

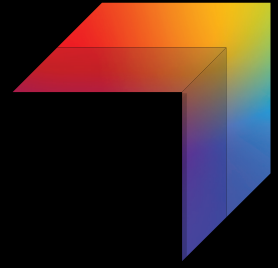
Entry Deadlines

Early: January 31, 2026

Late: February 28, 2026

Final: March 15, 2026





Designers of Experiences Connecting People to Place

Since 1987, the SEGD Global Design Awards have set the standard of excellence for experiential graphic design—honoring design work that connects people to place by providing direction, content, and compelling experiences.

The SEGD Global Design Awards represent the best-of-the-best in experiential design and celebrate the designers and design firms whose work best exemplifies SEGD’s mission to “Educate, Connect, Inspire and Advocate.”

Since 2014, the awards have been juried in separate categories in order to ensure that projects are compared with like projects, e.g., wayfinding projects with wayfinding projects.

The awards competition encompasses seven categories that represent key practice areas of experiential design:

- Branded Environments
- Digital Experiences
- Exhibition
- Placemaking
- Public Installation
- Strategy/Research/Planning
- Wayfinding

For examples, visit: <https://segd.org/awards/>

Winners in the seven categories are considered together for the Best of Show, this prestigious award shines a spotlight on the winner brighter than any other SEGD accolade, and the Sylvia Harris award, which recognizes designs that exemplify an unerring commitment to improve the civic experience.

Beginning in 2025, SEGD also recognizes one Life Centered Design award. This award will be selected from those winning projects that receive Sustainability Impact Recognition.

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Who should enter?

- Environmental graphic designers
- Exhibit designers
- Experience designers
- Graphic designers
- Architects
- Landscape architects
- Industrial designers
- Interior designers
- Technology integrators
- Digital content creators
- User experience designers
- Interactive media designers
- Fabricators
- Clients
- Students

Enter Now 

The Hive – 2025 SEGD Global Design Awards Sylvia Harris Award, Design: The Urban Conga





How will your projects be evaluated?

All projects submitted are judged anonymously. A multidisciplinary jury representing a diversity of design disciplines will evaluate your projects based on their effectiveness in connecting people to place, creating a unique and memorable user experience, and solving the client's objectives and design challenges.

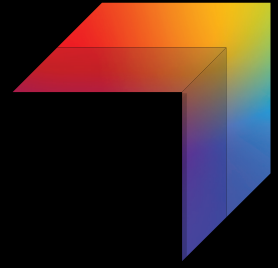
Honor and Merit awards will be selected from the categories.

In addition, one project will win the Best of Show, one will receive the Sylvia Harris award for social impact and one will receive the Life Centered Design award for sustainability impact.

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Easing Pediatric Pain: Stad Center at UCSF Benioff Children's – 2025 SEG D Global Design Awards Honor Award, Design: NBBJ





Sustainability Impact Recognition

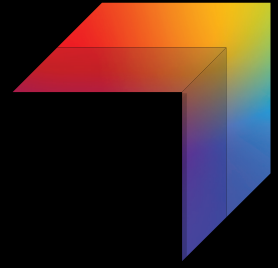
The Sustainability Impact Recognition is optional and applies only if your project incorporates sustainable design practices. Please use the [Sustainability Impact Recognition Criteria Guidelines](#) to complete your sustainability impact description in the entry portal.

- SEGD is committed to advance sustainable design practices. We champion projects that exemplify sustainable design, focusing on efficient use of materials, minimizing environmental impact, and promoting ecological balance.
- We value and encourage designs that effectively reduce energy consumption and environmental impact.
- We encourage community engagement and projects that positively impact both communities and the environment. This includes enhancing biodiversity, engaging with local communities, and contributing to social well-being.
- We seek designs with a forward-thinking approach to sustainability, emphasizing adaptability, resilience, and a vision for a sustainable future.
- Entrants are encouraged to highlight how their designs contribute to these sustainability goals.

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Diversity, Equity and Inclusivity

- SEGD is committed to advance visual culture and our built environment; to make them more inclusive and representative of our nation's diversity, and to better represent the vibrant cultures of the world.
- To that end, we value projects that address themes of equity and inclusion; those that center the narratives of historically excluded groups such as racial minorities, women, LGBTQ+ community, people/individuals with disabilities, and so on.
- We encourage entrants to describe in their writing how they challenged or creatively re-imagined a given context to advance these values in their projects.



And if my project wins?

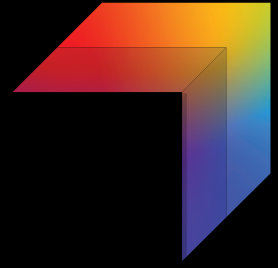
Winning projects will be featured in the SEG D26 Awards Annual ([view previous issues here](#)) and in the SEG D Global Design Awards archive on segd.org/awards. SEG D will also distribute press releases announcing the winners as well as promote on social media platforms and featured content in the SEG D weekly.

