



BA IN DESIGN
INTERNATIONAL COMPETITION



DESIGN

◆ TO ◆ MAKE a

DIFFERENCE

**WE ARE ASKING YOU TO DESIGN SOMETHING THAT
WOULD MAKE A DIFFERENCE IN SOMEBODY'S LIFE.**

PROJECT BRIEF

... The different contexts in our societies continually evolve because of the introduction of new technologies and new services, because of labour economics, sudden events or other things. Our behaviours adapt, change, transform together with things or spaces, which sometimes spontaneously adjust or remain the same without meeting changes in our lives. This is exactly the role played by Design: it carefully

observes ongoing big changes, analyses and processes them in order to develop space and object solutions, which are more appropriate to daily changes in our existence.

In the best case, Design is also able to reveal and foresee events by “humanising”, since the beginning, the introduction of mere and emotionless technologies, engineering and services ...

1 CHOOSE A USER

Find someone you know (a parent, a family member, a friend, a neighbor, your pet, etc) who is willing to collaborate. You will have to follow this person during a whole day.

We will call him USER. And what you are asked to do is a USER OBSERVATION.

2 OBSERVE AND DOCUMENT

Accompany your user throughout a whole day, from when he/she wakes up in the morning until he/she goes to sleep at night. Prepare a reportage, a diary that tells the story of one day in the life of this person. Write down all your observations, add explanatory illustrations, document their activities, their daily rituals, preserve the chronological order. Document the places, the people and the objects he/she interacts with.

Observe the way he/she uses these objects, observe their postures, their gestures, ask yourself: is he/she comfortable? Observe the way he/she relates to other people and to the space, ask yourself: is he/she happy?

Take a lot of pictures, make videos if you like, write notes and pay attention to the details.

3 DEFINE A PROBLEM

After your reportage is completed, read it again, analyze your observations, use your critical sense to identify critical points, weak points, or dysfunctions. Check if there is any waste of energy or time. If you recognize unhappiness or bad humor, check for the cause. It may be related to a specific activity or to a specific place, to a certain relationship or to a certain posture... Can you identify what could be the cause of this bad humor?

Be critical!

You may find many different problems.

Choose one problem to focus on.

4 DESIGN A SOLUTION

Once you have identified the problem, this is the time to open your mind and use your creativity to design an intelligent solution. There are no limits regarding the typology of your project, it can be an object of any kind, or a reorganization of the space, or even a proposal for a new service or app.

Keep in mind the problem, as your project should provide a practical solution that is functional, communicative and aesthetic. Your project should, in some way, improve the quality of life of the user (you can think about an upgrade in terms of comfort, efficiency, social life and whatever aspect you find coherent to the specific user).

Be creative!!

AUDIENCE

The competition is open to young designers looking to improve their critical thinking abilities and sharpen their problem solving skills, whilst utilizing the latest design tools and technologies to come up with innovative solutions in the Design area.

DELIVERABLES

Candidates are required to submit:

- a picture and the name of the user.
- a synthetic reportage: from your documentation, choose only 12 pictures, the most significant. Add to each picture a short explanation (max. 300 characters).
- the definition of the problem: a short text (max. 500 characters) with added pictures, illustration, video (optional).
- an explanation of the project/solution: a text (max. 800 characters) accompanied by sketches, images, models and/or any other typology of input that may help to explain the idea.
- A motivation cover letter
- Personal portfolio of works and projects/personal collection
- Detailed curriculum vitae
- NABA Bachelor of Arts Degree Programs Application Form – Academic Year 2014. Candidates are asked to send their materials in English and in two files in PDF format: one including competition project and one including personal portfolio.

JURY

Projects will be evaluated and selected by the Faculty of the BA in Design, NABA.

PRIZES

The best project will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the BA in Design - English Track - starting on October 2014.

- **n. 1 scholarship covering 50% of the tuition fee to attend the first year of the Bachelor Degree**

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

DELIVERY INFORMATION

Projects in digital format must be sent to:
int.info@naba.it

Alternatively, hard copies of work should be sent to:

NABA Nuova Accademia di Belle Arti Milano
International Admissions Office Via Darwin, 20
Building A, 20143 Milan, Italy



SCHEDULE

31st December 2013 – Deadline for submitting applications and projects

20th January 2014 –Communication of results to participants

BACHELOR OF ARTS DEGREE IN GRAPHIC DESIGN AND ART DIRECTION

The world of ideation, design, and the production of tangible goods has undergone a complete revolution over the past few years, due to significant changes in consumer needs and desires (and it is still unclear who exactly should respond).

A designer requires an increasingly strong set of interdisciplinary skills, in order to face present day challenges in the design of objects and systems, from armchairs to iPhone applications. The Three-year BA Program in Design at NABA is based on this awareness, and it is structured as the first step of a full educational path, where students can gain familiarity with different forms of design culture. Here, they can learn basic concepts and techniques, carefully observing and remaining up-to-date with every aspects of the contemporary world.

The Three-year BA Program can later be followed by a Two-year MA Program or a One-year Master Program, in which students can decide where to focus their research. These specialization Programs include work experience and should also be accompanied by some significant experience abroad.

When talking about design, there is no such concept as the “enfant prodige”, but rather an immense quantity of work and passion that help define a competent design professional. This said, it is very likely that a designer will be considered as the real (new) intellectual of the future.

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.

ELIGIBILITY

Candidates holding a diploma equivalent to an Italian secondary school diploma (maturità) which is recognized by Italian diplomatic authorities, or the maturità diploma itself.

The foreign diploma shall be obtained at the end of a period of study lasting at least 12 years.

If the diploma is obtained after 11 years of education, it shall be integrated with additional 1 year of college or university; all exams must be passed and admission to the second year of your university must be granted.

The International Baccalaureate (IB) diploma is valid for admission to an Italian university; the International Baccalaureate “certificate” is not valid for admission to an Italian university.

The U.S. High School diploma must be supplemented by three advanced placement tests that relate to the chosen program.

GCE diplomas are valid only if 6 different subjects have been passed, and 3 of them are A levels related to the requested program.

Students lacking the above mentioned entry requirements (i.e. secondary school diploma has been granted after 11 years of previous education) can attend the program without gaining credits. These programs, called Diploma Programs, have the same curricula and the same examinations as the Bachelor Degree Programs, however they lead to the awarding of a NABA diploma and not degree.

The language requirements are the following: complete B1 level of Italian language according to CEFR for BA programs run in Italian and IELTS 5.0 for BA programs run in English language.

INFORMATION



For more information, please send an e-mail with your inquiries to:

int.info@naba.it

www.naba.it