



TAKE YOUR **ADVANTAGE**

—————> **MASTER IN CREATIVE ADVERTISING** <—————

COMPETITION BRIEF

Los Angeles 2016. American National Health Association and W3C (World Wide Web Consortium) have run a joined survey on the risks of a digital stylelife's overdose.

Results from the report are worrying: young people between 14 and 24 are the most exposed to a very passive lifestyle, spending most of their time playing virtual games, on social media and online

surfing, with a progressive loss of interest in physical activities and in a real social life.

Help ANHA and W3C to plan and create a massive public campaign to illustrate the benefits of running a more healthy and balanced existence in real life. Any media could be used, from classic billboard and printed communication, to online and interactive mobile devices.

AUDIENCE

The competition is open to professionals and graduates in advertising, communication, brand and graphic design-related disciplines, design, marketing and humanities.

DELIVERABLES

- **Project description:** your ADV idea and strategy illustrated by A4 paper boards or a unique .pdf file including a short written description.
- **Curriculum vitae** of the Participant in A4 format
- **Statement** of ideas, purpose and strategy in A4 format
- NABA application **form***
- Copy of **Bachelor Degree/Academic diploma** translated into English
- **Academic transcript** of previous studies, translated into English
- Personal **Portfolio** of works and projects

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*

JURY

Projects will be selected and evaluated by the Faculty of the Master in Creative Advertising.

PRIZES

The three best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the Academic Master in Creative Advertising starting in October 2015:

- 1st prize: nr. 1 scholarship covering **60% of the tuition fee** to attend the Academic Master
- 2nd prize: nr. 1 scholarship covering **50% of the tuition fee** to attend the Academic Master
- 3rd prize: nr. 1 scholarship covering **40% of the tuition fee** to attend the Academic Master

SCHEDULE

- **30th April 2015** - Deadline for submitting applications and projects
- **18th May 2015** - Communication of results to participants
- **25th May 2015** - Deadline for winners to matriculate in the Academic Master in Creative Advertising

DELIVERY INFORMATION

Projects in digital format must be uploaded to the following address:

www.competition.naba.it

or sent by e-mail to:

int.info@naba.it

Paper works must be sent to:

NABA Nuova Accademia di Belle Arti Milano

International Admissions Office

Via Darwin, 20

20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: int.info@naba.it

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2014/15 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

GENERAL TERMS AND CONDITIONS

- Every moral or paternity right as to the project remains property of the author. The projects sent to NABA will not be returned.
- NABA is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement can not be combined with other economic reductions offered by NABA.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.

ACADEMIC MASTER IN CREATIVE ADVERTISING

The Master in Creative Advertising is a joint educational program developed by NABA Nuova Accademia di Belle Arti Milano and Media Design School, New Zealand, and is strongly oriented to all creative aspects of contemporary advertising scenario. Students will be challenged by leading companies and experts with workshop briefs on the creative side of today's advertising processes and methodologies. Since the beginning, from terminology to best practices, students will develop core skills in consumer insight and research methodology, idea and strategy building, copywriting, story telling and art direction, in order to create real and innovative advertising campaigns, across different types of media and with a learn-by-doing approach. Graduates will acquire the skills to develop careers in art direction and copy writing in creative agencies worldwide or to properly manage and evaluate creative teams inside a highly effective marketing environment. This includes communication agencies and graphic design studios requiring creative directors, copywriters, storytellers, strategy experts, brand consultants, media planners and creative accounts. During the course, all students will have the chance to conduct an intra-curricular internship and conclude the program with a final master project which will complete their own individual portfolio.

INFORMATION



For more information, please send an e-mail with your inquiries to:

int.info@naba.it

www.naba.it