

Contest rules - read carefully

[LCI Barcelona](#)

Concept - description of the Theme: "Design for planet centered and human future"

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1 What’s all about

Please apply this concept to the postgraduate studies you prefer (find out below).

The starting point is the candidate’s creativity to design for planet centered and human future. Being creative, curious and sensitive can define our personality and our design. New ideas, modern concepts and respect for tradition and the environment can help the world be better for everyone. Use the design tools and our guidance below, your independent and qualified point of view to propose solutions to make the world better for planet and humans through a new perspective.

Here are 5 **key principles** to consider when designing for planet centered and human future:

Human-centered design: Prioritize the needs and aspirations of individuals, ensuring that technology and design solutions align with human values and behaviors.

Sustainability: Foster environmental stewardship and resource conservation, minimizing the negative impact of human activities on the planet.

Equity and inclusion: Create accessible and inclusive environments where everyone has the opportunity to participate and contribute, regardless of their background or circumstances.

Wellbeing and fulfillment: Design for the overall well-being of individuals, promoting physical health, mental health, and emotional fulfillment.

Creativity and innovation: Foster a culture of creativity and innovation, encouraging individuals to explore new ideas and solutions that can shape a better future.

2 What to do and how to participate

Embark on a journey to shape a better future by harnessing the power of AI to develop a groundbreaking project that champions human-centered design.

Candidates should use their own expertise and creativity to design a **prompt** - text + visual or video - connected with the theme "Design for planet centered and human future" - develop a project with the help of AI that can contribute to design a better world, and upload it here.

With your innovative solution, you could earn a 100% or 50% scholarship to pursue a full-time Master's degree of your choice at LCI Barcelona.

Before starting, you have **to choose a course** and follow the brief we propose (see "Brief and programs" below) .

Candidates should use their own expertise and creativity

- **to design a prompt (*)** - *text + visual or video* - connected with the theme "Design for a human future", **develop a project with the help of AI.**
- **to express yourself** by using one of the 5 key principles - *Human-centered design, Sustainability, Equity and inclusion, Wellbeing and fulfillment, Creativity and innovation* - to develop a project.

(*)

It can be produced with any existing online AI platforms for text like ChatGPT or Google Bard AI or with any existing AI text tool like Claude AI, Bing AI Chat, Perplexity AI, OpenAI GPT Playground, Poe by Quora, YouChat, Chatsonic, etc.

For the visual part candidates can use image art tool like DALL·E 2 or any other AI tool available in internet.

2.1 Master programs

Master programs list

- 1 [Official Master in Interaction Design and Immersive Experiences](#)
- 2 [Master in Management and Direction of Fashion Companies](#)
- 3 [Master in Fashion Marketing, Communication and Event Planning](#)
- 4 [Master in 3D Animation and VFX](#)

5 [Master in Branding and Brand Strategy](#)

2.2 Brief and programs

- for LCI Barcelona school of Graphic Design

Official Master in Interaction Design and Immersive Experiences

The project must contain the title of the master course and one of the following professions (“*keywords*”): UI designer, UX designer, UX researcher, Interaction designer, Director or manager of digital projects, Creative specialized in technology and new media, Coordinator in digital creation and manufacturing laboratories, Researcher in design

Master in Branding and Brand Strategy

The project must contain the title of the master course and one of the following professions (“*keyword*”):

Corporate graphic design, Visual corporate identity and branding, Packaging design, Graphic production, Strategy and brand design, Brand strategist, Digital branding, Brand manager, Project management and organization, Identity management and communication, Management of formats and communication channels, UX researcher, Innovation consultant, Service designer

- for LCI Barcelona school of Fashion

Master in Fashion Marketing, Communication and Event Planning

The project must contain the title of the master course and one of the following professions (“*keyword*”): Head of marketing and/or communication in fashion companies, Brand manager, Strategic consultant for fashion brands, Expert in fashion communication, Head of digital marketing in fashion, Fashion public relations, Expert in customer experience, Creative director or member of the Creative Department in specialized companies or agencies, Brand content manager, Storyteller, Experience and event producer

Master in Management and Direction of Fashion Companies

The project must contain the title of the master course and one of the following professions (“*keyword*”): Product manager, Project manager, Development and production manager, Purchasing manager, Marketing manager, Communication manager, Brand manager, Retail manager, Administration manager, Consultant in organization and management of fashion companies, HR manager.

- for LCI Barcelona school of Animation & Video Games

Master in 3D Animation and VFX

The project must contain the title of the master course and one of the following professions (“*keyword*”): 3D modeler, 3D generalist, Digital compositor, VFX artist, Director

Candidates must overcome the challenges presented by **designing effective AI prompts**. For one, you would need to create prompts that are accurate and natural-sounding. Creating a too specific prompt may result in overly specific results, while creating general prompts may give you results that aren't accurate.

