

DA 
Domus Academy

IN PARTNERSHIP WITH

bastard 



BASTARDS EVERYWHERE

→ MASTER IN VISUAL BRAND DESIGN - SEPTEMBER 2015 ←

Bastard is a Milan-based brand that designs, produces and sells technical clothing and equipment for snowboard, skateboard and streetwear.

Born in 1994 from the common passions and style of 4 friends, after 20 years it's still run by the same crew and it's now recognized as a milestone in the Italian snowboard/skate/street field.

One of the reasons why Bastard succeeded in lasting long, while a lot of brands have had short-term lives can probably be found in the vivid and strong brand vision these four friends have kept over the years and the coherence of core brand values and philosophy with actual products, which has been recognized and adopted by a large and passionate community.

BRIEF

Bastard wants to create new collections of products based on the visual tradition of different countries. Imagine your country is one of these, and design the image of the new brand: a new bastard logo for the collection, clothes tags, a paper or fabric bag to bring the purchase home from the shop, advertising for magazines, a postcard to be distributed in the shop and in selected clubs, special elements or details that would enrich the collection (stickers, pins, gadgets, products containers, shop decorations to celebrate the new collections)

To better understand Bastard style and production:

<http://www.bastard.it>

<http://blog.bastard.it>

<http://convert.com/bastard/36> (change 35 to 34, 33... to see previous dealer catalogues)

AUDIENCE

The competition is open to professionals and graduates in visual and graphic design-related disciplines, design, communication, marketing, branding or communication fields.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Visual Brand Design of Domus Academy and Claudio Bernardini of Bastard.

REQUIRED MATERIAL

- 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 sole 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 70% 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 30% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €25.490 (for non-EU passport holders -matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 30th 2015**.

Candidates will be informed about the results of the competition by e-mail on **May 21st 2015**.

ENTRY DELIVERY

Projects will be sent to art@wayout.com.tr digitally.

art.wayout.com.tr/domus-academy-burs-yarismasi/

When you submit your project, you will receive a confirmation within 48 hours that your submission was received.

MASTER PROGRAM DESCRIPTION

The Master in Visual Brand Design is a unique opportunity to acquire hands-on skills and in depth knowledge on how to design the identity of a company and/or organization, by integrating graphic design skills with strategic thinking.

The concept of branding is moving away from the traditional idea of creating an "image" that represents the name and values of a company, by exploring a broader view that incorporates several disciplines, from visual design to sound design, from storytelling to consumer psychology and marketing techniques, thus addressing a strongly integrated approach the aim of which is to identify the core assets and orchestrate them into a consistent brand identity.

Branding is now much more than just the definition of a visual image: it's the creation of a rich and attractive environment, grabbing the consumer's attention and bringing that person into the brand world, to share those brand values and to become an informal sponsor of the brand. The Master will provide students with key skills in becoming a Visual Brand Designer with a complex and rich approach, capable of orienting company needs towards an innovative direction. Students will have the chance to do an intra-curricular internship.

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).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy 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 cannot be combined with other economic reductions offered by Domus Academy.
- 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.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.