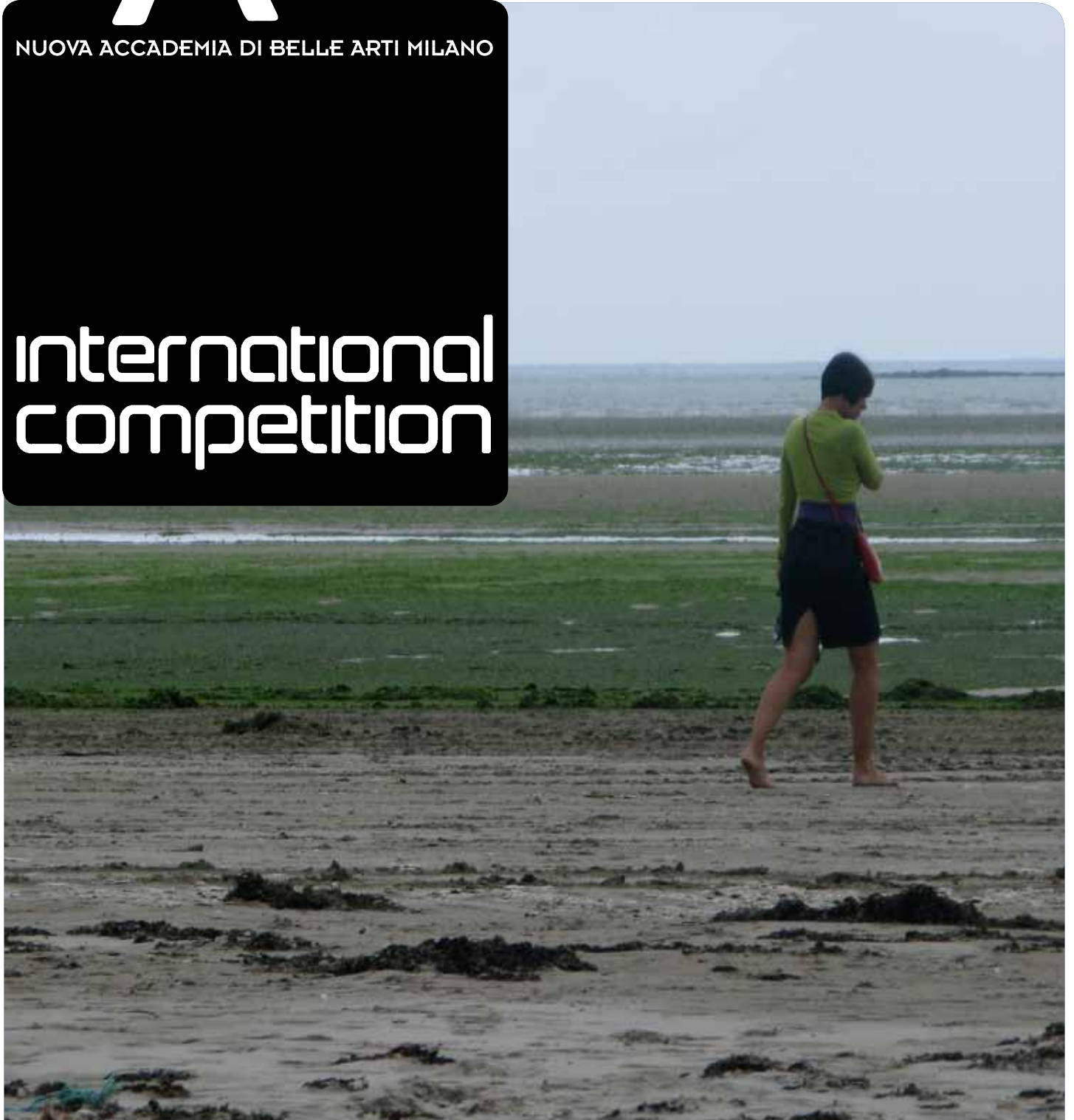


# NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO

## international competition



## Communication Design

PLEASE, BE MY GUEST!

Deadline: September 30th 2010

[www.master-naba.com](http://www.master-naba.com)



## PLEASE, BE MY GUEST! NABA International Competition

### Briefing

How would you convince someone to visit and to be guest of your favourite place?

It could be the small mountain village where your family comes from, a district of your town, the hotel where you spent the most beautiful week end of your life, or the park where you sit reading a book every time you can...

### Deliverables

A 10 to 15 pages marketing plan, with a specific focus on communication campaign, promoting the place you love the most and you would like to share the knowledge of with as many people as you can. The plan shall:

- research the targeted market (whom are you going to talk to?);
- provide "snapshots" of the segmentation of this market;
- create a grassroots/viral style communication campaign for each segment that you have identified;
- provide key visuals (press campaign, web-site, logo, etc.).

The provision of an aggregate budget for the communication campaign, though not mandatory, will be considered a plus.

### Jury

The Jury will be composed by:

**Franco Achilli**, Brand and Graphic Designer, A+G studio

**Serena Di Bruno**, Creative Director, 1861UNITED

**Giorgio Mameli**, Managing Director, Ogilvy Action

**Alessandro Montel**, Communication Design MA Director

### Prize

The winner will be awarded of a full scholarship for the first year of NABA two-year Master of Arts Degree in Communication Design, starting in January 2011.

