

international
contest



UNIVERSITÀ
DEGLI STUDI
FIRENZE



POLITECNICO
DI TORINO



UNIVERSITÀ
DEGLI STUDI
DI PALERMO



UNIVERSITÀ
DI CAGLIARI



Università degli Studi
"G. D'Annunzio"
Chieti - Pescara



unipg
UNIVERSITÀ DEGLI STUDI
DI PERUGIA



SAPIENZA
UNIVERSITÀ DI ROMA



Università
di Genova



Politecnico
di Bari



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Università
degli Studi
di Ferrara



POLITECNICO
MILANO 1863
SCUOLA DEL DESIGN



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Università IUAV
di Venezia



FREE UNIVERSITÄT BOZEN
LIBERA UNIVERSITÀ DI BOLZANO
FREE UNIVERSITY OF BOZEN - BOLZANO

POTDESIGN
contact
share

edition

is aimed at students of universities and students of secondary schools of second degree, also in collaboration with twinned international schools, institutions or companies, to propose one or more actions to imagine and communicate their vision of the future post-pandemic, based on incipit *contact/share* through objects, words, sounds and images.



INTRODUCTION

In response to the **Orientation and Tutoring Plans (POT) 2017-2018**, **MIUR** - *Department for higher education and research -General Directorate for the planning, coordination and financing of higher education Institutions*, the **University of the Studies in CAMPANIA "Luigi Vanvitelli"** (University coordinator) Department of Architecture and Industrial Design, **University of the Studies in FLORENCE** Department of Architecture DESIGN-CAMPUS, **Polytechnic of TURIN** Department of Architecture and Design, **University of the Studies in PALERMO** Department of Architecture, **University of the Studies in CAMERINO** School of Architecture and Design, **University of the Studies "G. d'Annunzio" in CHIETI-PESCARA** Department of Architecture, **University of the Studies in PERUGIA** Department of Civil and Environmental Engineering, **University of the Studies in ROME "La Sapienza"** Department of Planning, Design, Architecture Technology, **University of the Studies in GENOA** Architecture and Design Department , **Polytechnic of BARI** Department of Civil Engineering and Architecture Sciences, **"Alma Mater Studiorum" University of the Studies in BOLOGNA** Department of Architecture, **University of the Studies in FERRARA** Department of Architecture, **Polytechnic of MILAN** School of Design, with **luav University of VENICE** Department of Project Cultures, **Libera University of BOLZANO** Faculty of Design and Arts, with the patronage of **CUID Italian Design University Conference**

IMPLEMENT

the Project [POTDESIGN contact/share] edition II, with the Secondary Schools of second degree, Companies and Institutions.

HAVING REGARD TO

the ministerial note n. 798, 4 May 2020, with which the Institutions of higher education and research have been provided with indications for a shared and coordinated programming aimed at addressing the subsequent phases of the epidemiological emergency (c.d. post lockdown),

GIVEN THAT

The **MIUR, Guidelines of Orientation and Tutoring Plans 2017-2018**, cites:

_"Universities are required to undertake training activities aimed at the orientation to university studies and mentoring activities for the successful completion of Courses of study. The reduction in the number of graduates who complete upper secondary education and enroll in university, the high dropout rate of studies and the difficulty of successfully completing a course of university education are phenomena that can be overcome through the commitment of universities to support young people and young graduates at the time of university studies choice and in the first years of university study."

_In order to support universities in this field of interventions, have been allocated, with the Budget Law for 2017 (Law of 11 December 2016, n. 232, art. 1, paragraphs 290 - 293), resources equal to € 5 mi- for the financing of guidance and mentoring activities that the Ministry, in compliance with the guidelines and criteria established by the reference legislation. With the adoption of the Ministerial Decree of 29 December 2017, n. 1047 (art. 5 and 6), the present Guidelines and the modalities for the presentation of applications, are communicated the specific information for the presentation of the projects by the Universities.



_The initiative is inspired and complements the provisions of the Scientific Degree Plan 2017 - 2018, also included in the DM 1047/2017, confirmed for a further two years, and aligns with the three-year deadlines that characterize the general guidelines for the university system provided for by art. 1-ter of D.L. 7/2005 converted from L 43/2005. The hope is to encourage universities to integrate into their development strategies also those related to orientation and educational success for all degree courses, whether they are scientific (as in the case of the PLS) or related to other areas of knowledge. The structured coordination model of the Universities promoting a course of study within a class emerging from the Scientific Degree Plan is, at full capacity, the inspirational model for Orientation and Tutoring Plans [...].

