

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

COMPETITION ANNOUNCEMENT

25 Scholarships

POSTGRADUATE
PROGRAMMES
A.Y. 2021/22

Partial tuition fee coverage for NABA Masters of Arts and Academic Masters.

In order to promote excellence in academic disciplines, NABA intends to support highly motivated and talented young people, by offering 25 scholarships covering up to 50% of the tuition fees to attend Two-year Masters of Arts and One-year Academic Masters starting in October 2021.

Scholarships will be awarded based on the evaluation of the candidates' project, created starting from the brief of the chosen programme.

Who can participate?

→ Applicants having a University BA Degree Certificate or a First Level Academic Diploma or equivalent title, earning that qualification within the last term of Academic Year 2020/21;

→ The selection will be also open to applicants having a proven professional experience in relevant fields for the chosen educational path.

How can I subscribe to this initiative?

All interested students can submit their application by presenting their project according to each brief's deliverables, filling in the Application Form (downloadable at the link <https://bit.ly/3aCpX2S>) * and uploading the complete digital documentation to the following URL: <http://competition.naba.it>

Otherwise materials can be sent by e-mail to: int.info@naba.it

After submitting their applications, candidates will receive a confirmation e-mail within 48 hours. If candidates do not receive a confirmation, they should write to: int.info@naba.it

The deadline for sending applications is April 16th, 2021.

What to submit?

→ Project according to each brief's deliverables;

→ Application Form (downloadable at the link <https://bit.ly/3aCpX2S>);

→ Curriculum Vitae;

→ Artistic/professional portfolio of projects;

→ Motivation letter;

→ Previous transcripts/mark sheet and University Degree Certificate or First Level Academic Diploma (if already earned when making the application);

→ Valid Passport copy.

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.

Who will be awarded the scholarship?

Applications will be evaluated and selected by the Faculty of the pertaining Post-graduate Programme and by the Admissions Jury.

In case of equal assessment, the highest position in the list will be graded according to the weighted average of the exams passed during the Undergraduate Degree/First Level University Diploma until the date of application for admission.

Prizes

The best projects will be awarded one of the 25 scholarships covering up to 50% of the tuition fees to attend the first year of the selected Master of Arts or Academic Master Programme starting in October 2021.

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

→ €18.200 for EU and non-EU passport holders (Regional Tax for Academic Studies and Graduation Thesis Fee are not included) for one of the NABA Master of Arts Programmes;

→ €15.000 for EU passport holders (Graduation Thesis Fee is not included) for one of the NABA Academic Master Programmes;

→ €19.000 for non-EU passport holders (Graduation Thesis Fee is not included) for one of the NABA Academic Master Programmes.

When will the results be communicated?

The results will be communicated by e-mail to students within April 27th, 2021.

How do I accept my scholarship?

Candidates who have been awarded a scholarship must enrol within and no later than May 4th, 2021, otherwise the scholarship will be cancelled.

Scholarships which are awarded but not accepted will be transferred to the following candidate in the list, provided that the latter will be deemed as eligible.

Schedule

April 16th, 2021 - Deadline for submitting complete application documents and competition project;

April 27th, 2021 - Communication of results to participants;

May 4th, 2021 - Deadline for winners to enrol to the chosen programme.

General conditions

→ Every moral or paternity right as to the project remains property of the author.

→ The projects/portfolios 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 scholarships referred to in this competition announcement cannot be combined with DSU scholarships or other economic grants offered by NABA.

→ Policy for renewal to the 2nd Academic Year in case of Master of Arts Programmes:

■ 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 31st.

→ For Masters of Arts all scholarship amounts will be deducted for every Academic Year from the last instalment of Tuition Fees.

→ In case of Academic Master Programmes, the scholarship will be deducted from the balance of the tuition fee.

→ Scholarship amounts for Two-year Master of Arts Degrees are calculated out of the yearly total cost net of the Regional Tax for the Right to University Education equal to €140.

→ The scholarship will be no longer applicable in case the student: does not enrol to NABA within the deadline set out by the competition announcement; renounces to attend university or demands to be transferred to another Academy/University; incurs in more serious disciplinary penalties than written reprimand for infractions against NABA.

→ Awarded prizes cannot be deferred to future intakes of the programme or to a different programme.

→ Selected participants accept that part of their work will be published on websites and/or social media channels of the institutions involved.

*The application fee is waived for competition participants.

MASTER OF ARTS IN VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION



IN COLLABORATION WITH



SCHWARZKOPF HEADS

INTRODUCTION

Schwarzkopf, a reference brand that is part of the Henkel group, leader in haircare for 150 years, has always been by the women's side with a wide range of products that meet all of their needs.

The company intends to launch a "Schwarzkopf Heads" campaign to celebrate the uniqueness of every woman, and their freedom of thoughts and expression through their heads.

Schwarzkopf has decided to design this communication campaign online, in order to reinforce the brand image and push the product categories sell-out on a target of women between 25 and 45 years of age.

PROJECT BRIEF

Participants are required to:

- Identify the best communication strategy to succeed in making the new product and the brand top of mind for this target, exploiting Henkel's communication channels;
- Design an offline communication campaign to support the launch, including guerrilla marketing and outdoor advertising.

DELIVERABLES

Participants are required to submit:

- A marketing plan of 10-15 pages, with particular attention to the development of a communication campaign for the brand aimed at obtaining as many interactions as possible on the network. The marketing plan must include:
 - A precise research and segmentation of the target;
 - Short "personae" of the various segmented profiles on this target and the various differentiations;
 - Key visual for the communication (website, corporate image, social media, logo, guerrilla, etc.);
 - A grassroots viral communication campaign that supports the online campaign, specifying the chosen distribution/communication channels;
- Application Form and all the Documents specified in the Competition Announcement section "What to submit?".