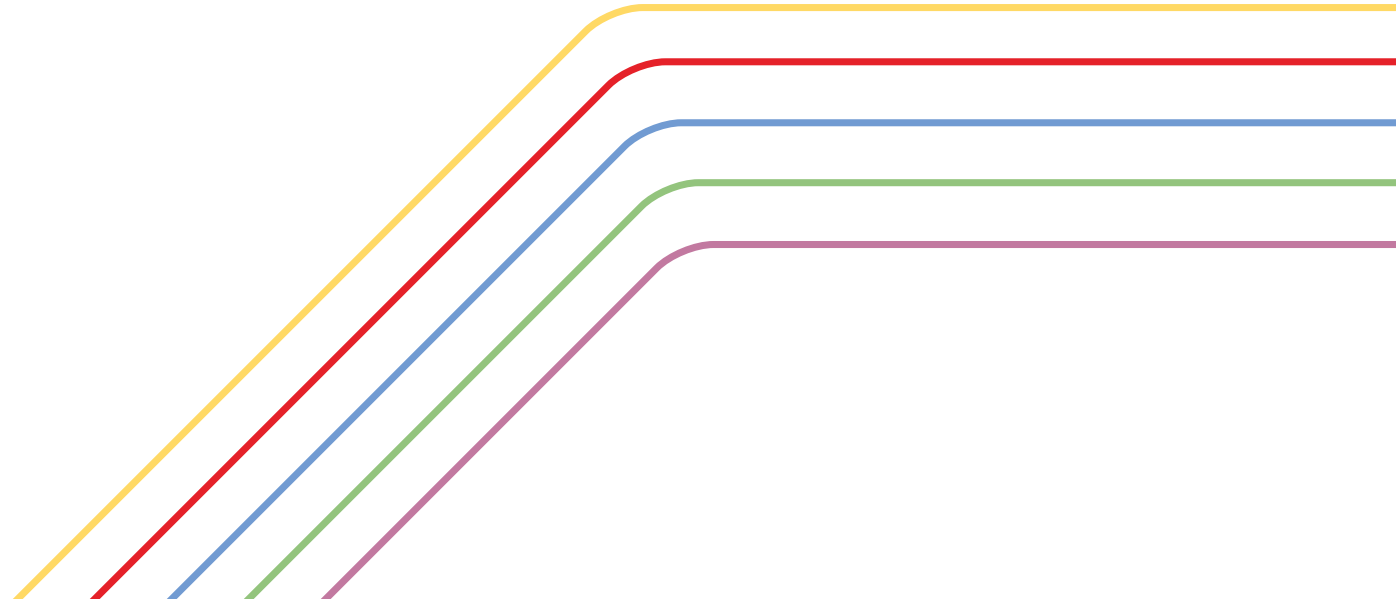




IED Smart Creativity



Introduction



IED Smart Creativity is a collection of 150 videos with IED Faculty and IED Alumni, for a total duration of more than 20 hours on key disciplines of creativity: fashion, interior, product and graphic design, and a selection of cross-disciplinary subjects. IED Smart Creativity is a free-of-charge exclusive content dedicated to students enrolled in IED Courses.

The videos are designed to help you build a foundation in the creative fields, or to widen and develop your knowledge in different areas of creativity, in a self-paced learning.

All together and along with many supplementary handouts, links and resources, they will form the backbone of your design knowledge that you can use for further development of your own creative project ideas.

FORMAT

IED Smart Creativity is made up of 4 modules on specific disciplines (fashion design, graphic design, product design, interior design) and an additional module of cross-disciplinary subjects.

Each discipline concludes with a final task, you can get feedback from the teachers by sharing the project on our social media channels.

Handouts are available for download for each discipline, including the outline of the subjects and content presented, together with additional links and resources.

A digital certificate will be unlocked and be available for download if you complete at least one full discipline and the relevant challenge plus the cross disciplinary subjects and the final challenge.

Outline

Fashion Design

The Fashion Design creative process includes research, experimentation and development, on different aspects such as volume, silhouettes, colour and fabrics. It is all about expressing your proposals, daring and risking, to represent your inspiration through the application of specific techniques.

Graphic Design

From the core foundations of graphic design such as typography, colour and composition to the advanced notions of branding. Learn how to present your project to a client, and interpret the feedback received.

