

Scholarship Competition

Undergraduate Courses



Deadline: April 20th, 2023

IED announces a new call for scholarships for the undergraduate academic programmes at its three Spanish locations (Madrid, Barcelona and Bilbao) with the aim of providing the opportunity to gain admission to the courses eligible in the contest to young people who demonstrate a special creative talent and clear potential for the design studies offered by IED.

There are **58 scholarships** available, covering the 50% of the Tuition Fee for the eligible Undergraduate Courses detailed in this document.

How to apply

In order to apply for the Contest, participants are required to develop a research that's relevant to the specific undergraduate course of interest, following the guidelines described in the Brief.

To take part in the Scholarship contest, students must register and upload the required material by **April 20th, 2023**, following the steps listed below:

- Step 1.** Read carefully the Regulations and the projects' briefing.
- Step 2.** Choose the course you are applying for.
- Step 3.** Get registered by filling in the form available at: ied.edu
Once registered, you will receive a confirmation email with the link to enter your Personal Area, where you can upload the required documents.
- 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 and upload your project and the required documents.
- Step 6.** Should you win the scholarship, you will have 3 days to confirm your acceptance and 5 days to complete your enrolment at IED or Kunsthall Centro Superior de Diseño SL.

Good luck!

DESIGN FOR TRANSITIONS

CONCEPT

The word *Transition* describes the moment of transition from one way of being to another, from one situation to another, different condition, both in a static and dynamic sense.

It is possible to talk about *transition in several areas*:

- **In the human and social sphere**, both an *individual* (human life and its ages, identity) and a *collective level* (the historical and social evolution of a more or less restricted group of people).
For example, they talk about being in a period of transition or they talk about the transitional years between adolescence and adulthood.
Just as a period of transition is one that marks the passage from one civilisation to another, during which new social forms and customs, new cultural, literary and artistic concepts and productions mature, such as the age of transition between the Middle Ages and the Renaissance.
- **Geographically speaking**, one speaks of zones, areas of transition for those between neighbouring regions, in which therefore different forms of life and language meet and are present, with reciprocal influences.
- **In science**, in chemistry, physics, geology and mathematics, two types of transitions are encountered: those moments of changing state in which a “before” and an “after” can be recognised; those elements that cannot be attributed to well defined types, but represent terms of transition from one type to another.

More generically, **in any process, an intermediate phase of the process is considered and referred to as a transition phase, in which the condition, mostly of approximate equilibrium, that existed in the initial phase is altered, and which then gives rise to a new equilibrium condition.**

Transition therefore seems to be the most appropriate word to describe a moment of change, without losing sight of the complexity that all changes inevitably entail, since every transition is the result of the need to adapt in order to design a different future. Every transition is a process of search and compromise. A theme that spans the contemporary world and is layered on an individual, collective and historical level.

BRIEF

Programs Design School

Evolving in order not to become extinct. As dramatic as this sentence may sound, it captures the essence of human nature. The change that is obtained with planning and which precludes an analysis phase. The designer must demonstrate sensitivity not only in identifying the problems, but in anticipating them and developing a concrete solution. Unlike what too often happens in design, the candidate will be invited to create a project (a product, vehicle, a space or an accessory) starting from the research of innovative materials and with sustainable processes and end of life. Only later he will have to develop its functional and aesthetic aspects and will be described in the entire design process. The project can be both full of visualizations, as well as purely abstract, but it will have to demonstrate a careful phase of research and understanding and a creative evolution.

Programs Fashion School

There are years of explosive and radical change that have a clear historical significance. This pandemic marked a transition between two eras, a passage in social, cultural, and economic terms, a new world based on the link between people, nature, and technology.

Digital innovation and the ecological and ethical revolution are key factors in the transition process even in the fashion industry, which requires new ways of thinking and communicating.

Using an effective transversal storytelling between art and culture, the market must combine tradition and innovation along with a new interpretation of the concept of internationalization and inclusion as added values of a sector able to emphasize the need for self-expression and the need to get back to making beautiful things.

Explain the new concept of fashion, but without using fashion: taking into account your creativity and the cultural and artistic references that inspire you, you will need to develop a visual story that links creativity with the market, art with fashion, design with communication, and your opinion on the digital transition of fashion. In order to convey the value of your project, use the techniques and expressive tools that you feel most comfortable using: texts, slogans, word clouds, drawings, sketches, collages, photographs, images or videos.