_In detail, the Orientation and Tutoring Plans (POT) provide for the possibility of submitting projects relating to guidance pathways and mentoring activities, in accordance with the Law of 19 November 1990, to the extent that the Guidance and Mentoring Plans (POT) provide n. 341 and Legislative Decree of 14 January 2008, n. 21, for the courses of study in the non-scientific field defined in the document on the modalities of the application; - the organisation of the activities referred to in the previous point from a multi-annual perspective by networks of universities which also involve schools and, where possible, companies, their representative associations and other stakeholders outside universities, ensuring disciplinary consistency and representativeness of the whole national territory; - integration with the actions promoted in the framework of the PON School 2014 - 2020, of the alternating School - Work and with the interventions for the tutoring and the integrative educational activities included in the Youth Fund (Fondo Giovani art. 3, DM 1047/2017).

_The actions reported in DM 1047/2017, art. 5, are attributable to 2 macro - types: 1. Plans of orientation to university enrolment (lit. a) and subsequent lit. a), b), c)). In accordance with the law L. 232/2016, the addresses for these Plans are defined in the framework of L. 341/1990 and Legislative Decree no. 21/2008, art. 3; 2. Tutoring activities (lett. b) and subsequent lit. d), e) and f). In particular, it refers to the Law of 19 November 1990, n. 341 (art. 6, paragraph 1, lit. a), e 13) and the Legislative Decree of 14 January 2008, n. 21 (art. 3) [...].

_In particular, for the "Orientation Plans": a. Integration between the orientation actions referred to DM 1047/2017 and between these and the actions provided by the PON School 2014-2020 with reference to the orientation at the choice of the Universities and with particular reference to the last two years of the secondary school course of second degree or in the period between the attainment of the diploma and the undergraduate enrolment ". The first area of intervention concerns the orientation courses implemented by the Universities in collaboration with the Schools in order to support students in a conscious choice of their degree path. These paths, pursuant to Legislative Decree 21/2008, art. 3, aim to give the student the opportunity to: a) to know themes, problems and processes characteristic in different fields of knowledge, in order to identify specific interests and predispositions and encourage informed choices in relation to a personal project; b) to know the areas of work and the link between them and the types of university courses of study; c) to know disciplinary areas, professional fields, emerging areas that are not directly covered by school curricula or that are not adequately known; d) to have adequate documentation on the courses and places of study, as well as on student services in post-secondary education; e) to self-assess, verify and consolidate their knowledge in relation to the preparation required for the different courses of study in which they are interested, starting at least from the penultimate year of secondary school; **f) to participate in laboratories aimed at enhancing the application of the knowledge and skills acquired in all disciplinary fields, including field experi-**



ence; g) to experience significant moments of university life and to measure oneself, with a different context of study and work, also through special initiatives at universities in Italy and in Europe.

_These initiatives are organized during the last two years of the School and without interference with the ordinary school activity or in the period between the attainment of the Diploma and the University enrolment and are designed taking into account: - the profile of the upper secondary students involved, including any disabilities; - the main problems which characterise the orientation of the discipline in question; - any additional gender-related obstacles, in terms of initial preparation, motivation and personal aptitudes, acquisition of disciplinary skills and employment opportunities, - the training activities to be undertaken by students in the context of a university course.

_As part of the activities planned for the orientation some of the actions listed in paragraph 2 of D.M. 1047/2017 are inserted, such as:

a. Further development of laboratories for the recognition of skills and the development of vocations, as regards both university studies and job opportunities; b. Paths of meeting between secondary and university teachers for the concerted development of guidance strategies; c. Testing of the construction of tests for self-assessment and evaluation of student background preparation.

_Taking into account the contribution that the good practices consolidated by the Universities in the framework of the Scientific Degree Plan (PLS) can give to the achievement of the aforementioned purposes and the interest to encourage an integrated programming of guidance, the integration of the above-mentioned orientation paths with the types of actions of the PLS 2017 - 2018 is encouraged. First of all, attention is drawn to the laboratories for the recognition of skills and the development of vocations. Successful workshops are considered to be those which: - are designed and built jointly by teachers of the School and the University, in possible collaboration with external actors such as, for example, the productive actors, their representative associations, and other stakeholders outside universities; - are based on a project clearly indicating: i) training objectives; ii) analytical sets of expected results; iii) activities to be offered to students; iv) methodologies for verifying the results achieved; v) overall and project-specific monitoring; vi) evaluation and self-assessment system; - enable students to train in problem solving, the development of interpretative models of situations and the critical observation of phenomena, including through interaction and group work or other ways of socializing knowledge; - are characterized by an adequate number of students (10 - 15 per group) for meetings concentrated in an intensive period (at least 10-15 hours of student work) with the presence and intervention of the teachers of the School and the University; - they can be integrated into the curriculum and school timetable, in whole or in part, also in the context of the activities provided for by School-to-Work Alternation; - they are carried out for a significant part of their duration in educational establishments or in research facilities in Universities, research institutions and structures in the world of work [...].