Winners will be honored at the SEG D Global Design Awards Celebration during the SEG D Conference, October 22-24, 2026 in Kansas City.

Project Eligibility

- Projects must have been completed between January 1, 2023 and December 31, 2025.
- Student projects must have been completed in 2024 or 2025 by full-time students.
- Projects may be entered by SEG D members and non-members.
- There is no limit on the number of projects entered by an individual or firm.
- Projects must demonstrate the use of design elements (including, but not limited to, typography, symbols, pictograms, media and diagrams) in the design solution and must focus on the communication of information, identity or image in the designed environment.
- A project may be entered in multiple categories; a separate entry and payment are required for each category.
- Projects entered in previous years may be entered again if they did not win an award. Contact jennette@segd.org or +1 202.638.5555 for information.

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Entry Requirements

Entries are judged anonymously. The project description, captions and video should NOT include any information identifying the submitting firm or collaborators.

- Words, pictures and fees must be entered via the SEGD Global Design Awards online entry system.
- Entries must comply with the Contest Rules.

Words

Up to 700 words describing the projects, its objectives and challenges, and the primary features of the design solution and how it addressed the objectives and challenges. Ideally, describe the success of the project and how it was measured.

Documentation

Built Projects

- Up to 8 images (minimum size: 8" x 10" at 300 dpi, JPG format, 5MB limit) with captions (Identify one as the "Hero Shot" that you would like jurors to see first). Please include a credit for all images.
- One (optional) video (mp4, .wmv, or .mov; 105MB limit), project sizzle reels/overviews up to 1 minute in length. Please include a credit for all videos.
- For digital media submissions, please include the entire film for review. Please include a credit for the film.

Research Materials and Publications

- In addition to the online entry, mail documents, sketches, presentation materials and other relevant "hard copy" materials (with online entry number) to Jennette Foreman at SEG D, 1701 Rhode Island Avenue NW, Office 3-132, Washington, DC 20036
- Please also email the digital copy of these materials (referencing the online entry number) to Jennette Foreman at jennette@segd.org.

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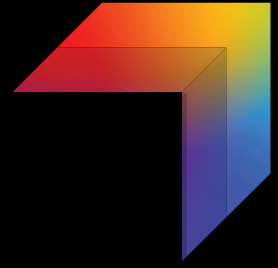
Entry Fees

- SEGD Student Members: \$0/entry
- Student Non-members: \$50/entry
- SEGD Members: \$330/entry.
Three or more entries at \$275/entry
- All others: \$650/entry
- Each entry entered after the early deadline on January 31, 2026 will incur a \$100/entry project late fee up until February 28, 2026.
- Each entry entered from March 1, 2026 until the final deadline on March 15, 2026 will incur a \$150/entry project late fee.
- Entries must be entered by 11:59pm ET on each entry deadline.

Enter Now 

Cornell Lab of Ornithology – 2025 SEGD Global Design Awards Honor Award, Design: C&G Partners, Cornell University





The Fine Print (Contest Rules)

By submitting an Entry, each Entrant agrees to the following terms and conditions:

1. Each person submitting an Entry ("Entrant") represents and warrants that—
 - a. He or she is the sole author, owner, or licensee of all content, including but not limited to, text, images, and video, in connection to the entered project ("the Entry");
 - b. He or she has the right to grant the licenses (or sublicenses) required in Paragraph 3, below;
 - c. None of the content in the Entry infringes on any proprietary, intellectual property, confidentiality, or moral rights owned by any third party; or violates any applicable law, regulation, or ordinance;
2. Entrant agrees to provide proof of ownership and/or applicable licenses (with sublicensing authoring as required by Paragraph 3) upon request by SEGD, and acknowledges that otherwise winning projects will not be selected or published without such documentation.
3. By entering the Entry, Entrant grants SEGD a non-exclusive, perpetual worldwide, royalty-free license (or sublicense) to publish, copy, distribute, and otherwise use the content in the Entry for any purpose and in any media, with attribution.
4. As between Entrant and SEGD, Entrant agrees that SEGD is not liable for any claims made by any third party that SEGD's use of the content in the Entry violates any of the third party's rights, including but not limited to the rights listed in Paragraph 1 (c).
5. Entrant also agrees to indemnify, defend, and hold SEGD and its officers, directors, employees, and agents harmless against any third-party claim described in Paragraph 4, regardless of whether the claim is proved.

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Questions?

jennette@segd.org +1 202.638.5555