



The International Higher
Education Network
in Design, Fashion,
Visual Communication
and Management
of creative companies

*Milan, Rome, Turin,
Venice, Florence, Cagliari,
Madrid, Barcelona,
São Paulo, Rio de Janeiro*

ied.edu



FRANCESCO MORELLI
founder and President, IED

“We established the Institute in 1966 on the basis of the idea that knowledge and know-how should grow and mature together. Because we respect the logic both of the market and of the finest of academic knowledge, we chose to espouse a more authentic, up-to-date culture of design: so we devised, planned and built up the school of design. We now know what it means to take an idea and nurture it until it comes to concrete fruition and that is what we teach to young creatives from all over the world”.

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CREATIVE PASSION

A photograph of a person's hands holding a camera, capturing a scene in a creative workshop. In the background, a bicycle is parked near a table with various items on it. The lighting is warm and focused on the camera and the person's hands.

IED: A CREATIVE WORKSHOP

A benchmark for higher education in the fields of Design, Fashion, Visual Communications and Management in creative disciplines for more than forty years, IED offers its students a distinct competitive edge and international experience that accompanies them throughout their lives.

Students come to IED to enrol in its undergraduate courses, its Masters courses and its advanced training courses, which are held in the local language and in English.

Recognising a History of Excellence

Our graduates and the brilliant positions of responsibility they occupy in the creative professions and enterprise tell the story of the excellence generated by IED. It's a success story that has contributed to the majority of the courses achieving official recognition from the Ministries of Education and of Research in the countries where the IED operates directly, whose respective national legal systems provide for undergraduate courses lasting three years in Italy and Brazil and four years in Spain.

IED has also signed agreements with several prestigious academic institutes to offer double-branded courses at home and abroad, whose final diplomas are accredited by the partner institutions. For the 2011-2012 academic year, the institutions are the University of Westminster in London, the International University of Applied Science in Bad Honnef and the Aldo Galli Academy in Como.

Photo: Maurizio Costa

INTERNATIONAL PARTNERS

EUROPE

CENTRAL OSTROBOTHNIA POLYTECHNIC, FINLAND - DANMARKS DESIGNSKOLE, DENMARK - DESIGN ACADEMY EINDHOVEN, THE NETHERLANDS - ECOLE DE COMMUNICATION VISUELLE, FRANCE - ECOLE DE DESIGN NANTES ATLANTIQUE, FRANCE - ESAG PENNINGHEN, ECOLE SUPÉRIEURE D'ARTS GRAPHIQUES ET D'ARCHITECTURE, FRANCE - HELSINKI METROPOLIA UNIVERSITY OF APPLIED SCIENCES, FINLAND - GERRIT RIETVELD ACADEMIE, THE NETHERLANDS - HAWK HOCHSCHULE FÜR ANGEWANDTE WISSENSCHAFT UND KUNST, GERMANY - HDK SCHOOL OF DESIGN AND CRAFTS, SWEDEN - ZHDK ZÜRICH UNIVERSITY OF THE ARTS, SWITZERLAND - ISEM-ESMOD, FRANCE - KONSTFACK, SWEDEN - KYMENLAAKSON UNIVERSITY OF APPLIED SCIENCES, FINLAND - UNIVERSITY OF WESTMINSTER, LONDON, UNITED KINGDOM - LATHI UNIVERSITY OF APPLIED SCIENCES, FINLAND - LINKÖPING UNIVERSITY, SWEDEN - ALVAR AALTO UNIVERSITY SCHOOL OF ART AND DESIGN, HELSINKI, FINLAND - UNIVERSITY COLLEGE OF THE CREATIVE ARTS, UNITED KINGDOM - UNIVERSITY OF APPLIED SCIENCES PFORZHEIM, GERMANY - UNIVERSITY OF APPLIED SCIENCES TRIER, GERMANY - UNIVERSITY OF CREATIVE ARTS (UCCA), UNITED KINGDOM - UNIVERSITY OF KALMAR, SWEDEN - UNIVERSITY OF LJUBLJANA, SLOVENIA - UTRECHT SCHOOL OF THE ARTS - HKU, THE NETHERLANDS - WILLEM DE KOONING ACADEMY, THE NETHERLANDS - ECV ECOLE DE COMMUNICATION VISUELLE, FRANCE - INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES BAD HONNEF, GERMANY

AMERICA

EMILY CARR INSTITUTE, CANADA - UNIVERSITÉ DE MONTRÉAL, CANADA - FIDM FASHION INSTITUTE OF DESIGN AND MERCHANDISING, UNITED STATES - MIAD MILWAUKEE INSTITUTE OF ART AND DESIGN, UNITED STATES - SVA - SCHOOL OF VISUAL ARTS, UNITED STATES - ANAHUAC, MEXICO - ITESM INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY, CAMPUS QUERÉTARO, MEXICO - UASLP, MEXICO - ITESO INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE GUADALAJARA, MEXICO - UNIVERSIDAD DEL PACÍFICO, SANTIAGO, CHILE - UNIVERSIDAD JORGE TADEO LOZANO, BOGOTÁ, COLOMBIA

