

# Brand Challenge | Alumni edition

## Guidelines and Challenge Rules

The Alumni Program of the Apple Developer Academy @Unina Federico II is looking for an evolution of its brand through the interpretation and declination of new digital representations and forms.

**This is a call for all creators! Designers, Coders, Thinkers alike...**

There are no boundaries to the contribution you may add ✨

## Challenge Overview

### Big Idea

Alumni Community Brand

### Challenge

Experiment with new digital representations **by interpreting the already established and recognizable Alumni brand without denaturing it**

### Eligibility

1. The challenge is open to **all Alumni** of the **Apple Developer Academy @Unina Federico II**.
2. The challenge is not open to current students (2024/2025).
3. Participants are allowed to work and develop solutions in groups.

### Goals

- Allow the Alumni to be part of the evolution of the Alumni brand
- Possibility to showcase the developed creations in portfolios
- Contribute to the Alumni community experience
- Professional development in fields not strictly Academy-related such as:
  - Motion design
  - 3D modeling
  - Creative coding
  - Digital craziness
  - Brand expansion
  - Assets creation for merchandising, posters, badges...
- Credited when the Academy uses assets for alumni-related events

## Scope

This challenge aims to use the produced material for Social Media, events, presentations, web publications, email content, videos, Zoom calls, augmented experiences, etc...

## Timeframe

- Registration deadline: **31st of January 2025**
  - <https://airtable.com/app5LQ6PvORFpV9bx/shrVSbwJPpkZBxSHr>
- Challenge timeframe: **from the 31st of January to the 7th of March**
  - *[The link for the submission of the artifacts will be shared with the participants after the Registration deadline]*
- Support from the Alumni Program team by request
  - *For support requests you can write an email to [developeracademy.alumni@unina.it](mailto:developeracademy.alumni@unina.it)*

## Rules and guidelines\*\*

- It is not allowed to use elements or images referring to parties, political movements, social movements with negative connotations, or any other symbol connected to discrimination, inequality, or violence.
- It is not allowed to refer to Apple, Apple Developer Academy, University of Naples Federico II.
- It is not allowed to use Apple, Apple Developer Academy, University of Naples Federico II, or any other existing company or institution's logo.

## Resources to work with

**The resources listed below will be shared with the participants after the Registration deadline.**

- Font:
  - Futura
- Useful files:
  - Figma
  - Sketch
  - Adobe Illustrator
  - Vectorial components
  - Composed assets in PNG (as an example of use)
  - PDF as keynote example

## Deliverables/Assets

The deliverable(s) **must be added to a presentation** (Keynote or a PDF file) and **submitted with all the original digital assets** (source file) of the creations.

## Intellectual Property\*

- Entrants affirm their submissions are their original work, have not been copied from others or previous designs, including their own, and do not violate the intellectual property rights of any other person or entity;
- Submissions become the sole property of the University of Naples Federico II's Apple Developer Academy and may be used for any Alumni Community purpose, including but not limited to, display on the website, social and other materials. Creators will be credited for their works;
- Submissions can be showcased in portfolios, with reference to the "Brand Challenge | Alumni Edition" and the Alumni Community, but only after explicit stakeholder approval;
- To maintain consistency throughout the Academy Design System in time, the designs might undergo changes and modifications.

## Approval for portfolio publications

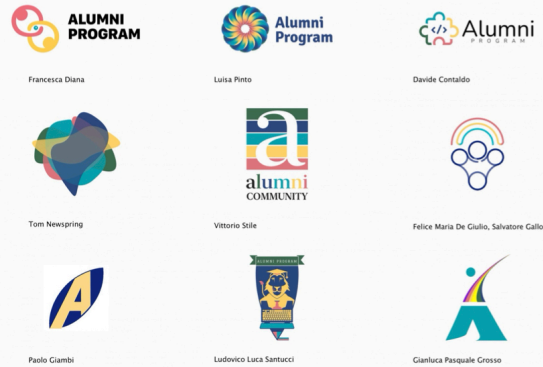
- The submitted entries will go through an approval process;
  - The creators will be able to add the submitted entries to their portfolios only after approval;
- After the submission deadline, the stakeholders will take three weeks to approve or not approve the proposals, based on the following aspects:
  - Alignment of the proposed assets with the community brand
  - Originality
  - Versatility
  - Quality
  - Completeness
  - Adherence to challenge requirements
- Reasons for rejection could include, but are not limited to, non-compliance with **intellectual property\* rights** and adherence to the **rules and guidelines\*\***.

## Examples of Previous Challenges' outcomes

### // Logo Design Contest

alumni

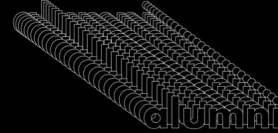
Anna Arini



### // Brand Challenge | Pier edition



Andrea Esposito Sansone



Flavio Maria Lombardi



Alfonso Buonaguro



Annalisa Improta

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## General References

<https://studiodumbar.com/work>

<https://timrodenbroeker.de/>

<https://www.studiofeixen.ch/>

<https://www.grif.studio/artwork>

<https://inesalpha.com/>

<https://illo.tv/>

<https://vimeo.com/892170173>

[https://www.youtube.com/watch?v=y\\_hVSHt2duw](https://www.youtube.com/watch?v=y_hVSHt2duw)

<https://www.youtube.com/watch?v=utVyDuN0Xtc>

<https://www.youtube.com/watch?v=2MmXXrfV5l0>