



DOMUS ACADEMY MILANO



THE "GLOCAL" FACTOR IN VISUAL COMMUNICATION

Academic Master's Programme and Double Award Master's Programme in
FASHION STYLING & VISUAL MERCHANDISING

FEBRUARY 2023 INTAKE

INTRO

Taking into consideration more and more the customer centric strategy, International Fashion Luxury Brands are currently implementing new ways of communicating their collections that are no more based on a common global visual strategy, but on a “glocal” one, which integrates the visual identity of the brand with peculiar elements of the different countries where they sell their products.

The experts of visual communication are in this way designing visual projects in retail or styling that are closer to the identity of the place “genius loci” while communicating the story of the fashion brand.

BRIEF

Candidates are requested to create a project using features/elements/material and experiences of their own culture and/or place of origin which could be relevant in the development of a visual communication proposal for the promotion of a collection by an international fashion brand.

(No matter if the brand is not sold at the moment in that country).

The project should visually communicate an original concept through a storytelling approach and be rich in creative elements that reference their country of origin and, at the same time, the visual identity of the selected international fashion brand.

Candidates should act as a magnifying glass, always ready to capture and highlight their country’s beauty and uniqueness and incorporate those elements into a personal visual project.

Following the research and analysis on the brand and the local culture, candidates are asked to present learnings and insights relevant to creating an eye-catching visual experience in the retail (window display/in-store experience or in the styling (fashion editorial/short film/animation) field.

The original solution can be conceived for the on-line or off-line or integrating both.

The final visual output should reinforce the brand’s identity and communicate the candidate’s culture seamlessly.

AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Fashion Styling & Visual Merchandising who wish to take their careers to the next level.

Candidates with a background in other related disciplines and wider experience may also participate.

JURY

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

PRIZES

- **5 scholarships** covering from **3,000€** to **7,500€** of the total tuition fee of the Academic Master’s Programme.
- **5 scholarships** covering from **3,000€** to **9,000€** of the total tuition fee of the Double Award Master’s Programme.

Prizes will be calculated on the standard tuition fee.

Winners will be selected through a merit-based ranking.

SCHOLARSHIP AMOUNTS

ACADEMIC MASTER’S PROGRAMME:			
3,000€	4,500€	6,000€	7,500€

DOUBLE AWARD MASTER’S PROGRAMME:				
3,000€	4,500€	6,000€	7,500€	9,000€

REQUIRED MATERIALS

PPT presentation including:

- concept proposal
 - branded content (fashion editorial, fashion movie)
- or
- visual display (renderings of window and/or in-store display)

The competition proposal must be accompanied by the following supplemental materials:

- Portfolio of projects
- Curriculum vitae/resume
- Motivational letter
- Domus Academy Competition Application Form
- Copy of Bachelor’s Degree or Academic Diploma (in English) or official certificate of expected graduation issued by your institution if not graduated yet
- Copy of Bachelor’s Degree or Academic Diploma’s official transcript/mark sheet (in English) or most updated official transcript/mark sheet if not graduated yet
- Copy of passport
- English language certificate
- Documentation regarding further courses or seminars attended (if available)
- 2 reference letters (only for Double Award Master’s Programmes candidates)

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.

SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 7th**.

Candidates will be informed about the results of the competition by e-mail within **November 2nd**.

ENTRY DELIVERY

All the required materials in digital format should be uploaded to this page:

competition.domusacademy.com

An e-mail of confirmation will be sent to candidates within 48 hours from the receipt of their materials.

In case candidates do not receive any confirmation, they have to write to: competitions@domusacademy.it

PROGRAMME DESCRIPTION

The Master in Fashion Styling & Visual Merchandising blends the roles of the visual merchandiser and the fashion stylist to create a new professional profile: the visual fashion brand communicator, whose scope encompasses look-books, advertising campaigns, editorials, websites, social media, and multi-sensorial retail concepts.

You will learn how to convey the brand values and identity of a fashion collection through powerful image-based storytelling and visual merchandising strategies for window and in-store displays.

ELIGIBILITY

Candidates already holding a first-level Academic Diploma or Bachelor's Degree, or who are about to graduate within the Master's Programme beginning, and, in any case, within the Academic Year 2022 - 2023 (prior check with Admission Office).

Bachelor's Degree or Academic Diploma not lower than 2:2 (British undergraduate degree classification) for Double Award Master's Programmes candidates.

Students holding a Bachelor Degree lower than 2:2 will be asked to take an admission interview and they must prove also one year of professional experience.

English language requirement:

- IELTS 5.0 for Academic Master's Programmes
- IELTS 5.5 both overall and in every single part for Double Award Master's Programmes

Participants not holding the official entry requirements may be evaluated for the Diploma Programme and, at the end of the course, will receive a Domus Academy Diploma, prior check with Admissions office before applying.

Please write to: competitions@domusacademy.it

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.
- If a candidate declines a scholarship offer, the scholarship will be transferred to the next candidate on the list.
- Selected candidates accept that part of their work can be published on Websites and/or Social Media channel.