ASIA

BEZALEL ACADEMY OF ARTS AND DESIGN, ISRAEL - HOLON ACADEMIC INSTITUTE OF TECHNOLOGY, ISRAEL - MYONGJI UNIVERSITY, KOREA - DONGHUA UNIVERSITY, SHANGHAI, CHINA - BEIJING INSTITUTE OF FASHION TECHNOLOGY, CHINA

OCEANIA

OTAGO POLYTECHNIC, NEW ZEALAND - UNIVERSITY OF CANBERRA, AUSTRALIA

ACADEMIC PARTNERSHIPS

IED is a member of several international academic bodies and associations (Cumulus, ELIA, IAA, FIYTA, IIE, EIE and MEC-Brazil) and has signed partnerships and student exchange agreements with more than 40 of the world's leading universities in 21 countries. Building on the extensive versatility of its academic curricula, it is capable of providing students with the possibility to acquire experience in other accredited institutions or to study in another one of its own campuses.



POWERING THE NETWORK

Established in many locations in Italy, Spain and Brazil, IED is the only private higher education academic network operating in the area of design whose roots go deep into the authentic Italian culture of creativity, while also drawing on invaluable input from all over the world and always ensuring a holistic view of all the trends and innovations at work in these sectors.

The IED locations

Milan

Milan is the hub and the ultimate soul of Made in Italy: it is the country's economic capital, the metropolis of fashion and design and the cradle of Italy's leading publishing businesses. It is no coincidence that Milan is also the birthplace of many of the world's leading contemporary designers.

The courses at the IED in Milan focus their attention unerringly on research, on enterprise and on communications.

Rome

Rome has always been a crossroads of cultures and nationalities, of social relations and international events. Housed in a context that constitutes an historical benchmark of global significance, the IED school in Rome is embedded in a strategic cultural panorama of enormous prestige in the sectors of the visual arts and of artistic production.

Turin

Turin has a well-established reputation as a productive city in a constant state of cultural ferment, featuring extensive experience with new technologies and design for transportation. IED Turin draws continuously on its contacts with local and international manufacturing industry, making a distinctive mark as a hub of contemporary car design.

The IED locations

Venice

Venice is the capital of culture and artistic tourism, the benchmark for artists from all over the world and researchers from every background, a city with a setting of unparalleled beauty and hospitality, that provides a unique learning experience, in a context that can only thrive in Venice.

Florence

Florence can boast one of the world's most important artistic and cultural heritages, but is also a city with a wealth of great craft traditions, especially in the area of fashion and accessories. Housed in a location of matchless perfection for anyone who sets out to study innovation and the contemporary arts, the IED curriculum here focuses in particular on valorising local resources and achieving a meeting between cultures.

Cagliari

The natural bridge between Europe and the rest of the Mediterranean basin, the IED's school in Cagliari is a place where cultures and traditions meet in search of a new model of development and cohabitation, exploring new forms of cross-fertilisation between design, creativity, innovation and business.



The IED locations

Madrid

Madrid is the throbbing heart of the Spanish economy, the city where culture, art and design meld directly with the country's entrepreneurialism. The main objective of the IED courses held in this location is to train professionals who will be able to move with ease in continuously evolving contexts.

Barcelona

Barcelona is an innovative international metropolis, trendy by definition. Displaying a characteristically profound sense of beauty and a pronounced creative capacity, the IED's Barcelona school provides courses rooted in an urban context that numbers among the world's best achievers in balancing quality of life with a continuous desire to improve and renew.

The IED locations

São Paulo

São Paulo is Latin America's strategic nerve centre, the benchmark for the entire continent in the area of new trends in fashion and design. The first IED school in Brazil offers both a chance to get to know the Made in Italy phenomenon and an opportunity for it in a country experiencing rapid economic growth.

Rio de Janeiro

Best evidence of Brazilian design's continuous growth, Rio contends with São Paulo for the laurels as Brazil's cultural hub. Every day, the newly-established IED school draws on the city's traditional excellence in the sectors of the arts, of entertainment and of fashion, which is now exported all over the globe.



AN INTERNATIONAL ADVISORY BOARD

The purpose of IED's International Advisory Board is to provide direction and a critical conscience, together with an important benchmark support for every IED location's activities. The result of a major cultural project launched in 2010, which places the IED Group at the epicentre of ideas and debate about the design community as a whole, the International Advisory Board's members are world personalities:

- ✓ Muhammad Yunus, Nobel Peace Laureate
- ✓ Derrick de Kerckhove, new media theorist
- ✓ Remo Bodei, philosopher
- ✓ Richard Buchanan, business design theorist
- ✓ Francisco Jarauta, philosopher

The International Advisory Board meets once every year to discuss topics of general interest, with a special focus on the evolution of design's role and how it is taught in society. The experience that emerges from this debate is used to direct the Group's cultural and training activities and is transformed into didactic content, contributing to enriching the background of IED's lecturers and students alike.