Product Design

All that we touch and interact with is a product. It does not matter if it is a toy, a chair, or a tool: everything is designed by someone. Learn how an idea becomes an object and how it impacts on the people, the economy and the planet. *Welcome to the world of product design.*

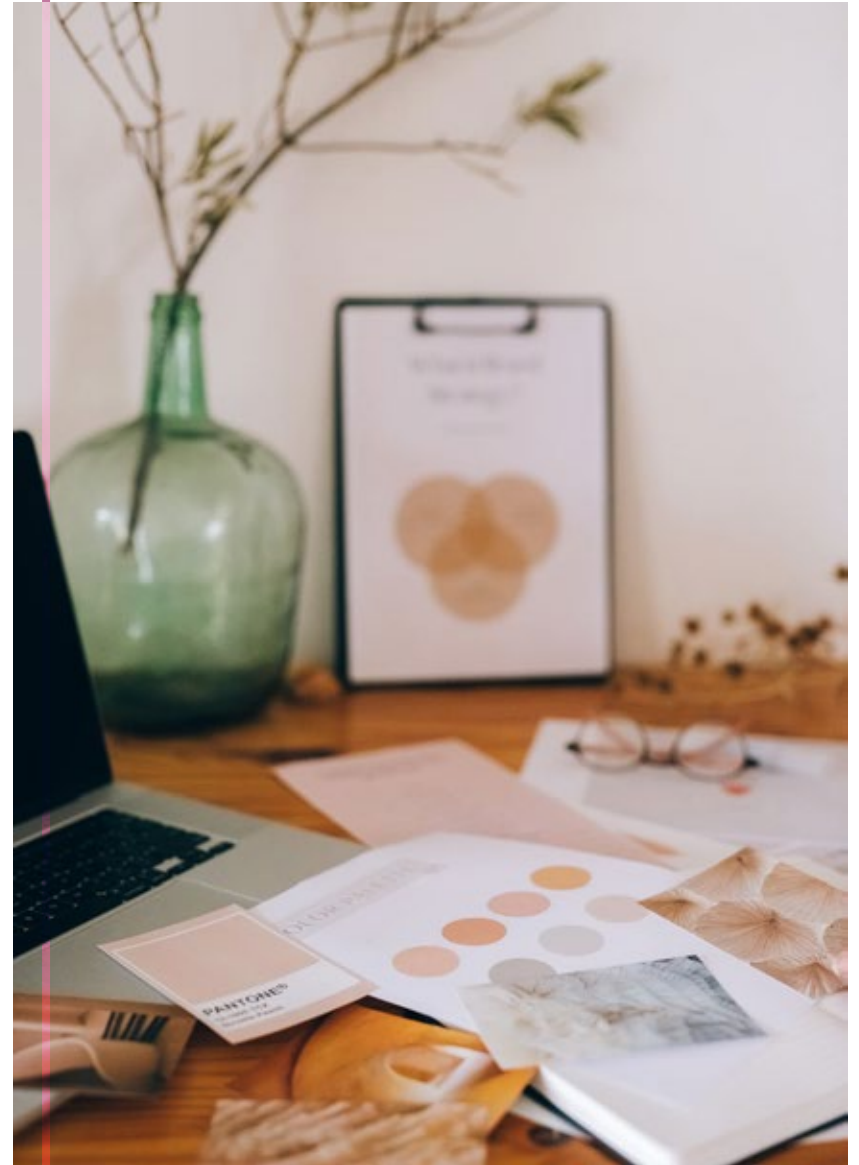
Interior Design

Understanding the whole process of an Interior design project means considering its strong impact on our health and wellbeing. Learn about the bodily experience of Interior Design thanks to a holistic approach.

Cross-disciplinary Design

Everything is connected, find out how some key topics like Technology, Ethics, Trends and Tools are essentials for any creative project, making design an holistic profession with boundless fields of action.





Practical Information



PRICE

IED Smart Creativity is a free-of-charge exclusive content dedicated to students enrolled in IED Courses.

WHO CAN ATTEND?

If you have enrolled in Undergraduate, Foundation, Master, or Continuing Education Courses, including Specialisation courses, Semester / Academic Year and Summer courses, you have free access to the IED Smart Creativity package, which is both a first approach to various creative fields as well as a way of introducing yourself to our community and our teaching method.

As an Undergraduate student you can use IED Smart Creativity as an orientation tool.

As a Postgraduate student you can use IED Smart Creativity as a way to start exploring different fields of creativity.

As a Continuing Education student you can use IED Smart Creativity to enrich your learning experience.

LANGUAGE REQUIREMENTS

IED Smart Creativity videos are in English, with subtitles in English, Spanish, Italian and Portuguese.

