

# IBM COGNITIVE SYSTEMS & INFORMATION DESIGN. RETAIL, SOCIAL MEDIA AND SMARTER EXPERIENCES!

MASTER IN INFORMATION DESIGN · SEPTEMBER 2018 INTAKE

The business of fashion has experienced extreme changes in recent years. We can measure both the customer journey behavior and track the initiatives of the retailers giving them suggestions on how to improve. A huge source of disruption in the fashion industry is, of course, social media. To capitalize on the disruption that social brings to the industry, fashion brands must understand how to use the enormous quantity of data from social channels to engage and interact with customers in a better way.

See IBM Cognitive System by clicking [here](#).

They have the ability to read many data, structuring them in order to find not common insights and best services for personalized offers.

Using the data of almost 1,000,000 digital conversations about fashion on Instagram, Facebook, Twitter, YouTube, Pinterest and other social platforms IBM studied the relationship between fashion brands and their audiences, to help guide brands who want to do more with social data. We can build smarter networks, offer smarter operation and deliver smarter shopping experience!

## BRIEF

The goal of this competition is to effectively translate into a visual form insights derived from the analysis of a social media channel.

The student is asked to analyze the Instagram channel of the Italian brand PRADA <https://www.instagram.com/prada/> during the year 2017.

The student has to express an effective, useful and impactful data visualization on the social media identity of the brand during the year 2017 through a visual narrative capable of expressing the information analyzed. The student is asked to screen the profile gathering data such as: the most important Influencers of the brand, the products favorite by the audience, useful comments.

The projects will be evaluated on content management, information access and visual layout and languages.

## AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in Product Design, Visual and Graphic Design, Media and Web Design, Architecture, Computer Science, Engineering. The competition is also open to candidates who hold a degree or diploma in Communication Science, Psychology, Sociology, or equivalent, if they are motivated by a sound research interest towards the program's topics and a strong portfolio.

## JURY

Projects will be selected and evaluated by the Faculty of the Domus Academy Master in Information Design and Domus Academy admissions jury.

## REQUIRED MATERIALS

- A pdf file, A4 format, 6/8 pages (max 8MB), containing:
  1. a short text description of the strategy behind the project and rationale of the choices made (about research and analysis and data visualization outcome).
  2. images of all the designed elements
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated in English
- Academic Transcript / Marksheet of previous studies translated in English
- Copy of passport
- Domus Academy Application Form\*

The presentation technique is free according to the expressive skills of the candidate. It can include images, links to websites, videos, slide presentations.

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

Any further attached material will be considered a plus and will be evaluated by the jury.

\* **Application fee is waived for competition participants.**

## PRIZES

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

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 16<sup>th</sup>, 2018.**

Candidates will be informed about the results of the competition by e-mail on **May 16<sup>th</sup>, 2018.**

## ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

**[www.competition.domusacademy.com](http://www.competition.domusacademy.com)**

or sent by e-mail to:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

Paper works must be sent to:

Domus Academy

**IBM COGNITIVE SYSTEMS & INFORMATION DESIGN.  
RETAIL, SOCIAL MEDIA AND SMARTER EXPERIENCES!**

Master Program in Information Design

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:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

## MASTER PROGRAM DESCRIPTION

Creating strong insights while transforming data into narrations.

Nurturing accessible complex information.

We are surrounded by a large amount of data to be interpreted, analyzed and represented. Information Design is a growing discipline strongly required by private companies, social enterprises and government agencies to crunch, interpret and visualize data for effective internal communications and public relations.

The Master in Information Design has a multidisciplinary approach that brings together visual design, data analysis and creative coding. Students will develop a skillset and a mindset to understand different cultural, social and economic contexts, translate complex information into engaging visual forms and narratives that are readable by different audiences, to support comprehensive communication strategies.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy 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 cannot be combined with other economic reductions offered by Domus Academy.
- 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.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

## INFORMATION

[competitions@domusacademy.it](mailto:competitions@domusacademy.it)

