

Domus Academy Scholarship Competition

Fashion Styling & Visual Merchandising

Master's Degree

The Fashion Brand Communicator

Visualizing inspirational elements for the Fashion Stylist and Visual Merchandiser.

In a competitive world, where visual communication has a key role in the success of a company, Fashion brands are constantly looking for Fashion Stylists and Visual Merchandisers able to translate their values into appealing and entertaining products for the target market. The Master Program in Fashion Styling & Visual Merchandising aims at investigating and combining the skills and competences of these two strategic profiles, whose respective roles are becoming more and more interchangeable, in order to prepare the new generation of "Visual Fashion Brand Communicators".

Brief:

Candidates will have to present a comprehensive project, based on the creation of a mood-board visualizing elements of their own culture that could be relevant to develop a visual communication proposal for a selected International fashion brand in their country. The creation of a storytelling on the local elements, consistent with the selected brand, is highly recommended. From editorials to visual displays, from visual merchandising to social media content and video making, up to the most innovative communication techniques, candidates will have to produce a visual communication project using their inspirational moodboard and one of the above media. Candidates will act as a magnifier, keeping their eye always open to beauty cultural elements and originality, in order to reveal and catch different "inspirations and elements" of their country, producing a personal visual project.

Materials Required:

- The project must be presented in a 10 slides Power-Point presentation (including moodboards, picture, renderings and/or video)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one single 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 Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Fall Intake 2017 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com no later than April 7, 2017. Candidates will be informed about the results of the competition by e-mail on May 4, 2017.