Programs Visual Arts School

As the medieval historian Franco Cardini recounts in his latest book *Le vie del sapere*, Medieval Europe was an open world crossed by thousands of people on the move, together with their own ideas.

Prelates, monks, pilgrims, merchants, crusaders, migrating peoples.

Goods, ideas, images, stories, artistic forms and inventions were transported by sea and by land.

Today, in the world of globalisation where everything seems to be accessible and usable, we may reflect on some

contrasts and contradictions imposed on us by this society.
Analogue – Digital | Utopias – Dystopias | Market – Sustainability | Wealth – Poverty | Female – Male | North – South | Full – Empty | Solid - Liquid...

Starting from these thoughts and through the style that suits you best, find your own path and expression in order to explain your “being” in this world.

Based on your imagination and the artistic and cultural references that you love most, convey your own idea with a short explanatory text and one or more of these tools: a symbol, a drawing, the concept for an artificial intelligence, one or more images, a video, a soundtrack or the idea for an animated short or for a videogame.

- The elements that currently distinguish it (iconographic, style, brand personality elements);
- A communication campaign (current or past) that, in your opinion, reflects that brand's personality well;
- Your business or activity proposal in which that brand could successfully recycle itself and why;
- An example of an action or a communication campaign that the Brand could carry out in the market you have chosen for it.

Programs Management & Design Strategies School

Moments of transition are always moments of great opportunity. The change, the new horizon can be glimpsed in the distance but things are still undefined. For those who are more visionary and forward-looking, there are many possibilities. Today one of the sectors most in transition is that of mobility. Car sharing has changed the concept of ownership and has prompted brands to review their commercial offers to adapt to the trend of the “subscription economy”, where we are used to subscribing to the services we use every day (music platforms, on-demand video services, bike sharing, etc. etc.). But the biggest transition is towards electric. Indeed, by 2035, petrol and diesel cars will disappear in favor of electric cars. And this decision will bring about further changes: what will happen to the old petrol pumps? Will we be surrounded by charging stations? What will batteries be like in the future? We are right in the middle of the transition!

Let's try to take a leap even further and imagine the moment in which it will no longer be sustainable, convenient or fashionable to use or have a private car. How could car brands experience that moment of transition? There are two options: either they disappear or they reinvent themselves.

What we ask you is to try to imagine - for brands like Mercedes, Audi, Fiat, etc. - a future without cars. What could they sell? How could they change?

Based on your imagination - and bearing in mind the personality of each of the car brands - we ask you to propose your idea of how a brand of your choice in the car market could evolve in the future. What must remain the same is the brand, its iconographic, style and personality references, what must change is their main business. There are no limits, you are free to imagine any scenario for them (Fiat, which means “in an instant”, could become a particularly fast delivery brand, for example). The important thing is that it is consistent with the brand and that you know how to justify it well.

WHAT YOU NEED TO DO

Tell us with a maximum of 5 slides / sheets:

- The Brand you have chosen and its current personality;

TERMS AND CONDITIONS

Academic Year 2023/2024

1. Preconditions

- 1.1** IED – Istituto Europeo di Design S.p.A, Istituto Europeo di Design S.L. (hereafter referred as IED), I.L.E.M. srl “Aldo Galli” Academy of Fine Arts (hereinafter referred to as Galli Academy) and Kunsthall Centro Superior de Diseño SL (hereinafter referred to as Kunsthall) aim at supporting young creatives through activation and promotion of specific meritocracy contests for the attribution of scholarships in the fields of design, fashion, visual arts, communication, management and restoration.
- 1.2** Following this purpose, IED, Galli Academy and Kunsthall promote the contest “International Scholarships” through the websites ied.edu (hereafter referred as websites) and the dedicated social networks.
- 1.3** The purpose of the contests is the assignment of n. **58 scholarships** covering the 50% of the tuition fee of the IED, Galli Academy and Kunsthall Undergraduate and Foundation Programs, for the academic year 2023/2024.
- 1.4** The meritocracy contest “International Scholarships” is controlled by this Regulation and will take place from **February 22nd, 2023** – same date of Regulation publication
– until **April 20th, 2023**, following the steps described below. Winners’ ranking will be published on the websites ied.edu and ied.es and ied.it by **May 15th, 2023**.

