



IN COLLABORATION WITH



# MEET AND WORK IN VR

## Scenarios for Virtual Reality collaborative experiences

Cisco, as the worldwide leader in networking that transforms how people connect, communicate and collaborate, is looking for innovative ideas on how to leverage contemporary media usage and interaction paradigms for collaborative tools. On this line it introduced Cisco Spark, a collaboration tool that provides a great number of possibilities related to remote working.

Cisco Spark is an app-centric cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, care, whiteboard, share, regardless of whether they are together or apart; in one continuous workstream before, during, and after meetings.

It is built to make teams work seamlessly.

It is a simple, secure, complete, and open service that enables people to work better.

At the same time, Virtual Reality offers new ways for people to be present and interact within the same room even though they are thousands of miles apart. With certain work streams moving into VR, such as design & content creation, the Cisco Spark in VR concept is the latest example of how Cisco is experimenting with collaboration tools that naturally support the workflow within a team. People are now able to interact, collaborate and be together in ways never seen before.

**MASTER IN INTERACTION DESIGN, SEPTEMBER 2018 INTAKE**

## BRIEF

Taking advantage of the possibilities offered by Cisco Spark and VR headsets such as Oculus Rift and its hand controllers, the candidate is asked to define a specific area of investigation (such as: education, engineering, healthcare, finance, etc.), define a related category of users and submit the concept of a VR work experience that answers to their collaborative needs.

The solution should take into consideration Cisco Spark's main features (calling, messaging, whiteboard, file sharing), and it should expand the possibilities already offered by traditional workspaces (such as: face to face meetings, emails, phone calls, etc.).

## 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 the Faculty of the Domus Academy Master in Interaction Design, by Cisco and the Domus Academy admissions jury.

## REQUIRED MATERIALS

The candidate is asked to deliver a digital presentation in PDF format, A4 landscape orientation, composed of maximum 10 slides, structured according to the following guidelines:

- Framework and Problem Setting (3 slides max): Which is your area of investigation? Which kind of collaborative work environment you are going to focus on (as an example: education, healthcare, engineering, etc.)? Which are the collaborative needs of your users?
- Research and Analysis (2 slides max): Which are your supporting references? Which are the best practices and solutions already available on the market?
- Solution (3 to 4 slides max). Present the proposal with:
  - Overview text: max 300 words
  - Scenario: visuals and/or storyboard
  - Details: sketches, illustrations and user journeys that show the final solution
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated in English
- Academic Transcript / Marksheet of previous studies translated in English
- Copy of passport
- 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 Euro 28.600 (for non-EU passport holders - diploma fee is not included) and Euro 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 16<sup>th</sup>, 2018.**

Candidates will be informed about the results of the competition by e-mail on **May 16<sup>th</sup>, 2018.**

## 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

MEET AND WORK IN VR

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

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 will 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 2017/18 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.

## ONLINE RESOURCES

Cisco Spark: <https://www.ciscopark.com/>

Cisco Spark VR: <https://www.ciscopark.com/VR>

Cisco Solutions: <https://www.cisco.com/c/en/us/solutions/collaboration/index.html>

#CiscoChat Podcast: Cisco Spark in Virtual Reality: <https://blogs.cisco.com/collaboration/ciscochat-podcast-cisco-spark-in-vr>

Virtual Reality, Meet Cisco Spark: <https://blogs.cisco.com/collaboration/cisco-spark-in-virtual-reality>

## INFORMATION

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

