovation / Specification (optional)
- What are the local and regional impacts of your project? (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

ENTRY FORM

Select which categories you wish to enter, you may enter the same design into as many categories as you see fit. In fact, doing so may increase your chances of winning.

IMPORTANT/

- There is a 50% discount for the additional category picked.
- There is no limitation to the number of categories you choose.
- We accept concept, prototype and commercialised designs.
- It is important to note that each design is evaluated separately; the jury members are not evaluating a “body of work” or a “collection” of designs. Please prepare one application for each product submission.

Entry Categories

PRODUCT DESIGN

- | | |
|--|--|
| ☐ Homeware & Decoration | ☐ Eco Design |
| ☐ People-Centric Design | ☐ Electronics Products Design |
| ☐ Vehicle, Mobility & Transport | ☐ Leisure & Sports |
| ☐ Furniture & Lighting | ☐ Industrial Product |

Entry Categories

ARCHITECTURE

- | | |
|---|--|
| ☐ Cultural Building Architecture | ☐ Religious & Spiritual Building Architecture |
| ☐ Commercial & Retail Architecture | ☐ Public building Architecture |
| ☐ Industrial Architecture | ☐ Residential Architecture |
| ☐ Hospitality Architecture | ☐ Mixed-Use Building Architecture |
| ☐ Urban Planning | ☐ Emergency and Temporary housing |
| ☐ Sustainable & Energy Saving Building | ☐ Landscape Architecture |
| ☐ Others Architectural Projects | |

INTERIOR DESIGN

- | | |
|---|--|
| ☐ Religious & Spiritual Buildings Interior | ☐ Sustainable Interior Design |
| ☐ Residential Interior | ☐ Office Interior Design |
| ☐ Other Interior Designs | ☐ Cultural Building Interior |
| ☐ Hospitality Interior | ☐ Public Building Interior |
| ☐ Commercial & Retail Interior | ☐ Renovation Interior Design |

Entry Categories

Print & Digital

- | | |
|---|--|
| ☐ Corporate Identity | ☐ Annual Report |
| ☐ Book and Magazine | ☐ Poster and Flyer |
| ☐ Newsletter | ☐ Logo, Trademark and Symbol Design |
| ☐ Sign and Exhibit | ☐ Other Graphics |

Packaging Design

- | | |
|--|--|
| ☐ Other packaging | ☐ Sustainable packaging |
| ☐ Product packaging | ☐ Beauty & Health packaging |
| ☐ Food & Beverage packaging | |

Multimedia Design

- | | |
|--|--|
| ☐ Online Advertising Design | ☐ Mobile & Web Application Design |
| ☐ Other Multimedia Designs | ☐ Interactive Media |
| ☐ Social Media Campaign | ☐ Website Design |
| ☐ AI Design | ☐ Brand Identity |
| ☐ Videogame | ☐ Multimedia Animation |

UX Design

- | | |
|--|---|
| ☐ Digital Experience / Service Design | ☐ UX for Emerging Technologies |
| ☐ Visionary UX | ☐ Enterprise UX |
| ☐ Product UX | ☐ other UX Designs |
| ☐ Sustainable UX | ☐ Accessibility and Inclusive Design |

Entry Categories

- | | |
|--|--|
| ☐ Haute Couture | ☐ Fashion Tech & 3D Print |
| ☐ Prêt-à-porter | ☐ Textile: Print design |
| ☐ Avant-Garde | ☐ Textile: Eco-Textile & Bio-Based Fabric |
| ☐ Casual Wear | ☐ Textile: Traditional Print |
| ☐ Sportswear | ☐ Accessory: Bags and Luggage |
| ☐ Cultural & Traditional Costumes | ☐ Accessory: Jewelry |
| ☐ Sleepwear & Lingerie | ☐ Footwear: Fashion Shoes |
| ☐ Wedding & Ballgown | ☐ Footwear: Sport Performance |
| ☐ Sustainable Fashion | ☐ Footwear: Artistic Shoes |
| ☐ Other Fashion Designs | ☐ Footwear: Medical Shoes |

ENTRY UPLOAD

Step 2/ Upload your images, company/university logo and a PDF document.

You can upload up to 10 images, the logo of your company or university and one PDF document; use it as a specification sheet to provide more insight on your project.

IMPORTANT/

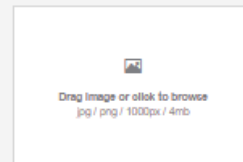
- We recommend uploading a minimum of 6, a maximum of 10 images relating to your project.
- The "First Image" will be used as your entry profile picture to showcase and identify your entry.
- Professional pictures are highly recommended; all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system.
- Do not watermark your photos.
- Please ensure that you have the appropriate copyright clearances for all photography submitted. All entrants understand that any image submitted to the competition may be used by the FIT Design Awards for marketing and promotional purposes.
- The PDF document is only used by the Jury members when voting; the document will not be published.