2. Participation requirements and deadlines

- 2.1** Participation in the contest is subject to registration on ied.edu
- 2.2** Participation is strictly reserved to Candidates up to 26 years old, considering December 31st, 2023.
- 2.3** Candidates must be 18 years old by December 31st, 2023 and they must have obtained their Upper Secondary Education diploma by September 2023.
- 2.4** The lacking accomplishment of high school diploma will implicate scholarship revocation.
- 2.5** Participation is strictly reserved to candidates applying for the first year of the 2023/2024 Academic Year.
- 2.6** Students who have already obtained a diploma from IED and Kunsthall, or related schools may not take part in the selection.
- 2.7** Candidates must show proficiency in the language of the course (required B2 as a minimum level).
- 2.8** IED, Galli Academy and Kunsthall employees and consultants are not allowed to take part to the Contest.
- 2.9** Providing the personal data required for registration, the Candidate is aware of the legal consequences entailed by supplying false data, thus she/he is committed to provide accurate, complete, true and correct data.

- 2.10** The Candidate will be held liable or accountable for any damage and damaging consequence occurred to IED, Galli Academy and Kunsthall for the infringement of the rule stated above.

3. Contest and creative works (“Concept”) of the candidate

- 3.1** Any registered Candidate can take part in the Contest by filling in the registration form, indicating the course of choice in the Contest and the location where it is held. Upon receiving the access link, the Candidate will be required to upload in the Personal Area (in the dedicated section), her/his creative works (“Concepts”) constituted by images and videos, together with a presentation text. Specific instructions will be given via email after registration.

Deadline for the upload is April 20th, 2023 at 11:59 p.m. (GMT+1 – Spanish time). The uploaded documents must respect the characteristics and the formats described at art. 4 and the contest’s object indicated in the Topic of the Contest detailed in this Regulation.

- 3.2** Each participant can apply for only one location, for a single course and with a single project.
- 3.3** The Candidate grants that the Concepts submitted to the Website are the result of her/his personal work and, aware of the legal consequences implied by false declarations, also grants that the Concepts:
 - are only and specifically created for the participation in the contest and they are not being presented for the participation in other contests;
 - are the fruit of his personal and original intellectual work, and do not constitute counterfeiting and/or plagiarism;
 - do not infringe law, order and public decency;
 - do not violate any third party intellectual or industrial property right, both registered or not, such as, but not limited to, copyrights, brands, patents, ornamental illustrations and utility models;
 - do not violate any right of third parties accorded by law, contracts, customs and traditions;
 - were made with all necessary authorizations or releasing from all individuals involved in their realization.
- 3.4** The Candidate grants her/his full personal liability for the content, lawfulness, nature, quality and truthfulness of the Concepts, expressly releasing IED, Galli Academy and Kunsthall, and his assignees from any duty of verification and control on them.
- 3.5** The Candidate grants to hold IED and Kunsthall and its assignees harmless, materially and in court, from any loss, damage, liability, cost or expense, including legal costs, deriving from any violation of the former points of this article.

4. Concepts features and format

- 4.1** The Candidate must upload drawings, collages, moodboards, illustrations, cartoons, photographs or short videos, indicate the title of the project, and explain the idea behind it, according to the specifics of the brief.
- 4.2** All the material must be included in only one .pdf or .docx file of maximum 8 Mb.
Inside the file can be inserted from a minimum of 1 to a maximum of 10 images, pictures, scans or illustrations representing the Concept.
It is also possible to insert a link to a video already published on Youtube.com or Vimeo.com (optional).

5. Required documents

- 5.1** In order to be considered eligible, each candidate is required:
- A motivation letter in the language of the chosen course;
 - Copy of ID card or passport;
 - A certificate of knowledge of the language in which the course is held, if different from the mother tongue (alternatively is possible to have an online interview in the language of the chosen course).
To be admitted to the course is required a B2 level or higher.
 - Concept as described in the briefing.

