

START YOUR CAREER IN ACCENTURE DIGITAL

**APPLY AND BE SELECTED FOR A CUSTOMIZED PATHWAY
including 2 tailor-made workshops and an internship with Accenture Digital**

Customer experience is the battleground for brands today. Winning in an experience-led market means being hyper-focused on the customer and agile enough to offer new, connected experiences that flex to accommodate individual needs.

LEARN HOW TO BRING CUTTING EDGE DIGITAL SERVICES AND EXPERIENCES TO LIFE WITH ACCENTURE DIGITAL

The students of Domus Academy's Master in Service Design now have the exclusive opportunity to kick-start their career by working closely with Accenture Digital, the leading consulting firm that helps global brands pivot from thinking digital to being digital at the core by designing new experiences for customers and employees, applying new intelligence across every industry, function and process and driving the Digital Reinvention of Industry through smart, connected products, services, plants and workers.

Don't miss the chance to take part in a tailor-made program designed to develop your digital skills and prepare you for a new and fulfilling career!

ARE YOU READY TO BUILD AMAZING EXPERIENCES?

Domus Academy students in Service Design selected to take part in the Accenture Project will be able to attend 2 dedicated workshops in partnership with Accenture Digital, exploring the following topics:

- Design thinking as a project approach
- User centred design
- Front-end development basics
- Visual design and art direction
- Atomic design

And this is just the beginning! The participants will complete their Master's program with a curricular internship at Accenture Digital, where they will work on innovative projects for global brands in a dynamic, young and international environment.

AUDIENCE

The project is open to candidates who have a first-level degree and/or professional experience in Visual and Graphic Design, Interaction Design, Architecture and Creative Coding. The competition is also open to candidates with a diploma/degree or professional experience in Business Design, Communication Science, New Media, Psychology, Sociology, or equivalent, if they are motivated by a sound research interest towards the program's topics and are able to present a strong portfolio.

JURY

Students will be selected and evaluated by a jury composed by the Faculty of the Master in Service Design of Domus Academy and the Accenture Team.

MATERIALS REQUIRED

- Portfolio of projects (highly recommended)
- Detailed curriculum vitae
- Essay Assignment: describe why Service Design is an emerging field and conduct an analysis justifying the potential of the field. The analysis should map the scale of the field, include a discussion of contemporary examples and possible future directions. The essay should be max. 1500 words and may be supported with imagery, submitted in a pdf format.
- Motivation statement (max 200 words)
- 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 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.

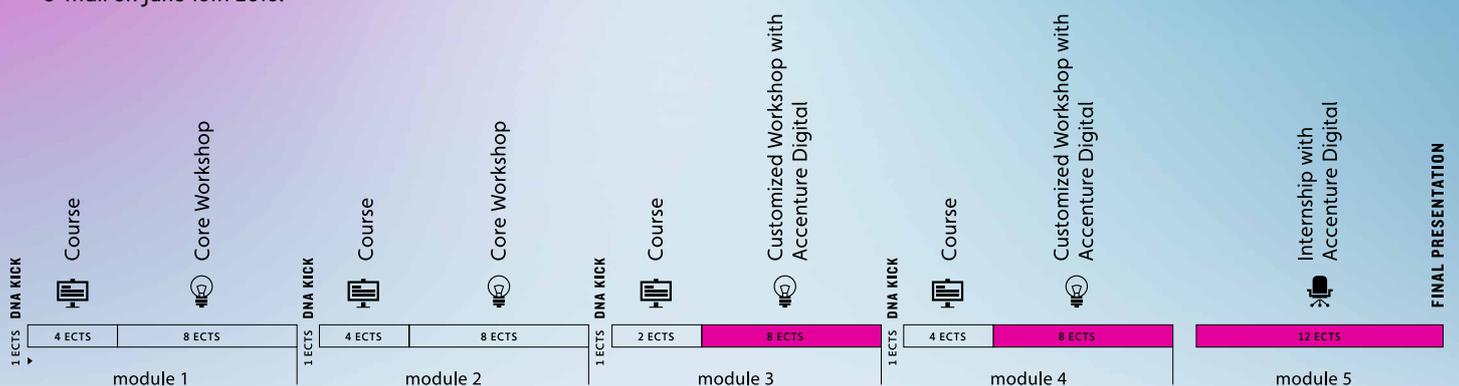
WINNING PROFILE

Students selected will take part in the Accenture Project, attending 2 dedicated workshops organized in partnership with Accenture Digital. The participants will complete their Master's program with a curricular internship at Accenture Digital, where they will work on innovative projects for global brands in a dynamic, young and international environment.

SCHEDULE

The materials must be delivered to Domus Academy by and no later than May 25th 2018.

Candidates will be informed about the results of the selection by e-mail on June 18th 2018.



ENTRY DELIVERY

Projects in digital format must be uploaded to the following URL:
www.competition.domusacademy.com

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

Subject: ACCENTURE PROJECT

When you submit your materials, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at info@domusacademy.it

ELIGIBILITY

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

During the academic year the selected candidates are expected to develop their knowledge of the Italian language. Proficiency in Italian will allow them to take full advantage of the professional opportunity during the internship.

MASTER'S PROGRAM DESCRIPTION

New information and communication technologies are bringing on a revolution leading to a radical change in the way services are offered and enjoyed, generating evolving needs and desires, both in the public and private industries. Service Design, through an integrated and multidisciplinary approach, operates within this context and has the task to understand and embrace social changes in order to deliver experiences and solutions for unpredictable future scenarios.

The Accenture Project in collaboration with the Master in Service Design program is meant to foster storytelling and prototyping skills, the problem-solving and business design approach to help students develop innovative service ideas.

Selected students will have the opportunity to take part in 2 tailor-made workshops co-organized with Accenture Digital which will help them to develop the skills that will allow them to be successful during the curricular internship.

The workshops will explore the following topics:

- Design thinking as a project approach
- User centred design
- Front-end development basics
- Visual design and art direction
- Atomic design.