In order to take full advantage of the programme we suggest that you should have an upper-intermediate knowledge of English (corresponding to a B2 level). However, if you don't know English but you are proficient in any of the subtitle languages, you can still get a lot out of the course.

ATTENDANCE AND LENGTH

IED Smart Creativity will be accessible from July 2021 to December 2022.

Each discipline addresses 6 subjects, in each subject you'll have access to several classes (5 mins to 20 mins each), for a total duration of the subject between 40 and 50 minutes.

You will be able to practice at your own pace, by dedicating your time to full modules, to specific subjects or to single classes. Teachers will be giving feedback on social media from July 2021 to June 2022 therefore we recommend that you complete the course by that date.



HOW DO ASSIGNMENTS WORK?

Read the briefing and follow instructions in each discipline challenge, gather texts and pictures in one pdf document and upload it on the course platform. Then, post on IG from 1 to 10 pictures and description of your work in english tagging **@ied_official** and using **#iedsmartcreativity** plus:

Fashion Design Challenge: **#iedsmartfashionchallenge**

Graphic Design Challenge: **#iedsmartgraphicchallenge**

Interior Design Challenge: **#iedsmartinteriorchallenge**

Product Design Challenge: **#iedsmartproductchallenge**

Final Challenge: **#iedsmartfinalchallenge**

You will receive the feedback following this calendar:

Posts in July/August will receive feedback in early september

Later on, feedbacks will be given on a monthly basis until July 2022

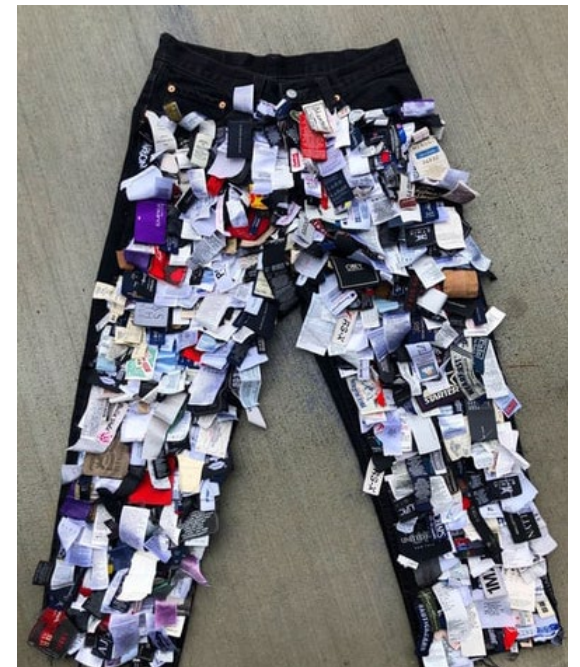
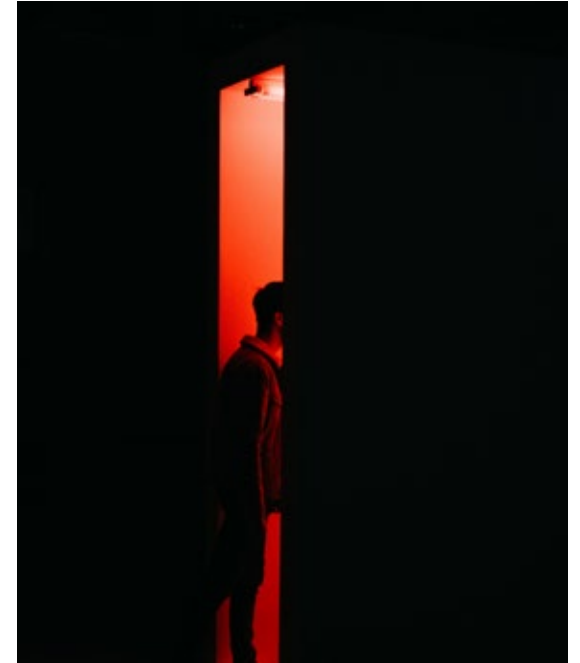
WHAT DO YOU NEED?

All the content will be accessible via mobile or desktop through the @ied.edu email which is created upon enrollment to any IED course. You will just need an up-to-date web browser, a good internet connection, speakers or earphones/earbuds and a pdf reader app for the extra documents. Some of the final tasks may require specific APPs or extra materials, all which will be described in detail.

