

# Università degli Studi di Napoli Federico II

## Apple Developer Academy

<http://developeracademy.unina.it>

**POR CAMPANIA FSE 2014-2020**  
**ASSE III OBIETTIVO SPECIFICO 14 - Azione 10.4.1**  
**ASSE III - OBIETTIVO SPECIFICO 17 - Azione 10.5.9**  
**CUP E68H19000400002**  
**CML 19033AP000000001**

## **ANNEX A**

### **Apple Developer Academy**

#### **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 our teachers encourage students to leverage the technology they use in their daily lives to solve real-world problems. CBL (<http://challengebasedlearning.org>) is collaborative and hands-on, asking students to work with other students, their teachers, and experts in their communities and around the world to develop deeper knowledge of the subjects they are studying, accept and solve challenges, take action, share their 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 students to learn the complete lifecycle of creating applications for the App Economy. The core topics will cover:

#### **1. Coding**

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

## 2. Design

The Design curriculum provides the skills for the students to understand not only the basic concepts of what design is but also what it is not. They 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). They 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 the students to understand the App Economy and the App Store ecosystem. They will acquire a deep understanding of how to market their apps in the fast changing and ever evolving competitive App Store landscape. They will also learn to turn their apps into a potential business, and understand what is required to start - and run - their own company. Finally, they will gain the skills necessary to acquire and be successful in a job with an existing company.

Students will also have the opportunity to practice and improve their “soft skills” (emotional intelligence, adaptability, ability to collaborate and negotiate, situational awareness, ability to communicate, etc.) in the overall program at the Academy.

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

For the academic year 2020/2021 the Apple Developer Academy will welcome on board **378 students**. The selected students consist of 323 candidates who have applied for the default selection procedure (**Document reference: AppleDeveloperAcademyCall\_20\_21**) plus 50 more candidates who have applied for the foundation announcement (**Document reference: AppleDeveloperAcademyFoundationCall\_20\_21**) and 5 more candidates who have applied for the Apple Developer Academy in Indonesia announcement (**Document reference: AppleDeveloperAcademyIndonesiaCall\_20\_21**). If less than 50 applicants are selected from the Foundation Announcement (Document reference: AppleDeveloperAcademyFoundationCall\_20\_21) or if less than 5 applicants are selected from the Apple Developer Academy in Indonesia announcement (Document reference: AppleDeveloperAcademyIndonesiaCall\_20\_21), then Federico II reserves the right to admit more than 323 candidates through the default procedure (Document reference: AppleDeveloperAcademyCall\_20\_21) so that the total number of students is 378.

Below a short description of the path:

### A.1 Structure of 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: Beginning of January 2021
- Expected end date of courses: Beginning of August 2021

## A.2 Application form and registration procedure

The application form must be submitted), exclusively on-line through the following website:  
<http://www.developeracademy.unina.it>

The on-line registration for the “Apple Developer Academy” is available as soon as the notice is published, and will close mandatorily, and under penalty of exclusion from the selection procedure, at **2pm (GMT+2) of 11 September 2020**. In order to be admitted to the selection each applicant must own a personal email address. The on-line application procedure is based on the filling of an on-line application form as described below.

1. Go to the website [www.developeracademy.unina.it](http://www.developeracademy.unina.it).
2. Select "Register Apple Developer Academy".
3. The applicant must then complete a form making sure that:
  - a. All the requested data are inserted;
  - b. The preferred option between on-line and in person assessment is indicated;
  - c. The following documents are uploaded: Curriculum vitae in European format, a copy of University Degree or High School Diploma; copy of an identity document;
  - d. The responsibility assumption box about the truthfulness of the entered data is checked;
  - e. The "I am not a robot" captcha box is checked;
  - f. The "Send" button is clicked.

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

Applicants with disabilities who require assistance to carry out the selection procedure should select "yes" in the box "special needs" and must send, by e-mail to [developeracademy@unina.it](mailto:developeracademy@unina.it) – as condition for obtaining the requested assistance - **by September 10<sup>th</sup> 2020 at 2 pm (GMT+2)**, an email providing a medical certification indicating only the details about the aid needed in relation to the disability, without reporting also the diagnosis as established by the GDPR (data protection related to the state of health, “particular categories” pursuant former art. 9 of GDPR). It is also requested to provide in the email the possible need for additional time to complete the test.

