

NABA
NUOVA ACCADEMIA DI BELLE ARTI

IN COLLABORATION WITH

UniCredit

COMPETITION
Master of Arts in
**COMMUNICATION
DESIGN**

COMPETITION 2017

“Places dear to my heart”

Project Brief

There are already several initiatives inviting citizens from around the world to report each year beautiful landscapes or architectural treasures in a state of disrepair or disuse in their countries - places cherished in the hearts of all - allowing for restoration work to be commenced on the places receiving the most votes.

We ask you to identify a “place dear to your heart” and to draw up a communication plan that will attract broad interest and, therefore, the largest possible amount of financial contributions.

Why should the place dear to your heart become “the” place dearest to all hearts?

AUDIENCE

The competition is open to candidates willing to improve their critical thinking abilities and sharpen their problem-solving skills, while utilizing the latest design tools and technologies to come up with innovative solutions in areas such as brand design, visual design, environmental design, multi-media publishing, as well as institutional communication, service/product communication and internal communication, in both B 2 B and B 2 C contexts.

DELIVERABLES

Applicants are required to draft a **10-15 page marketing plan, with a specific focus on the communication campaign**, promoting the place they love the most and that they would present to as many people as possible.

The marketing plan must include:

- research on the target market (whom are you going to address?)
- “snapshots” of the market segments;
- grassroots/viral-style communication campaign for each segment that they have identified, pointing out the distribution/communication channels;
- communication key visuals (website, coordinated graphics, advertising campaign, guerrilla...) including an aggregate budget for the communication campaign (not including website set-up), though not mandatory, will be considered a plus.

Candidates are also required to submit:

- Personal portfolio of works and projects: (maximum 3 candidate's best projects)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Master Programs Application Form - Academic Year 2017/2018*

Candidates are asked to send their materials in English or Italian language and in two files in PDF format: one including competition project and one including the remaining materials.

** Application fee is waived for competition participants*

JURY

Projects will be evaluated and selected by the Faculty of the Two-year MA in Communication Design.

PRIZES

The five best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the MA in Communication Design starting in September 2017.

- 1st prize: n. 1 scholarship covering **60%** of the tuition fee to attend the first year of the MA Program
- 2nd prize: n. 1 scholarship covering **50%** of the tuition fee to attend the first year of the MA Program
- 3rd prize: n. 1 scholarship covering **40%** of the tuition fee to attend the first year of the MA Program
- 2 special mentions covering **20%** of the tuition fee to attend the first year of the MA Program

Prizes will be calculated on the standard tuition fee amounting to:

2-year Master of Arts Degree Programs:

€9.900 (for EU passport holders - Local Community Tax and Second Year Diploma Fee are not included)

€13.250 (for non-EU passport holders - Local Community Tax and Second Year Diploma Fee are not included)

Scholarships can be extended to the second year of the program, as long as the students meet the required standards, namely 27/30 averages of marks and a total of 40 credits of passed exams in the fall session of the academic year 2017/18.

SCHEDULE

- **May 12th 2017** - Deadline for submitting applications and projects
- **June 6th 2017** - Communication of results to participants
- **June 13th 2017** - Deadline for winners to matriculate in the MA in Communication Design

DELIVERY INFORMATION

Projects in digital format must be uploaded to the following address: **www.competition.naba.it**

or sent by e-mail to: **int.info@naba.it**

Paper works must be sent to:
NABA Nuova Accademia di Belle Arti
International Admissions Office
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: int.info@naba.it

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 Italian/English language (according to the medium of instruction of the program) equal to a B1 Common European Framework of Reference for Languages (IELTS 5.0 or equivalent for English programs).

GENERAL TERMS AND CONDITIONS

- Every moral or paternity right as to the project remains property of the author.
- The projects sent to NABA will not be returned.
- NABA 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 can not be combined with other economic reductions offered by NABA.
- 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

MASTER OF ARTS IN COMMUNICATION DESIGN

The two-year MA in Communication Design provides training for art directors, digital communication interface designers and multi-media directors working in firms, communication and multi-media agencies or market-oriented companies. Enrolment is open to students with artistic-technical background, graduates in communication studies, literature, philosophy or humanities. By participating in workshops and experimental labs, students will have the opportunity to put into practice the knowledge gathered during the theoretical and technical courses and to face complex project-related issues in the framework of brand design, multi-media publishing and multi-platform services. Students are trained to be professionals with strategic thinking skills and the ability to coordinate and contribute to complex communication projects.

INFORMATION

For more information, please send an e-mail with your inquiries to **int.info@naba.it**

www.naba.it