6. Scholarships

- 6.1** IED and Kunsthall offer n. **58 scholarships** covering the 50% of the tuition fees of the chosen course. Winners of 50% scholarships have to pay the enrollment fee plus the half of the tuition fee, according to their income shown by ISEE certification (only for EU students applying for Undergraduate Courses taught in Italy).
- 6.2** The assigned scholarship is confirmed for the subsequent years if the student passes all the exams of the yearly study - plan with an average mark of 28/30 for Undergraduate courses held in Italy, an average mark of 8 (Undergraduate) or 55 (Bachelor of Arts) for courses held in Spain. Exception made for the enrollment fee that is always excluded by the scholarship. If these conditions are not fulfilled, scholarship will not be reconfirmed.
- 6.3** The scholarship will cover just the tuition fees, as mentioned above. Enrolment fee, housing and all other costs shall be covered by the winners.
- 6.4** Scholarships will be assigned – regardless of the chosen course – based on project's quality. Evaluation will occur exclusively according to the unquestionable judgment of the panel. IED and Kunsthall reserve the right not to assign one or more scholarships, in case the submitted projects are not considered suitable considering the briefing, according to the unquestionable judgment of IED and Kunsthall.
- 6.5** IED and Kunsthall reserve the right to withdraw the Scholarship if, once awarded, it becomes evident that the Candidate does not fulfil the requisites, or has behaved in such a way as to damage IED and

Kunsthall, or that a winning candidate has breached these Regulations.

- 6.6** IED and Kunsthall reserve the right not to activate one or more Course in the event that matriculation numbers are insufficient, or in the event that, for any reason, the necessary teaching, logistic and administrative support required is no longer available. In such cases, the Scholarships contemplated for any Courses not activated will not be awarded, and winning Candidates will not be entitled to any compensation, refunds and/or indemnity of any kind.
- 6.7** The combination of the reductions and facilitations mentioned in the former articles is not allowed.

7. Scholarships, locations and courses

Here below you can find the list of the Undergraduate and Foundation Courses open to the contest:

IED Barcelona

Fashion

Diseño de Moda (Spanish)
Fashion Design (English)

Visual Arts

Diseño Gráfico (Spanish)
Graphic Design (English)

Design

Diseño de Producto (Spanish)
Product Design (English)
Diseño de Interiores (Spanish)
Interior Design (English)
Diseño de Transporte (Español)
Transportation Design (English)

Management & Design Strategies

Fashion Marketing and Communication (English)
Business Design (English)
Marketing y Comunicación de Moda (Spanish)

IED Bilbao

Fashion

Diseño de Moda (Spanish)

Visual Arts

Diseño Gráfico (Spanish)

Design

Diseño de Producto (Spanish)
Diseño de Interiores (Spanish)

IED Madrid

Fashion

Diseño de Moda (Spanish)
Fashion Business (English)
Comunicación, Estilismo e Imagen Moda (Spanish)
Fashion Marketing and Expertise in Fashion Business (English)

Patronaje (Spanish)

Visual Arts

Diseño Gráfico (Spanish)

Fine Arts (English)

Ilustración (Spanish)

Design

Diseño de Producto (Spanish)

Diseño de Producto (Bilingual)

Diseño de Interiores (Spanish)

Diseño de Interiores (Bilingual)

8. Publication, Selection of winners and Panel

- 8.1** Concept evaluation will be carried out by a Panel made of directors and teachers coming from the Schools of Design, Fashion, Visual Arts, Communication and Restoration.
- 8.2** Evaluation will occur according to the unquestionable judgment of the panel.
- 8.3** The Panel will evaluate projects with a score from 0 to 5, according to the following the criteria:
- problem solving
 - relevance to the theme
 - originality of the idea
 - communication.
- 8.4** Candidates who got a minimum score of 12 will be contacted for an interview with a score (from 0 to 5), according to the following the criteria:
- Motivation
 - Sharpness of intellect and personal interests
 - Design aptitude.
- The total score obtained by Candidates in both parts will be used to draw up the final ranking list.
- 8.5** Winners will be notified by email by IED, Galli Academy and Kunsthal representatives. The winners must answer the email with a formal acceptance letter, within three days after the result is received. In case the winner fails to meet this requirement, the scholarship will be automatically considered as “refused” and the Panel may decide, unquestionably, to grant it to another Candidate. After the winner accepts the scholarship, she/he will have a 5-day deadline to enroll in the course for which the scholarship was granted paying the enrollment fee of the course, following the application procedure.
- 8.6** In case the concept is selected by the panel, before proceeding with the admission interview, Candidate must complete the registration on admission.force.com filling in all the required parts.