FINAL QUALIFICATION

A digital certificate will be unlocked and be available for download if you complete at least one full discipline and the relevant challenge + the cross disciplinary subjects and the final challenge.





Course Description

DISCIPLINE

Fashion Design



WHAT WILL YOU LEARN?

1. Fashion Context

What is Fashion and how it is connected to social and historical features and events: how Fashion reflects the change. Introducing the concept of the different "lines" such as sportswear, luxury, bespoke, fast fashion etc.

2. Introduction to the fashion design process

Starting a research through art, historical period and ethnicity. Three different approaches: brainstorming, word connection and colour palette manipulations.

3. Sustainability in the Fashion World

The importance of being aware of what is best to avoid: some common mistakes both as a designer and as a client. A return to traditional techniques applied to Fashion can be a way to work in a sustainable manner.

4. The use of fabrics in the fashion industry.

The importance of new technological materials in Fashion. How to judge a fabric depending on its characteristics to achieve consistency in the collection. Personalizing fabrics with prints and manipulations.

5. Hands on! Prototype Construction + Dossier Design

Stand project to develop on a life-sized dummy and translate volumes to sketches. Introduction to working with a sketchbook. Discovering the process to create a Fashion Dossier.

6. Making your own way

Different paths to focus on the process of making your own brand dealing with identity, sustainability and the building of a team and the development of a first collection.

Exercise of the module: a Fashion Design Challenge

WHO WILL YOUR INSTRUCTORS BE?



IED Lecturer

FABRICIO PÉREZ MARTÍNEZ

Fashion Designer

Fabricio began his professional career by studying fashion design in Barcelona and Paris. Following his interest in the garment's structures and pattern making, he returned to Barcelona to develop an expertise in menswear and tailoring. After completing his studies, he started to work as a freelance Fashion Designer. Fabricio has worked as designer and co-manager of Llamazares y de Delgado for more than 22 years, producing collections for both men and women, including knitwear and an accessories line. Fabricio has worked as a lecturer at IED Barcelona for the past 15 years, where he is the Course leader for the BA honours in Fashion Design.



IED Alumni

ALVARO MARS

Fashion Designer

Originally from Alicante (Spain), Alvaro Martínez has a BA in Fashion Design earned at IED and has worked for the Danish designer Anne Sofie Madsen and the designer Palomo Spain. After graduating, he has showed at the Mercedes Benz Fashion Week in Moscow 2019 after being awarded with The Global Talents worldwide award; in a Spanish fashion festival and LFW. At the age of 20, he founded his own brand, which he runs as Creative Director.



WHAT WILL YOU LEARN?

1. Understanding what is visual communication and graphic design

The basic foundations of graphic design and what makes it different from art. A quick overview of what Apps and Programs are used to produce the work.

2. Communicating with typography

The key principles behind a good typography. Font choice, hierarchy, leading & kerning, alignment and adding flare. These principles will lead to a critique of graphic works. A quick overview of the tools used to create designs without getting overly complicated.

3. Communicating with colour

The key terminology used to talk about colour, such as, hue, tone, harmony, contrast and saturation. The fundamentals of colour psychology as well as how to apply a colour palette to any design.

4. Analysis and sources of interest to create a stylescape.

Key elements of graphic design such as colour, typography and image and how to use them in a moodboard to convey a concept. How to produce a stylescape that will provide enough direction to gain feedback from the client and to take the designs to the next stage.

5. What is a brand and how to create one

What a brand is and how it is distinguished from a visual identity. How to create a brand and work with a client. Understanding the problem and using this to form a brief, then how to research the target audience and their competitors. Creating visuals for expressing ideas.

6. Creating a brand presentation.

How to create a presentation for the first round of design to be presented to a client, all based on a moodboard. How to structure a presentation to tell a story and how to produce mockups from a design.

Exercise of the module: a Graphic Design Challenge

WHO WILL YOUR INSTRUCTORS BE?