Entry Uploads

Professional pictures are highly recommended, all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system. Please do not watermark your photos, you may upload up to ten images, a minimum of six images is highly recommended.

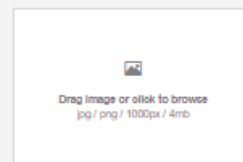
Logo (Required)

Upload your Company logo or University/School logo



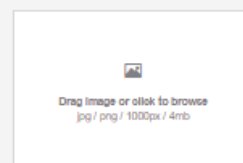
First Image (Required)

This image will be used as your entry profile picture to showcase and identify your entry. If you are entering a series of photographs this should be the best image to represent the entry.



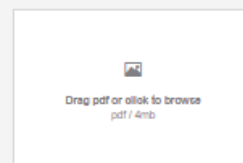
Project Images (Maximum 10)

Supporting images for your entry.



Project PDF (Optional)

If your entry has a product specification, please upload it here. You can upload a multipage PDF saved as small file for viewing only (max 4mb).



ENTRY REVIEW

Step 3/ Review your application:

- Once you have uploaded all the required material for your submission, please review your submission carefully, checking for any errors or missing information, before finalising the payment.

PAYMENT

Step 4/ Pay and receive your invoice:

- Submission fees are the last step in processing your application.
- Multiple entry payments are possible, just click and select those you would like to proceed with.
- Payment must be made via credit card or PayPal.
- The cost summary includes the early submissions discount, when applicable.
- The program currency is US\$; however, you can pay in all currencies accepted by Stripe & PayPal.
- Please make sure your company details have been fully completed under "profile" as the invoice will be under this company name and address.
- Once you have entered your payment information, you will receive a confirmation email with a link to download the invoice; you can also find the invoice under "History" - "Completed Entries."

DEADLINES

- 20% Early Bird discount until October 11th, 2026
- 10% Extended Early Bird discount until November 15th, 2026
- Regular Deadline until January 31st, 2027
- Final Deadline: February 21st, 2027 (10% late fee applies) until March 14th, 2027
- The Programme closes on March 14th, 2027

If you have any questions, please check our [Frequently Asked Questions](#) on the Africa International Design Awards website.

Thank you for submitting your projects and sharing your design with us!

Contact/

Please feel free to contact us at any time

Customer service: support@africainternationaldesignawards.com

africainternationaldesignawards.com

JUDGING CRITERIA

The evaluation process for entries to the AIDA Awards – Fashion Design category is guided by a set of flexible judging criteria. These are regularly reviewed and adapted in response to evolving creative, cultural, environmental, and social contexts. While not exhaustive, the criteria serve as a framework to guide the jury's assessment — complemented by each juror's expertise, perspective, and cultural background.

Each jury member is deeply committed to a fair and thoughtful evaluation process. Categories are assigned based on the jurors' specific knowledge and professional experience. All entries are reviewed anonymously and randomly, ensuring a judging process that is both impartial and equitable.

Entries will be evaluated based on the following criteria, depending on the nature of the project and design discipline:

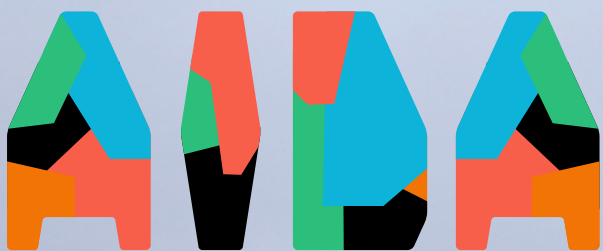
- Aesthetics – Overall visual harmony and design quality, including form, proportion, materiality, colour, texture, and finish.
- Innovation – Introduction of new design approaches, construction methods, spatial concepts, or reinterpretations of traditional forms.
- Functionality & Practicality – Effectiveness of the space in serving its intended use, including aspects such as circulation, safety, accessibility, maintenance, and user needs.
- Ergonomics – Quality of spatial experience, comfort, and optimisation of space in relation to human activity and movement.
- .. and more

ENTRY FEES-AFRICAN COUNTRIES

- Professional/ Company: US\$100, same entry in additional categories at a 50% discount.
- Independent Designer / Freelancers: US\$40, same entry in additional categories at a 50% discount.
- Student: US\$10, same entry in additional categories at a 50% discount.

ENTRY FEES-INTERNATIONAL

- Professional/ Company: US\$200, same entry in additional categories at a 50% discount.
- Independent Designer / Freelancers: US\$80, same entry in additional categories at a 50% discount.
- Student: US\$20, same entry in additional categories at a 50% discount.



A F R I C A INTERNATIONAL DESIGN AWARDS

