

NABA
NUOVA ACCADEMIA DI BELLE ARTI

IN COLLABORATION WITH

 **UniCredit**



“Places dear
to my heart”

Project Brief

There are already several initiatives inviting citizens from around the world to report beautiful landscapes or architectural treasures in a state of disrepair or disuse in their countries - places cherished in the hearts of all - allowing for restoration work to be commenced on the places receiving the most votes. We ask you to identify a “place dear to your heart” and to draw up a communication plan that will attract broad interest and, therefore, the largest possible amount of financial contributions. Why should the place dear to your heart become “the” place dearest to all hearts?

AUDIENCE

The competition is open to candidates willing to improve their critical thinking abilities and sharpen their problem-solving skills, while utilizing the latest design tools and technologies to come up with innovative solutions in areas such as brand design, visual design, environmental design, multi-media publishing, as well as institutional communication, service/product communication and internal communication, in both B2B and B2C contexts.

DELIVERABLES

Applicants are required to draft a 10-15 pages marketing plan, with a specific focus on the communication campaign, promoting the place they love most and that they would present to as many people as possible.

The marketing plan must include:

- research on the target market (whom are you going to address?);
- “snapshots” of the market segments;
- grassroots/viral-style communication campaign for each segment that they have identified, pointing out the distribution/communication channels;
- communication key visuals (website, coordinated graphics, advertising campaign, guerrilla...) including an aggregate budget for the communication campaign (not including website set-up), though not mandatory, will be considered a plus.

Candidates are also required to submit:

- Personal portfolio of works and projects;
- Detailed curriculum vitae;
- Motivation statement;
- Copy of Bachelor Degree/Academic diploma translated into English/Italian;
- Academic transcript/marksheet of previous studies, translated into English/Italian, listing subjects and exams, with corresponding number of hours/credits;
- Copy of passport;
- NABA Master Programs Application Form – Academic Year 2018/2019*.

Candidates are asked to send their materials in English or Italian and in two files in PDF format: one including the competition project and one including the remaining materials.

* *The application fee is waived for competition participants.*

JURY

Projects will be evaluated and selected by the Faculty of the Two-year MA in Communication Design and the Admissions Jury.

PRIZES

The five best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the Two-year MA in Communication Design starting in September 2018.

- 1st prize: 1 scholarship covering 60% of the tuition fee to attend the first year of the MA Program;
- 2nd prize: 1 scholarship covering 50% of the tuition fee to attend the first year of the MA Program;
- 3rd prize: 1 scholarship covering 40% of the tuition fee to attend the first year of the MA Program;
- 2 special mentions covering 20% of the tuition fee to attend the first year of the MA Program.

Prizes will be calculated on the standard tuition fee amounting to:

2-year Master of Arts Degree Programs:

- €9.900 (for EU passport holders – Local Community Tax and Second Year Diploma Fee are not included)

- €14.250 (for non-EU passport holders - Local Community Tax and Second Year Diploma Fee are not included)

Policy for renewal to the 2nd academic year:

- Achievement of at least 40 credits by the end of the 3rd exams session – Fall/September;
- Weighted average not lower than 27/30 by the end of the 3rd exams session – Fall/September.

In order to obtain the renewal of the Scholarship for the 2nd academic year, the recipient should comply with NABA re-enrolment procedure and meet the requirements mentioned here above.

At the end of the third exam session (fall/ September), the Registration office will check whether the recipient meets the requirements to renew the Scholarship. Scholarship confirmation will be communicated to the student by October 31th.

SCHEDULE

- May 11th 2018 – Deadline for submitting complete application documents and project competition;
- June 5th 2018 – Communication of results to participants;
- June 13th 2018 – Deadline for winners to enrol in the Two-year MA in Communication Design.

DELIVERY INFORMATION

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

www.competition.naba.it

or sent by e-mail to:

int.info@naba.it

Paper works must be sent to:

NABA Nuova Accademia di Belle Arti

International Admissions Office

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: int.info@naba.it

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 Italian/English language (according to the medium of instruction of the program) equal to a complete B1 Common European Framework of Reference for Languages (IELTS 5.0 or equivalent for English programs).

GENERAL TERMS AND CONDITIONS

- Every moral or paternity right as to the project remains property of the author.
- The projects sent to NABA will not be returned.
- NABA 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 NABA.
- The scholarship will be deducted from the balance of the tuition fee.
- If an assigned scholarship is not confirmed, it can be transferred to the next candidate in the ranking list.
- Awarded prizes cannot be deferred to future intakes of the program.
- Selected participants accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.