Develop a project with your chosen AI tool(s)!

3 Submission to join the Contest

Step 1.

Click [here](#) to fill in the online identifying entry card form (compulsory)

Step 2.

Select the master of your interest and one of the topics related to the master chosen.

Step 3.

Submit your prompt(s) and AI tool used for creating the prompt

Step 4.

Submit your project.

- The Project as described in the briefing, along with a Title and a Description.
- The Candidate will submit up to 3 pictures, cans, or drawings of the Concept generated with AI. Digital images must be supplied in Jpeg 72 dpi format with a minimum width of 600 pixels, optimized for the Web (maximum 2 Mb file size)

- The Candidate can submit a link to a video previously uploaded on Youtube.com or Vimeo.com, or audio file uploaded to any audio platform
- The Candidate optionally can submit an attachment containing other project presentation in excel or .doc .pdf .ppt or .keynote format (maximum 1Mb file size).
- total file size limit is 10mb

The projects presented will be verified and published. The Candidate will then be eligible to participate to the scholarship and will be transferred to LCI Barcelona.

Thereafter, the Candidate will be contacted by our advisor to present the rest of the documentation below necessary to be admitted to the LCI Barcelona master programs.

- CV
- Copy of passport(s);
- Copy of Bachelor's Degree and Transcript of records or a document certifying that you will obtain the degree within the academic year 2023-2024.
- portfolios and motivation letter

The Scholarship can only be granted to candidates who have also applied to access the LCI Barcelona admission process and have successfully passed it.

4 Regulations for the participation into the international selection "Design for planet centered and human future"

First edition Academic Year 2024-2025

4.1. Preamble

4.1.1 Through the network <https://forhumanfuture.lcieducation.com>, LCI Barcelona wishes to promote the interaction between young designers starting and promoting specific contests with the purpose of stimulating, through "common creation", the conception, development and possibly the realization of a product.

4.1.2 Following this initiative LCI Barcelona promotes the contest "Design for planet centered and human future" through the dedicated website <https://forhumanfuture.lcieducation.com> (the "Website").

4.1.3 The purpose of the contests is to assign n. 10 master scholarships for attendance of LCI Barcelona Master for the 2024-2025 academic year, covering different fee amounts of the program chosen

4.1.4 The contest "Design for planet centered and human future" (the "Contest") is controlled by the present regulations and will take place, through all the phases detailed below, from the 1st of February 2024, date of publication of the Regulations, until 7th of April 2024.

4.2. Participation and requirements for admission

4.2.1 Participation to the Contest is subject to the acceptance of the present Regulations described in the website <https://forhumanfuture.lcieducation.com>

4.2.2 Participation is strictly reserved to all Candidates aged between 21 and 44 years in possession of a bachelor degree or equivalent qualification. The candidates must be 21 within the starting date of the program.

4.2.3 LCI Barcelona employees and consultants are not allowed to participate to the Contest.

4.2.4 Processing of personal data will be respectful of the attached information as per D. Lgs. n. 196/03 on personal data protection.

4.2.5 The Candidate will be held liable or accountable for any damage and damaging consequence occurred to LCI Barcelona for the infringement of the rule stated above.

4.3. Contest and creative works (“Concepts”) of the Candidate

4.3.1 Any Candidate can participate to the Contest, filling in the provided form in every part and, having agreed to these regulations, sending to the Website not later than the 7th of April 2024 3:00 pm (GMT+1 – italian time) his creative works (“Concepts”) featuring images and videos accompanied by a description in English language, respecting features, subjects and formats detailed in par. 1 and par. 2, also published on the Website.

4.3.2 Each candidate may take part in only one of the categories of the special project for only one course. The candidates participating temporarily in other LCI Barcelona special projects for scholarships cannot participate into this award.

4.3.3 With his participation to the Contest, and in any case with the submission of the Concepts, the Candidate fully agrees with these Regulations.

4.3.4 The Candidate grants the Concepts submitted to the Website are the result of his personal work and, knowing the legal consequences of false declarations, also grants that the Concepts:

- are the fruit of his personal and original intellectual work, and do not constitute counterfeiting and/or plagiarism;
- do not infringe law, order and public decency;
- do not violate any intellectual property right, both registered or not, of third parties such as, but not limited to, copyrights, brands and patents;
- do not violate any right of third parties accorded by law, contracts, customs and traditions;
- were made with all necessary authorizations and/or releasing from all individuals involved in their realization.

