

SCHOLARSHIP COMPETITION

BRIEF UNDERGRADUATE



Deadline: May 3rd, 2018

IED Istituto Europeo di Design S.p.A. and I.L.E.M. srl – Accademia di Belle Arti “Aldo Galli” (hereafter referred as Accademia Galli) invite young creatives to convert their ideas into projects by taking part to the SCHOLARSHIPS 2018 contest.

Up for grabs are 105 scholarships covering the 100% or the 50% of the tuition fees for Undergraduate courses and Professional Training Programs (two years) in Design, Fashion, Visual Arts, Communication and Restoration held in Milan, Cagliari, Como, (Accademia di Belle Arti “Aldo Galli”), Florence, Rome, Turin and Venice.

How to apply

Participants are required to develop a project based on a briefing related to the chosen course, for which they aim at obtaining the scholarship.

To take part in the Scholarship contest, students must register and upload the required material by May 3rd, 2018 at 11:59 p.m. (GMT+1 – Italian time):

- Step 1.** Read carefully the **Regulation** and the projects' briefings. To take part in the contest, students need to develop a concept that is relevant to the specific field of interest, following the guidelines described in each detailed briefing.
- Step 2.** Choose the course and the location you are applying for.
- Step 3.** Get registered by filling in the form available at ied.edu/scholarships-undergraduate. Once registered, you will receive a confirmation e-mail with credentials to enter your Personal Area, where you could upload the required documents. Only candidates interested in Accademia Galli - IED Como – have to send the confirmation of their participation at borsedistudio@accademiagalli.it.
- Step 4.** Start to arrange the required documents, respecting the guidelines reported in the briefing.
- Step 5.** Once the material collection is ready, enter your Personal Area with the given credentials and upload your project and the required documents.
- Step 6.** In case you win the scholarship, you will have 3 days to confirm your acceptance and 5 days to complete your application at IED.

Good luck!

CLICK ON THE COURSE AND FIND OUT THE BRIEF

DESIGN AREA

IED Milano

Product Design (ITA)
Product Design (ENG)
Interior Design (ITA)
Interior Design (ENG)

IED Cagliari

Product Design (ITA)
Interior Design (ITA)

IED Como - Accademia di Belle Arti "Aldo Galli"

Furniture Design (ITA)

IED Firenze

Interior Design (ITA)
Interior and Furniture Design (ENG)

IED Roma

Product Design (ITA)
Interior Design (ITA)
Interior Design (ENG)

IED Torino

Product Design (ITA)
Interior Design (ITA)
Transportation Design (ITA)
Transportation Design (ENG)

IED Venezia

Interior Design (ITA)

FASHION AREA

IED Milano

Fashion Design (ITA)
Fashion Design (ENG)
Fashion Marketing (ITA)
Fashion Marketing and Communication (ENG)
Fashion Stylist and Communication (ITA)
Fashion Stylist (ENG)
Jewelry Design (ENG)

IED Cagliari

Fashion Design (ITA)

IED Como - Accademia di Belle Arti "Aldo Galli"

Fashion and Textile Design (ITA)

IED Firenze

Fashion Design (ITA)
Fashion Stylist and Communication (ENG)

IED Roma

Fashion Design (ITA)
Fashion Stylist and Editor (ITA)
Design del Gioiello (ITA)

IED Torino

Fashion Design (ITA)
Design del Gioiello e Accessori(ITA)

IED Venezia

Modellista (Professional Training Program - ITA)

VISUAL ARTS AREA

IED Milano

CG Animation (ITA)
Fotografia (ITA)
Photography (ENG)
Graphic Design (ITA)
Graphic Design (ENG)
Illustrazione e Animazione (ITA)
Media Design (ITA)
Sound Design (ITA)
Video Design (ITA)

IED Cagliari

Media Design (ITA)

IED Como - Accademia di Belle Arti "Aldo Galli"

Dipartimento di progettazione e arti applicate - Scuola di Restauro (ITA)
Dipartimento di Arti Visive - Scuola delle Arti Contemporanee (ITA)

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Video Design (ITA)

IED Torino

Fotografia (ITA)
Graphic Design (ITA)
Illustrazione (ITA)

IED Venezia

Grafica (Professional Training Program - ITA)
Media Design (ITA)

