



DOMUS ACADEMY MILANO  
Think further, Design beyond



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# ***DIGITAL TRANSPARENCY***

Academic Master's Programmes and Double Award Master's Programmes  
SEPTEMBER AND NOVEMBER INTAKES

**INTERACTION DESIGN**

## INTRO

We all love our smartphones and tablets, our smartwatches and personal assistants.

We live with them. We depend on their capacity to understand and predict our behaviors, get access to the latest news, to record and share that special moment and to orient ourselves like a local in a city we have never visited before.

Those devices and the Artificial Intelligences (AI) that power them, have become an extension of our body, allowing us to plan activities, speed up our tasks, optimize our time and, in general, explore and interact with the surrounding world in totally new ways. But, as we know, all of this has a price to pay.

On one hand, this means exposing our identity and personal data, putting our privacy at risk, on the other hand, it means relying on and trusting an AI we know little or nothing about, which, in some cases, can act in questionable ways, propagating and reinforcing racial or gender biases.

## BRIEF

Starting from an in-depth research on trends and case studies on the topic of privacy and data collection, and on the role and impact that an AI can have on our lives in the present and in the near future, each candidate is required to design a concept for a digital solution capable of helping people manage, monitor and adjust the data they share during the daily use of digital devices.

The final solution will integrate a personal assistant that can assist people in dealing with their privacy and personal data, guiding them in understanding the limits and possibilities related to the platforms we use and which, when and how much data to share. The personal assistant can rely on digital (app, website, etc) or physical (wearable device, interactive device for our home) touchpoints.

The final solution will have to take into consideration the possibility for each user to modulate and filter the types and quantities of data that they decide to share, according to the tasks or activities performed (as an example during work, leisure or sport related activities).

It will also include a section that, through a dashboard, is able to track, analyze, and display the kind and amount of shared data and the privacy exposure.

## AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Interaction Design 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

- from 3,000€ to 7,500€ of the total tuition fee of the Academic Master's Programme.
- 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

Digital presentation in PDF file format, 16:9 aspect ratio, structured as follows:

- *Framework and problem setting: which is your area of investigation?*
- *Research and insights: which are your supporting references? Which are the best practices and solutions already available on the market? Which are the behaviors, needs, and motivations of your users?*
- *Persona: who are your archetypical users?*
- *Challenge: which is the problem you're going to solve?*
- *Solution: give a name to your project and describe it with 200 words*
- *How it works: detail your solutions through images, diagrams, sketches, storyboards, experience prototype*

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 **March 10<sup>th</sup> 2023**.
- Candidates will be informed about the results of the competition by e-mail within **April 5<sup>th</sup> 2023**.

## ENTRY DELIVERY

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

[competition.domusacademy.com](https://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 confirmation, they have to write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## PROGRAMME DESCRIPTION

Interaction design is about creating a product, service, or space that people will interact with through an intuitive visual and haptic (tactile) interface. In the Master's in Interaction Design programme, you will learn to define problems and solutions in the field of interaction and user experience.

As you create enriched experiences through innovative technology, you will be encouraged to transform your original design visions into market opportunities.

## ELIGIBILITY

Candidates already holding a first-level Academic Diploma or Bachelor's Degree, or who are about to graduate within the programme beginning, and, in any case, within the Academic Year 2022-2023 (option available only for applications to the Academic Master, no Double Degree and only for students graduating in an Italian Academy/University\*).

(In any case please 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](mailto: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

