
PREMIO NAZIONALE DELLE ARTI 2012 PER IL DESIGN DELLA COMUNICAZIONE

URBINO, 28th NOVEMBER – 1st DECEMBER 2012



Ministero dell'Istruzione dell'Università e della Ricerca
Alta Formazione Artistica e Musicale



isiaurbino
Scuola di Progettazione
grafica ed editoriale

ONE

The 2012 edition of the National Arts Award for Communication Design is promoted by the General Directorate for Higher Artistic, Musical and Choral Education (AFAM) of the Ministry for Education, University and Research, coordinated and implemented for the 2012 edition by the ISIA (Higher Institute for Artistic Industries), Urbino.

The award has the patronage of the Regione Marche, Pesaro-Urbino Province, Urbino Municipality, the Alto e Medio Metauro Mountain Community authority, and of professional associations.

TWO / Competition aims

The National Arts Award seeks to bring together the most interesting and innovative research and projects created by the main Universities and Communication Design Schools in Italy and the rest of Europe, which give priority to the problems of the local area, public agencies and social relationships.

The aim is to highlight projects by students and institutions that have developed research and graphic systems whose purpose is to generate a sense of belonging, new identities, and collective memory in relation to institutions, services, environments and local areas.

These are all actions aimed at building complex relationships between people and things, a sense of citizenship and the desire to participate in a shared life together, by establishing connections between environment and inhabitants, services and consumers, objects and users.

A further aim of the initiative is to promote collaborations between the institutions taking part, in order to build a European network of education and research in the Communication Design sector.

THREE / Composition of the jury

The international jury will be composed of authoritative figures who work in the Communication Design, photography and illustration fields: teachers, designers and researchers.

The jury members' names will be published on the Ministry for Education, University and Research website miur.it, and on the ISIA Urbino website isiaurbino.net, by the end of September 2012.

FOUR / Conditions for participation

The competition is reserved for students of AFAM institutions who were regularly enrolled in the calendar years 2011 and 2012 or who presented a thesis during the years 2010, 2011 and 2012. The competition is extended to students of the main Universities and Design Schools both in Italy and in the rest of Europe who will be invited to participate.

Institutions taking part are asked to present research; theses and exam scripts relating to the aims of the award and linked to the visual Communication Design area, taken in its widest sense, in terms of both sections (publishing, institutional advertising, institution and events identity, etc.) and disciplines (graphic design, photography, illustration, animation, type design, interaction and interface design). Each institution may take part with a maximum of two papers for each sector.

FIVE / Participation

The methods for participation can be downloaded from the Ministry for Education, University and Research website miur.it, and the ISIA Urbino website isiaurbino.net.

An entry form must be completed for each student (Appendix 1). Each institution will see to the completion of the form by the student or directly by the teaching directorate. If the project has been developed by more than one student, all the students' names must be shown on the form.

The forms must be stamped and signed by the Directorate, and sent by the institution to ISIA – Istituto Superiore per le Industrie Artistiche, via Santa Chiara 36, 61029 Urbino (PU), Italy, no later than **30th September 2012**, and notified in advance with an email to comunicazione@isiaurbino.net or by fax to +39-0722 320195. For any further information, please contact the organizing secretary at: comunicazione@isiaurbino.net.

SIX / Selection

Each institution will select, from all those students who intend to take part in the competition, the projects deemed to be most suitable. Each institution may present up to two projects for each section, which show evident research and innovation contents, as well as contents that are oriented towards the themes referred to in Section 2 of this competition announcement. Projects must be presented through explanatory panels and with the original manufactured articles.

Explanatory panels must be sent by **15th October 2012** (Appendix 2);

Institutions must deliver the complete document by sending a high resolution PDF file.

Panels will be printed directly by the Award Organization.

The original Projects must be sent by **30th October 2012**, according to the methods shown in the attached Technical Note (Appendix 2). Projects presented by institutions may take part provided that they correspond to the aims of the Award. Responsibility for this lies with the teaching directorates of the participating institutions. All projects and theses that do not come within the themes described in this announcement will be rejected. Evaluation will be carried out by the Scientific Committee for the event.