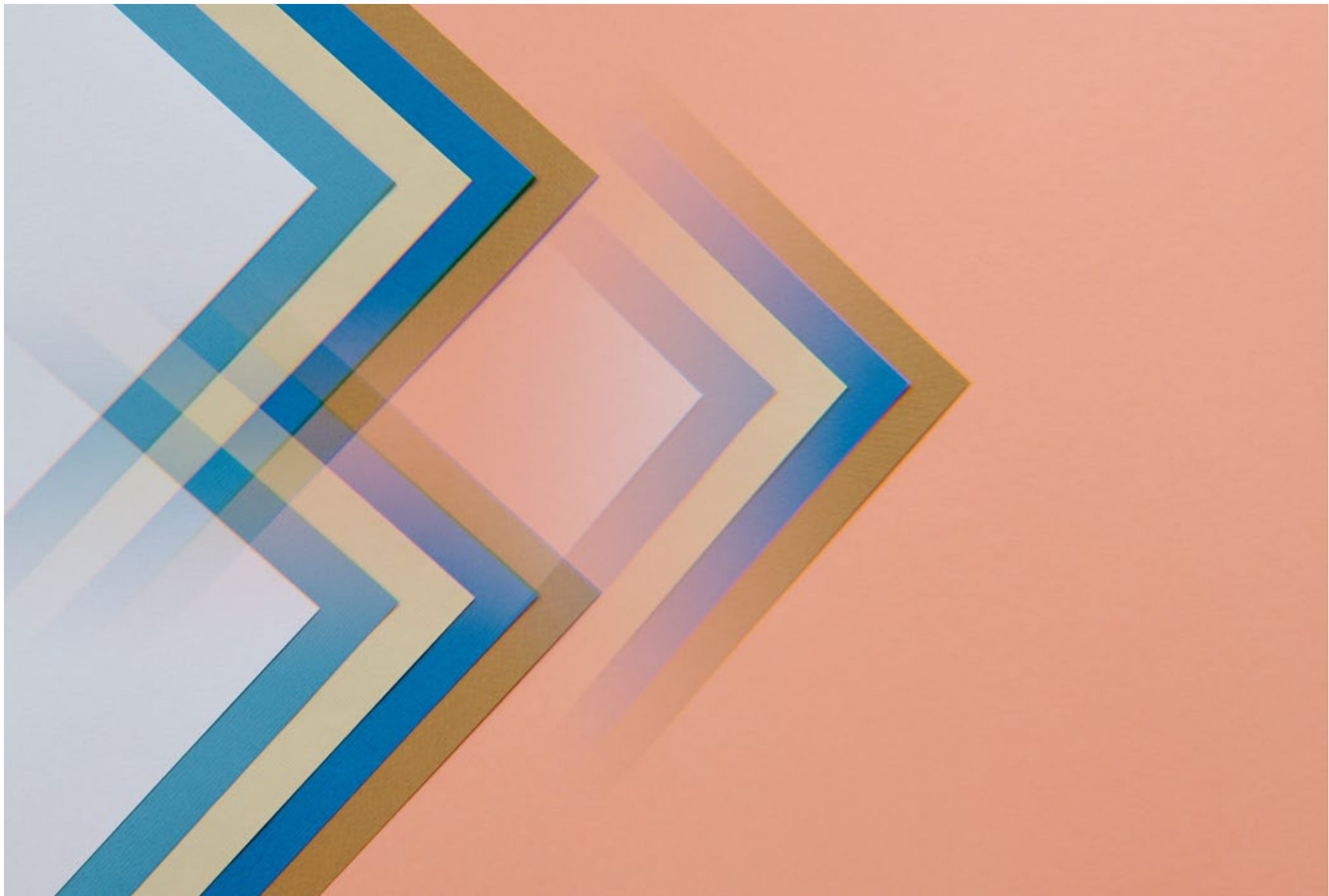
IED Lecturer
JAMES ECCLESTON
Graphic Designer

James has over 18 years of international experience working for major brand communication agencies in London, digital start ups in Latin America and running his agency in Madrid. He started his career designing 12" record sleeves for a Manchester record label. He then went on to art direct campaigns for Virgin and create intuitive UX designs for startups in Buenos Aires. He now lives in Madrid where he founded the brand & UX agency, Bridge and where he lectures in UX Design and Colour at IED Madrid Masters of Design and Innovation and Undergraduate courses.



IED Alumni
PALOMA ALMODÓVAR
Design Strategist

Paloma is a design strategist based in Madrid. She holds a Bachelor's degree in Marketing and Postgraduate education in design from IED and other design schools. She grew her passion for design from working at various design festivals such as Brief Festival for which she is currently creative director. She is currently working on designing digital experiences for brands in the cultural sector.



Product Design



WHAT WILL YOU LEARN?

1. Understanding the role of product design

The impact of product design in our everyday lives and what makes a 'good' product design. The role of the product designer will be investigated, who they work with and the skills and attributes required to be a good product designer.

2. What the product designer needs to consider -user needs, sustainability.

What the product designer needs to consider in terms of the user's needs, ergonomics sustainability and look at how a designer gets the information needed through research and analysis.

