



Nadia Khort, 2020

# How to win scholarship to study in Moscow?

Global Scholarship Competition  
Master program 'Protoyping Future Cities'

# HOW TO WIN A SCHOLARSHIP

# PFC Global Scholarship Competition

Register

CALENDAR AMBASSADORS BENEFITS PRIZES



1 day online  
competition



Winners will get  
scholarships to  
study at master  
'Prototyping Future  
Cities'



Participation  
is free



Language of  
competition –  
English



Register  
from any  
part of the  
world

## Prizes



1st place

50% discount on tuition fee



2nd place

30% discount on tuition fee



3rd place

20% discount on tuition fee

## **Email with detailed instructions**

25 April. If you do not receive an email from us on 25 April – check your SPAM box.

## **Competition Start**

26 April 10 AM Moscow time

## **Competition Finish**

27 April 10 AM Moscow time

**24 hours to complete the task**

# Tasks

COMPULSORY

TO CHOOSE 1 OUT OF 3

	Scores	Main skills tested
Task 1	25	Urban data analysis
Task 2	25	Observation as method of research
Task 3	25	Case research and analysis
Task 4	25	Project conceptualization

# Task 1. Urban data analysis

## Task objective

The purpose of this assignment is to analyze the urban environment without being involved in the urban context. Geospatial and data analytics allow urban planners to gain deeper insights into current and future scenarios and to plan in a more precise manner. It helps urban planners to cater to the needs of various participants of urban processes.

Try to explore urban environment of the city and analyze it through provided maps. Answer following question in order to formulate your vision of the city at the moment. You can supplement the image analysis with graphically analyzed maps. Summarize your analysis with brief conclusions. Give recommendations for the development and management of the city, if any.

## Task description

Analyze maps provided, find connections between maps based on broad information from an open sources. Answer the following questions and give rationale for your answer:

- Is the social infrastructure well developed in the city? State the reasons if not.
- How accessible is social infrastructure? State the reasons for the uneven development of accessibility of social infrastructure.
- What are the most problematic areas of social infrastructure you can identify? Reason the choice.

