Università degli Studi di Napoli Federico II

Apple Developer Academy

https://developeracademy.unina.it

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 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 the curriculum, and fully own the Intellectual Property of what they create during their time at the Academy.

For the academic year 2024/2025 the Apple Developer Academy will welcome on board **300 students.** The selected students consist of **220 candidates** who have applied for the standard selection procedure (**Document reference: AppleDeveloperAcademyCall_24_25**) plus **80** more candidates who have applied for the *"Apple Programs Participants"* announcement (**Document reference: AppleDeveloperAcademyProgramsParticipantsCall_24_25**)**.** If less than 80 applicants are selected from the *"Apple Programs Participants"* announcement, then Federico II reserves the right to admit more than 220 candidates through the default procedure (Document reference: AppleDeveloperAcademyCall_24_25) so that the total number of students is 300.

Below is 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.

- o Expected start date of courses: 23rd September 2024
- o Expected end date of courses: 30th June 2025

A.2 Application form and registration procedure

The application form must be submitted exclusively online through the following website: https://www.developeracademy.unina.it
The online 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 **9am (GMT+1) of March 25th, 2024.** In order to be admitted to the selection each applicant must own a personal email address. The online application procedure is based on the submission of an online application form as described below.

1. Go to the website 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 following documents are uploaded: Curriculum vitae in European format, a copy of University Degree or High School Diploma; copy of an identity document;
c. The responsibility assumption box about the veridicality of the entered data is checked;
d. The "I am not a robot" captcha box is checked;
e. 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 – as condition for obtaining the requested assistance **by March 18th 2024 at 9 p m (GMT+1)**, an email providing a medical certification indicating only the details about the aid needed in relation to the disability, without reporting the related 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 indicate 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, 2021/2022, 2022/2023, 2023/2024;
- must be 18 years old by the Apple Developer Academy' s starting date, September 23, 2024.

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 **400** applicants, ranked by score.

Phase 2 – Motivational interview

The 400 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.

A.4 Date and place of the assessment test

The assessment test will be held online.

Online sessions will be scheduled between April 3rd and April 10th, 2024.
The timetable of the tests will be announced exclusively through online publication in the Official Noticeboard of the University of Naples Federico II (available at https://www.unina.it) and by means of publication on https://www.developeracademy.unina.it

A.5 Date and place of the interviews

Interviews will be scheduled between April 17th and April 24th, 2024.They will take place online (via video conference).
The timetable of the interviews will be announced exclusively through online publication in the Official Noticeboard of the University of Naples Federico II (available at https://www.unina.it) and by means of publication on https://www.developeracademy.unina.it

A.6 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.7 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.8 Economic support funds

Two hundred and Twenty (220) scholarships are provided for attendance to the Apple Developer Academy, which can be increased up to a maximum of 300, in the event that the number of students admitted through the selection procedure "Apple Programs Participants" (Ref: AppleDeveloperAcademyProgramsParticipants_24_25) is less than 80, from the PR Campania ESF+ 2021-2027 Priority 2 "Education and Training", Specific Objective ESO 4.7, ACTION LINE 2.g.5.

The gross amount of each scholarship is € 7,777.78 (Euro seven thousand seven hundred and seventy-seven/78) corresponding to a gross percipient of € 7,168.46 (Euro seven thousand one hundred and sixty-eight/46), to be paid in the form of an Attendance Allowance provided that the participant has attended at least 80% of the total number of hours scheduled for the training course equal to 750.

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 24th, 2024

The Director of COINOR