3. The product design process

The process of going from an idea to an effective functioning product is a long and often complex process. The product design process explained in its main stages will help to understand what a product designer needs to do at each stage to achieve the objectives.

4. Materials and production processes

A good product designer doesn't need to be a manufacturing expert or engineer. However, understanding how things get made and existing manufacturing processes will help make products a reality. The discussion will be about materials and processes.

5. Introduction to digital manufacturing

Digital manufacturing is becoming more and more common in the world we live in. Product designers are expected to be familiar with how to digitally manufacture or prototype their products. Understanding the future of digital manufacturing processes in Product Design.

6. Analysis and comparison of selected products

Every product has followed its own unique journey to get to the consumer. Analysis of some products and share useful insights into their design, production and relevance in society.

Exercise of the module: a Product Design Challenge.

WHO WILL YOUR INSTRUCTORS BE?



IED Lecturer
DARRAGH CASEY
Product Designer

Darragh is a 3D designer and maker who works between product, furniture, interior and architecture. His practice combines provocative commentaries on design and society alongside vast multi-disciplinary experience in industry from product, architecture, ceramics design, and sculpture. He is interested in merging traditional craft practices with developing digital manufacturing processes. He works with clients and collaborators such as Heatherwick Studio, Miralles Tagliabue, BT, Noumena, Apparatu, Antony Gormley, Van Cleef & Arpels, Vogue UK, Camper. He is currently a design lecturer in IED and guest lecturer at CSM London.



IED Alumni
ALEX D'ALESSIO
Product Designer

Alex was born in Caracas - Venezuela with Italian and Spanish blood. He is now based in London where he works as a designer in Product and Interior projects. He graduated in Product Design in IED Madrid in 2014 and since then has worked for and collaborated with several design studios and brands. His experience has made him a complete transversal designer, capable of adapting and feeling comfortable in different sectors of design providing a practical and objective vision to each project.



Interior Design



WHAT WILL YOU LEARN?

1. Interior Design Context

What interior design is and its impact on people's daily lives. The skills that an interior designer should have. Professional opportunities in interior design. An overview about some renowned studios.

2. Tools & Stages of an Interior Design Project

How to transform an idea into a real project: some starting points to guide insight and creativity. How a designer approaches the various phases of a project and which tools are needed for this purpose.

3. Space and senses. The bodily experience of design

The impact that spaces have on people's daily lives. How senses dialogue with space and how it deals with a sensorial and emotional level. Some real cases where architecture guides the user through the senses.

4. Design and Well-being The impact of interior spaces on our health and well-being

Health is actually the result of this complex task that our body performs, adapting to our environment. Factors that characterise

the quality of interior spaces and health conditions. Analysis of some materials that can promote well-being in an interior space, even during a pandemic.

5. Analysis of unique and admirable projects

Observing and being curious are two essential skills of any designer. For any designer, knowing renowned works is an essential tool to create good pieces of work. Analysis of some projects connected to their time, committed to society, that incorporate other design disciplines, that emphasize the user experience and are rooted in a specific culture and place.

6. Jump into the real world. From hobby to the profession

The jump from a simple hobby to the profession of designer: how studying interior design prepares for the professional future, with essential skills and know-how. How to deal with an unknown reality.

Exercise of the module: an Interior Design Challenge

WHO WILL YOUR INSTRUCTORS BE?



IED Lecturer

ELENA PEREZ GARRIGUES

Architect and Designer

Elena is an Architect as well as the Founder and Design Director of Ninom, an internationally awarded, multidisciplinary architectural design practice founded in 2006, based in Madrid, with satellite offices in Shanghai and Kuala Lumpur. Elena's work spans from Architecture and Heritage Renovation to Interior Design and Scenography. Co-founder and Vice-president of SAS, Spanish Architects Society in China, Elena founded in 2012 a platform to foster connection and knowledge transfer between the agents involved in the architectural process of China and Spain. Currently Elena teaches Design and Interior Design at IED as well as being honorary lecturer in several Universities in Spain and abroad.



IED Alumni

AMAIA BARAZAR SALAZAR

Interior Designer

Amaia is an Architect and Interior Designer. From a young age, Amaia has had a keen interest in those designs that are kind to nature and sustainability. That is the reason why she has always admired Nordic design. She studied part of her Design studies in Helsinki, Finland, and also worked for some time at FUGGIBAGGI Design Studio in Bergen, Norway. Back in Spain, she worked in OHLAB Arquitecture Studio for several years, in the cities of Madrid and Palma de Mallorca, leading the interior design team of the Can Bordoy Hotel and Puro Hotel projects. She now lives in Bilbao, where she has founded "Comolopongo", an interior design studio focused on well-being, sustainability and balance from a holistic approach.