## A.3 Selection procedure

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

- must hold a high school diploma (or an equivalent qualification);
- must not have already attended the Apple Developer Academy in Naples during academic years 2016/2017, 2017/2018, 2018/2019, 2019/2020.

The selection will be based on the outcome of two phases.

To get prepared for phase 1, the applicants will have an opportunity to access a selected set of online materials, and take an initial online self-assessment. The self-assessment will be focused on information from the provided materials and does not require previous knowledge in any specific field. The online self-assessment is aimed at better preparing the applicants for the rest of the selection process, and does not represent a formal step towards acceptance at the Academy. The self-assessment module is accessible at the address <https://moodle.developeracademy.unina.it/>.

## Phase 1 – Assessment test

Applicants will be invited to sit for an automated assessment based on a multiple-choice test.

Respondents will be asked to select the only correct answer out of the **4** available choices from a list of **30** stems. Each correct answer adds **2** points to the total mark, whereas each wrong answer will subtract **0.5** points from the test taker's score. Missing answers will have no influence on the total mark (i.e., they count as 0 points). With the above-mentioned rules, the maximum achievable test score is **60** points.

The test will have a duration of **60 minutes** and will touch upon the following topics:

- **logical reasoning**;

• **coding**:

• basic concepts, Object Oriented Programming, Swift programming basics, Design Patterns;

- **design**:

• basic concepts, responsive and adaptive design, Human Interface Guidelines, user-centered design processes, sketches, prototypes, wireframes (i.e., interaction specifications), etc.

The first phase will be aimed at selecting the top **500** applicants, ranked by score.

## Phase 2 – Motivational interview

The 500 applicants selected after phase 1 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.

During the interview the applicant might also be asked to briefly present a solution approach to a simple logical-computational problem and/or sketch a base design palette for a project.

After completing the second phase, the top **323** applicants will be invited to attend the Academy classes. They will become part of the 2020/2021 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.

#### **A.4 Date and place of the assessment test**

The assessment test will be held either on-line or in person.

On-line sessions will be scheduled between September 15 and October 2<sup>nd</sup> 2020. In person tests will be held in Naples, Apple Developer Academy, Università degli Studi di Napoli Federico II, Campus of San Giovanni a Teduccio, Corso Nicolangelo Protopisani 70, between October 5<sup>th</sup> and October 9<sup>th</sup>

The timetable of the tests will be announced exclusively by an on-line publication in the Official Noticeboard of the Università degli Studi di Napoli Federico II (available on the web site [www.unina.it](http://www.unina.it)) and by means of publication on [www.developeracademy.unina.it](http://www.developeracademy.unina.it)

#### **A.5 Location**

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

#### **A.6 Attendance of the Classes**

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

#### **A.7 Economic support funds**

There will be both monetary rewards and an attendance allowance for those who successfully complete the Academy experience. They will be delivered at least one month after the end of the project. They will also be subject to constraints that come directly from the European Commission policies (associated with the funds being leveraged through Regione Campania).

In order to be eligible for the economic support the applicant must:

- hold a High school diploma issued by upper-secondary educational institutions or, if not obtained in Italy, an equivalent qualification. The diploma must have been obtained no later than scholastic year 2019/2020
- be unemployed (under the current regulation<sup>1</sup>) and preserve the state of unemployment for the entire duration of the course.

The applicants commit themselves to providing to the Administration Office, when required, any documents needed in order to prove the requirements of the call.

If Apple would decide to award a financial support to students, this support will not be compatible with the regional contribution.

#### Information

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

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<sup>1</sup> CIRCOLARE N. 1/2019: Regole relative allo stato di disoccupazione alla luce del d.l. n. 4/2019 (convertito con modificazioni dalla l. n. 26/2019). <https://www.anpal.gov.it/normativa/circolari>



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, August, 4<sup>th</sup> 2020

F.to Il Direttore del Coinor

Prof. Luciano Mayol