Photo: Andrea Mariani



PROFESSIONALS IN THE CLASSROOM

The IED's international lecturing staff includes more than 1,800 professionals working actively in specific fields, this enables them to provide their students with practical skills and a constant flow of innovation.

Running right through their work is the idea that a purely academic background is not enough to keep in step with the times when society is constantly evolving. By ensuring that they are kept constantly aware of contemporary developments, students are not only able to consolidate their theoretical knowledge base, but also benefit from a fruitful exchange with the real working world. Guided by these sector experts, students attending IED take part in workshops, laboratories and seminars, develop international and interdisciplinary projects and contribute to organising events, getting to grips with concrete challenges and learning to manage their work competently and independently.

Photo: Maurizio Costa



RELATIONS WITH THE BUSINESS CONTEXT

High quality academic and professional training is one of the essential drivers for economic growth. If a society is to achieve excellence in development, encourage innovation and expand its research, a partnership between academic structures, private and public enterprises and institutions is crucial. Every year, more than 200 firms partner in a variety of ways, both nationally and internationally, with the process of educating students at the Istituto Europeo di Design.

THE IED RESEARCH CENTRE

The place where school meets enterprise and research meets experimentation, the IED Research Centre was established in 1975 to launch an interactive relationship between the business community and education. Since its foundation, the Research Centre has defined a new model of operations that adapts to the evolution in markets and firms' ever-changing needs. A creative team, made up of researchers and designers with clear specialisations, is behind an interdisciplinary process that combines innovative experiences with basic teaching. This interaction stimulates participants to explore and conduct research in innovative areas of design, contributing to the expertise and excellence that distinguish the various different IED locations.

TWINS **Simone Buonpensiere, Daniele Mazzon**
Photo: Edoardo Piva



LIVING @ IED

In every IED location, students have access to a library, professional workshops and computer laboratories equipped with the latest hardware and software.

In their last year, students can also use the Job Placement and Partnership Service that not only helps them to get that all-important, indispensable experience with one of the IED's partner firms, but also accompanies them in the delicate phase of their first approach to the working world.

The Information and Orientation Service, SIO offers support to all students who want to enrol in the courses, helping them understand the professions, contexts and potential job openings. The service provides information about the school's organisation and its course contents, aims and attendance, as well as about the selection and admission process. For students from other countries or who do not live in the city where they have chosen to study, a special Student Desk provides a first level of assistance to make it easier to integrate with the local situation, providing support in finding housing and accessing affiliated services and structures.

SCHOLARSHIPS and financial support

IED supports young creatives by practising a policy of financial support for deserving students who enrol in the three and four year undergraduate courses, in the form of:

- ✓ IED study scholarships covering part of the tuition fee.
- ✓ DSU study scholarships based on regional norms (in Italy)
- ✓ Zero-interest loans.

IED Scholarships

Every year, IED grants scholarships based on merit to students from home and abroad who have proved to be particularly deserving and motivated.

DSU (Right to University Study) Scholarships

IED promotes the undertakings that contribute to improving student's living and study conditions. In particular, IED signed an agreement with the Region of Lombardy in 2011 to promote the Right to University Study; as a result, it now provides to students attending those of its courses, in the seats of Milan and Rome, that are accredited by the Italian Ministry of Education and Research (Ministerial Decree 10/12/2010 N°292) the facilitations and services whose purpose is to implement the right to study, such as study scholarships assigned and facilitations for international mobility and exchanges.

DUDE&DUDETTTE **Gulcin Cetin**
Photo: Federica di Giovanni

IED SPAIN



STUDYING IN SPAIN

In the country where culture and innovation in services intersect with production and new models of business, IED Spain, creative, international and innovative, has two seats, in Madrid and Barcelona, offering courses in English and Spanish, one-year, three-year and four-years undergraduate programmes, MAs, specialization programmes and summer courses. As a result, IED Spain's purpose is to continue being an international school that makes innovative design possible alongside industrial and financial rationality, encouraging human understanding and aimed at creating a true project culture.