9. Conditions and general terms of participation

- 9.1** Incomplete applications will not be accepted.
- 9.2** Incomplete Concepts, or sent after **11:59 p.m., on April 20th, 2023 (GMT+1 - Spanish time)**, will not be accepted.
- 9.3** IED and Kunsthal discharges any external responsibility such as delays due to malfunctioning of devices.

10. Property and right concerning concepts

- 10.1** The intellectual property rights of the Concepts always pertain to the author.
- 10.2** The Candidate, with his participation to the Contest, gives up any indemnity and/or refund and independently from the awarding of a prize, grants for free and permanently to IED and Kunsthal the right to use submitted Concepts to promote and divulge the Website and IED and Kunsthal activities, with mention of the Concept’s author.

11. Exclusion of warranties

- 11.1** IED and Kunsthal do not state nor grant that the website and its functions are flawless or satisfy certain standards, needs or requests of the User.
- 11.2** IED and Kunsthal do not state nor grant that the use of the website and its functions will be prompt, uninterrupted, assured or flawless, nor that the information and contents on the website are correct, truthful and/or reliable.
- 11.3** Under no circumstance, IED and Kunsthal will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the website.
- 11.4** IED and Kunsthal will not be liable for imprecisions, inaccuracies or delays due to force majeure.
- 11.5** IED and Kunsthal is not liable for improper use of the Website and does not grant nor authorize its use in any application potentially dangerous for people or properties.
- 11.6** The Candidate grants that he will hold IED and Kunsthal harmless from any consequence deriving for improper, illicit or undue use of the website.
- 11.7** Consequently, the Candidate declares himself solely liable towards IED and Kunsthal, and third parties for any and every behavior or fact punishable by law during the utilization of the website.

12. Obligations of the candidate

- 12.1** The Candidate binds himself:
- not to divulge or cede, directly or indirectly, usernames, passwords, and login data to the website;
 - not to reproduce, copy, distribute in part or in whole, by commercial or non-commercial ends, the website, the Concepts and IED and Kunsthal Contents published on the Website, by no means, not electronic or printable;
 - not to perform any action that can compromise the security of IED and Kunsthal website.
- 12.2** It is forbidden to the Candidate:
- to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such

- right or has been authorized by the owner;
- to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorized by the owner;
- to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;
- to submit, upload and/or publish material that is illicit or against law, order and public decency;
- to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- to submit, upload and/or publish sexually explicit material;
- to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorized form of solicitation;
- to falsify his identity;
- to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of software, hardware, websites or telecommunication installations belonging to IED or third parties.

12.3 Each violation of the requirements stated by this article will allow IED and Kunsthal nullify the present agreement, with the right of IED and Kunsthal, or third parties to be refunded for the damage.

13. Law and jurisdiction

For any differences that may arise in the interpretation or application of these rules, the participant, expressly renouncing any personal jurisdiction that may correspond to them, submits to Spanish legislation and to the Courts and Tribunals of the participant's place of residence.

These clauses enable Istituto Europeo di Design to process the student's personal data that is necessary to manage their scholarship application, all of which is covered by a legal basis enshrined in this regulation signed by them.

The data provided will be kept for the duration of the scholarship management process, and for the entire period of their academic studies, as well as subsequently in order to comply with all legal obligations relating to the requirements of the Ministry of Education, Tax Administration and General Treasury of Social Security.

We inform you that your personal information is accessed by the following entities, in accordance with the legal regulations that oblige us to communicate your personal data:

- Tax Administration
- Ministry of Education
- General Treasury of Social Security
- Spanish National Employment Institute (INEM)
- Banks and savings banks

Other than the data transfers regulated by law, we inform you that we do not share your data with third parties. In the case of doing so, we will ask for your express prior written consent.

Should you wish, you have the right to access, rectify, delete or object to the processing of your data. To do so, please write to the address indicated above or the e-mail address: baja.madrid@ied.es, baja.barcelona@ied.es, baja.bilbao@ied.es, attaching a photocopy of your ID card or Foreigners' Identification Number (NIE), indicating "Data Protection" in the subject line.

IED informs you that it has taken all technical and organizational security measures to ensure the confidentiality, availability and integrity of your personal information in its computer systems. In addition to IED's computer systems, your personal information is stored in Google Drive.

You may consult their privacy policy via the following link: <https://www.google.es/intl/es/policies/privacy/>