

1 AUGUST 2022

## ACADEMIC MASTER IN DESIGN MANAGEMENT SCHOLARSHIP REGULATION – JAN 2023

For the January 23 intake, RUFA is granting 2 scholarships to Italian and international students who are enrolling in the Academic Master in DESIGN MANAGEMENT\* in partnership with FIFTH BEAT.

### ABOUT FIFTH BEAT

Fifth Beat is an independent design agency based in Rome, co-founded by current CEO Raffaele Boiano, whose team now counts more than 50 team members and contributors. Its scope is to optimize, transform and innovate products and services starting from people's needs and requirements. Today Fifth Beat carefully focuses on User Research, User Experience and User Interface Design, Organization, and Business Design. Underlying the design is a process of anthropological-sociological research, especially qualitative research, which enables the grafting of continuous innovation processes within the organizations that choose their empathetic approach between technology and people. Their claim is "We design products and services for people". Among their most notable clients, there are: Luxottica, RCS, Mediobanca, Toyota, Sorgania, Fastweb, Brunello Cucinelli, Der Freitag, Buzzoole, the World Food Programme.

### 1. Brief

#### Health culture, and ideas to improve life sustainability.

Due to recent world crises, most notably the pandemic, the term 'culture' is assuming new meanings. In some guises, it offers a response to emerging global challenges. The concept of wellness culture underlines the importance of a cultural approach to the promotion of both individual and communal welfare.

The culture of health can be defined as a social model in which everyone can make choices, which in turn leads to healthy lifestyles. Keywords for this system include equity, social approach, community, and sharing. Cities of the future must offer services and products that help communities to live simply, or at least sustainably.

Creative professionals have an important role to play in this process. Not least, they can design solutions for enhancing the quality of a sustainable life. Within its vision, indeed, wellness culture incorporates several lifestyle areas, such as health systems, cultural enterprises, sports, food, and mobility services.

An ongoing digital revolution, economic dislocation, and health crises are merely some of the major changes that the world, its communities, and its people have been faced with in the last few years. The effects on our daily lives are formidable and ineluctable. In response to these challenges, a new idea of culture has evolved, namely wellness culture. This aims to promote a

sustainable lifestyle to which all may contribute. Participants should imagine and articulate a concept for improving life sustainability within this context.

In developing an original project to address these challenges, participants should observe the following requirements:

- Present yourself by creating a 'self-portrait' to illustrate who you are and the world you live in (your city, your network, your belongings, etc.). Show us your passions, fears, and desires, as well as your loves and your hates. You may work via any technique you wish. As noted above, this includes words, images, or a combination of the two.
- Conduct research on wellness culture and choose a specific area of particular interest to you. Identify a problem to be solved and specify the context of the analysis and the target audience.
- Design and develop a proposal to address the issues outlined above. For example, you may consider new services (digital or otherwise), new community locations, and/or new products. Express your ideas through words, images, or a short video presentation.

## **2. Criteria of participation**

For the Master in DESIGN MANAGEMENT, the call is open to graduates holding a University Bachelor of Arts degree or equivalent study in the field of Design, Architecture, Humanities, Business, and Engineering.

Participation is individual – group submissions are not allowed.

## **3. How to participate**

Participation in the call is free.

To participate in the contest, please fill in the application form online and upload:

Attachment A: your Passport/ID (max. 1 Mbyte)

Attachment B in a single .pdf document (max. 5 Mbyte):

1. Copy of University Degree certificate or equivalent: if you haven't received your degree yet, you can upload a certificate on enrolment confirming you are about to graduate;
2. Signed Personal Statement (Letter of motivation) up to 500 words: you may explain why you wish to participate in the Scholarship, how would the Master help you develop your career, what are your personal and professional goals, etc.;
3. Curriculum Vitae;
4. English Language Certificate, min. B2 or equivalent.

Attachment C in a single .pdf document (max. 10 Mbyte)

Portfolio of works, or any works and documents that may be relevant for admission purposes. If it is available online, you simply add the link to the portfolio/reel.

Attachment D in a single .pdf document (max 4 Mbyte), including:

Your Project addressing the scholarship's challenge:

- Text of up to 500 words, introduced by the project title, which explains the overall proposal, stressing the critical thinking behind the proposed ideas.
- 1 slide with your self-portrait
- 3 slides to describe your research
- 3 slides with the proposed idea/s using both visual references and short statements.

#### **4. Calendar**

The deadline for the submission of the scholarship application is October 3 at 23.00 CET.

#### **5. Committee**

The Committee is composed of Francesca Gollo, Academic Coordinator of the Master, RUFA's lecturers, and representatives from FIFTH BEAT.