UNDERGRADUATE COURSES

*Official Design Degrees**

Official University undergraduate degrees in Spain consist of 240 ECTS (European Credit Transfer and Accumulation System) and last four years. At IED Madrid* and IED Barcelona** we offer Official Design Degrees in: Product Design, Interior Design, Graphic Design, Fashion Design. Active learning through project-based enquiry is at the basis of our educational methodology. The 240 ECTS curriculum is flexible and allows for a thorough qualification and specialization of each degree course through the presence of majors. Every major allows to deepen a specific area using different approaches to the topic, providing excellent networking opportunities with the local industries around each campus. Collaborative projects that involve working together in mixed majors groups or with external professionals and sponsors promote interdisciplinary learning and help students develop the ability to work with others, the capacity for independent learning, and greater awareness of the skills they will need to further their career.

Bachelor of Arts with Honours

Three-year undergraduate (180 ECTS) courses offered jointly by IED Barcelona and the University of Westminster.

IED Diploma

Three-year undergraduate courses offered by IED Barcelona: certification programs which do not lead to an official degree.

* Official qualified degrees in Spain are legally recognised as official university qualifications, and enable students to access both the public and private labour market; they are also recognised at university level in the European Space for Higher Education: students holding a Design Degree can access official international post-graduate programmes. Training programme offering ECTS (European Credit Transfer System) credits, encourage the mobility of students around Europe.

* IED Madrid has been recognized by Order 4550/2010, August 27th, by the Ministry of Education of the Autonomous Region of Madrid.

** IED Barcelona has been approved as a Higher School of Design (Escola Superior de Disseny IED) by Resolution of March 15th 2011 of Ministry of Education, Autonomous Government of Catalonia.

IED DESIGN



The Design School offers a Product Design Degree (specialising in Product/Industrial Design, Urban Design and Home Design) and a Degree in Interior Design. Students learn about basic design notions and objectual, spatial, formal and visual development, as well as studying a range of theoretical-practical, technological, cultural and communications subjects to help them develop their design projects on the basis of a transversal and multidisciplinary approach. Upon finishing their Design Degree, students are prepared to work as designers, defining spaces and products, producing plans, managing projects and presenting them through digital media. They will gain the necessary critical and analytical skills to determine the potential demands of users and translate them into forms and spaces which can be produced through available technologies, selecting the most suitable in each case. They will be able to contemplate innovative, efficient, socially and environmentally responsible solutions which anticipate and resolve the needs of society and people in their interaction with objects and spaces.

Partners

Dyson, Philips, Audi, Vitra, iGuzzini, Grupo Bosch, Formica, Retiff, Tubbo, Restalia, Northern Design, Oltre Luce, Cial, Floss, Vertice 360°, Antares, Grupo Vocento, Fun & Basics, BMW, Derbi, SEAT, Mercedes, Roca, Honda, Zicla, iniciativa BMW, Piquadro, Capmar, Casa Decor.

GAP **Amaya de Corral**
Photo: Juan Ángel de Corral



INTERIOR DESIGN

The course in Interior Design gives to the student the creative, visual and conceptual knowledge required to design spaces bearing in mind the users, the social aspects or accessibilities, with an academic approach based on the professional practice and innovation.

Majors in Madrid

Interior Design

Conceptualization and design of interior and exterior spaces, adopting values such as functionality, comfort, aesthetics, accessibility and sustainability. Interior designers develop new construction and renovation projects for homes, commercial premises, offices and exhibition spaces, directly influencing people's wellbeing and improving their environment.

Majors in Barcelona

Interior Design

The interior designer is the professional capable of assuming a large typology of projects for his versatility, space thinking, functionality, creativity and other proper resources. The student is formed as a multidisciplinary professional through the learning of cultural, technological and technical knowledge. This professional is capable of developing interior projects, stands, communication events, brand creation and new business, exemptions, green and leisure areas design.

BA with Honours: Madrid, Barcelona

Majors: Madrid - Interior Design (Spanish)

Barcelona - Interior Design (Spanish\English)



PRODUCT DESIGN

The course in Product Design trains students to be creative and innovative designers, with project and technological skills which allow them to develop products and services for users. The teaching methods are based on the development of projects and innovations.

Majors in Madrid

Product Design

Design of all kinds of objects, produced industrially or traditionally, making them attractive and effective to users. Product designers anticipate the demands and needs of the market and society, developing projects in a responsible way, working on research and the implementation of new methods, materials and manufacturing systems. They design products such as electrical goods, toys, furniture, etc

Home Design

Design of products, furniture and accessories for the home. The designer establishes and anticipates new design trends linked to domestic, interior and exterior spaces. Home design professionals work on the research and implementation of techniques and materials bringing traditional and industrial methods together in the creation of products. They design lamps, textiles, tableware, furniture, bathroom pieces and other elements.

