

NABA MILANO
NUOVA ACCADEMIA DI BELLE ARTI

COMPETITION
Master of Arts in
**COMMUNICATION
DESIGN**

IN COLLABORATION WITH



“**Please, be
my guest!**”

PROJECT BRIEF

How would you persuade someone to visit and stay at your favorite place?

It could be a little mountain village where your family comes from, a district of your town, the hotel where you spent the most beautiful week of your life, or the park where you go to read a book whenever you have time...

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 B 2 B and B 2 C contexts.

DELIVERABLES

Applicants are required to draft a **10-15 page marketing plan, with a specific focus on the communication campaign**, promoting the place you love the most and that you 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 you 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: (maximum 3 candidate's best projects)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate and/or Academic Transcripts
- NABA Two-Year MA Programs Application Form - Academic Year 2015*

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

** Application fee is waived for competition participants*

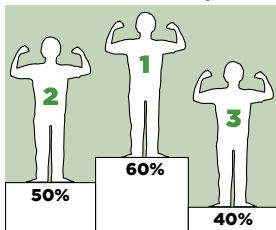
JURY

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

PRIZES

The three best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the MA in Communication Design starting on January 2015.

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



Scholarships can be extended to the second year of the program, as long as the students meet the required standards, namely 27/30 averages of marks and a total of 40 credits of passed exams in the fall session of the academic year 2014/15.

INFORMATION

For more information, please send an e-mail with your inquiries to int.info@naba.it

www.naba.it



SCHEDULE

29th August 2014 – Deadline for submitting applications and projects

15th September 2014 – Communication of results to participants

26th September 2014 – Deadline for winners to matriculate in the 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 Milano
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 2013/14 and with a knowledge of the Italian/English language (according to the medium of instruction of the program) equal to a B2 Common European Framework of Reference for Languages.

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 can not be combined with other economic reductions offered by NABA.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.

MASTER OF ARTS IN COMMUNICATION DESIGN

The two-year MA in Communication Design provides training for art directors, digital communication interface designers and multi-media directors working in firms, communication and multi-media agencies or market-oriented companies. Enrolment is open to students with artistic-technical background, graduates in communication studies, literature, philosophy or humanities. By participating in workshops and experimental labs, students will have the opportunity to put into practice the knowledge gathered during the theoretical and technical courses and to face complex project-related issues in the framework of brand design, multi-media publishing and multi-platform services. Students are trained to be professionals with strategic thinking skills and the ability to coordinate and contribute to complex communication projects.