

**INTERNATIONAL SCHOLARSHIP CALL 2024/2025**  
**BRAND YOUR CREATIVITY!**

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**1) BULLET POINT INFORMATION**

COURSES	DELIVERABLES	TIMING
<b>3yr courses</b> <b>BACHELOR UNDERGRADUATE</b> <b>PRODUCT DESIGN</b> <b>FASHION DESIGN</b> <b>VISUAL AND GRAPHIC DESIGN</b>	→ Pre-application form on-line  → High school diploma → Bachelor's degree*  → Passport copy or ID card for European students	<b>Starting from May 12th 2024</b>  <b>Deadline Application by June 03th, 2024</b>
<b>3yr courses</b> <b>UNDERGRADUATE</b> <b>INTERIOR DESIGN</b> <b>FASHION COMMUNICATION AND MARKETING</b> <b>COMMUNICATION DESIGN</b> <b>JEWELLERY AND ACCESSORIES DESIGN</b>	→ Masters applicant only	<b>Results published by June 30th 2024</b>
<b>Masters</b> <b>POSTGRADUATE</b> <b>FASHION DESIGN AND BUSINESS</b> <b>PHOTOGRAPHY</b> <b>VISUAL DESIGN AND COMMUNICATION</b> <b>PRODUCT AND INTERIOR DESIGN</b> <b>BRANDING</b>		

**2) FOREWORD**

Raffles Milano announces its annual “**BRAND YOUR CREATIVITY!**” 2024 International Scholarship Call seeking top emerging designers.

This initiative aims to immerse students in the world of design by providing them with the opportunity to submit their projects to renowned design brands, which will then award the best projects.

The scholarships are funded by iconic brands in partnership with Raffles. These brands will analyze and award the scholarships to the top winners.

Talent Brand International scholarship call consists in:

Total Euro 75.000,00 (Euro Seventy-Five Thousand) Scholarship for the total courses listed above.

The total amount is divided among the courses as follows:

**For three-year courses**, each scholarship amounts to **€5,000 (Euro Five Thousand)**.

**For Master's courses**, each scholarship amounts to **€8,000 (Euro Eight Thousand)**.

List of Partners supporting Raffles Milano students:

### EDUCATIONAL PARTNERS

**LESILLA – LEROY MERLIN – DEBORAH COSMETICI – DESIGN WEEK VENEZIA DESIGN DISTRICT – WALL OF DOLLS ONLUS – OUTPUMP – MG SPORT – FOLLOW YOUR PASSION – I COLPITORI – IAC International Astronautical Congress – A.I.D.A.A. APS – BRAND JAM – ASI Agenzia Spaziale Italiana – LEONARDO – IAF**

### TECHNICAL SPONSORS

**REDBULL – RINGO – TOGO – BAULI – HEARST MAGAZINES – FONTEGRAFICA MUMMYGUMMY – FOORBAN.**

### 3) DELIVERABLES - Required documents to be delivered in order to apply in the Scholarship call

Applicants must submit one single application, choosing **only one Program**.

Applicants are required to provide the following materials:

- **Personal CV** (resume including previous study and/or working experience)
- **BRAND YOUR TALENT!** Scholarship application supporting documentation (details displayed at point 4)
- **High school diploma or transcript**
- **Copy of valid ID Card** (UE students); **Copy of valid Passport** (extra UE students)
- **ISEE (Equivalent Economic status index) documentation** (only for EU citizens who applies for 3YC and Master) - optional
- **Bachelor's degree or equivalent and portfolio** (this applies only for master applicants student)

### 4) BRAND YOUR CREATIVITY! Scholarship guidelines

Submit your application along with a **3 slides moodboard** addressing the following key points (ideally one page for one of the following key points)

- **Show yourself**  
A description of yourself and why you believe you are a good candidate for this specific course and class.  
Skills, attitudes, achievements, personality traits.
- **Share your vision**  
Express your point of view either on Graphic Design, Fashion, Interior Design, Products, etc., as if you were presenting it to your favorite brand - use a Moodboard to share your ideas.
- **Project description**  
Try to briefly explain the Moodboard as if you were presenting it to the company itself.

Notes:

A moodboard is a collage of pictures, words, and samples that show a theme or style. It's used in design, fashion, advertising, and film to share ideas visually. It can have photos, drawings, colors, fabrics, and text to inspire or show a certain feeling. Designers use moodboards as a guide when they're working on a project.

Format: Pdf formats or PPT max 50 mb or WeTransfer or a link to a webpage.

For Master Applicants, your personal Portfolio is also mandatory (Portfolio may include any project work delivered by the candidate previously).

## 5) ELIGIBILITY CRITERIA

Additionally, proficiency in either **Italian or English**, corresponding to a minimum level of B1. of the Common European Framework of Reference for Languages (equivalent to IELTS 5.0 or its English program equivalent) is recommended, or **accordance with the language of instruction for the course program**.

## 6) SCHOLARSHIP AWARD AMOUNT

Winning projects have the chance to receive a scholarship award of **€5,000 for Three-year courses** and **€8,000 for Master's courses**, valid for the Academic Year 2024/2025.

The scholarship amount will be deducted from the total paid annual tuition fees.

## 7) JURY AND EVALUATION CRITERIA

The applications received will be reviewed and assessed by the prominent Industry and Faculty members of Raffles Admission Jury.

## 8) DEADLINES

### • SUBMISSION > by June 03rd, 2024

Candidates must submit the required deliverables (point 3) by email to [admissions@rafflesmilano.it](mailto:admissions@rafflesmilano.it) clearly indicating "**Brand Your Creativity Scholarship 2024**" in the subject line. Applications will be accepted only from May 12th to June 03rd, 2024.

### • RESULTS > by June 30th 2024

Results notifications will be communicated to participants via email no later than **30 working days**.

### • COMPLETION > within 5 days

Winners must confirm their acceptance of the scholarship by email to [admissions@rafflesmilano.it](mailto:admissions@rafflesmilano.it) and complete the payment of the 30% pre-enrolment fee within 5 days.

If there is no response by this date, the scholarship will be forfeited and reallocated to the next in ranking.

## 9) GENERAL TERMS AND CONDITIONS

- For Bachelor and Undergraduate courses, the scholarship will be applied for the first academic year.
- Scholarship eligibility for renewal in the 2nd and 3rd years is contingent upon meeting specific academic criteria (27 yearly average score).
- For master courses the scholarship will be applied for the single duration of the master course.
- 30% of the tuition fee for the scholarship must be paid within five days of receiving the confirmation of the scholarship.
- The remaining balance of the annual tuition fee is due within three months from the initial payment.
- Failure to adhere to the payment deadlines may result in the revocation of the scholarship.
- The scholarships detailed in this public announcement cannot be combined with other economic reductions offered by Raffles.
- Raffles Milano retains the right to withhold the scholarship if the projects are deemed not to meet the suitable standards as defined by the jury. The jury will exercise its judgment at its discretion, and its decision is deemed final.
- The scholarship will cease to be applicable if the student fails to enroll at Raffles Milano within the competition announcement's set deadline, renounces attendance to the program, demands a transfer to another Academy/University, or incurs in more serious disciplinary penalties than a written reprimand for infractions against Raffles Milano.
- Awarded prizes cannot be deferred to future Academic Years.
- All moral or paternity rights of submitted works remain the property of the author and works submitted to Raffles Milano will not be returned.
- Rights related to the exhibition, publication, and broadcasting of winners' works are jointly owned by the authors and Raffles Milano (and the related organization).