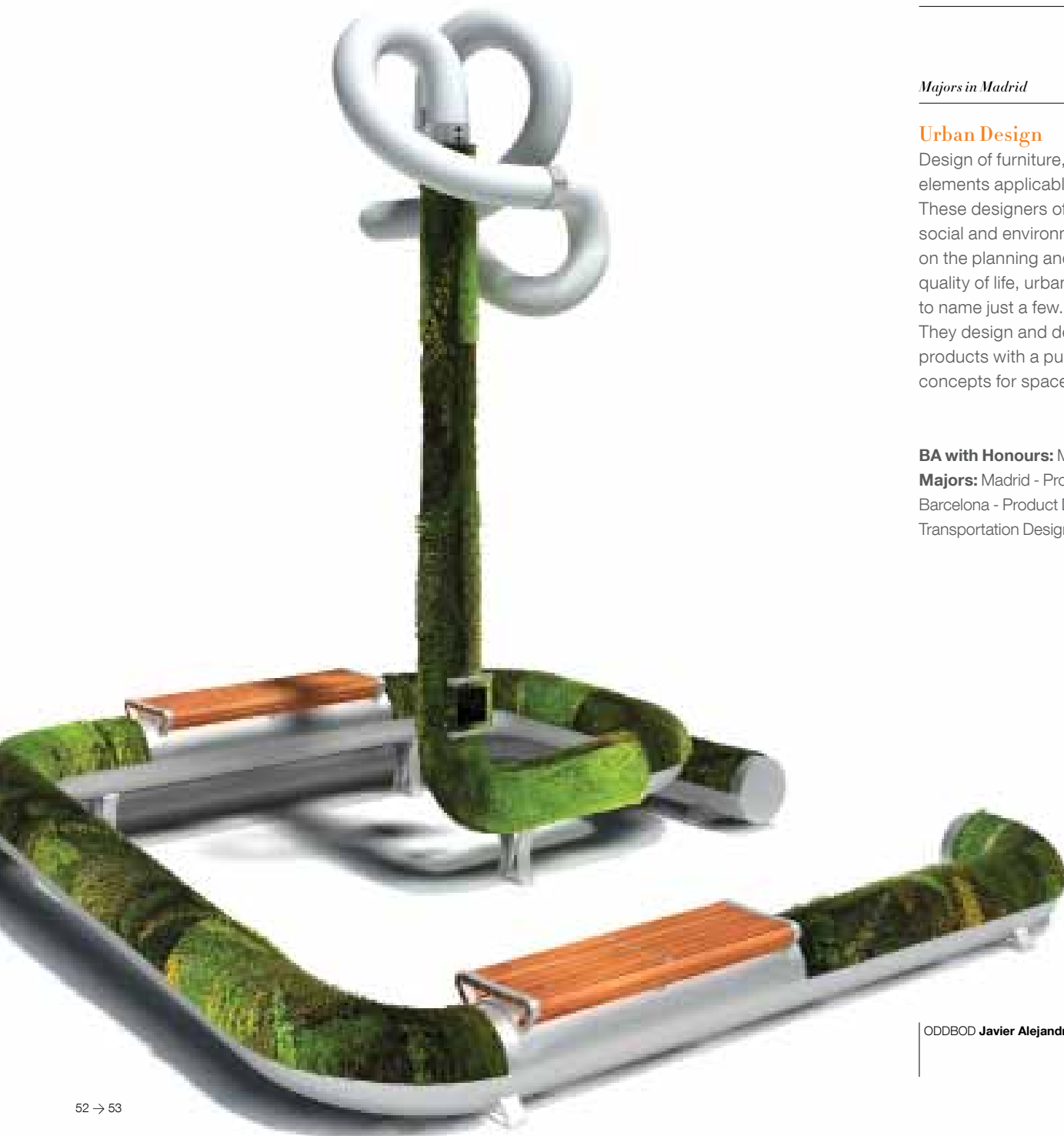
Majors in Barcelona

Product Design

Product designers come up with all kinds of different objects. Their role is to understand and foresee market demands and translate them into a specific project that can be industrially produced. Job opportunities include: home accessories, furniture, street furniture, materials research, 3D modelling, packaging, merchandising, etc.

Product for Mobility

The Product for Mobility Design course prepares professionals to interact with XXI century society, dynamic and always in movement. Job opportunities include: accessories for mobility, bicycle and other kinds of transports design (segway and skates), smartphones' experiences design.



Majors in Madrid

Urban Design

Design of furniture, services and other elements applicable to urban spaces.

These designers offer solutions to different social and environmental problems, working on the planning and improvement of people's quality of life, urban landscape and mobility, to name just a few.

They design and develop services and products with a public use, and new concepts for spaces for parks, squares, etc.

BA with Honours: Madrid, Barcelona

Majors: Madrid - Product Design (Spanish), Home Design (Spanish), Urban Design (Spanish)

Barcelona - Product Design (Spanish/English), Product for Mobility (English),

Transportation Design (Bilingual)

Majors in Barcelona

Transportation Design

Transport designers create interiors and exteriors for transport vehicles (cars, lorries, trains, ships, planes) taking into consideration commercial, psychological and social factors linked to mobility.