_Through the implementation of School-to-Work Alternation (PCTO - Pathways for Transversal Competences and Orientation) and the inclusion of the orientation towards tertiary education among the actions eligible under the PON - School axis I "education", the interactions between universities and schools in laboratory activities have increased and structured. Many high school students have been able to experience the method of study in the university field and, more generally, the commitment and opportunities arising from continuing their studies at the most advanced levels. This experience was realized first of all through laboratory experiences inspired by the model of the Scientific Degree Plan 2014 - 2016. It will be important to integrate into POT projects the activities already in place with the Schools and take the opportunity to consolidate a design methodology between Schools, Universities and, where relevant, companies (including through their representative associations) that ensures the effective and efficient use of the resources made available for the PLS, for Alternance School-Work and for guidance within the PON School [...].



_In addition to the laboratories, self-assessment activities contribute to the purposes included in the aforementioned art. 3, which verify the preparation for entry into universities, consolidate the knowledge acquired and require the active involvement of students, and the paths of meeting between the university teachers and the teachers of the school, as an opportunity to train the teachers of the School that starts from the concrete problems and develops through joint design and implementation of educational activities and it is completed with specific modules to be delivered in the classroom. These teacher training activities included in the projects may be reported as training activities in the Operating System for Training and Teacher Refresher Initiatives (SOFIA portal)".¹

THEREFORE:

University of the Studies in CAMPANIA "Luigi Vanvitelli" (University coordinator)
Department of Architecture and Industrial Design
University of the Studies in FLORENCE Department of Architecture DESIGNCAMPUS
Polytechnic of TURIN Department of Architecture and Design
University of the Studies in PALERMO Department of Architecture
University of the Studies in CAMERINO School of Architecture and Design
University of the Studies "G. d'Annunzio" in CHIETI-PESCARA Department of Architecture
University of the Studies in PERUGIA Department of Civil and Environmental Engineering
University of the Studies in ROME "La Sapienza" Department of Planning, Design, Architecture
Technology
University of the Studies in GENOA Architecture and Design Department
Polytechnic of BARI Department of Civil Engineering and Architecture Sciences
"Alma Mater Studiorum" **University of the Studies in BOLOGNA** Department of Architecture
University of the Studies in FERRARA Department of Architecture
Polytechnic of MILAN School of Design
with
Iuav University of VENICE Department of Project Cultures
Libera University of BOLZANO Faculty of Design and Arts
with the patronage of **CUID Italian Design University Conference**

INDICATE

The Competition [**POTDESIGN contact/share**] second edition is aimed at students of the Universities in network and students of the last two years of the course of secondary schools of second grade or in the period between the achievement of the diploma and the University enrolment. The initiative contributes to integrated orientation actions responding to the urgent need for participation, sharing, co-designing processes that can change social, cultural and environmental behaviours, integrating where possible the PCTO (Pathways for Transversal Competences and Orientation), PON Orientation and the Universities' Scientific Degree Plans (POT and PLS). The participants of universities and schools must form heterogeneous project groups, also in collaboration with international twinned schools, institutions and companies, to propose one or more useful actions to imagine and communicate their vision of the future, post-pandemic.

The project team shall be composed of at least:

¹ See GUIDELINES Plans of Orientation and Tutoring 2017-2018 (DM 104/2017, articles 5 and 6).



Secondary school students, possibly including in collaboration with another **European/International School**,

University students who, as tutors, structure exploratory educational workshops for the implementation of actions,

___with **the possible collaboration** of families, companies and institutions.

A fundamental role is played by university students who, as tutors, structure educational exploratory laboratories for the achievement of actions able to communicate their own and original idea of the near future, post-pandemic.

REGULATION

The Competition [POTDESIGN contact/share] Edition II is aimed at students of the Universities in the network and students of the last two years of the course of secondary schools in second grade or in the period between the achievement of the diploma and University enrolment.

The Competition [POTDESIGN contact/share] Edition II is a tool for the training of students able to recognize, at the end of the proposed design process, their vocation. The students of the schools, involved through a creative educational process, will therefore be able to choose with awareness the appropriate and corresponding to personal attitudes, university path.

Art. 1 Definition of themes and aims

The main aims **Competition [POTDESIGN contact/share] edition II** are:

"the integration of orientation paths"

"The recognition of skills and the development of vocations" (art 1 POT Guidelines 2017/2018)

through creative processes aimed at **promoting the well-being and resilience of people and communities**.