The names of the Scientific Committee for the event will be published on the Ministry for Education, University and Research website miur.it, and on the ISIA Urbino website isiaurbino.net, by the end of September 2012.

SEVEN / Papers

The following are requested:

- **Curricular projects**
- **Teaching research**
- **Theses**

Papers must be presented in their complete and final draft and in publication format (book, loose-leaf binder, etc.)

Each institution must send papers selected according to the methods as required in the attached Technical Note (Appendix 2).

The projects will be published in the catalogue "National Arts Award 2012, Communication Design" and displayed in an exhibition in the premises of the "Data, Giardino dell'Abbondanza", in Urbino from 28th November to 1st December 2012.

EIGHT / Closing dates

Applications from individual institutions must arrive no later than **30th September 2012** at ISIA Urbino, by email addressed to comunicazione@isiaurbino.net or by fax to +39 0722 320195. The required materials must arrive no later than 15th October 2012 (explanatory panels) and **30th October 2012** (original projects).

Materials for the exhibition

For each of the closing dates shown, if delivery is made through a carrier (by post or courier service), the materials must arrive without fail by the date shown; a postmark or consignment note shall not be taken as evidence.

Projects that, because of error, arrive later than the dates shown cannot in any case be accepted.

NINE / Prizes

The international jury will assign prizes for each section of the Award:

1. **Graphic design for public bodies and institutions**

2. **Graphic design for publishing**

3. **Photography**

4. **Illustration**

5. **Animation**

6. **Type design**

7. **Pesaro-Urbino Province Award**

A special prize will be awarded to the Italian and/or foreign institution that presents the best overall project quality, out of all the competition sections.

The Award is offered by the Province of Pesaro-Urbino

8. **Mountain Community Award**

There is a further Award for projects referring to the Pesaro-Urbino local area, and it is offered by the Alto e Medio Metauro Mountain Community.

The winners of the National Arts Award 2012, Communication Design, will receive awards from the Minister for Education, University and Research at the concluding gala evening for the National Arts Award, to be held in Rome.

Winners of the National Arts Award 2012, Communication Design, will be awarded a certificate and a plaque. The institutions of the winning students will be awarded a plaque.

A certificate of participation will be awarded to all institutions taking part in the Award.

Information and publication of results

The results will be published on the Ministry for Education, University and Research website miur.it, and on the ISIA Urbino website isiaurbino.net.

They will be widely circulated in the press and the traditional and digital media, both on and offline. Papers will remain on display at the "Data, Giardino dell'Abbondanza" until 1st December 2012.

TEN / Return of papers

The prize-winning projects, described in the panels, will be acquired by the Ministry in order to establish a permanent collection of contemporary art testifying to the quality of teaching and the artistic production carried out by institutions in the system of higher education and specialization in art and music.

If only one copy exists of Theses and Curricular Projects, these will be reprinted at the Award organization's expense, in agreement with the institution which owns them.

Any necessary insurance must be taken out directly by the institution which owns the materials. Delivery and collection costs for all the participating works, as well as travel and overnight stay costs for the winners, are the responsibility of the institutions they belong to.

Requests for return must arrive by the date of closure of the exhibition, **1st December 2012**. After that date, the organization will not be responsible for materials received and not requested.

(REFERRING TO SECTION 13, ITALIAN LEGISLATIVE DECREE NO. 196/2003)

In accordance with Section 13 of Italian Legislative Decree No. 196 of 30/06/2003, we inform you that data supplied for participation in the competition "National Arts Award – Communication Design" will be processed at ISIA (via Santa Chiara, 36 – 61029 Urbino, Italy), for the purposes of advertising and informing the public, in Italy and abroad, about the activity relating to the above-mentioned competition.

The processing of the data, that is their collection, recording, organization, keeping, disseminating, communication or the combination of two or more of these operations, shall take place in compliance with the regulation quoted above and shall be based on lawfulness and fairness and fully protect the rights of data subjects.

The processing operations described above shall be carried out with electronic means and/or on paper. The data subject may exercise his/her rights as laid down in Section 7 of Legislative Decree 196/2003, shown below, by applying to the appropriate authorities.