Job opportunities include: interiors and exteriors for cars, motorbikes, aeronautical sector, public transport, color & trim, 3D modeling and automotive accessories.

IED MODA



The Fashion School offers the Fashion Design Degree, training in a range of disciplines in the field of fashion. The teaching method is based on the implementation of creativity and knowledge in the development of a fashion brand: brand identity, the design of a collection, production, distribution and communications of the project. Students acquire a global vision of the fashion world on an international level.

The Degree in Fashion Design begins with a first year focused on introducing students to the fashion system and creating a technical and cultural foundation. Students may choose to take this year in Spanish or English. During the second, third and fourth year, students are trained bilingually (Spanish and English) and specialise in one of the training areas: Fashion, Haute Couture and Dressmaking, Textiles, Accessories, Creative Direction, Strategy, Style and Communications.

Partners

Inditex, Diesel, Kiehí's, Havaianas, Dr.Martins, Alexander McQueen, Jimmy Choo, Tom Ford, Givenchy, Saks, Prada, Armani Privé, Loewe, Sybilla, Bimba & Lola, Custo Barcelona, Clark's, Missoni, Desigual, Fila, Levi's, Alianto, Mango, Ermenegildo Zegna.

PROYECTO **María Ruano**



TESIS **Oana Balán**

FASHION DESIGN

The degree in fashion Design (available in English, Spanish and bilingual) encompasses all the aspects and disciplines in the field of fashion: from culture, design and communications, to distribution and production. Creativity and knowledge are put to the service of the full development of a brand.

Majors in Madrid

Fashion Design

Fashion design education specialising in the whole fashion system process: brand identity and image, collection design and production, communications, distribution and production strategies. Students learn to use conceptual, methodological and project tools to design and develop a range of collections: women and men's, ready to wear, children's fashion, sportswear, lingerie, swimwear, etc.

Fashion Design, Haute Couture and Bespoke Tailoring

Fashion design education specialising in the learning of traditional, craftsmanship techniques aiming for excellence, mannequin modelling, men's tailoring, haute couture techniques, etc. Students become professionals capable of designing and producing unique and exceptional attire, with a great deal of creativity, for luxury brands, theatrical productions, films and advertising campaigns.

Fashion and Textile Design

Fashion design education specializing in textile creation, knitwear design, prints and traditional textile techniques, as well as the learning of new technologies applied to textiles, new materials and eco-fabrics. Through a multidisciplinary learning experience, students learn to design and develop fashion, accessories and home wear collections which pay special attention to textiles.

Majors in Barcelona

Fashion Design

The Fashion Design course aims to ensure that participants have the knowledge and understanding as well as the design skills to work professionally as fashion designers. Through an active learning methodology centred on the project, students acquire the necessary practical skills to express their creativity and to realize their designs. Job opportunities include: Fashion designer, illustrator, consultant, pattern, stylist, textile designer, visual merchandiser, cool-hunter, public relations, product manager.

Fashion Accessories Design

The Fashion Accessories course aims to ensure that participants have the complete knowledge and understanding necessary to work professionally in designing, producing and communicating fashion accessories. Students develop a sensitivity to recognize the importance of accessories as elements of social communication and their importance in dress codes and style. Job opportunities include: fashion accessories designer, shoe designer, consultant, blogger, cool-hunter.



Majors in Madrid

Fashion and Accessories Design

Design of footwear, handbags, jewellery and other fashion accessories. Students learn, in a practical and realistic way, to design and control the production of a range of accessories under the same collection philosophy. They specialize in the wide field of accessories, without forgetting about the definition, design and communication of a brand identity.

Fashion Design and Creative Direction

Design and development of concepts and contents for the communication of the identity of fashion companies, brands, publications, shops, fairs and events. New communications formats, such as fashion films, coexist with the classic catwalk shows, advertising companies and special events, requiring a professional capable of conceiving and directing the creativity of fashion projects through their entire process.

Fashion Design and Communication

Knowledge of the communications processes and strategies specific to the fashion world, specializing on communications channels, from the most traditional to the most innovative. The course delves into writing and editing techniques, fashion image and new media codes, acquiring a capacity to develop effective communications concepts for any company.

Majors in Barcelona

Styling and Fashion Communication

The course aims to ensure that participants have the complete knowledge and understanding necessary to work professionally as fashion stylists. Our students acquire the necessary skills to analyse and interpret information and styles presented each season that will eventually evolve and become trends. Job opportunities include: consultant for the development of fashion collections, catwalks creating complete looks to best communicate the collection or product, advertising campaigns, specialized publications, visual merchandiser, publicity, image consultant and personal shopper.