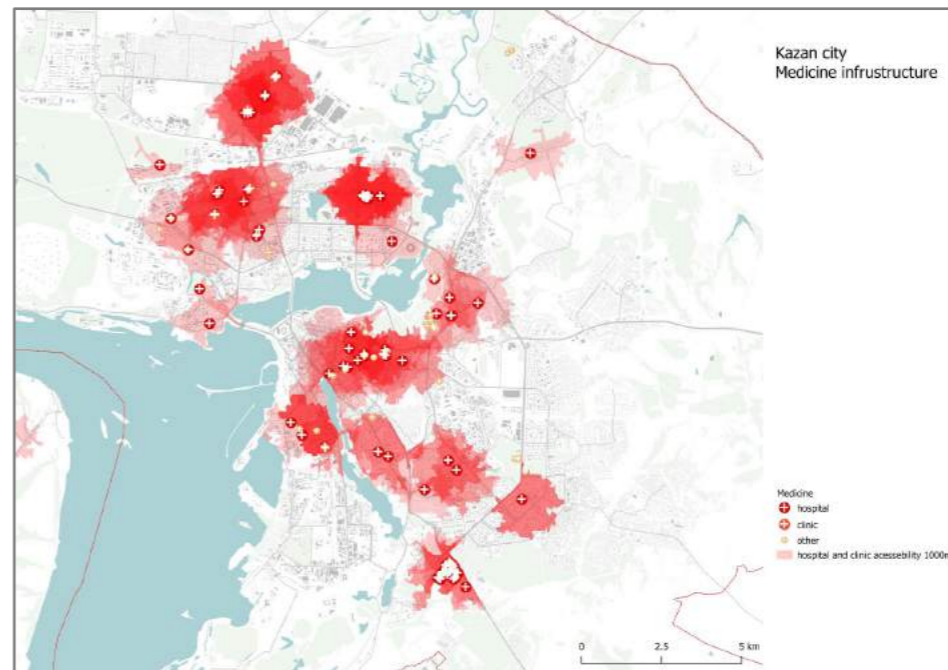
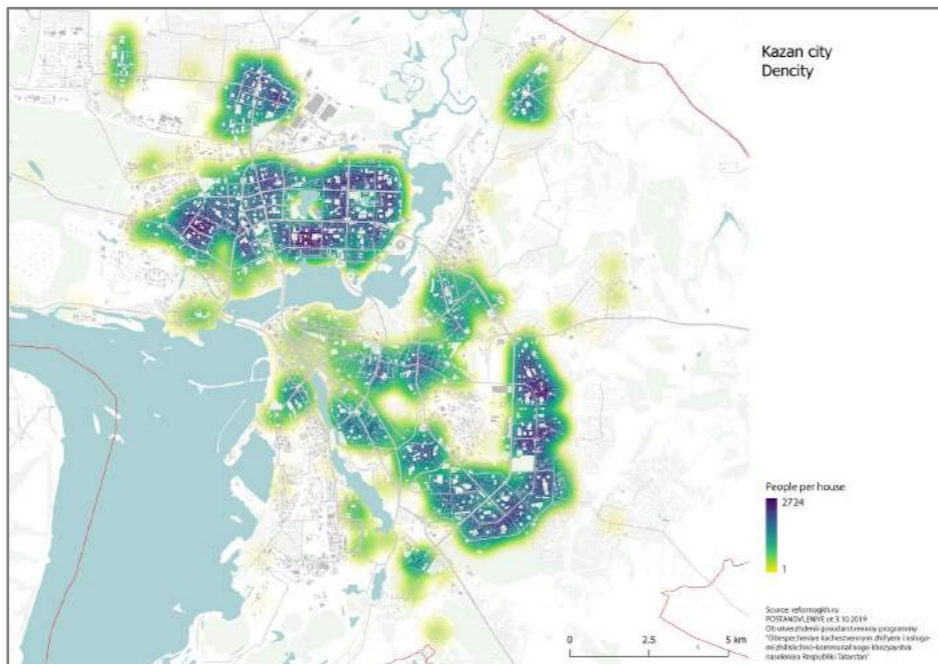
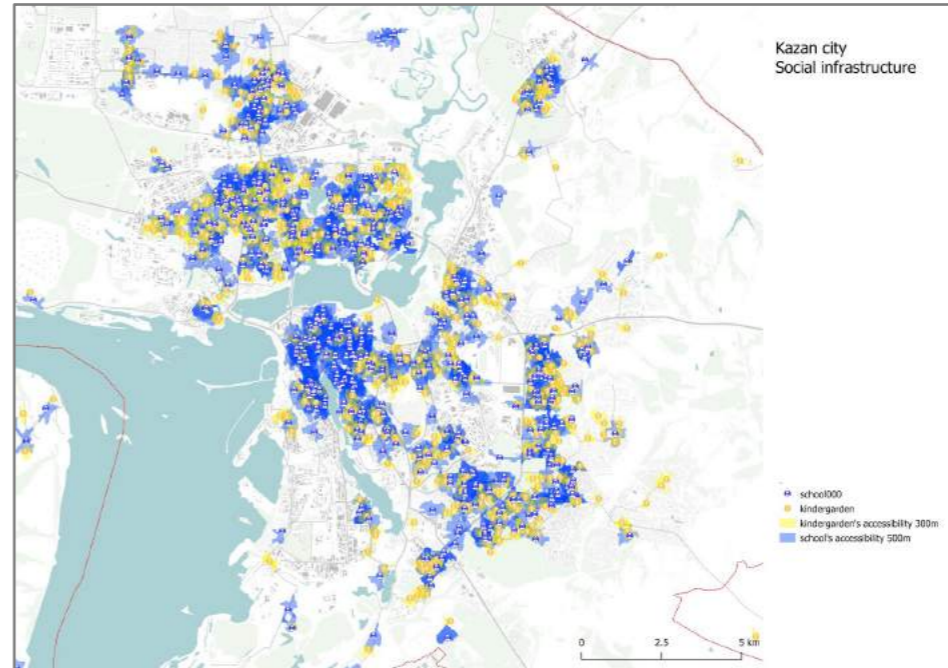
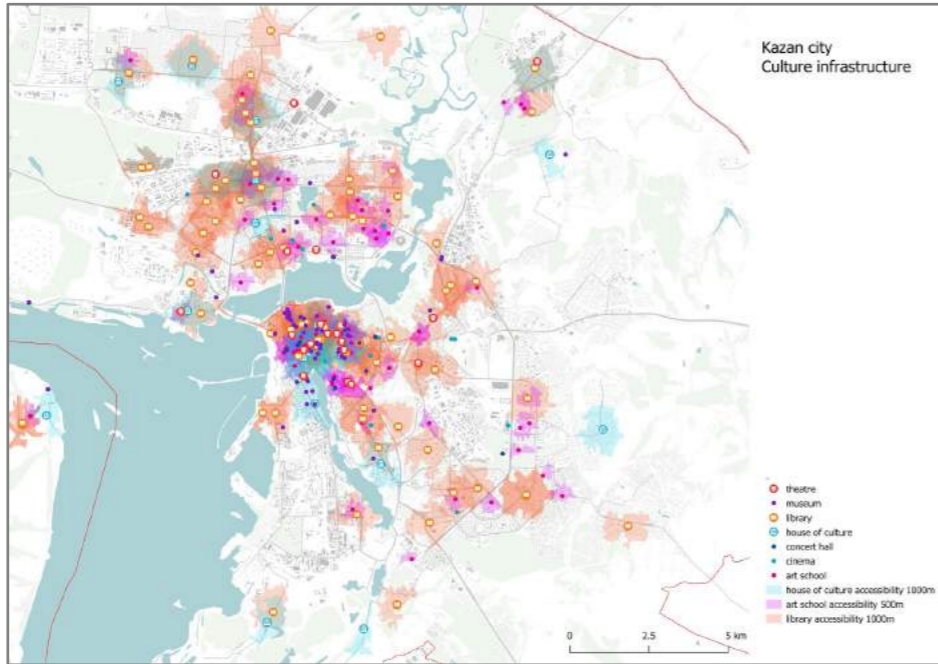
## Formats of results

