



The Fashion Brand Communicator Competition: VISUALIZING INSPIRATIONAL ELEMENTS FOR THE FASHION STYLIST AND VISUAL MERCHANDISER

You are invited to create a project visualizing elements of your own culture that could be relevant to developing a visual communication proposal for an international fashion brand. The project should visually communicate an original concept through a storytelling approach, rich in creative elements that reference your country of origin.

Think of yourself as a magnifying glass, always ready to capture and reveal the beauty and originality of your country and incorporate these elements into a personal visual project.

Domus Academy and Vogue Talents are offering five scholarships for the Master in Fashion Styling and Visual Merchandising program with a start date of September 2019.

MASTER IN FASHION STYLING & VISUAL MERCHANDISING, SEPTEMBER 2019 INTAKE

BRIEF

Begin by choosing an international fashion brand that resonates with you. Then brainstorm about elements specific to your own location and culture that could be relevant to developing a visual communication proposal for that brand.

To create your project, you may leverage the techniques and media of your choice, such as photo shoots, fashion editorials, video, visual merchandising, and more, up to the most innovative communication techniques.

AUDIENCE

This competition is addressed to candidates who have a first-level degree and/or professional experience in fashion design, fashion styling, visual merchandising, design, photography, architecture, or communication. It is also open to candidates with a background in industrial design, journalism, media, or related fields, if they are motivated by interest in the program's topics and a strong portfolio.

JURY

Projects will be selected and evaluated by the faculty of the master's program and the Admissions Jury.

REQUIRED MATERIALS

Please gather the following materials into one single file in .PDF format:

- The project must be presented as 10-slides (including mood boards, photographs, renderings, and/or video)
- Artistic and professional portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor's degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form*

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

* The application fee is waived for competition participants.

PRIZES

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

Prizes will be calculated on the standard tuition fee, which is EUR 28.600 (for non-EU passport holders, not including diploma fee) and EUR 19.900 (for EU passport holders, not including diploma fee).

DEADLINE

The works must be sent to Domus Academy by and no later than 5th April, 2019. Candidates will be informed about the results of the competition by email on 6th May, 2019.

DELIVERY OF MATERIALS

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

www.competition.domusacademy.com

When you submit your project, you will receive an immediate confirmation email that your submission was received.

If you do not receive confirmation, let us know at competitions@domusacademy.it.

MASTER'S PROGRAM DESCRIPTION

The Master in Fashion Styling & Visual Merchandising program blends the roles of the visual merchandiser and the fashion stylist to create a new professional profile: the visual fashion brand communicator, whose scope encompasses lookbooks, advertising campaigns, editorials, websites, social media, and multi-sensorial retail concepts.

You will learn how to convey the brand values and identity of a fashion collection through powerful image-based storytelling and visual merchandising strategies for window and in-store displays.

ELIGIBILITY

- Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018–19
- 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.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- 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.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.