

Domus Academy Scholarship Competition

Visual Brand Design Master's Degree

Beauty & Glamour

Glamour, one of the most famous brands of Condé Nast Italia, was launched in March 1992. Since 2013 the new director of Glamour is Cristina Lucchini and in the last years Glamour is become more and more an integrated communication system. Glamour magazine offers several columns ranging from psychology to consumption, from wellness to entertainment. Nowadays, in order to respond to young women needs, Glamour is a system that offers a whole communication experience through different media with a proper strategy to support it. The magazine main topic is Fashion instead the website and the apps focalize mostly on the theme of Beauty. Glamour is a friendly guide that gives you tips creating engaging moments. The web site offers different sections with articles, stories, news, tips on "beauty brands" and videos. Beauty is also the fundamental topic of the iPhone app "Glamour Beauty Break".

Brief:

The goal of the competition is to design a new part of Glamour Italia communication system. Your proposal has to be original and also consistent. <http://www.condenast.it/brand/glamour/>

Choose one option:

- Personal shopper: Glamour Italia offers tips on Beauty enhancing the visibility of several brands, building relationships and increasing engagement time. How Glamour can be a "personal shopper" in a retail shop that sells products related with Beauty's world? You are free to suggest several typologies of communication formats.
- Social Promotion: Suggest which social media are the most interesting in order to create a smart promotional campaign for Glamour and why. You have to present a concept and visual layouts that explain how it works. The focus of the campaign will be the theme of Beauty. <http://www.condenast.it/brand/glamour/>

Materials Required:

- A pdf file, A4 format, 6/8 pages (max 8MB), containing:
 1. images of all the designed elements
 2. a short text description of the strategy behind the project and rationale of the choices made
- 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 17, 2017.
Candidates will be informed about the results of the competition by e-mail on May 11, 2017.