BA (Hons) in Fashion Design

This is a three-year course taught in English based on IED's advanced and successful active learning educational methodology, but also validated by the University of Westminster, which continually generates highly skilled creative fashion graduates who go on to successfully establish themselves at all levels and in all fields of the fashion industry. The students will undertake a Bachelor of Honours Degree awarded by the University of Westminster at IED, valid throughout the European Community. Job opportunities include: fashion designer, stylist, pattern professional, trend setter, cool-hunter, image consulting.



SINFONÍA CROMÁTICA **Marilia Lima Herrmann**

Majors in Madrid

Fashion Design and Styling

Knowledge of the mechanisms which drive style and image consultancy. Students are capable of perceiving the latest trends, adapting them to any product or person, and style-manage film, advertising and TV projects, with specific image purposes. The teaching methodology takes into account all of the phases of the process whereby a consistent image is created.

Fashion Design and Strategy

Education centered on the research and development of new strategies and typologies of fashion projects. The course offers a global and in-depth view of fashion and its systems. Students will be able to design projects, proposing innovations at every stage of the process, and identifying solutions for the future of the sector.

Majors in Barcelona

BA (Hons) in Fashion Marketing & Communication

This course is under validation by the prestigious University of Westminster. The course trains professionals in tune with current market needs, fully equipped to enter to the world of fashion companies in the areas of marketing, product, communication and distribution. Job opportunities include: strategist and external relations, event and fashion shows organizer, communication and marketing directors, product or brand managers.

Fashion Marketing and Communication

The course trains professionals in tune with current market needs, fully equipped to enter to the world of fashion companies in the areas of marketing, product, communication and distribution. Job opportunities include: strategist and external relations, event and fashion shows organizer, communication and marketing directors, product or brand managers.

BA with Honours (4 years): Madrid, Barcelona

Majors in Madrid: Fashion Design (Bilingual), Fashion Design Haute Couture and Bespoke Tailoring (Bilingual), Fashion and Textile Design (Bilingual), Fashion and Accessories Design (Bilingual), Fashion Design and Creative Direction (Bilingual), Fashion Design and Communication (Bilingual), Fashion Design and Styling (Bilingual), Fashion Design and Strategy (Bilingual)

Majors in Barcelona: Fashion Design (Spanish), Fashion and Accessories Design (Spanish); Fashion Styling and Communication (Spanish)

BA with Honours (3 years) in Fashion Design validated by the University of Westminster: Barcelona (English).

BA with Honours (3 years) in Fashion Marketing and Communication subjected to validation by the University of Westminster, Barcelona (English).

Three-year IED diploma in Fashion Marketing and Communication: Barcelona (Spanish).

IED VISUAL COMMUNICATION

The Visual Communications School offers the Graphic Design Degree to train professionals in the fields of communications, visual creativity, advertising, film and TV, new platforms and digital devices. Students learn to develop the strategic, creative and artistic elements of audiovisual communications. Upon finishing their degree in Graphic Design, in any of its specialisations (Graphics, Advertising, Illustration and Animation, Web Design, 3D Animation, Interactive and New Media Design and Motion Graphics and Video), students will be ready to offer an effective and creative response to the professional challenge of working in the field of visual communications in such a complex and changeable society as ours.

Partners

El Corte Inglés, Canal+, Apple, AXN TV Channel, Atos Origin, Hogan Lovells, Axn Tv, Editorial Santillana, Paradores de Turismo, Museo Thyssen-Bornemisza, Revista Metrópolis, Chupa Chups, Swatch, Canon, Sónar, Madrid City Council, Festival Offf, PSP Sony.



SHARING YOUR CREATIVITY **Shahin Haghjou**

SHARING
YOUR
CREATIVITY
FUNDAMENTAL

GRAPHIC DESIGN

The course teaches students to become creative designers with technical knowledge and innovation capacity. Upon gaining the degree, they can successfully carry out professional design projects in the various disciplines of the visual arts and communications.

Majors in Madrid

Graphic Design

Visual communications design using conceptual, technical and project methodology tools. Graphic designers convey ideas, facts and values through the visual identity of a company or institution, the brand of a product, the visual image of newspapers, magazines and other editorial products. In the same way, they develop the graphics of advertising, online and multimedia projects, the identification of headquarters and space signage, the graphics of containers and packaging, etc.

Illustration and Animation

Conceptual, creative and project academic education in traditional and digital techniques which make it possible to tell stories in a graphic way. The student learns to create environments and characters through static and dynamic illustration. Illustrators and animators carry out their work in the field of advertising, publishing, science, comics, TV graphics, film, etc.

Majors in Barcelona

Graphic Design

The course is aimed to form specialists in visual communication, capable of conceptualizing, structuring and developing an effective communication, by controlling the trinomial formed by methodology, technics and technology. Job opportunities include: Digital "New media", corporate image, product communication, editorial/television graphics, collaborating with advertising agencies and public relations agencies.