Art. 2 How to participate

The participants of the Universities and Secondary Schools of second grade in the Competition **[POTDESIGN contact/share]** edition II where "Talking about the 'culture of encounter' means that as a people we are passionate about meeting each other, looking for points of contact, building bridges, designing something that involves everyone."², must constitute heterogeneous project groups belonging to the virtuous chain [University + School + Families + Institutions + Companies].

Groups should be composed by:

___**students of the Secondary School of Second Grade**, also in collaboration with another twinned European/International School,

___**university students** who, as tutors, structure exploratory educational workshops for the achievement of actions able to communicate their own and original idea of the near future of the post-pandemic,

___with the possible collaboration of **families, companies and institutions**.

Participation in the Competition is free.

² Encyclical Letter by Pope, Francesco, Rome, October 2020

Art. 3 Object of the Competition

The Competition [POTDESIGN contact/share] edition II urges participants of universities and secondary schools of second grade, formed in heterogeneous project groups, to experiment shared actions that tell and communicate their own vision of the future in the post-pandemic based on the incipit "contact/share" through **objects, words, sounds or images**.

Art. 4 Required documents

The documents required to participate in the Competition [POTDESIGN contact/share] II must be available only in digital format and consist of:

a) n.1 FILE (.jpg, .pdf, .mp3, .mp4, .mov, .avi) of the "original and autograph" product to be submitted to the competition on the topic: contact/share;

Upload a video/animation to explain better your project; allowed format: .zip; max file size: 50 MB

Upload image player size: 960 x 720px ; allowed format: .jpg , .gif , .png; color mode: RGB; allowed resolution: 72 dpi ; max file size (for each one): 1 mb

b) n. 1 PITCH of 1 minute, or a short film that tells the behind the scenes of the project, the stories that can tell how the idea was born, its characteristics, episodes or interesting characters born in development, curiosity or mysteries. If, for example, competitors are good actors it is possible to tell the project with a small performance, Powerpoint presentations of any kind are NOT allowed;

Upload a video/animation to explain better your project; allowed format: .zip; max file size: 50 MB

c) PHOTOS of the group of participants (photos of the classes or photomontage of individual photos of the participants);

d) PARTICIPATION FORM - ANNEX A

The categories are the following:

1_ **objects**: ideas for new products, patents, reuse and recycling of existing objects, etc.

2_ **words**: texts of any nature: poems, slogans, essays, etc.

3_ **sounds**: songs, music, etc.

4_ **images**: photos, videos, spot, graphics, drawings, postcards, etc.

Please note that, where photos of minors are sent, the participating school must be able to provide, on request, the corresponding waivers by the guardians.

Art. 5 Documents submission

For the participation in the competition the entries must be uploaded, no later than 28th May 2021 at 15:59, on the platform <https://desall.com/> at: <https://desall.com/Contest/POTdesign2/Brief>

The subscription on the platform <http://desall.com/> must have to be done exclusively with the official email of the University you belong.



Art. 6 Evaluation criteria

The main evaluation criteria, in compliance with the aims, are:

- **creativity**
- **sensitive and coherent approach to issues (contact/share),**
- **degree of depth,**
- **level of experimentation,**
- **originality.**

STAGE I

Each University, with a special commission, nominates a maximum of four finalist projects, preferably one for each category: 1_objects, 2_words, 3_sounds, 4_images.

STAGE II

A National Jury will classify the first three projects in each category and special mentions among the projects selected in the 15 Universities and promoters for each category: 1_objects, 2_words, 3_sounds, 4_images.

Art. 7 Composition of Juries

STAGE I

The Project Manager of each Venue, promoters of this Competition, will appoint a Jury co-established by three members and will send to the Leading University of the projects selected for each category: 1_objects, 2_words, 3_sounds, 4_images.

The materials to be sent for participation in the exhibition and final award ceremony are specifically indicated in Art. 5 in points a) b) c) d) of this Regulation.

