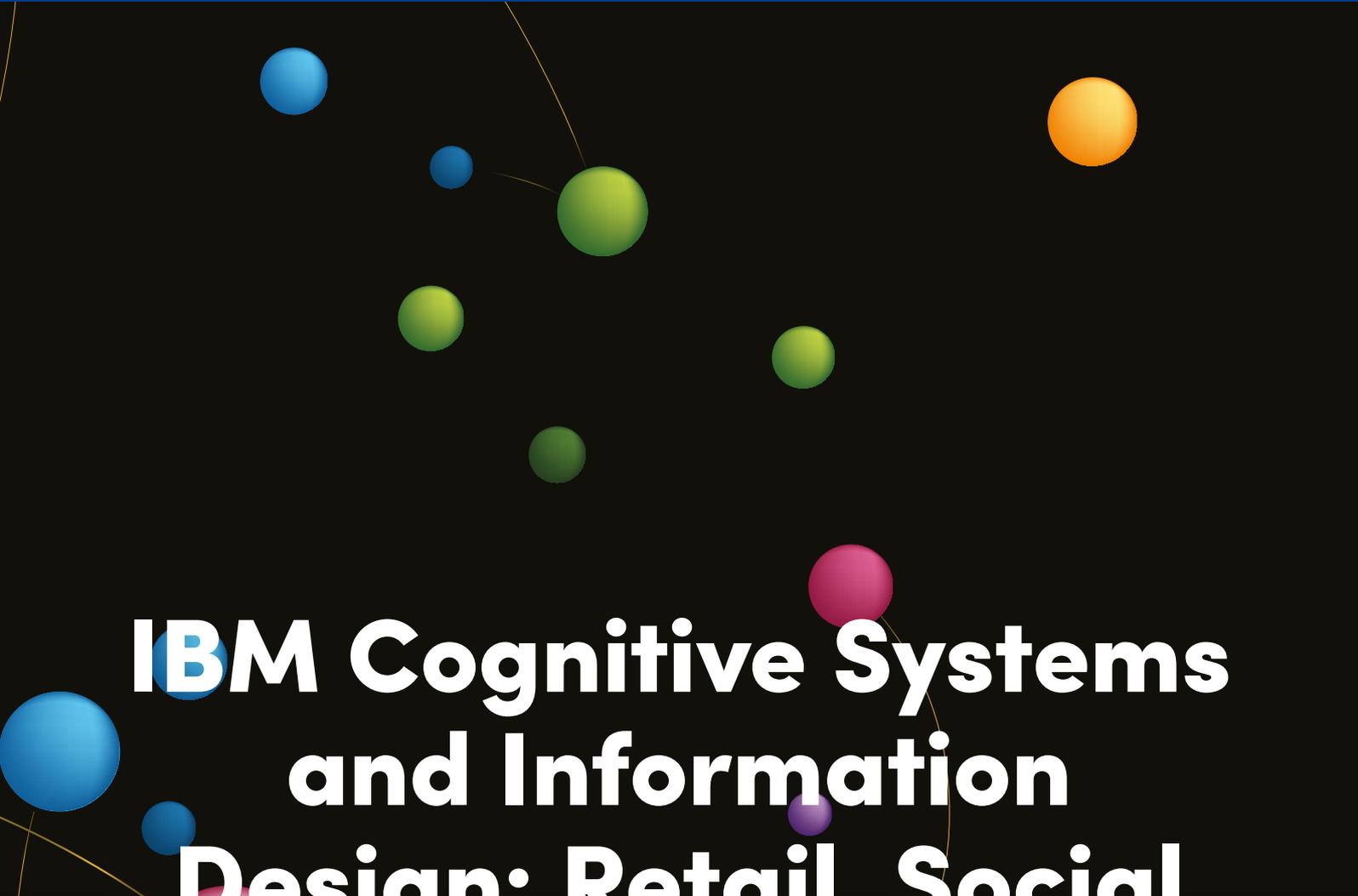
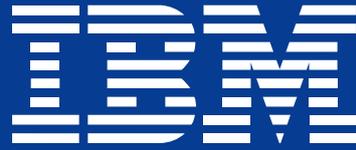




IN COLLABORATION WITH

A decorative background featuring several colorful spheres (blue, green, orange, pink, purple) of varying sizes, connected by thin, light-colored lines, set against a dark blue background.

IBM Cognitive Systems and Information Design: Retail, Social Media, and Smarter Experiences!

The business of fashion has experienced extreme changes in recent years. One major source of disruption in the industry is, of course, social media. To take advantage of this disruption, fashion brands need to understand how to leverage the enormous quantity of data from social channels so they can engage and interact with customers in more compelling ways.

IBM Cognitive Systems have the ability to read and structure large amounts of data in order to find impactful insights and help retailers develop better services. Using the data from nearly one million digital conversations about fashion on Instagram, Facebook, Twitter, YouTube, Pinterest, and other social platforms, IBM studied the relationship between fashion brands and their audiences with the goal of guiding brands that want to increase engagement with social data. Together, IBM and fashion brands can build smarter networks, offer smarter operations, and deliver smarter shopping experiences!

Domus Academy and IBM are offering five scholarships for the Master in Information Design program with a start date of September 2019.

Master in Information Design - September 2019 Intake

BRIEF

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

You are asked to analyze the Instagram channel of the Italian brand Prada during the year 2018 gathering data such as the most important influencers of the brand, the audience's favorite products, and helpful customer comments. You must then create an effective, useful, and impactful data visualization of Prada's social media identity during 2018, through a visual narrative that communicates the information you have examined.

The projects will be evaluated based on their ability to accessibly communicate content and information through compelling visual layouts and visual languages.

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in design (product, visual, graphic, media, or web design) or in architecture, computer science, or engineering. It is also open to candidates with experience in communication science, psychology, sociology, or equivalent, if they are motivated by interest in information design and have 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:

- A short text description of the strategy behind your project and the rationale for your choices in research, analysis, and data visualization - A4 size, 6–8 pages (max 8 MB)
- Images of all the designed elements
- 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

Private companies, social organizations, and government agencies are looking for skilled information designers to support their communications strategies.

In the Master in Information Design program, you will learn to crunch, interpret, and visualize data to create compelling infographics. You will apply the tools of visual design, data analysis, and creative coding as you translate complex information into engaging visual narratives that are accessible to audiences of different backgrounds.

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.