

NABA Scholarship Competition

Communication Design Master's Degree

"Places Dear to My Heart"

There are already several initiatives inviting citizens from around the world to report each year beautiful landscapes or architectural treasures in a state of disrepair or disuse in their countries – places cherished in the hearts of all – allowing for restoration work to be commenced on the places receiving the most votes. We ask you to identify a "place dear to your heart" and to draw up a communication plan that will attract broad interest and, therefore, the largest possible amount of financial contributions. Why should the place dear to your heart become "the" place dearest to all hearts?

Materials Required:

Applicants are required to draft a **10-15 page marketing plan, with a specific focus on the communication campaign**, promoting the place they love the most and that they would present to as many people as possible. the marketing plan must include:

- research on the target market (whom are you going to address?)
- "snapshots" of the market segments;
- grassroots/viral-style communication campaign for each segment that they have identified, pointing out the distribution/communication channels;
- communication key visuals (website, coordinated graphics, advertising campaign, guerrilla...) including an aggregate budget for the communication campaign (not including website set-up), though not mandatory, will be considered a plus.

Candidates are also required to submit:

- Personal portfolio of works and projects: (maximum 3 candidate's best projects)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Application Form*

The candidates are asked to send their materials in English language and in two files in PDF format – one including competition project and one including personal portfolio.

* Application fee is waived for competition participants.

Prizes:

- One scholarship covering 60% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 50% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 40% of the total tuition fee to attend the first year of the MA Program.
- Two special mentions covering 20% of the total tuition fee to attend the first year of the MA Program.

Fall Intake 2017 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com no later than May 12, 2017.
Candidates will be informed about the results of the competition by e-mail on June 6, 2017.