This Competition Announcement shall be effective in the Italian and the English language versions.

Section 7 Legislative Decree 196/2003 - Right to access personal data and other rights:

1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him/her exist, regardless of their being already recorded, and communication of such data in intelligible form.
2. A data subject shall have the right to be informed:
 - a) of the source of the personal data;
 - b) of the purposes and methods of the processing;
 - c) of the logic applied to the processing, if the latter is carried out with the help of electronic means;
 - d) of the identification data concerning the data controller, data processors and the representative designated as per Section 5 (2);
 - e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.
3. A data subject shall have the right to obtain:
 - a) updating, rectification or, where interested therein, integration of the data;
 - b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed;
 - c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportional effort compared with the right that is to be protected.
4. A data subject shall have the right to object, in whole or in part:
 - a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
 - b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.



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ENTRY FORM

To be completed on the institution's headed paper and sent no later than 30th September 2012, to ISIA – Istituto Superiore per le Industrie Artistiche, via Santa Chiara 36, 61029 Urbino (PU), Italy, and notified in advance with an email to comunicazione@isiurbino.net or by fax to +39 0722 320195.

STUDENT'S FIRST NAME AND SURNAME

DATE AND PLACE OF BIRTH

NATIONALITY AND DOMICILE

TELEPHONE

EMAIL

PARTICIPATION SECTOR (FOR CURRICULAR PROJECTS AND TEACHING RESEARCH SECTORS)

DESCRIPTION OF PROJECT PRESENTED

STUDENT'S INSTITUTION

ACADEMIC COURSE TAKEN. (COURSE TITLE AND LEVEL)

ACADEMIC YEAR

DIPLOMA OR DEGREE AWARDED IN (YEAR) (FOR THESESES)

THESIS TITLE

SUPERVISOR

I declare that I agree with the regulations in the Competition Announcement

Signature and stamp of Institution Director

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DELIVERY OF MATERIALS

Institutions participating in the Award are required to send panels, size 70x100 cm, presenting the institution and the projects. These should be sent by 15th October to:
ISIA – Istituto Superiore per le Industrie Artistiche, via Santa Chiara 36, 61029 Urbino (PU) Italy.
Institutions must deliver the complete documents by sending a high resolution PDF file. They will be printed directly by the Award Organization. The original papers, curricular projects, teaching research and theses must be sent to the same address by 30th October 2012.

Participating institutions can take part with a maximum of 2 projects in one or more of the six sections shown in Point 2 of the Competition Announcement.

Panels presenting the institution and the projects

The following material is required to take part in the Award and for its exhibition:

1. Panels presenting the institution and the projects.

This panel must contain:

- the name of the institution with the address of its main site;
- the first name and surname of the Teaching Director;
- a profile of the institution and its conceptual and philosophical characteristics;
- an indication of all three-year and two-year courses, and Master's courses, if applicable;
- the number of students and number of teachers;
- the textual part should be accompanied by pictures of the main site, the teaching classrooms, and students and teachers.

2. One panel, size 70x100 cm, must be produced for each project presented at the Competition.

This/These panel(s) must contain:

- the name of the institution with its address;
- the title of the project presented;
- the academic year;
- the curricular subject, the name of the student and of the teacher;
- a text presenting the project;
- the textual part should be accompanied by pictures relating to the project presented at the Competition.

Institutions must deliver the complete document by sending a high resolution PDF file.

The panels will be printed directly by the Award Organization.

The texts should be written in Italian and, for the European institutions invited to participate, in English. The material must be sent no later than 15th October, to ISIA – Istituto Superiore per le Industrie Artistiche, via Santa Chiara 36, 61029 Urbino (PU) Italy, also by internet.

Papers

Curricular projects, Teaching research and Theses, presented in their complete and final draft, in publication format (book, loose-leaf binder etc.) must be sent no later than 30th October 2012, to ISIA – Istituto Superiore per le Industrie Artistiche, via Santa Chiara 36, 61029 Urbino (PU) Italy.

The institution must state whether they are the only copies and if files for reprinting them exist. Any insurance that may be necessary must be taken out directly by the owner institution.