



First of all, it is specified that, as per the Call, participation in the international contest is open to studios, agencies and professionals working in the areas of graphics, design and communication who are able to document their professional activity. This means that on the date of the Call the candidate(s) self-declare(s) they have expertise and is/are involved in some design activity in the area of visual communication design.

It is also pointed out that self-certification is nothing but a self-declaration about the requirements of the Call, and may be also provided in the form of a short curriculum vitae of the participant(s) including useful information (when the required activity in the sector started, the main professional experiences, any website or other resources that may support the information provided...).

No preliminary registration is required for the purposes of participation. Anyone wishing to take part in the contest shall send their design proposal together with the required documentation, following the instructions provided in the Call carefully.

Is the contest also open to regularly attending university students?

The contest is open to professionals, not to students. Anyone who has recently graduated from school or university may participate only if they provide evidence of their professional activity as freelancers, in a collaboration or as employees of other subjects.

How is the alphanumeric code required for anonymity obtained?

It is sufficient to make up an alphanumeric code, provided it is made up of four capital letters and five digits (e.g. "ABCD12345").

Is there a maximum length for the design description required in Drawing 6?

There is not a maximum length for the text of Drawing 6, which may also be accompanied by additional visual elements. Participants are free to decide how to arrange the elements of this Drawing as well as of the others required by the Call, as long as anonymity is guaranteed.

Why is the University of Campania named after the painter/architect Luigi Vanvitelli?



The University is named after Luigi Vanvitelli as a tribute and a cultural reference to the great Naples-born architect Luigi Vanvitelli, who worked in the area of Caserta where he designed the Royal Palace as well as the Vanvitelli aqueduct, a Unesco Heritage site.

Can qualified architects who are members of their professional association take part in the contest?

Participation in the contest Call is reserved for subjects working in the areas of design and visual communication. If an architect works in either of these fields, they may take part in the contest, providing evidence of their professional experience in the self-certification.

Is it possible to include additional multimedia materials in the CD?

Any multimedia materials (video or other) may be included in the CD. In the case of web or multimedia development of the design, we strongly suggest to include a few representative screenshots in the printed Drawings as well.

To this regard, the Call reads: "While the 6 drawings described above are a requirement, failure to comply with leads to exclusion from the contest, each designer or group of designers may, should they deem it useful, submit additional drawings in the same format as above. These drawings may contain possible applications of the brand and/or logotype to different contexts (e.g. internal signage, formats for flyers and/or advertising or informative posters, brochures, presentations, web headings, and the like)".

With reference to para. 2.6 of the Call, what does "one merchandising line" refer to?

What products should be considered? What does "contracted name" stand for? Is "la Vanvitelli" a contracted name? Is it the equivalent of a brand? What text should appear on the merchandising products (the phrase "la Vanvitelli" only)?

Para 2.6 of the Call refers to the requirement of an autonomous proposal related to the institutional identity to which the contest refers, which may be used to create a merchandising line, that is to say a more commercial line in which the University's brand/logotype, in its contracted form, may be applied to a variety of items.

Examples may include, among others, t-shirts, sweatshirts, mugs, stationery items, diaries, posters, etc. However, participants are free to submit original solutions also in terms of product type, as long as they are consistent with the overall identity.



The contracted name chosen for this non-institutional line is precisely “la Vanvitelli” (small letter for the article), which shall constitute the logotype for the merchandising products.

Is it possible to clarify the hierarchy of “examples of juxtaposition” provided in the Design Brief?

The examples of juxtaposition show a few different cases (University+School+Department, but also University+Centre or University+Department or Department only, and other possible combinations) and they will be particularly useful to appreciate the flexibility of use of the main brand/logotype.

The 5 territorial hubs shall not be included in the examples of juxtaposition: they have been included in the Design Brief (Annex 4, page 4), for the purposes of the rebranding and visual identity project, in order to highlight the multi-centre identity of the University, relating it to the sense of community and to the theme of lack of boundaries.

Shall Drawing 1 contain the colour and B&W brand/logo and their reductions alone or the logo/brand together with the full name “Università degli Studi della Campania”?

Drawing 1 shall contain the brand/logotype in its institutional form, that is to say the full name, which is not “Università degli Studi della Campania” but “Università degli Studi della Campania Luigi Vanvitelli”.

Does the University have an accessible image archive?

The images that can be used are those published on our website (<http://www.aiap.it/notizie/14886#top>), and are available for download from the following link:

<http://www.aiap.it/getFile.php?f=fotoateneo.zip&mime=application/x-zip-compressed>

Is it possible to have access to or indications on how to get hold of data concerning the University’s positioning in the national and international university rankings that are published on a yearly basis?

Data concerning the University’s positioning can be obtained from the website of Anvur (Italian National Agency for the Evaluation of the University system).

Is it possible to know the share of international students applying to enrol at the University and to look at



statistics concerning their countries of origin?

A chart summarising the countries of origin of foreign students is available at the following link:
http://www.aiap.it/getFile.php?f=Provenienza_Stranieri2016.xls&mime=application/vnd.ms-excel

What type of rigid backing should be used to submit the drawings?

There is no specific requirement concerning the type of backing, as long as it is sufficiently rigid: a non-binding example might be one about 2-3 mm thick in a material such as (but not limited to) micro expanded PVC, pressed Bristol board, sandwich board, corrugated material, etc.

Can the alphanumerical code (or letters "A" and "B") to write on the Drawings and envelopes be printed on adhesive labels and then stuck?

Yes, as long as the drawings and/or envelopes do not include any other sign in addition to the codes or letters required.

The font to use for the alphanumerical code is not specified. Is the font chosen irrelevant?

The alphanumerical code must be written using a linear font (a non-binding example could be a system like Arial), body 15, bold.

I would like you to clarify para. 2.5 of the Call, that is to say whether, for the purposes of the assessment of proposals, the use of the full name and the shortened name is binding.

Yes, the logotype must be applied to both the full name "Università degli Studi della Campania Luigi Vanvitelli" and the shortened name "Università Vanvitelli" (art. 2.5). The hierarchies of juxtaposition described in the Brief must be also included. The brand/logotype must also be applied to the contracted name "la Vanvitelli" within the merchandising proposal required by art. 2.6 of the Call.