Majors in Madrid

Advertising

Design of advertising campaigns from a conceptual and strategic perspective. Students increase their creativity through the production of briefings, gaining experience with the tools needed to carry out effective commercial communications. Publicists produce commercials and campaigns, adapting the concepts to conventional (TV, radio and press) and non-conventional (direct marketing, promotions, online platforms, etc.) media.

3D Animation

Creation of 3D objects, characters and stages applying the necessary creativity, expressiveness and animation techniques to produce them. Info-graphics experts can model, texturize, light and animate characters and stages in 3D in the fields of videogames, advertising, film, simulation, etc. The teaching method proposes a balance between creativity, concept and technology.

Motion Graphics and Video

Animated graphics, video and digital effects. Students acquire the cultural, technical and methodological foundations to create audiovisual contents for advertising agencies, communications and marketing companies and film and TV production companies. They will also develop creative solutions for advertising, video art, scenography, etc.

LIGHT IN MOTION **Luis Miguel Abad, Ander Fernández de Liger**

Majors in Barcelona

Advertising

During the course students will learn how to create and spread messages used to promote and sell products and services. The course teaches the concepts of advertising through a series of readings, assignments, examples, and actual multi-media advertising campaigns through an exciting, meaningful, and effective active learning methodology. Job opportunities include: communication and advertising campaigns, public relation companies, projects planner, creative, copywriter, new media and audiovisual projects.

Motion Graphics and Video

This course is aimed to form artistic professionals able to work in audio-visual productions and create innovative projects in visual communication. The video designer creates motion graphics, animations and projects where the real image and graphic designers create a new communication Language for cinema, television, Internet and mobiles. Job opportunities include: cinema, video, TV, Internet, animation, mobile devices and sounds.



Majors in Madrid

Web Design

Planning and design of web contents keeping in mind elements such as usability, accessibility, interactivity and information architecture. Web designers convey ideas, designing interactive services and products and generating user experiences with media such as audio, text, images and video. They create and develop web projects, online communications strategies, etc.

Interactive and New Media Design

Design of interactive contents for new platforms and devices. Students learn the concepts, techniques and project methods linked to user experiences and new communication and cultural contexts. They develop multimedia products and services, creatively integrating audio, text, images and video for a range of platforms: mobile phones, the web, touch-screen devices, physical interfaces, exhibition spaces and converging environments.

BA with Honours: Madrid, Barcelona

Majors in Madrid: Graphic Design (Spanish), Illustration and Animation (Spanish), Advertising (Spanish), 3D Animation (Spanish), Motion Graphics and Video (Spanish), Interactive and New Media Design (Spanish), Web Design (Spanish)

Majors in Barcelona: Graphic Design (Spanish\English), Advertising (Spanish\ English); Motion Graphics and Video (English), Media Design (Spanish), Illustration and Animation (Spanish)

Majors in Barcelona

Media Design

The multimedia designer is a professional specialized in developing and creating products or programs with high technological contents, aimed mainly to diffusion through digital systems (computer or network) and characterized for the multimedia use. Job opportunities include: the multimedia designer works in a wide range of market sectors: multimedia developer, web 2.0, visual programmer, visual installations, cross media, visual apps and sound.

Illustration and Animation

The illustrator is a design professional capable of enliven ideas, concepts, characters and situations thanks to its capacity of representation, imitation or creative transformation of the reality. Job opportunities include: graphic or web designer, illustrator, animator, comic drawer, creator of short films, motion graphics, video games designer, storyboard artist, creative, art director.

lab crea

IED MANAGEMENT LAB

IED Management Lab forms professionals in the strategic and executive fields, with the tools, knowledge and capacities required to create innovative ideas in the marketing and communication world.

Partners

Revista Tiger, Starbucks, El Corte Inglés, E-Cultura





Majors in Barcelona

Business Design

The general educational aim of the course is to create professionals with tools, knowledge and skills to generate innovative business ideas, particularly in the field of communication. We want to create students with basic knowledge about creativity, communication and marketing but we will increase their skills and creative strategic thinking. The aim of the course is to become professional people with the ability to design new ideas and business models, especially in the field of communication, innovation and creativity. Job opportunities include: strategic consultant, advertising manager, social media strategist, Internet, business manager, business entrepreneur, marketing manager.

Three-year IED diploma: Barcelona (Bilingual)

Majors in Barcelona

Communication and Event Design

The aim of the course is to train professionals in the fields of creative communication and events with the tools, knowledge and required skills to generate innovative ideas in the fields of marketing and communication. The strategic and creative thinking is focused on the creation and conceptualization of strategies and global communication plans. The challenge of this course is to form professionals with the ability of designing and managing creative communication plans, events and experiences. Job opportunities include: event planner, public relations director, communication director, social media strategist, communication and event producer.

Three-year IED diploma: Barcelona (Bilingual)

*All works and images illustrated in this brochure
come from project works done by students at IED*



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Photo: Hannes Matzer



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