



# IBM COGNITIVE SYSTEMS & INFORMATION DESIGN. RETAIL, SOCIAL MEDIA AND SMARTER EXPERIENCES!



MASTER IN INFORMATION DESIGN · SEPTEMBER 2017 INTAKE

The business of fashion has experienced extreme change in recent years. We can measure both the customer journey behavior and track the initiatives of the retailers giving them suggestion on how to improve. A huge source of disruption in the fashion industry is, of course, social media. To capitalize on the disruption that social brings to the industry, fashion brands must understand how to use the enormous quantity of data from social channels to engage and interact with customers in a better way.

Cognitive systems (<https://www.youtube.com/watch?v=oDy2yTsl0J4>) have the ability to read many data, structuring them in order to find not common insights and best services for personalized offers.

Using the data of almost 1,000,000 digital conversations about fashion on Facebook, Twitter, YouTube, Pinterest and other social platforms IBM studied the relationship between fashion brands and their audiences, to help guide brands who want to do more with social data.

We can build smarter networks, offer smarter operation and deliver smarter shopping experience!

References:

<http://www-05.ibm.com/services/europe/fashion/customer-experience.html>

<http://www-935.ibm.com/industries/retail/>

## BRIEF

The goal of this competition is to be able to effectively translate into a visual form consumer insights derived from the analysis of various sources and data reports.

The student is asked to do a basic research regarding a strategic and pressing topic in the fashion industry, that of "see now buy now". He/she will then conduct an analysis of customer sentiment about this trend. Sources can include but are not restricted to industry reports, professional databases and archives, social media, newspapers and articles treating this topic such as Altagamma, Fashionbi, Bain & Company, McKinsey, Pambianco, Contactlab etc... In particular for social media conversion and sentiment analysis the student could also use the free IBM Tool Watson Analytics. <https://www.ibm.com/it-it/marketplace/watson-analytics>.

The outcome must express an effective, useful and impactful data visualization which should be capable of expressing the information analyzed.

## AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in Product Design, Visual and Graphic Design, Media and Web Design, Architecture, Computer Science, Engineering. The competition is also open to candidates who hold a degree or diploma in Communication Science, Psychology, Sociology, or equivalent, if they are motivated by a sound research interest towards the program's topics and a strong portfolio.

## JURY

Projects will be selected and evaluated by the Faculty of the Master in Information Design of Domus Academy.

## REQUIRED MATERIALS

- A pdf file, A4 format, 6/8 pages (max 8MB), containing:
  1. a short text description of the strategy behind the project and rationale of the choices made (about research and analysis and data visualization outcome).
  2. images of all the designed elements
- 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 €28.600 (for non-EU passport holders - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 17th 2017**.

Candidates will be informed about the results of the competition by e-mail on **May 11th 2017**.

## 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

IBM Cognitive systems & Information Design.

Master Program in Information 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

Creating strong insights while transforming data into narrations. Nurturing accessible complex information.

We are surrounded by a large amount of data to be interpreted, analyzed and represented. Information Design is a growing discipline strongly required by private companies, social enterprises and government agencies to crunch, interpret and visualize data for effective internal communications and public relations.

The Master in Information Design has a multidisciplinary approach that brings together visual design, data analysis and creative coding. Students will develop a skillset and a mindset to understand different cultural, social and economic contexts, translate complex information into engaging visual forms and narratives that are readable by different audiences, to support comprehensive communication strategies.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 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)

