



# NEXT PAGE

media and brands towards new reading experiences

MASTER IN INTERACTION DESIGN • SEPTEMBER 2016

Today's readers have at their disposal an increasing number of smart solutions within the digital domain. Through the usage of hyper connected devices and services they can browse articles from any authors or publishers and "wear" an entire library on the go.

A common practice to don't get lost in a ocean of information made up, not only of intangible pages and medias, but also of physical presence, users' intentions and future expectations, is the possibility to create on top of these contents a level of personalization that could include meaningful functions in order to collect, organize and explore contents in a enjoyable yet conscious way. The reading experience has become ubiquitous and diffused, but also fragmented and casual.

The nature of reading has changed, from being an individual and emotional activity, to become a social and communicative action. In magazine publishing in particular, since the emergence of the first sites to complement the print edition to the release of portable devices with high technological performances, media contents and new formats have encountered numerous opportunities, reinventing in some cases the editorial process, business models and experiential perspectives. Personal and mobile tools, while keeping us connected, permit us also to easily share our experiences, featuring insights into the commercial evolution of advertising and sponsorship models.

**WHAT IS THE SHAPE OF THE MAGAZINE OF THE FUTURE?**

**WHICH ARE THE MEDIA THAT CAN SHAPE THE FUTURE READING EXPERIENCE?**

**WHAT IS THE POTENTIAL IMPACT OF SOCIAL READING ON EDITORIAL PROCESSES?**

**HOW THIS DIGITAL TRANSITION WILL INFLUENCE THE FRUITION OF SUCH ENHANCED CONTENTS?**

## BRIEF

If you are interested in developing interdisciplinary skills focused on conceptualizing, designing and evaluating innovative solutions interweaving the world of interaction and digital communication to Design culture and you had developed an educational and/or professional path in interaction design or other relevant design related fields, send us your portfolio of projects and works and your project proposal for Next Page Competition.

The project can be an app, a digital device, or a web service that, exploring contemporary and future publishing strategies, demonstrates the potentialities of interactive digital technologies in the specific field.

## AUDIENCE

The competition is open to candidates with an educational background and/or professional experience in product design, visual and graphic design, media and web design, architecture, computer science, engineering, communication science, psychology and sociology.

## JURY

Projects will be selected and evaluated by a jury composed by Condé Nast staff and the Faculty of the Master in Interaction Design of Domus Academy.

## REQUIRED MATERIALS

- Portfolio of projects and works including your "Next Page" project proposal
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form\*

The presentation technique is free according to the expressive skills of the candidate.

It can include images, links to websites, videos, slide presentations.

*\* Application fee is waived for competition participants.*

## PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €25.990 (for non-EU passport holders -matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 22<sup>nd</sup> 2016**.

Candidates will be informed about the results of the competition by e-mail on **May 16<sup>th</sup> 2016**.

## ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

**[www.competition.domusacademy.com](http://www.competition.domusacademy.com)**

or sent by e-mail to:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

Paper works must be sent to:

Domus Academy  
Next Page Competition  
Master Program in Interaction Design  
Via Darwin, 20 - 20143 Milan - Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## MASTER PROGRAM DESCRIPTION

Imagine. Code. Click, swipe, pinch. Interaction design is about creating a product, service, or space that interacts with the body or the mind through innovative technology. It is about the intersection of digital elements and everyday life; the creation of more intuitive user interfaces; the adoption of digital technology for enriched service experiences; the transformation of design visions into market opportunities. In the Master in Interaction Design program, you will gain the theoretical knowledge and professional skills you need to define problems and solutions in interaction and user design. You will analyze and experiment with software and hardware technology in order to develop confidence with the palette of tools and platforms that form the foundation for designing interactive solutions. Domus Academy's "learning by designing" approach is based on the tradition of Italian mentorship in design. You'll work directly with companies to develop concepts, scenarios, and strategies based on the use of interactive and digital technology in everyday life.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2015/16 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

**INFORMATION**

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