4.3.5 The Candidate grants his full personal liability for the content, lawfulness, nature, quality and truthfulness of the concepts published on the Website, expressly releasing LCI Barcelona and his assignees from any duty of verification and control on them.

4.3.6 Any liability of LCI Barcelona and his assignees for any Concept published on the Website is expressly excluded. The Candidate will hold LCI Barcelona and his assignees harmless from any request for reparation or compensation coming by third parties as a consequence of the publication of his Concepts.

4.3.7 The Candidate grants to hold LCI Barcelona and his assignees harmless, materially and in court, from any loss, damage, liability, cost or expense, including legal costs, deriving from any breach of this paragraph 4.

4.4. Concepts features and format

4.4.1 In order to participate to the Contest, the Candidate will have to fill and submit a form of delivery of the Concept, giving a title to the Concept itself and explaining its leading idea in ten lines of text in the language in which the course will be held.

4.4.2 The Candidate will submit up to 5 images, pictures, scans or drawings of the Concept. Digital images must be supplied in Jpeg 72dpi format with a minimum width of 600 pixel, optimized for the Web (maximum 2Mb size).

4.4.3 The Candidate can submit a link to a video previously uploaded on Youtube.com or Vimeo.com, or an attachment in .doc .pdf .ppt or .keynote format (maximum 2Mb file size).

4.4.4 Requirements detailed in par. 4.4.1 and 4.4.2 are compulsory for the participation to the Contest, while what described in par. 4.4.3 is optional.

4.5. Required documents

4.5.1 For the participation in the contest, it is compulsory to provide the below mentioned documents

- Entry card online duly filled in for acceptance of the rules of the selection;
- Concept as described in the briefing submitted to the Website

<https://forhumanfuture.lcieducation.com>

The Scholarships can only be granted to candidates [who have been successfully admitted and enrolled into the master program of their choice at LCI Barcelona.](#)

In order to start the admission process at LCI Barcelona, the following mandatory documents will be requested by our advisor

- CV and motivation letter in the language of the chosen master program,
- Copy of passport (or another ID card),
- Certificate of English language command (B2 or equivalent)
- Portfolio - Only for masters in graphic, animation or branding.

Please check online LCI's [admission conditions](#) for each program.

4.6. Scholarships

4.6.1 LCI Barcelona offers as a reward n. 10 (five) scholarships covering different amounts of the tuition fees for the chosen course, following the below scheme:

- n. 5 scholarships covering the 100% of the tuition fee of the academic year.
- n. 5 scholarships covering the 50% of the tuition fee of the academic year.

4.6.2 The scholarship will cover just the tuition fees, following the specified scheme. Enrolment fee, housing and other costs shall be covered by the winners.

4.6.3 Scholarships are put up as a prize for the following LCI Barcelona courses:

Master Title	Scholarships	
	100%	50%
Official Master in Interaction Design and Immersive Experiences	1	1
Master in Management and Direction of Fashion Companies	1	1
Master in Fashion Marketing, Communication and Event Planning	1	1
Master in 3D Animation and VFX	1	1
Master in Branding and Brand Strategy	1	1

4.6.4 The scholarships will be assigned, no matter of the program of choice, depending of the level of the presented Concepts, following the above scheme. In case the level of the Concepts, for one or more of the below mentioned programs, will not be considered sufficient by the Panel defined in par. 6, no scholarship will be assigned.

4.7. Selection of winners and Panel

4.7.1 The Concepts received, after a first evaluation, will be published on the selection website <https://forhumanfuture.lcieducation.com> and could be object public appraisals and sharing exclusively for statistical aims, until maximum 60 days after the selection deadline.

4.7.2 The Concepts evaluation will be conducted by a Panel made of school representatives

4.7.3 The evaluation will be made by the Panel, unquestionably.

4.7.4 The LCI Barcelona representatives may call the authors of the best Concepts for an interview.

4.7.5 The Panel may decide unquestionably not to assign the scholarship for one or more courses, if the level of the Concepts received for those programs will be considered unsatisfactory.

4.7.6 The winners will be notified by email or phone by the LCI Barcelona representative. The winners must send a formal acceptance letter by e-mail to admisiones@lcibarcelona.com, within three days after the result is received. If the winner fails to meet this requirement, the scholarship will be automatically considered as 'refused' and the Panel may decide, unquestionably, to grant it to another Candidate.

After the winner accepts the scholarship, he/she will have a 7-days deadline to enroll the course for which the scholarship was granted, if the winner is not enrolled yet,

4.8. Conditions and general Terms of Participation

4.8.1 In order to be published, Concepts should be presented in accordance to the terms described in the preceding sections of this regulation and must also include the identifying entry card attached.