STAGE II

The National Jury is chaired by:

Prof. Gianfranco Nicoletti, Rector of the University of Campania "Luigi Vanvitelli"

and it is composed by:

Prof. Francesca Tosi, University of Florence - President CUID

Prof. Sabina Martusciello, National Referent POTDESIGN University of CAMPANIA "Luigi Vanvitelli"

Prof. Paolo Belardi, University of Perugia

Prof. Stefania Camplone, University of Studies "G. d'Annunzio" CHIETI-PESCARA

Prof. Rossana Carullo, Polytechnic of BARI

Prof. Elena Formia, "Alma Laurea Studiorum" University of Bologna

Prof. Sabrina Lucibello, University of Rome "La Sapienza"

Prof. Jacopo Mascitti, University of CAMERINO

Prof. Maria Dolores Morelli, University of Campania "Luigi Vanvitelli"

Prof. Giulia Pellegrini, University of the Studies of GENOA

Prof. Dario Russo, University of PALERMO

Prof. Dario Scodeller, University of Ferrara

Prof. Paolo Tamborrini, Polytechnic in TURIN

Prof. Francesco Zurlo, Polytechnic. In MILAN



Art. 8 Awards and mentions

STAGE I

The Jury of each University will determine the prizes and mentions to be awarded to the selected projects of the first phase, in its sole discretion.

STAGE II

The National Jury will select, at its sole discretion, n. 3 classified and special mentions for each category: 1_objects, 2_words, 3_sounds, 4_images.

The classified and mentioned works will be published in volumes and specialized scientific journals, on the sites of the participating Universities and Degree Courses, on the CUID website and on social media channels (Youtube, social media, etc.).

 All students of the Schools participating in the Competition will receive a certificate of participation with the attribution of educational credits.

 All university students participating in the Competition, as may be established by the Council of the Course of Studies, will be able to obtain University Credits.

The award ceremony will take place as part of an international event.

Art.9 Acceptance

Participation in the Competition implies the unconditional acceptance of this Notice.

Art. 10 Privacy and disclaimer

The submitted works will remain at the disposal of the Universities proposing the Call, which will reserve the possibility of producing educational/informative material, without paying any remuneration or compensation to the authors, but mentioning precisely the attribution.

The works can be published on the website of the Universities and of the CUID, as well as used for the realization of exhibitions and initiatives for educational purposes.

The sending of the work for participation in the competition implies the possession of all the rights of the work itself and relieves Desall s.r.l. and the Universities from all responsibilities, costs and charges of any nature, which should be supported because of the content of the work. The processed products must be submitted with the consent to the processing of personal data pursuant to GDPR 679/2016 (Annex A).

Art.11 Information

For any enquiry regarding the Contest: potdesign@unicampania.it

For any enquiry regarding method of participation to the Contest: info@desall.com



Annex A - PARTICIPATION FORM

POTDESIGN CONTACT/SHARE COMPETITION II edition

UNIVERSITY _____
Degree Class L4 DISEGNO INDUSTRIALE,

COURSE OF STUDY _____
DEPARTMENT / FACULTY / SCHOOL / OTHER _____
Address _____

Tel. _____ @ _____
DEPARTMENT/FACULTY/SCHOOL DIRECTOR/OTHER _____
contacts _____
CONTACT TEACHER _____
contacts _____

ANY OTHER TEACHER REFERENT _____
contacts _____

No. of participating teachers _____ n° of participating students _____ n° other participants *

List of participating students

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List of other participants *

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ANY OTHER COURSE OF STUDY _____

COURSE OF STUDY COURSE OF STUDY _____

DEPARTMENT / FACULTY / SCHOOL / OTHER _____

Address _____

Tel. _____ @ _____

DEPARTMENT/FACULTY/SCHOOL DIRECTOR/OTHER _____

contacts _____

CONTACT TEACHER _____

contacts _____

ANY OTHER TEACHER REFERENT _____

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No. of participating teachers _____ n° of participating students _____ n° other participants *

List of participating students

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EDUCATIONAL INSTITUTION

Address _____

Tel. _____ @ _____

SCHOOL MANAGER _____

contacts _____

CONTACT TEACHER _____

contacts _____

ANY OTHER TEACHER REFERENT _____

contacts _____

CLASSE/I _____

No. of participating teachers _____ n° of participating students _____ n° other participants *

List of participating students

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Any other EDUCATIONAL INSTITUTION _____
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No. of participating teachers _____ n° of participating students _____ n° other participants *

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List of other participants *

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INSTITUTION _____

address _____

Tel. _____ @ _____

RESPONSIBLE CONTACT PERSON

contacts _____

n° of participants _____

List of participants

1. _____

2. _____

3. _____

4. _____

5. _____



COMPANY _____

Address _____

Tel. _____ @ _____

RESPONSIBLE CONTACT PERSON _____

contacts _____

n° of participants _____

List of participants

1. _____

2. _____

3. _____

4. _____

5. _____

Total participants _____

Place and date _____

* It is necessary to indicate in this form, all the names of the participants in the GROUP (head teacher, students, teachers, parents, grandparents, siblings, friends, children, experts, companies and organizations) who are carrying out the actions of the [POTDESIGN contact / share] edition II.