Cross-disciplinary Design



WHAT WILL YOU LEARN?

1. The merge of creative roles

How different creative roles can join together to build the final idea.
How each role is necessary to unfold and develop the concept and the project.

2. Technology within design

The direct influence and impact of Technology in the creative process.
The growth of design via Technology, starting from the industrial revolution to smart products such as biotech solutions.

3. Creative responsibilities and ethics

The importance of ethics within design and the responsibility of a creative person and how to build a real change. How to use sustainable materials, supporting disability, etc.

4. Design for community

'Social innovation', 'inclusive design' and 'design for all' are examples of an important field of design for community. How social design is

created and how it takes form via different design fields: from the concept of Stonehenge to environmental awareness and women's rights.

5. Macro trends: what will happen in the future (2021, 22, 23 ...)

The future is unpredictable and will arrive quickly. So the challenge is to think of something that will be incorporated in the future, not in contemporaneity: 'Become Human' v artificial intelligence and robotising.

6. Layers of connectivity

In this module we will approach the potential of creating connectivity networks - starting from the web and nature and ending with human empathy. Don't get lost on the internet! Take examples from trees! Tell a story! Generate emotions!

Final challenge!

WHO WILL YOUR INSTRUCTORS BE?



IED Lecturer and Alumni

GINEVRA FRANCHI

Designer

Ginevra studied Graphic Design in NYC and followed her studies in IED Milano with a Bachelor in Product Design and a Master in Design, Innovation Strategy and Product. In 2015 she founded Cono Studio, a consultancy design studio focused on strategic design applied to product and communication. She intends design as a tool to create innovation on several levels: economic, environmental, social and cultural. Today she lectures Design Thinking at IED Milano, and holds design thinking workshops in Italy and abroad.

