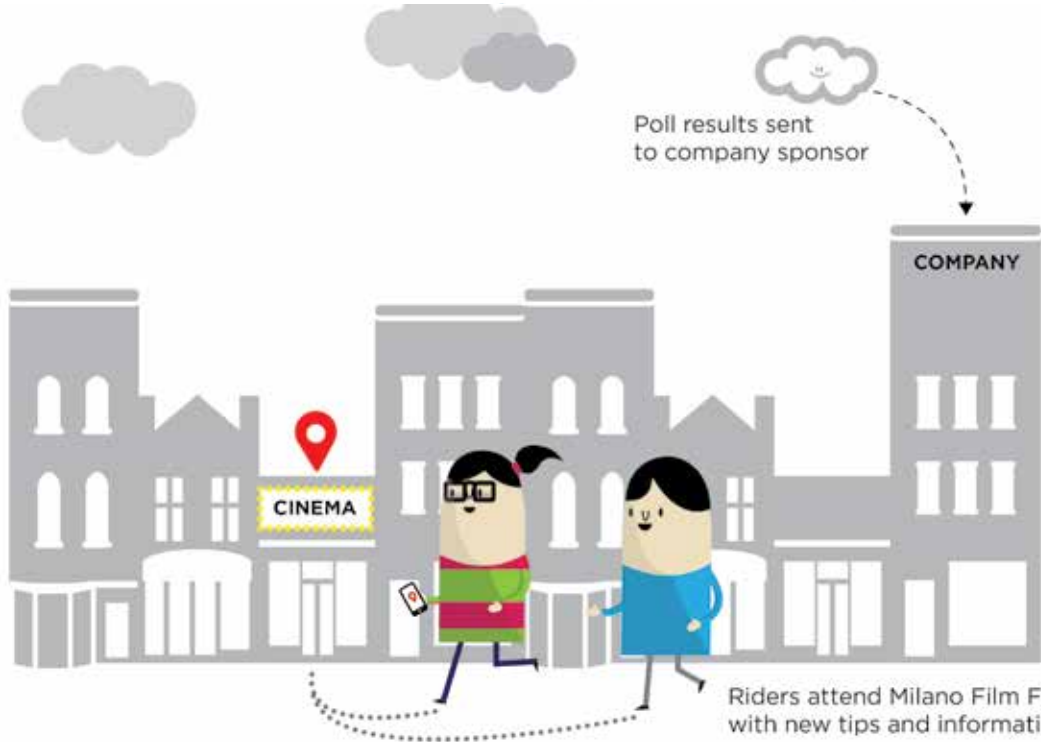




**COMPANY SPONSORS EVENT**  
Provides questions

**DA**  
Domus Academy

**TRIGGER**  
Question asked at station



Poll results sent to company sponsor

Riders attend Milano Film Festival with new tips and information

# Find the solution!

## BRIEF

Applicant is requested to think about a person he/she knows, interview him/her about one of his/her daily needs or desires (related to work, hobbies, mobility).

Think about a solution that addresses the needs or desires expressed by the interview, using digital technologies.

Visualize how the suggested solution works through your storytelling skills (e.g. storyboard; collage; flowcharts) and a descriptive text.

## AUDIENCE

The competition is addressed to candidates with a recognized high school diploma and a strong interest in a future career in the creative industries.

## JURY

Projects will be selected and evaluated by the Faculty of the program .

## REQUIRED MATERIAL

- Presentation: A digital presentation containing a descriptive text and visual storyboard describing your solution: max 1 A3 page or 2 A4 pages
- Statement of purpose (see guidelines here below)  
Please write an essay (max 500 words) elaborating the following questions:  
In the next future:
  - what job would you like to do after you graduate?
  - why did you choose DOMUS ACADEMY to achieve that?
  - what are you favorite means of expression?
  - what or who inspires you?
  - how living and studying in Milano will positively influence your work?
- Copy of Secondary School Diploma Certificate (translated in English or Italian)
- Copy of Secondary School Academic Transcript (translated in English or Italian)
- Domus Academy Undergraduate 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 Undergraduate Program
- One scholarship covering 50% of the total tuition fee of the Undergraduate Program
- One scholarship covering 40% of the total tuition fee of the Undergraduate Program

Prizes will be calculated on the standard tuition fee amounting to €21.500 for non-EU students, and €14.990 for EU students.

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **March 17<sup>th</sup> 2017**.

Candidates will be informed about the results of the competition by e-mail on **April 10<sup>th</sup> 2017**.

## 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

**Find the Solution!**

Undergraduate Program in Experience 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)

## PROGRAM DESCRIPTION

The Undergraduate Program in Experience Design (XD) includes an array of different disciplines and skills, such as interaction design, service design, UX, information architecture, graphic and visual design, prototyping, physical computing, creative coding, scenario building and storytelling. XD is essentially the process of designing both digital and physical systems and products which are enabled to function in this omni-channel world where customer experience is an increasing challenge and designers must engage in technological as well as social problems.

## ELIGIBILITY

Candidates holding a valid Secondary School Diploma that was conferred on completion of minimum 11 years of previous global schooling 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)