4.8.2 The Concepts without an entry card will not be accepted. The entry card must be completed in all points including the full name, birth date, contacts, country of origin, previous studies and chosen course. Incomplete entry cards are not valid.

4.8.3 Incomplete Concepts, which do not meet the requirements, or which do not have the elements referred above, or which contain wrong or unreadable data, or sent after 3.00 pm, 7 th of April 2016 (GMT+1 – spanish time), will not be considered valid.

4.8.4 Once the Candidate has sent the Concept and passed the first step, the Concepts cannot be modified or changed any more. The Concepts and related documents should be sent in one email preferably.

4.8.5 The Candidates guarantee to follow the below indicated compulsory conditions for submission of the Concepts:

- Concept must be created and realized only by the participant presenting it;
- Concept must be original and cannot be subject of a copy or plagiarism;
- Concept must not be under any property or royalty rights, or copyrighted;
- Concepts cannot contain offensive, violent context against the human rights or dignity, otherwise such projects will be rejected.

4.8.6 The Panel may, unquestionably, exclude from the selection any Concept that does not comply with the above terms.

4.8.7 LCI Barcelona does not assume any responsibility for conditions that are not imputable to it and that shall compromise the project remittance, such as: losses or delays due to electronic devices.

4.9. Property and Right concerning Concepts

4.9.1 The intellectual property rights of the Concepts always pertain to the author.

4.9.2 The Candidate, with his participation to the Contest and the consequent publication of his Concepts in the Website, giving up any indemnity and/or refund and independently from the awarding of a prize, grants for free and permanently to LCI Barcelona the right to use submitted Concepts to promote and divulge the Website and LCI Barcelona activities, with mention of the Concept's author.

4.10. Contents owned by LCI Barcelona, Concepts

4.10.1 Save for Candidates' Concepts, LCI Barcelona owns and can use every other content of the Website, including, but with no limitation to, text, software, fonts, graphics, pictures, sounds, music, videos, interactive elements (LCI Barcelona Content). Such Content is protected by copyright, brand rights and other intellectual property rights owned by LCI Barcelona and its licensees.

4.10.2 LCI Barcelona Content cannot be downloaded, copied, reproduced, distributed, transmitted, spread, visualized, sold, licensed or exploited in any other way without prior written consent by LCI Barcelona or its licensees.

4.10.3 The Candidate accepts and agrees that the Concepts on the Website are under the exclusive responsibility of the individuals they come from.

4.10.4 LCI Barcelona is not bound to control and supervise the Concepts submitted and published on the Website, and accordingly LCI Barcelona does not grant their truthfulness, correctness or quality. Under no circumstance LCI Barcelona will be held liable or accountable for Concept that for any reason are found illicit, illegal or offensive.

4.10.5 LCI Barcelona reserves the right not to publish and to remove from the Website any Concept in manifest breach of these Regulations, inopportune or reprehensible. LCI Barcelona reserves the right to modify the Concepts submitted by Users by all means necessary to allow their publication on the Website.

4.10.6 The Website may include links to other websites or resources not owned or controlled by LCI Barcelona. Users accept and agree that under no circumstance LCI

Barcelona will be held liable or accountable for the contents, advertisings, services or products present in such external links.

4.11. Exclusion of warranties

4.11.1 LCI Barcelona does not states nor grants that the Website and its functions are flawless or satisfy certain standards, needs or requests of the User.

4.11.2 LCI Barcelona does not states nor grants that use of the Website and its functions will be prompt, uninterrupted, assured or flawless, nor that the information and contents on the Website are correct, truthful and/or reliable.

4.11.3 Under no circumstance LCI Barcelona will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the Website.

4.11.4 LCI Barcelona will not be liable for imprecisions, inaccuracies or delays due to force majeure.

4.11.5 LCI Barcelona is not liable for improper use of the Website and does not grant nor authorize its use in any application potentially dangerous for people or properties.

4.11.6 The Candidate grants that he will hold LCI Barcelona harmless from any consequence deriving for improper, illicit or undue use of the Website.

4.11.7 Consequently, the Candidate declares himself solely liable towards LCI Barcelona and third parties for any and every behavior or fact punishable by law during the utilization of the Website.