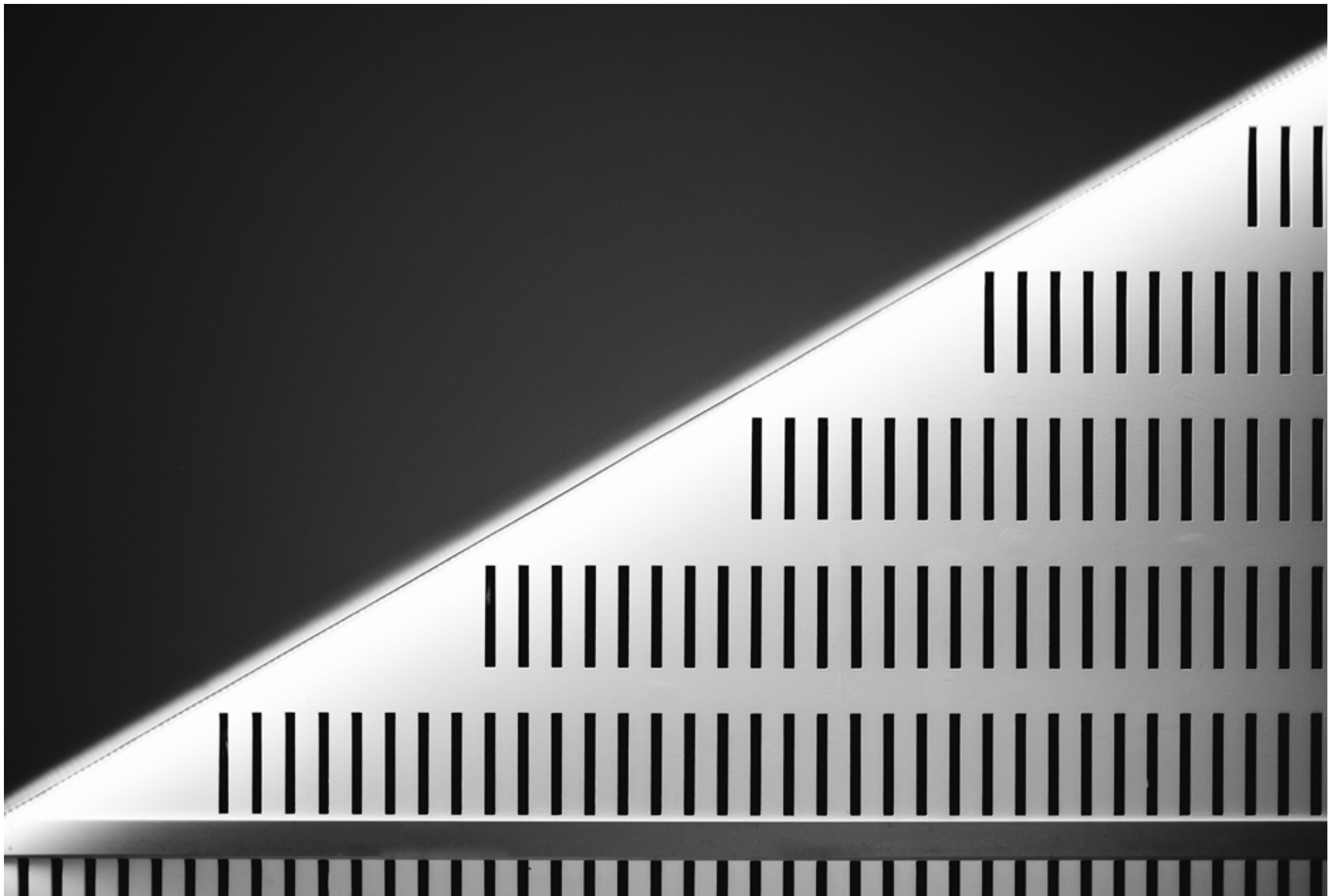


IED Lecturer

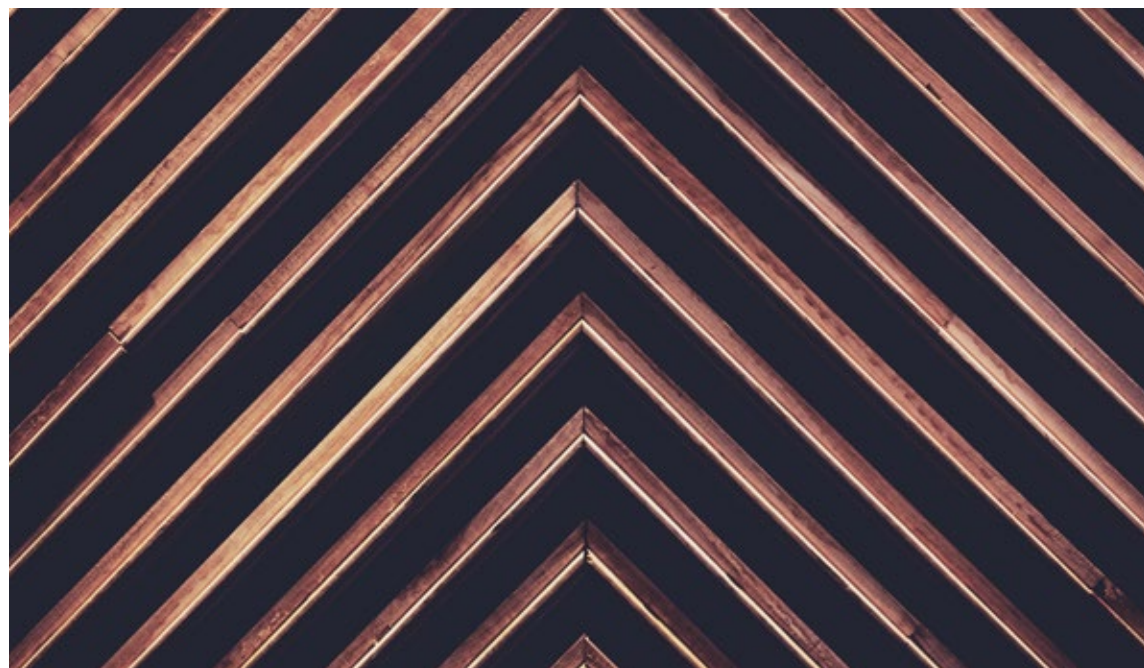
GIOVANNI OTTONELLO

Architect and design curator

Giovanni Ottonello was awarded his degree in Architecture in Genoa and, after various experiences in the field of museum and scenographic exhibits in Genoa and Milan in museum and theatres, he approached the world of fashion working as a consultant on the contemporary trends for the major fashion houses. His current work involves lectureships on behalf of IED in design and fashion institutes and events worldwide.







50 Years of experience
International Network
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10000 Students a year
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IED Smart Creativity



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