

DA
Domus Academy

IN COLLABORATION WITH

WIRED



MASTER IN VISUAL BRAND DESIGN / SEPTEMBER 2018 INTAKE

Wired Italia bookazine: propose the new issue!

Wired arrived in Italy in 2009 and today it is directed by Federico Ferrazza. Wired embraces the concept of innovation at 360 degrees in the economy, health, well-being and sports sectors.

The brand is composed by three core elements: the magazine, the website and the events.

The magazine is presented with a book appearance – a bookazine – where the protagonists of the tech revolution ongoing internationally focus in a single topic.

The website, Wired.it, is one of the leading media, using multimedia content to present everyday topics.

The events are part of an approach to bring the brand closer to the general public, and between the most important ones we mention the Wired Next Fest.

BRIEF

Beginning with the analysis of Wired, a brand of Condè Nast Italia, students are asked to propose a new topic/issue for the "bookazine" (the Italian magazine that changes theme every 2-3 months).

Students are asked to:

- Design the cover of the magazine presenting the new issue.
- Design an example of a chapter (proposing an interesting and consistent visual layout)
- Choose one promotional touchpoint (outdoor poster advertising, social campaign, installation) to launch the magazine and design it.

AUDIENCE

The competition is open to professionals and graduates in visual and graphic design-related disciplines, design, communication, marketing, branding or communication fields.

JURY

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

REQUIRED MATERIAL

A pdf file, A4 format, 6/8 pages (max 8MB), containing:

1. images of all the designed elements
 2. a short text description of the strategy behind the project and rationale of the choices made
- Portfolio of projects
 - Detailed curriculum vitae
 - Motivation statement
 - Copy of Degree Certificate
 - Academic Transcripts
 - Domus Academy Application Form*

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 Euro €8.600 (for non-EU passport holders -diploma fee is not included) and Euro 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 16th 2018**.

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

ENTRY DELIVERY

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

www.competition.domusacademy.com

or sent by e-mail to: **competitions@domusacademy.it**

Paper works must be sent to:

Domus Academy

WIRED ITALIA BOOKAZINE: PROPOSE THE NEW ISSUE!

Master Program in Visual Brand 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**

MASTER PROGRAM DESCRIPTION

Branding is a complex activity. It is rooted in a research path, which leads to understanding the values of a company, and sprouts in the ability to use the right tone of voice to let the brand talk with its public and involve it in a long-term relationship.

An integrated vision, the direct combination of design, narration, graphics, identity research, is crucial when it comes to competing in terms of promotion and the reasoning behind the product.

The Master in Visual Brand Design of Domus Academy promotes competence and deep knowledge of the product and of the ways to explain it, in order to great the consumer and go follow them into the world of the brand, to encourage them to share its values, both in the physical and in the social media world.

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

