

NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO



URBAN WATCHERS

International competition

Communication Design MA Degree

Project briefing

In order to launch an International Observatory on New Trends, NABA is willing to recruit at least five *urban watchers* in each of the following cities: Amsterdam, Antwerp, Bangalore, Barcelona, Beijing, Berlin, Buenos Aires, Hong Kong, Istanbul, London, Los Angeles, Mexico City, Milan, Mumbai, New York, Osaka, Paris, Riga, San Francisco, St Petersburg, Sao Paulo, Seattle, Seoul, Sydney, Tel Aviv, Tokyo.

Urban watchers will be supposed to monitor and select emergin trends in the following areas: Cinema, Fashion, Art, Communication&Advertising, Videogames, Design, Comics, Retail, New Media, Mobile, Food&Beverage, Nightlife.

Deliverables

Participants are required to present a 10-15 page marketing plan, focusing on the development of an integrated communication campaign, including the use of new media and alternative advertising tools communication campaign, with the objective of recruiting Urbanwatchers in at least five (up to all) of the above-mentioned cities (at least five per city) through a dedicated web-site (to be built yet).

The marketing plan must:

- research the 18- to 30-year-old market;
- 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 (web-site, materials, etc.).

The provision of an aggregate budget for the communication campaign (not including web site set-up), though not mandatory, will be considered a plus.

Jury

Franco Achilli, graphic designer, Brand design professor at NABA

Serena Di Bruno, art director, Creative Director at 1861United

Giorgio Mameli, coordinator of the Culture Commission within the Events Council of AssoComunicazione

Patrizia Martello, trendwatcher, counselor and partner of MEMETHiC Lab

Alessandro Montel, marketing professor and consultant, director of the MA Degree in Communication Design at NABA

Prizes

The authors of the two best projects delivered will be offered a partial scholarship covering the 50% of the tuition fee of the first year of the MA Degree in Communication Design, starting in January 2012.

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 40 credits awarded within the end of the fall exam session).

Deadline and requirements

Projects and related attached documents have to be sent by post in closed envelope in order to reach NABA within July 15th 2011. The envelope has to be addressed to:
International Admissions Department
NABA Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano
ITALY

Admission process

15th July 2011 - Materials have to reach NABA.
31st August 2011 - NABA will publish the scholarships awardees ranking and announce the winning project.
30th September 2011 - Winners have to enroll in the Communication Design MA Degree, or they will lose their rights on the scholarship.
30th November 2011 - All interested students have to enroll in the program.
13th January 2012 - Start of the courses.

General conditions

- When receiving the materials, NABA will send an email of confirmation to the participant. If one week after having sent the materials, or in any case within the 15th of July, no email has been yet received, we advice students to contact the International Admissions Department by phone (02973721) or email (int.info@naba.it).
- Materials can be sent via express courier or regular mail (not recommended). Materials received by NABA after July 15th will not be considered valid.
- All projects and other materials submitted will not be returned to the entrant.
- 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.
- Scholarships can not be accumulated with other special terms or discounts offered by NABA, but they might be accumulated with scholarships/contributions from other organizations.

MA Degree in Communication Design

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).

Contacts

For further information please contact:
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Via Darwin 20
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