COMMUNICATION AREA

IED Milano

Design della Comunicazione (ITA)

IED Firenze

Comunicazione Pubblicitaria (ITA)

IED Roma

Design della Comunicazione (ITA)

IED Torino

Design della Comunicazione (ITA)

DESIGN AREA - UNDERGRADUATE COURSES

IED Milano

Product Design (ITA)
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IED Cagliari

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Interior Design (ITA)

IED Como - Accademia di Belle Arti "Aldo Galli"

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IED Firenze

Interior Design (ITA)
Interior and Furniture Design (ENG)

IED Roma

Product Design (ITA)
Interior Design (ITA)
Interior Design (ENG)

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Interior Design (ITA)
Transportation Design (ITA)
Transportation Design (ENG)

IED Venezia

Interior Design (ITA)

DESIGN AREA - BRIEF

Interior Design

Interior and Furniture Design

Furniture Design

Changing life. Interior design changes people's lives. Imagine to enter a place you know and to have the power to transform it, to rethink it so that something totally unexpected could take place inside. Design is about beauty and vision of the future. How could an inner space of a restaurant, an office, a shop to make happen inside something that could change our lifestyle? Consider an existing interior space and transform it, taking into consideration a new kind of beauty and new uses for the people who live it. Write a short text (300 types as maximum) and use the graphic technique you prefer (sketches, pictures, collages) to produce a maximum of 5 images. Think about a place that would make the difference for you.

Product Design

Starting from a careful consideration of the habits you see as more distinctive of your generation, think about one or more products that would make your daily life more pleasant and easier, also pointing out which are the common values and desires. These are the topics suggested: future, travel, game, sport, work, friendship...

The final work must present a preliminary research to underline in which scenario your product could be used. Use images and sketches to explained the actions you analysed. In the following stage you have to illustrate your solution. We expect a product able to keep the promises you described in your scenario. Explain the product with the tools you command (sketches, photo of the prototype, video showing the functioning). The objective is creating a final product that makes sense, without forgetting to describe how could it be used, the advantages it would bring, the materials in which it's made, how much it costs, and how could it be sold. Keep a business approach that respects the values of ethic and sustainability, which represent key points for all the future products.

Transportation Design

Design a vehicle or a whole mobility system appropriate/suitable for future urban scenarios. It must be conceived to be electric, autonomous driving and connected to transportation/surrounding infrastructures. Moreover, it must be catchy and funny for the user. Explain your idea creatively using the tools you are more familiar with.



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IED Venezia

Modellista (Professional Training Program - ITA)

FASHION AREA - BRIEF

Design del Gioiello

Design del Gioiello e Accessori

Jewelry Design

What is a jewel? The answer is complex but there is always a connection between a body and a jewel. Hans Hofer in his latest interview told: "(...)The strength of jewelry lies in the fact that it is created by humans and for humans – and worn by them, too. This gives both the creator and the person wearing the object(s) an opportunity to express themselves, to define their artistic or personal style. It is crucial for jewelry to be wearable. Because only by virtue of being worn does it fulfil its role." Design your ideal jewel. Prepare a statement (min 300 words), 10 inspiring images, a reference designer (explain your choice with max 200 words), a table of study sketches, a table with the final jewel detailed drawing, technical table 1:1 scale, all in PDF.

Fashion Design

Curiosity, sensitivity and will to realise dreams: these are the main features of a Fashion Designer. Being able to catch new trends from the surrounding reality. Today, we're living in a globalised world that requires us to face different cultures that complement themselves and with which we interact. The recycling of all the garments that are produced every year. Realise a mini-collection considering all this inputs and write a description of your project (max 300 types).

Fashion Marketing

Fashion Marketing and Communication

Marketing (and communication that is part of and define it) is fast-moving. Especially with regard to fashion marketing is entering its design and those aspects that were considered as merely creative. Marketing definitely plays a key role speaking of future professions. Using marketing to develop your ideas, mixing together strictness of statistic reports, targets and distribution channels with a creative approach, typical of fashion, to do an editorial digital project for Instagram platform. Imagine a topic and design:

- a PDF moodboard made of 9 images representing the aesthetic of your theme;
- a promotional strategy;
- a 300 words abstract telling your idea;
- screenshot and link of favourite/reference Instagram profile.