#### **6. Evaluation criteria**

Applications will be evaluated by the appointed Committee and ranked based on the following criteria:

Consistency of the Project with the scope of the challenge (0-8 points)

Reliability of the research supporting the Project (0-8 points)

Innovation and originality of the Project's proposal (0-8 points)

Quality of the visual and written presentation of the Project (0-8 points)

Overall academic and professional profile of the participant (0-8 points)

The Committee may require an interview with the candidates to complete the evaluation process.

#### **7. Award**

RUFA awards up to 2 scholarships, one of 50% and one of 30% of the attendance fee, which will be directly deducted from the tuition fee.

The first-place scholarship award consists of a 50% deduction on the attendance fee (enrollment fee is due) for the Master starting in January 2023 in RUFA. The second-place scholarship award consists of a 30% deduction on the attendance fee (enrollment fee is due) for the Master starting in January 2023 in RUFA.

According to the Jury's selection, other participants may also be awarded a lower scholarship amount.

Any scholarship allocated to the intake for which the student is enrolling (e.g. January 23) will NOT be automatically valid and confirmed for the next intake. RUFA's management will assess any reassignment.

### **8. Results and publication**

At the end of the selection made by the Jury, the winners of the call will be announced via e-mail. The winner shall confirm his/her acceptance of the scholarship award by finalizing the matriculation process within 7 (seven) days from the date of the first communication. After that period has elapsed without receiving the necessary documents from the winner, the scholarship shall be considered expired and shall be reassigned. The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee. The final project and the final news might be published on RUFA's official communication channels.

All candidates who will have a score of 20 and above will be informed about the result of their application and will be considered eligible for matriculation to their respective Academic Master's programs.

### **9. Rights and use of the delivered output**

The Participant acknowledges and accepts that the application to this scholarship initiative involves the implementation and creation of works of an artistic nature by the Participant, (created in any form and by any means including, for pure simplification and non-exhaustive purposes, texts, photographs, films, renderings, sculptures, paintings, drawings, layouts and design elements and projects of any kind), in the context of the application process that the Academy has intended for its participants (the "Works").

Therefore, the Participant acknowledges and accepts that by signing and sending this Application, if accepted by the Academy, the Participant grants the Academy the right to use, disseminate, reproduce, elaborate, modify, publish, transmit and communicate to the public the Works created by him/her as part of this initiative without time limits, to promote the Academy itself and its own activity and educational offer. He/she also yields all rights of any kind and nature existing regarding any type of support on which the Works may be contained (by way of example, images, photographs, slides, texts).

For the purposes described above, the Academy recognizes and protects the Participant's authorial right on the Works and therefore commits to quote the Participant indicating his/her name and surname and any necessary identification data, as well as to use appropriate credits and mentions on all occasions, none excluded, in which the works are used, disseminated, reproduced, transmitted, published and communicated to the public.

Any use of the Works by the Academy for profit reasons is expressly excluded.

The Participant expressly declares that he/she is fully satisfied and that he/she has nothing to claim for any reason or title from the Academy, its assignees and/or successors in title and/or in general by anyone who uses and exploits the Works for the purpose of promoting the Academy, its activities and the courses organized by it, committing also in the future not to raise any objection, claim, demand or dispute in this regard and, to the extent necessary, to irrevocably renounce to any right, action or claim in relation to the payment of a fee or compensation of any kind on the basis of what is indicated above. The Participant assures the Academy that the Works do not violate the rights of third parties and from now on indemnifies the Academy and/or its successors in title from any possible action and/or claim, including from third parties, related to the Works and their exploitation for which he/she is fully and solely responsible.

#### **10. Treatment of Personal Data**

The Academy collects and processes the Participant's personal data as part of the signing and implementation of this initiative, the Application, and the implementation and provision of the educational and training services for the Participant. The Academy processes the Participant's personal data in accordance with Regulation (EU) 679/2016 (the "GDPR"), with the provisions contained in Legislative Decree 196/2003 and subsequent amendments. (the "Privacy Code") and the provisions issued by the competent Authorities regarding personal data.

The personal data collected with this initiative and the Application, or in any case collected by the Parties and processed for it, are and will be processed by the Academy according to principles of lawfulness, correctness, transparency, and confidentiality and used or transmitted to other entities exclusively for the purposes of the implementation of this initiative according to the methods and conditions established in the information notice on the processing of personal data attached here.

#### **11. Applicable law and jurisdiction**

The Italian law will govern the Initiative and the relations between the Participants. Any dispute that may arise between the promoters and the Participants will be of exclusive jurisdiction of the Court of Rome (Italy).

#### **12. Exemption from the ministerial validation**

Pursuant to article 6, D.P.R. 430, dated 26/10/2001, this Initiative is not a prize competition or lottery: as a result, no ministerial authorization is needed.

\* Ministerial authorization required from A.Y. 2022/23.