



Università degli Studi di Napoli Federico II

Apple Developer Academy

<https://developeracademy.unina.it>

ANNEX A Apple Programs Participants

Introduction

Arts practitioner or accomplished developer? All are welcome at the Apple Developer Academy. Whether you are new to programming and App development or an accomplished coder, you will find your place at the Academy. Bring your ideas and enthusiasm and see how you can make an impact in the world.

The Apple Developer Academy experience is based on the Challenge Based Learning (CBL) framework, which is a multidisciplinary approach to teaching and learning. Using CBL you will be encouraged to leverage the technology used in our daily lives to solve real-world problems. CBL (<http://challengebasedlearning.org>) is collaborative and hands-on, asking you to work in collaboration with others, including experts from your communities and around the world, to develop deeper knowledge of the subjects that you are studying. CBL asks you to accept and solve challenges, take action, share your experience, and enter into a global discussion about important issues. At the Academy, the language of instruction is English.

The Apple Developer Academy in Naples has three core curriculum areas to help you learn the complete lifecycle of creating applications for the App Economy. The core topics will cover:

1. Coding

Through the technical curriculum you will acquire the core programming knowledge enabling you to develop iOS applications, explore frameworks and express yourself through technology in order to transform ideas into real world solutions.

2. Design

The Design curriculum provides the skills for you to understand not only the basic concepts of what design is but also what it is not. You will acquire an understanding of the form-function relationship and how to carry out different types of research related to User Interface and User Experience Design (UI/UX). You will also learn to structure a project from its inception to its conclusion.

3. Business & Marketing

The Business and Marketing curriculum provides the skills for you to understand the App Economy and the App Store ecosystem. You will acquire a deep understanding of how to market your apps in the fast changing and ever evolving competitive App Store landscape. You will also learn to turn your apps into a potential business and understand what is required to start - and run - your own company. Finally, you will gain the skills necessary to acquire and be successful in a job with an existing company.

You will also have the opportunity to practice and improve your “soft skills” (emotional intelligence, adaptability, ability to collaborate and negotiate, situational awareness, ability to communicate, etc.) in the overall program at the Apple Developer Academy. In addition, you will learn and improve your organizational skills as well as research and learning skills.

The Apple Developer Academy learners create Apps as part of their curriculum, and fully own the Intellectual Property of what they create during their time at the Academy.

For the academic year 2023/2024 the Apple Developer Academy will welcome on board **300 students**. The selected students consist of **240 candidates** who have applied for the default selection procedure (**Document reference: AppleDeveloperAcademyCall_23_24**) plus **60** more candidates who have applied for the Apple Programs Participants announcement (**Document reference: AppleDeveloperAcademyProgramsParticipants_23_24**). If less than 60 applicants are selected from the “Apple Programs Participants” Announcement, then the University of Naples Federico II reserves the right to admit more than 240 candidates through the default procedure (Document reference: AppleDeveloperAcademyCall_23_24) so that the total number of students is 300.

Below is a short description of the path:

A.1 Structure of the classes

Classes are formed by two parallel student cohorts, associated, respectively, with a morning (9 am to 1 pm) slot and an afternoon (2 pm to 6 pm) slot.

- Expected start date of courses: End of September 2023
- Expected end date of courses: End of June 2024

A.2 Application form and registration procedure

The application form must be submitted exclusively online through the following website: www.developeracademy.unina.it. The online registration form is available from the publication date of this announcement, and will close mandatorily (and under penalty of exclusion from the selection procedure) **at 2pm (GMT+2) of March 24th 2023**. Any Apple Programs Participants applicant who is not accepted can still apply to the Academy through the standard application process.

In order to be admitted to the selection each applicant will have to be provided with a personal email address. The online application procedure is based on the filling of an online application form as described below.

1. Go to the website www.developeracademy.unina.it.
2. Select "Register as Apple Programs Participants".
3. The applicant must then complete a form making sure that:
 - a. All the requested data have been inserted;
 - b. The following documents have been uploaded: Curriculum vitae in European format; Copy of high school diploma or an equivalent qualification; Certificate of attendance of either an Apple Foundation Program, or the Apple Developer Academy in Brazil, Indonesia, Kingdom of Saudi Arabia, South Korea, or USA, or the iOS Development Lab in Mexico; copy of an identity document.
 - c. Check the responsibility assumption box about the veridicality of the entered data;
 - d. Check the "I am not a robot" captcha box;
 - e. Click on the "Send" button.

Failure to comply to the aforementioned provisions will prevent admission to the selection and, in any case, result in the exclusion from the procedure.

A.3 Selection procedure

In order to be eligible for the Apple Developer Academy, applicants:

- must not have already attended the Apple Developer Academy in Naples during academic years 2016/2017, 2017/2018, 2018/2019, 2019/2020, 2021/2022, 2022/2023;
- must have already attended either an Apple Foundation Program, or the Apple Developer Academy in Brazil, Indonesia, Kingdom of Saudi Arabia, South Korea, or USA, or the iOS Development Lab in Mexico.

The selection will be based on the outcome of a motivational interview.

Motivational interview

The applicants will be invited to a motivational video-conference interview, in English, during which they will have a chance to present their own portfolio of competences. A maximum of **40** points can be earned with the interview.

During the interview, applicants might be asked:

1. to provide a brief presentation of their curriculum vitae;
2. to explain the professional reasons grounding their application;
3. to describe their career perspectives as a result of the course;
4. to illustrate the technological issues they are more interested in;
5. to specify the application areas in which they believe to be able to develop their activities under the program;
6. to provide a description of their individual and professional characteristics;
7. to provide a description of their creative skills;
8. to discuss their experience as participants in an Apple Foundation Program, or the Apple

Developer Academy in Brazil, Indonesia, Kingdom of Saudi Arabia, South Korea, or USA, or the iOS Development Lab in Mexico.

After completing this phase, the top **60** applicants will be invited to attend the Academy classes. They will become part of the 2023/2024 Developer Academy class, which will be divided in two cohorts (morning and afternoon). In the event of a tie, the younger applicant shall prevail. The ranking will be scrolled should any of the selected candidates renounce his/her seat at the Academy.

Please note:

The students who are not in the list of the admitted Apple Programs Participants students can apply for the Apple Developer Academy in accordance with the default selection procedure described in the Student Call and related Annex for the Apple Developer Academy.

A.4. Location

The training will take place at the Apple Developer Academy, University of Naples Federico II, Campus of San Giovanni a Teduccio, Corso Nicolangelo Protopisani 70, Naples, Italy.

A.5 Attendance of the Classes

Class attendance is mandatory. Participants are required to respect the minimum limit of attendance, which is 80% of the scheduled hours.

A.6. Economic support funds

The University of Naples receives funds from Campania Region, within the framework of EU-sponsored projects. The applicants who successfully complete the Academy experience will receive an economic support. This kind of support will be subject to constraints that come directly from the Funding Entity (European Commission). Hence, Academy students will in such a case have to commit themselves to providing the Administration Office with any documents needed in order to prove that the requirements set forth by the Commission are met.

For further information, do not hesitate to contact us at the following address: developeracademy@unina.it

This Annex is an integral part of the announcement and has been originally written in Italian. The English version is a translation for information purposes only. In case of discrepancy, the Italian version shall prevail and be binding.

Naples, January 31st, 2023

The Director of COINOR