Text with maps interpretation

## Task Scope

Find below the maps of Kazan City (Russia) with data

# Task 1





# Task 1. Evaluation Criteria

Social infrastructure problems identified from the map. Reasons for social infrastructure problems is justified

Assessment of social infrastructure are complex and have justifications

Findings are based on detailed analysis of maps and open information and have strong argumentation

Recommendations is reasoned and respond to identify problems

600 words maximum, 300 words minimum

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-100%

# Task 2. Observation as method of research

## Task objective

The purpose of this task is to look at the city with the eyes of an urban researcher and to represent the urban problematics using visual methods as photo and video.

More detailed consideration of one of the urban topics can help highlight systematic, organizational, managerial etc. problems that we may not notice when looking at the city from inside and without a complete analysis of those small pieces of the city that you face every day. Find one of such problems in the given topic and try to tell about it as detailed as possible using only visual means – photos or videos. In case you can't leave home make screenshots using Google map and Google View or any other services with street view and make additional graphical materials to represent the problem. It can be hand drawing or collage. In case you don't have skills in hand drawing or graphic programs combine picture in any program: Paint, PowerPoint etc.

## Task description

Find a problem in your city on one of the given topics and represent them in the photos or video or screenshots from street view and additional graphical materials. Text description of the problem is optional.

## Task Scope

Choose one of the urban topics and complete the task within it:

- microeconomy
- public space

## Formats of results

5 photos that represent one selected problem. Photos should be connected with each other and tell a story about this problem, detail the problematic.

OR

A 20-60 second video that represents problem. It could be in one or several frames. It should represent one chosen problem and tell a story about this problem, detail the problematic.

NOTE: show the problem on your materials, not yourself. You can comment on your video with your voice.

