



DOMUS ACADEMY MILANO



VISUAL BRAND DESIGN

Founded in 1926, Ducati now builds racing-inspired motorcycles characterised by performance engines with desmodromic distribution, innovative design, and avant-garde technology. The company produces a range of premium motorcycles with technical and design features that covers the main market segments with the following model families: Diavel, XDiavel, Hypermotard, Monster, Multistrada, Panigale, SuperSport.

BRIEF

How a heritage brand should be able to communicate itself throughout different generations?

Ducati wants to launch a new brand awareness campaign in order to expand its market to younger millennials (25–35 years old) customers from, for example, China and Middle-East as well as Europe and North America.

You are asked to conduct a careful analysis of the brand (history, heritage, values, products) and design the concept for a new promotional campaign.

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in visual and graphic design, product design, or communication. It is also open to candidates who hold a degree/diploma in marketing or the humanities, if they are motivated by interest in visual brand design and a strong portfolio.

JURY

Projects will be selected and evaluated by the Faculty of the Master's Programme and the Admission Jury.

REQUIRED MATERIAL

Please gather the following materials into one single file in .PDF format:

- PDF Digital presentation (15 pages maximum) including: a careful analysis of the brand (history, heritage, values, products); a mood board of your concept explaining why you think that it would be successful; suggest the most important touchpoint of your communication campaign (e.g. outdoor adv-posters; social media plan, youtube, in store adv, ..); design 2 of these suggested touchpoints as mockups and contextualize them (e.g. for posters: try to contextualize your visual output into the place that you think is the best for your campaign).
- Portfolio of the applicant
- 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*

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's Programme
- One scholarship covering 50% of the total tuition fee of the Master's Programme
- One scholarship covering 40% of the total tuition fee of the Master's Programme
- Two special mentions covering 20% of the total tuition fee of the Master's Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders – diploma fee is not included) and €19.900 (for EU passport holders – diploma fee is not included).

SCHEDULE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

competition.domusacademy.com

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'S PROGRAMME DESCRIPTION

The Master's in Visual Brand Design aims to form effective, dynamic, and versatile visual brand designers and brand managers who are open to visionary innovations.

You will learn to identify a company's core philosophy, cultivate a deep understanding of its products and services, and design innovative ways to communicate the company's brand values and story to its customers through physical, digital, and social media.

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018–19.

Candidates who have a working 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.