

**BA IN GRAPHIC DESIGN
AND ART DIRECTION**

50%
scholarship

**LIFE IS
NOT
A GAME**

International Competition

PROJECT BRIEF

Candidates are asked to make one or more communication posters related to an awareness campaign against gambling addiction, trying to highlight the dangers and the consequent loss of awareness. Use slogans, images, synthetic creative situations to convey a sharp and convincing

message. Your talent's results, developed on the basis of photographic, graphic, iconographic, literary languages and made by using your favourite techniques, will be then assessed in accordance with professional communication criteria.

AUDIENCE

The competition is open to young designers 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 innovation 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.

DELIVERABLES

Candidates are required to submit:

- One or more PDF drawings in A3 or A4 format with an average resolution of 150 dpi together with an information
- 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 Graphic Design and Art Direction, 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 Graphic Design and Art Direction - 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 Three-year BA Program in Graphic Design and Art Direction prepares the next generation of professionals to respond to the new requirements emerging in the complex world of communication: to be able to master advanced technical and strategic skills, and methods to research and analyze the several languages of contemporary visual culture.

The program intends to promote a vast and articulated knowledge, a set of methodological, technical and cultural skills that enable students to face graphic design and advertising projects with different targets in a multimedia communication environment. The educational path aims at preparing a new communicator, capable of understanding and managing design complexity; able to interact with a team of professionals in a coherent way along a path that goes from the creative process up to its correct application, both on traditional and new media.

The Three-year BA program responds to the increasing need for professionals capable of thinking about the project and translating it into the different languages of contemporary communication by using a range of different techniques: from traditional graphic techniques to 3D design softwares for structural product design and packaging; from web design up to the management of multimedia programs, film and tv commercials, guerrilla marketing and ambient advertising interventions.

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 and relate 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