



**DA**  
Domus Academy

IN PARTNERSHIP WITH

**bastard**®

# BASTARDS EVERYWHERE

→ MASTER IN VISUAL BRAND DESIGN - SEPTEMBER 2016 ←

Bastard is a Milan-based brand that designs, produces and sells technical clothing and equipment for snowboard, skateboard and streetwear.

Born in 1994 from the common passions and style of 4 friends, after 20 years it's still run by the same crew and it's now recognized as a milestone in the Italian snowboard/skate/street field.

One of the reasons why Bastard succeeded in lasting long, while a lot of brands have had short-term lives can probably be found in the vivid and strong brand vision these four friends have kept over the years and the coherence of core brand values and philosophy with actual products, which has been recognized and adopted by a large and passionate community.

## BRIEF

The increasing awareness (on a local and global level) around Bastard's activities is a great chance to reach a much wider audience thanks to special collaborative projects and new brand extension projects.

The goal is to identify an area or a location and create a coordinated brand image designed for a new Flagship Store aimed to engage new passionate customers around the globe.

The new Flagship Store will exploit the strength, from a communication point of view, of Bastard's core values through a "cultural project" by considering contextual opportunities and by transposing the company's approach towards your own cultural identity and / or your country of origin cultural system.

To better understand the style, the production and Bastard brand values:

<http://bastard.it>

<http://archdaily.com/21641>

## AUDIENCE

The competition is open to professionals and graduates in visual and graphic design-related disciplines, design, communication, marketing, branding or communication fields.

## JURY

Projects will be selected and evaluated by the Faculty of the Master in Visual Brand Design of Domus Academy and Claudio Bernardini of Bastard.

## REQUIRED MATERIAL

- A pdf file, A4 format, 6/8 pages (max 8MB), containing:
  1. images of all the designed elements
  2. a short text description of the strategy behind the project and rationale of the choices made
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form\*

The candidates are asked to send their materials in one sole file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

**\* 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

Bastards everywhere

Master Program in Visual Brand 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. Symbolize. Synthesize. Branding is a complex activity. It is rooted in a research path, which leads to understanding the values of a company, and sprouts in the ability to use the right tone of voice to let the brand talk with its public and involve it in a long-term relationship. An integrated vision, the direct combination of design, narration, graphics, identity research, is crucial when it comes to competing in terms of promotion and the reasoning behind the product. The Master in Visual Brand Design of Domus Academy promotes competence and deep knowledge of the product and of the ways to explain it, in order to great the consumer and go follow them into the world of the brand, to encourage them to share its values, both in the physical and in the social media world.

## 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)**