OR

Use Google map or any other services with streetwise to make screenshots of the problem in your city (add a reference in this case). Make a collage or hand drawing in order to represent the problem.

OPTIONAL Provide a short text description to your photos or video about the problem (150 words maximum)

# Task 2. Evaluation Criteria

Video or photos or screenshots and additional graphic materials represent the urban problem

City problem is detailed in the video or photos or screenshots and additional graphic materials

Creative presentation of information

City problem is related to the selected topic

High-quality photos and videos with main and secondary objects in the frame

Video: 20-60 sec / photos: 3-6 pictures / 2-6 screenshots + 1-2 additional graphic material

No noise in the video; the sounds of the city, or the voiceover, or the music, or a mixture of this

Photo is not too noisy, photos is read clearly, it isn't smeared

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# Task 3. Case analysis

## Task objective

The purpose of this assignment is to engage with the case research and start analysing information through identification of the key components in different urban theory. Important step of case research is finding real cases which advance these theories.

Describe main points and principles of the theory in your essay. Choose personal devices which either find a new way for theory implementation or represent it in the best way. Describe your choice in an argumentative and a logical manner with references to devices and open information that you use.

## Task description

Study the theory provided, its main ideas, values, priorities, development stages

Identify the key components in the theory

Find 3 projects of devices that support the theory in a new/ the best way

Describe in a short essay the key points of the theory, and why exactly these personal devices offer something new for the theory or support it in a new way

## Task Scope

Choose one of the urban theory and complete the task within it:

- Smart city
- Regenerative design

## Formats of results

A text document with 3 pictures in the attachment and short essay “Implementation urban theory in a new or best way through personal devices”.

# Task 3. Evaluation Criteria

Outline of the theory is clear

Author provide reasons/ argumentation why exactly this devices was chosen

Devices support theory in a new/ the best

Author represents his/her own attitude to this theory

Clear and concise structure, Using references in your writing, 400 words maximum, 200 words minimum

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# Task 4. Project conceptualization

## Task objective

The purpose of this assignment is to try to create a conceptual future for the prototype. It helps to understand if the prototype is able to change the future of the city, which means to bring something new into its development today. Imagine that the prototype will developed and transformed itself and transform environment next ten years. Answer to the question to assess the impact of the project for the future.

You do not need to imagine a future that will happen. It is important that your answer be reasoned and have strong justification. With such criteria for formulating a possible future scenario, there can be many. The goal is to predict not the most probable and safe scenario, but one of the many possible ones that have reason to believe that this scenario is possible. The more interesting relationships and premises in the present will be revealed, the more interesting the scenario will be.

## Task description

Choose one of the provided prototype. Imagine that you develop the prototype during your study. How can it transform itself and transform urban environment in 10 year? What impact this project can affect on urban environment. Try to answer at the next question:

How this prototype will influence on social relations?

How this prototype will influence on city economy?

How this prototype will influence on ecology?

## Task Scope

Choose one of the device and complete the task within it:

<https://landing.ai/landing-ai-creates-an-ai-tool-to-help-customers-monitor-social-distancing-in-the-workplace/>

<https://ifarm.fi/>

## Formats of results

Short essay "How the prototype can change urban environment in the following field: social relationship, economy and ecology"

# Task 4. Evaluation Criteria

Potential social changes is detailed and justified

Potential economy changes is detailed and justified

Potential ecology changes is detailed and justified

All potential changes form a single system, do not contradict each other, have logical justification

Clear and concise structure, Using references in your writing, 400 words maximum, 200 words minimum

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**Extra task for top 10 participants**

**Interview with program academic  
supervisor**



# Tips

1. Check email (spam box) on 25 April and find an email with instructions
2. Follow the instructions
3. Plan your time, don't panic
4. Choose from Tasks #2,3,4 a task that fits your personal, professional or study experience
5. Be creative, in most tasks there are no correct answers
6. Do not use works or texts of others without providing reference. **NO PLAGIARISM**

[www.hse.ru/en/ma/techcity](http://www.hse.ru/en/ma/techcity)

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