



DOMUS ACADEMY MILANO
Think further, Design beyond



BRANDS, COMMUNICATION AND SOCIAL RESPONSIBILITY

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

VISUAL BRAND DESIGN

INTRO

Diversity and inclusion are fundamental topics that must be considered in our approach to the world of design.

The recognition, protection and celebration of differences need to be encouraged and promoted, whether this is race, ethnicity, gender, sexual orientation, socioeconomic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

Values as transparency and authenticity are increasingly requested by consumers.

Furthermore consumers are becoming more attentive and companies must not “only” communicate these values in its advertising but make them part of its mission starting from the products and services it offers and the working environment of its employees.

BRIEF

Candidates are asked to select a brand that has undertaken a commitment of social responsibility, promoting diversity and inclusiveness and breaking down discrimination.

They need to present the brand (values, mission, and target) and, if useful, candidates can include also in their analysis old advertisings of this brand or its actual communication.

They need to design a new communication campaign to communicate diversity.

They can focus on a specific topic (i.e. sexual orientation, physical abilities) as the main topic of their campaign.

The new communication campaign should be able to address different touchpoints (i.e. social media, event, installation, poster, packaging). The candidates need also to explain their design choices (why they have chosen a particular visual, why these communication touchpoints?).

AUDIENCE

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

The competition proposal should be presented in a digital project presentation, A4 format, landscape, 300 d.p.i., maximum 15 slides, including:

- A careful analysis of the brand that has been selected for the campaign (history, heritage, values, mission, target, products)
- Old and current campaign of the brand on the topic of diversity and inclusivity
- Candidate's creative idea (concept) explaining why he/she believes that it would be successful
- Suggestion of the most important touchpoints of candidate's communication campaign (e.g. Outdoor advertisements, posters; social media plan, youtube, in-store advertisements, events) And explanation (why he/she have chosen these touchpoints? Why they are the best for deliver the message? Are the right touchpoints for the target?)
- Design (visual mockups) of minimum two communication touchpoints

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

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 confirmation, they have to write to: competitions@domusacademy.it

PROGRAMME DESCRIPTION

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

Students 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 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

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