4.12. Obligations of the Candidate

4.12.1 The Candidate binds himself:

- a) not to damage or violate, directly or indirectly, the Website;
- b) not to reproduce, copy, distribute in part or in whole, by commercial or non-commercial ends, the Website, the Concepts and LCI Barcelona Contents published on the Website, by no means, not electronic nor printable;
- c) not to perform any action that can compromise the security of the Website;

4.12.2 It is expressly forbidden to the Candidate:

- a) to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such right or has been authorized by the owner;
- b) to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorized by the owner;

- c)) to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;
- d) to submit, upload and/or publish material that is illicit or against law, order and public decency;
- e) to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- f) to submit, upload and/or publish sexually explicit material;
- g) to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorized form of solicitation;
- h) to falsify his identity;
- i) to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of softwares, hardwares, websites or telecommunication installations belonging to LCI Barcelona or third parties;

4.12.3 Any verified breach of this paragraph 12 will determine the right of LCI Barcelona to resolve this agreement and remove the Candidate and his Concepts from the Website, reserves the right of LCI Barcelona and/or third parties to compensation for damages.

4.12.4 Any breach of the obligations detailed above will give LCI Barcelona the right to cancel at any time, with no notice and no penalty, the registration of the Candidate to the Website, removing from it all the Concepts submitted by the Candidate.

4.13. Law and jurisdiction

4.13.1 This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with spanish law.

4.13.2 The court of Barcelona (Spain) shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

Information as per sec. 13 of the Code on protection of personal data (D. Lgs. 196/03)
(*) The Candidate is bound to read entirely the text, using the vertical scroll bar, and to click in the apposite space for acceptance and consent to data processing.

In accordance with sec. 13 of the Code on protection of personal data (D. Lgs. 196/03) we inform you about the processing of your personal data performed by LCI Barcelona regarding to your participation to the Contest "Design for planet centered and human future" and to the use of the websites <https://Designforahumanfuture.com> and

<https://www.lcibarcelona.com/> (the "Websites"). According to the mentioned decree, the processing of your data will be respectful of the principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

1) Your personal data, including your image, will be handled only to consent your participation to the Contest for the potential assignment of prizes and the supplying of services usable through the Websites, and for all connected activities.

In addition to the uses mentioned above, your personal data may be handled to fulfill obligations set by domestic and European law.

Supplying your data is compulsory for the purposes mentioned above. The lack of their transmission, even partial, or the communication of incorrect data, may have as a consequence the impossibility to supply you the requested service;

2) Given your explicit consent and until its withdrawal your personal data, including your image, will be transmitted to companies, agencies, syndicates, associations and/or third parties in general in order to assignment of the prizes or in order to favor your potential collaboration or stages with such parties. The consent to the data processing described in this paragraph is necessary to participate to the Contest.

3) Given you explicit consent and until its withdrawal your personal data will be also handled for the following purposes, connected to the ones listed above:

- a) to elaborate studies and marketing researches;
- b) to send even by means of SMS, fax, mail and/or email advertising and informative material regarding LCI Barcelona and his assignees;
- c) to send interactive commercial communications;
- d) to gather data on the level of users' satisfaction about supplied services (even through third parties).

You will be able to withdraw the consent given for the purposes above at any time, sending a request by email to: admission@lcibarcelona.es specifying name and surname of the Candidate. No request of cancellation without the required data will be accepted.

Data Processing detailed in par. 1), 2) and 3) will be manual (i.e. on paper support) and/or automatic (i.e. using computer devices) according to the procedures set by law.

Within LCI Barcelona your data will be handled only by LCI Barcelona employees, appointed as subjects in charge of data processing, who have received adequate operative instructions.

In addition to LCI Barcelona employees, some of the processing of your data may be performed by third parties, to whom LCI Barcelona entrust some activities (or parts of them) functional to the supplying of the above mentioned services. In such cases those parties will be appointed as subjects in charge of data processing, and will receive

adequate operative instructions, especially regarding the necessary security measures to ensure privacy and data security.

The subjects in charge of the processing of your personal data are LCI Barcelona - C/ de Balmes, 209, 08006 Barcelona, Spain, In order to exercise the rights set by sec. 7 of the Code mentioned above, which we report integrally below, you can address the subjects in charge of data processing.

5 Sec. 7 D. Lgs. 196/03

5.1 Right to access to personal data and other rights

1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him exist, regardless of their being already recorded, and communication of such data in intelligible form.
2. A data subject shall have the right to be informed
 - a) of the source of the personal data;
 - b) of the purposes and methods of the processing;
 - c) of the logic applied to the processing, if the latter is carried out with the help of electronic means;
 - d) of the identification data concerning data controller, data processors and the representative designated as per Section 5(2);
 - e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.
3. A data subject shall have the right to obtain
 - a) updating, rectification or, where interested therein, integration of the data;
 - b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed;
 - c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.
4. A data subject shall have the right to object, in whole or in part,

- a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
- b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.