The scholarship will be confirmed for the second year if the student will comply with specific academic requirements (average grade not less than 27/30 and at least 6 exams of the 1st year passed by September, 2011).

### Deadline

All materials have to be sent to NABA in a closed envelope and **HAVE TO REACH NABA WITHIN SEPTEMBER 30TH 2010**, along with the attached application form and with all the documents specified in it.

### NABA two-year Communication Design Master of Arts Degree

The Communication Design program aims at training professionals able to strategically and creatively work at the realization of complex communication projects.

It offers students the opportunity of applying the knowledge provided during the theoretical and technical courses to various operative contexts, through participation in design workshops and experimental laboratories, in which they can deal with complex communication issues in the fields of brand design, multimedia publishing and multi-platform services.

The course is open to students with a technical-artistic background, wishing to strengthen their knowledge of the strategic side of visual communication, as well as students holding a degree in communication, humanities, philosophy or -more in general- liberal arts, interested in integrating their background with a project-based experience in the field of creative communication.

Since 2008, year of its first edition, up to date, the program has been working with, among others: Good 50x70 Cultural Association, Hydro Building Systems, Interaction-Design Lab, Ogilvy, Pago-Heineken Group, SCF-Società Consortile Fonografici, Slow Food, Start Milano, UniCredit Group, United Nations (UNHCR).



## PLEASE, BE MY GUEST!

### NABA International Competition

#### Admission process

- **By September 30th 2010** - Materials have to reach NABA.
- **By October 15th 2010** - NABA will publish the scholarships awardees ranking and announce the winning project.
- **By October 31st 2010** - Winner has to enrol to the program, or the scholarship will be awarded to the 2nd candidate in the ranking.
- **By November 30th 2010** - All interested students have to enrol in the program.
- **January, 2011** - The program will start on January 10th 2011.

#### General conditions

- The deadline for participating into the contest is September 30th 2010. Later applications will not be taken into consideration.
- In order to avoid misunderstandings, we warmly recommend students to double-check with NABA postgraduate programs Secretariat office that their application did successfully reach NABA within the established term.
- NABA reserves itself the right to award scholarships only if the level of received projects will be considered of an appropriate quality level, according to the unchallengeable judgment of NABA evaluating commission.
- The applicants ranking with the results of scholarships selection will be communicated by NABA via email/ordinary mail to all those who participated into the contest.
- Students who have been awarded with the scholarship must enrol within the established term of October 31st 2010. Later enrolments will be possible, but participants will lose the scholarship.
- Scholarships may be accumulated with other special terms or discounts.

Further information on NABA postgraduate programs, including courses, projects, faculty members, is available on the postgraduate dedicated website [www.master-naba.com](http://www.master-naba.com).

All materials and communications have to be sent to the following address:

Dipartimento Master e Bienni  
 NABA Nuova Accademia di Belle Arti  
 Via Darwin 20  
 20143 Milano  
 ITALY

#### Contact information

For further information please contact

NABA postgraduate department  
 NABA Nuova Accademia di Belle Arti Milano  
 Via Darwin 20  
 20143 Milano  
 ITALY  
 Tel. (+39) 02 97372264  
[infomaster@naba.it](mailto:infomaster@naba.it)  
[www.master-naba.com](http://www.master-naba.com)



# PLEASE, BE MY GUEST!

## NABA International Competition

### Application Form

(to be filled out in capital letters)

To the Academic Dean of NABA Nuova Accademia di Belle Arti Milano

### The Undersigned

First name \_\_\_\_\_ Surname \_\_\_\_\_

Date of birth \_\_\_\_\_ Place of birth \_\_\_\_\_

Country \_\_\_\_\_ Nationality \_\_\_\_\_ Sex F( ) M ( )

Permanent address \_\_\_\_\_

Town \_\_\_\_\_ ZIP code \_\_\_\_\_ Country \_\_\_\_\_

Home phone number (including country and area code) \_\_\_\_\_

Mobile phone number (including country and any other code) \_\_\_\_\_

Fax number if available (including country and area code) \_\_\_\_\_

Email address (please write it in clear capital letters) \_\_\_\_\_

Graduated at (name of University/Academy of graduation) \_\_\_\_\_

In (Department and subject of graduation) \_\_\_\_\_

Graduation year \_\_\_\_\_ Graduation grade (if available) \_\_\_\_\_

Source (where did you hear about NABA/the Master program/the contest: e.g. web, Istituto Italiano di Cultura, educational advisor, educational fair) \_\_\_\_\_

### Requires

To be allowed to participate to the "Please, Be my Guest!" contest for the awarding of one full scholarship for young talents willing to join the 2011 edition of NABA two-year Communication Design Master of Arts Degree.

### Declares

To have fully read, understood and accepted the contest regulation and conditions specified in the contest announcement.

### Encloses

The following documents in addition to the present application form:

- "Please, Be my Guest!" project
- curriculum vitae/resume (max 2 typed pages)
- portfolio
- motivation letter (max 1 typed page)
- documentation regarding previous academic career:
  - study plan (academic transcript) of previous studies, translated into English, listing subjects and exams, with corresponding number of hours/credits and short description of each subject's program
  - copy of Bachelor Degree/Academic diploma (if available), translated into English
- documentation regarding previous professional career (if available)
- documentation regarding further courses or seminars attended (if available)
- certificate attesting the knowledge of English language
- copy of passport/ID card.

Date

\_\_\_\_\_

Student's signature

\_\_\_\_\_