

## ISTITUTO MARANGONI DUBAI SCHOLARSHIP FOR BA FASHION COMMUNICATION & IMAGE AND BA VISUAL DESIGN

Istituto Marangoni Dubai offers best talents the opportunity to benefit from a deduction as a facilitation to the enrollment in its courses.

Scholarships are intended as a deduction on the tuition fees (enrolment fee is always due).

This Regulation refers to the Scholarship Campaign dedicated to courses starting in the September 2025 intake for:

- Dubai School of Fashion, Design and Fragrances & Cosmetics.

### **Deduction opportunities**

- Up to AED 100.000 deduction on the total tuition fees on BA Fashion Communication & Image and BA Visual Design

Scholarships are intended as a deduction on the tuition fees (enrolment fee is always due).

Specifications about each course are available at: [www.istitutomarangoni.com](http://www.istitutomarangoni.com)

Please refer to the dedicated website pages to learn more about courses available at Istituto Marangoni Dubai.

For Dubai School, students who successfully complete a BA programme will be awarded with a BA Degree accredited by Ministry of Higher Education UAE. Students who will successfully complete Three-Year Progression courses will be awarded with a Certificate by Istituto Marangoni Dubai.

### **Subject**

#### **BA Fashion Communication & Image:**

#### **Representation of 'Joyful Expression' within fashion image**

**Description:** Applicants are invited to submit a visual folder that reflects the context of contemporary fashion world through the lens of joyful expressionism. Submissions could explore topics like multiculturalism and identity in a globalized world to explain joyful expression and its image representation within the fashion industry. The applicants are welcome to explore as many narratives as possible within the space of joyful expression.

**Objective:** This theme will encourage candidates to observe and communicate the current market shift showing how they would use fashion communication and image to express visual identity using crucial formative events in a joyful yet interactive way.

## BA Visual Design:

### Expressing Identity in a Globalized World

Description: Applicants are invited to submit a portfolio or project that reflects personal or collective identity in the context of today's interconnected world. Submissions could explore topics like cultural heritage, the blending of local and global aesthetics, or the role of visual design in representing identity.

**Objective:** This theme will encourage candidates to communicate unique perspectives and ideas, showing how they would use visual design to address and express identity within a global landscape.

The projects can be developed in different formats: video animations, PowerPoint presentations, a portfolio of prototypes enriched by music or voice-over, slideshow/gallery of images, the evolution of their idea in stop-motion or even a simple video story of the candidate.

The projects must be up to a **maximum of 20 slides** if it is a PowerPoint presentation, a portfolio or a gallery.

### How to participate

Participation in the Initiative is free: **each candidate can submit only one application in a designated School** by uploading the required documents on the dedicated Scholarship platform.

For further information on how to apply, please contact: **[scholarships@istitutomarangoni.com](mailto:scholarships@istitutomarangoni.com)**

Candidates will receive a confirmation e-mail for the application submitted.

If you do not receive a confirmation email, please contact the above email address no later than 24 hours after submission of the application.

To participate in the Initiative, applicants are also requested to upload a list of documents, according to their course of interest, in addition to the project itself.

Whether candidates have more than 1 file per the type of document, compressed file (.zip or .rar) can be uploaded.

Maximum file size per upload is set to 2 MB.

Maximum size allowed for the upload of the Special Project is 10MB.

To submit the application, candidates will need to:

- Go the dedicated web page (<https://www.istitutomarangoni.com/en/admission/scholarships>)
- Fill out all fields with their personal data;
- Select the school/programme they wish to apply for;
- Submit all the required documents;
- Read and accept the privacy terms and conditions;
- Click on submit.

Candidates will receive a confirmation e-mail for the application submitted. If candidates do not receive the confirmation email, are invited to contact [scholarships@istitutomarangoni.com](mailto:scholarships@istitutomarangoni.com) no later than 24 hours after submission.

### **Timeline and Deadlines**

- **12<sup>th</sup> May 2025 > Launch of the scholarship campaign.**
- **30<sup>th</sup> June 2025 > deadline to submit applications.**
- **Week of 14<sup>h</sup> July 2025 > Final jury evaluation**
- **Starting from the 21<sup>th</sup> of June 2025 > Communication of victory to selected participants**

### **Jury and evaluation criteria**

Projects will be evaluated by a specialised jury (hereby called the “Jury”) and ranked on the basis of the following criteria:

- Coherence of objective.
- Level of Innovation.
- Project feasibility and aesthetic approach.
- Overall quality.
- Ability to synthesize information and clarity of the project.

### **Selection and Assignment Criteria**

The Istituto Marangoni Scholarship Committee will select the winners based on the materials provided by the candidate. Materials submitted may not contain images and/or contents which are or could be considered offensive, illegal and/or immoral, nor sexually suggestive materials which promote, also potentially, offensive, profane, violent, obscene, or hate speech based upon the race and/or sex of an individual or group.

The rights of use for iconographic materials are considered property of the Candidate. All accompanying texts and documents submitted shall be written in English. Content in any other language will not be made visible. Istituto Marangoni reserves the right to exclude from participation candidates who submit materials which do not comply with the Regulation.

## Terms of Assignment and Acceptance

Please note that all applications received will be evaluated on a rolling basis.

Awarded candidates will be asked to confirm the acceptance of the offered deduction within 3 working days and to pay the due enrolment fee within 5 working days from the acceptance day.

Lacking feedback and the payment of the enrolment fee from the applicant's side, the awarded candidate will be removed from the list of recipients and a place shall not be guaranteed after this time. By accepting the deduction and enrolling into an Istituto Marangoni programme, the candidate implicitly accepts to become an Istituto Marangoni Scholarship testimonial for the following Campaigns, where requested.

The regular attendance of the course as well as the maximum commitment on the part of the deduction recipient will be a binding requisite to obtain the final certificate.

The possible decision on the part of the participant to postpone their participation to the Course will automatically lead to the cancellation of the deduction assigned.

In case the selected Istituto Marangoni course is not activated for the October 2025 intake at the school of interest, the applicant may be offered to use the deduction to enroll into the same course in another Istituto Marangoni School. Alternatively, the applicant may be offered a similar course at the same School.

## Required documents

The documents required to apply for a deduction for **Three-Year, BA Fashion Communication & Image and BA Visual Design**:

- Transcripts of last three years of high school
- Copy/scan of passport.
- Signed personal statement - indicating your motivation for the request.
- Portfolio submission as per the above briefs for the specific BA programmes

For Dubai School, students applying to the three-year programmes at Dubai School must have at least 13 years of secondary education.

## **Property rights**

The candidate assures that all intellectual property rights used in the material provided are owned by the candidate or the candidate has a consent to use materials, texts or images of third parties.

The candidate will keep Istituto Marangoni exempt, without limitation, from any claim, liability, costs, expenses, damages, injuries, direct and indirect losses, loss of business, that may raise to Istituto Marangoni as a consequence of direct or indirect use of third-party materials, texts or images. Candidates agree to allow Istituto Marangoni to use, severally or jointly, texts and images of their own dream; property rights of all images and texts shall be exclusively and definitively transferred to Istituto Marangoni, free of charge and without time limitation.

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