Fashion Stylist

Fashion Stylist and Editor

Fashion Stylist and Communication

Stylist is one of the most complex professions in fashion industry, dealing with aesthetic, image, contemporary. He/She is a hybrid and flexible professional. A Stylist mainly works with aesthetic canons and combine them to create projects crossing with visual arts, fashion and art. A Stylist acts as a Creative Director through images, photo shootings, installations, videos, storytelling and social media posts. Design a visual telling starting from a personal theme (a video, an Instagram page, a selection of shootings). The theme can be social, personal, real, imaginary and must be translated into fashion. Add a 300 words abstract explaining its features.

Fashion and Textile Design

Meta-dress/meta-fabrics.

Speaking of fashion it seems that everything has already been done and told. Also, the new fabrics/materials are now limited to sustainability idea. The new challenge is to rethink daily life, as we all need easy but functional clothes, from day to night uses, easy to be cleaned...do we ever get dressed as in the futuristic movies? Will the fabrics ever dialogue with the spaces/settings like domotics? Will the clothes ever change colour according to the mood of the person wearing them? Are we heading for simplicity or back to be embellished by ornaments - instead of smartphones - like we used to? Candidates must present:

- a moodboard
- a concept explaining the idea
- a concept of a new material/fabric
- 7 sketches as a mini capsule collection.

The winner will be the one showing the best analysis, materials research and idea to make our daily life better.

Modellista (Professional Training Program)

Volume! This is the world to get in touch with. Realise a garment getting inspiration from an object, an artwork, or whatever you prefer to express your creativity in paper or canvas. Complete your work with a text, including the picture from which you took inspiration, your sketch that brought you to the final result and the motivation of your choice.

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IED Torino

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Graphic Design (ITA)
Illustrazione (ITA)

IED Venezia

Grafica (Professional Training Program - ITA)
Media Design (ITA)

VISUAL ARTS AREA - BRIEF

CG Animation

You are on earth, in a not so far away future. The planet has been abandoned and it's about to become a new colony. The company you represent – the one in charge for the next disembark of humans – is waiting for you to leave. Your task is setting up a better world for them. Without creating new objects, just using those abandoned from the last generation of humans, like in a scene of the movie Wall-E. Chose some of these objects, put them together, change them into instruments or creature to animate. Tools and beings able to help humanity living in a world as efficient as before, but more sustainable. The work you are asked to present must include a first part of research, in which you have to explain the atmospheres and rules of your "new" land through a slide or an interactive presentation, and a second part to describe the features of the creatures you created, explaining their new function, their strengths and weaknesses, using sketches, images, collage and short videos.

Dipartimento di progettazione e arti applicate - Scuola di Restauro

In 2002 between Israel and West Bank was built the Separation Barrier (in Jewish) or Israeli Separation Wall (in Arabic). Since 2006, Banksy has been painting on this wall, making it as a permanent exhibition of his art - featured by a strong symbolic and politic value. The local weather conditions do not facilitate a proper conservation of his art. Keeping in mind Banksy's personality - and that is an alive artist - write a 3000 words text (with spaces) explaining why you are for or against a restoration work and the features it will have, whenever you consider it necessary.

Dipartimento di Arti Visive - Scuola delle Arti Contemporanee

Street and urban art have been more and more piquing operators' interest lately. The chance to get these experiences into museums is an interesting trend. Imagine a museum project (into your city or any European city) dedicated to street and urban art, providing all the information related to promotion, diffusion and use of it. The project must be no more than 5000 words (with spaces).



Fotografia

Photography

Meta-objects, Meta-functions.

When you design an object you think of a specific use. But a creative person can also re-think an existing object. Looking around you imagine a different use of a common object such as a fork, a bicycle, a button, a credit card, a flowerpot. Using your irony and creativity, tell your idea and add some images (min 3 max 10) showing different uses for the same number of objects you present.

Graphic Design

Graphic Design Motion Graphic

Grafica (Professional Training Program)

POINTS OF VIEW AND OVERSIGHTS

We are a fluid society, swimming in a VISUAL universe, where images can have infinite meanings. We are surrounded by representations that persuade, whisper, invite, convince, lead us through interpretations, give us information about the hierarchy of what is important. But are we able to understand? Do we get the deep meanings and rhetoric, the difference between simple and sophisticated messages?

