



DOMUS ACADEMY MILANO

IN COLLABORATION WITH



# MASTER'S IN VISUAL BRAND DESIGN COMPETITION

SEPTEMBER 2020 INTAKE

## THE COMPANY

Ducati Motor Holding S.p.A. - A Sole Shareholder Company  
- A Company subject to the Management and Coordination activities of AUDI AG

Founded in 1926, since 1946 Ducati has been manufacturing sport-inspired motorcycles characterised by high-performance Desmodromic engines, innovative design and cutting-edge technology. With its factory located in Bologna's Borgo Panigale district, in 2016 Ducati celebrated 90 years since its foundation. The model range covers several market segments with the following families: Diavel, XDiavel, Hypermotard, Monster, Multistrada, SuperSport, Panigale and Streetfighter. In 2015, Ducati presented the Ducati Scrambler: a new brand made of bikes, accessories and apparel that stands out for its creativity and self-expression.

In 2017, Ducati presented the Panigale V4, the first Ducati production bike to mount a 4-cylinder engine derived directly from the Desmosedici GP engine. Ducati iconic motorcycles, together with an extensive range of bike accessories and technical and lifestyle apparel, are distributed in 90 countries worldwide. In 2018 Ducati delivered 53,004 bikes to customers, consolidating its sales over the 50,000-bike threshold for the fourth year running. Ducati competes in both MotoGP and Superbike World Championships. It has been competing in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007, while in Superbike Ducati has won 17 Manufacturers' titles and 14 Riders' titles.

## MASTER'S DESCRIPTION

The Master's in Visual Brand Design aims to form effective, dynamic, and versatile visual brand designers and brand managers who are open to visionary innovations.

You will learn to identify a company's core philosophy, cultivate a deep understanding of its products and services, and design innovative ways to communicate the company's brand values and story to its customers through physical, digital, and social media.

## AUDIENCE

The competition is open to candidates who want to join the Domus Academy Master's in Visual Brand Design for September 2020 Intake.

The programme is addressed to candidates who have a first-level degree and/or professional experience in visual and graphic design, product design, or communication.

It is also open to candidates who hold a degree/diploma in marketing or the humanities, if they are motivated by interest in visual brand design and a strong portfolio.

## MATERIALS REQUIRED

- Portfolio of projects
- Curriculum vitae
- Motivational letter
- Domus Academy Application form\*
- Bachelor's degree in Italian or English language
- Bachelor's transcripts in Italian or English
- Copy of passport
- IELTS test official score report

The candidates are asked to send their materials in one sole file in .PDF format.

*\* Application fee is waived for competition participants*

## PRIZES

- One scholarship covering 60% of the total tuition fee of the Master's programme
- One scholarship covering 50% of the total tuition fee of the Master's programme
- One scholarship covering 40% of the total tuition fee of the Master's programme
- Two special mentions covering 20% of the total tuition fee of the Master's programme

## DEADLINE

The works must be sent to Domus Academy by and no later than April 3rd, 2020.

Candidates will be informed about the results of the competition by e-mail on April 23rd, 2020.

## ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

**competition.domusacademy.com**

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:

**competitions@domusacademy.it**

## ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2019-2020.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- Materials sent to Domus Academy will not be returned.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.