

DA
Domus Academy

IN COLLABORATION WITH

GLAMOUR

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BEAUTY & GLAMOUR

MASTER IN VISUAL BRAND DESIGN - SEPTEMBER 2017 INTAKE

Glamour, one of the most famous brands of Condé Nast Italia, was launched in March 1992. Since 2013 the new director of Glamour is Cristina Lucchini and in the last years Glamour has become more and more an integrated communication system.

Glamour magazine offers several columns ranging from new trends to psychology, from wellness to entertainment.

Nowadays, in order to respond to young women needs, Glamour is a system that offers a whole communication experience through different media with a proper strategy to support it.

The magazine main topic is Fashion instead the website and the apps focalize mostly on the theme of Beauty.

Glamour is a friendly guide that gives you tips creating engaging moments.

The web site offers different sections with articles, stories, news, tips on "beauty brands" and videos.

Beauty is also the fundamental topic of the iPhone app "Glamour Beauty Break".

BRIEF

The goal of the competition is to design a new part of Glamour Italia communication system. Your proposal has to be original and also consistent.

Choose one option:

- Personal shopper

Glamour Italia offers tips on Beauty enhancing the visibility of several brands, building relationships and increasing engagement time. How Glamour can be a "personal shopper" in a retail shop that sells products related with Beauty's world? You are free to suggest several typologies of communication touchpoints.

-Social Promotion

Suggest which social media are the most interesting in order to create a smart promotional campaign for Glamour and why. You have to present a concept and visual layouts that explain how it works. The focus of the campaign will be the theme of Beauty.

<http://www.condenast.it/brand/glamour/>

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 Condé Nast staff.

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 €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

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy
Beauty & Glamour
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

MASTER PROGRAM DESCRIPTION

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 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