Working with images means to speak visual language. That's why we're asking you to take three representations:

- One famous image (for example the first man on the moon, Che Guevara, La Gioconda)
- One image of your choice (for example an advertising campaign, a movie poster, an album's cover, a picture)
- A famous brand's logo.

You can insert a detail, change the image or the context, reproduce it with different techniques, and associate it to a text or other images, TO CHANGE THE MEANING of the representation. CHANGE the interpretation of the 3 visuals, disclosing what of ambiguous, dramatic, dreamy or cynical could be hidden behind the original image.

Illustrazione

Illustrazione e Animazione

A talented illustrator is a creator of possible worlds, where people would like to live in. For the research step, follow the masters of the cross thinking. Try to enter Ettore Sottsass' pieces of furniture and his photo series Metaphores. Watch Bruno Munari's didactic labs and his machines - like the one to play the fife when you are out; enter Luigi Serafini's Codex Seraphinianus. What do we miss in our daily life? Imagine a positive transformation using drawing as a design tool. Imagine a car that can fix a contemporary issue in the local, national or global society. Everything is possible: go further the traditional dichotomy between shape and function, useful and poetic. Use a personal and unique language. Do not add text to the image: just a title and a short manual of use (max 500 words).

Media Design

The web has wide meshes. In over thirty years, it has learnt to include everything and to let go much. The creation of websites and apps for services, consumer products and social experiences that shook up the use, the appearance and the role of many of those objects that we're using every day. The infinite possibilities of the Net lie in the ability of reinventing and redefining people's experiences and needs. As in a Black Mirror episode, this could happen either in a positive way or not. We ask you to think about a website, an app, a platform, an experience or an original and innovative game, readapting the use of objects, the experimentation of relationships or new consumption experiences, answering to everyday needs in an ethically sustainable way. You are asked to present a work based on a research, in which you have to explain your idea with an interactive or slide presentation, or a description of the platforms, objects and devices to be used, through sketches, images, videos or through objects you realised.

Sound Design

"If I were a sound..." Nowadays sound design makes everything possible, any soundtrack or sound edit connected to other media. The next challenge is offering an audible effect to anything. How does an emotion, a memory, a color sound? Prepare a personal sound collage representing the world around you. Add a text supporting your choices.

Video Design

Real vs virtual. How people are in the real life vs in the social media. Describe with a video somebody that you know well: a parent, a friend, the girlfriend/boyfriend. Tell if there are differences between the daily and the virtual image. Do the pictures on the social media really represent them? It is a challenging exercise for you: observing a reality you know, being ironic, sweet, accomplice, edgy. Prepare a 5 minutes video supported by a text explaining your choices and source researches.



COMMUNICATION AREA - UNDERGRADUATE COURSES

IED Milano

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IED Firenze

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IED Torino

Design della Comunicazione (ITA)

COMMUNICATION AREA - BRIEF

Design della Comunicazione

The eternal challenge of communication.

When you design a project or a service, there is a slight difference between possible and impossible, but speaking of communication this is a huge gap. Communication has always been a fast-changing department, generating innovation processes either as technology or as ideas. Starting from this challenge, the candidate must pick a project, a piece of news, a character, a brand, an app, a political movement, a website, a social network or a startup, of current times, that is making possible something earlier considered impossible to do.

The candidate must develop a thorough analysis - by images or words - explaining his/her choice.

Comunicazione Pubblicitaria

What came first: the egg or the hen?

Design possible or impossible objects is possible. Beauty is always important. Think about the difference between possible and good design. The challenge is representing daily life, an object, an advertising, an original idea.

Wonder yourself: "cool but who needs it?" "If it didn't exist, would it be bad?" "What is more important aesthetic or functionality?". Check Bruno Munari's opinions on egg and orange, 2 almost perfect objects. Candidate must present:

- research and inspiration moodboard;
- concept
- an image and a claim using the tool you like the most (web, social, press, tv, radio, advertising).

The winner is the one best representing the revolution happening to make better our daily life, dialogue, and compatibility with daily tools.

HAVE YOU ALREADY READ THE REGULATION? [CLICK HERE](#)

