



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

**MASTER
COURSES**
2011/12

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 embrace 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”.

ied.it

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CREATIVE PASSION

A person is holding a camera, looking at the screen. In the background, there is a bicycle and a table with colorful items on it. The scene is lit with warm, orange light.

AN INTERNATIONAL CREATIVE LABORATORY

The place where thoughts get new shapes

IED, Istituto Europeo di Design owes its establishment in 1966 to the intuition of its President Francesco Morelli. A benchmark for higher education in the fields of Design, Fashion, Visual Communications and Management in creative disciplines for the last forty years, IED offers its students a distinct competitive edge and international experience that accompanies them throughout their lives.

Above all, IED is an evolving educational system with capability and dedication to reinvent itself on a daily basis. Its mission is widespread and clear: to offer young creatives a thorough training - both theoretical and practical - and hand them the 'Design Knowledge and Mindset' that will guide them throughout their lives.

IED is far more than a school: thanks to its unwavering commitment to innovation, it is the melting pot where new generations of professionals are open to face the new reality. IED is a powerhouse of ideas that develops creativity through its range of:

- ✓ undergraduate courses
- ✓ masters courses
- ✓ advanced training courses

which are held in the local language and in English.

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, ecolesupérieure 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 tecnologico y de estudios superiores de monterrey, campus querétaro, mexico - uaslp, mexico - iteso instituto tecnologico y de estudios superiores de guadalajara, mexico

south america

universidad del pacifico, santiago, chile - universidad jorge tadeo lozano, bogotá, colombia - tec monterrey, mexico - universidad del pacifico ,chile - pontificia catolica universidad peruana ,lima, Perú

asia

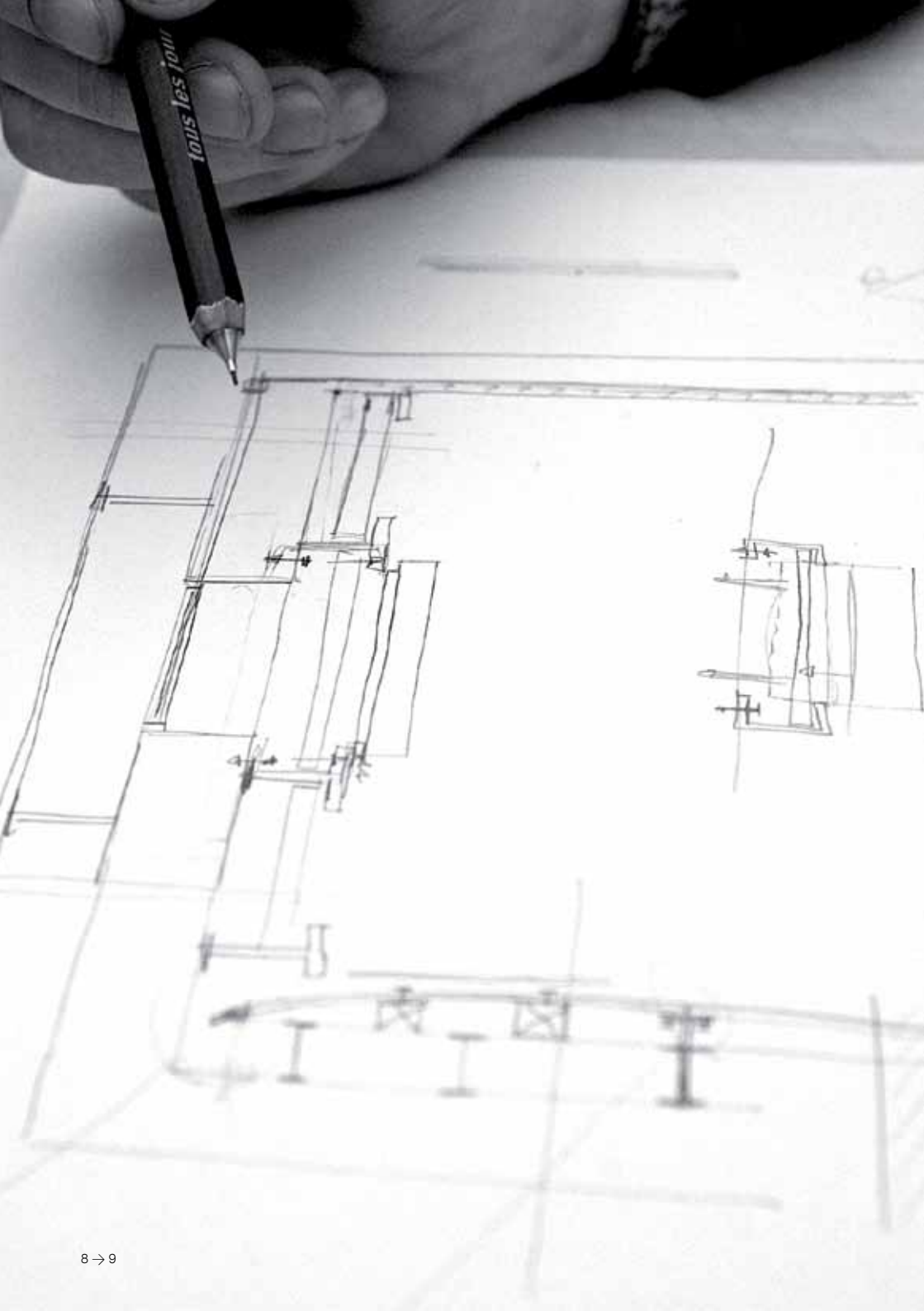
bezalel academy of arts and design, israel - holon academic institute of technology, israel - myongji university, korea - donghua university, shanghai, china - beijing institute of fashion technology, china - tonji, shanghai

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, IED offers its students the possibility to acquire experience in other accredited institutions or to study in another one of its own campuses.



DESIGN TERRITORIES

A Multidisciplinary interaction

All IED's projects, schools and initiatives have a common denominator: design. Devised, drawn up and applied in its every aspect, its every form and its thousands of potential meanings. At IED we investigate Design as a transformer of the objects and contents of our everyday surroundings; Fashion as a creator of new styles, imagining new colours; Visual Communications in order to speak the language of images, while moving competently and creatively among future scenarios; the Management Lab to create new ways of managing processes and creative enterprises and ways of designing that go beyond products, services and experiences.

4 SCHOOLS 4 CREATIVE WORLDS

The theme of IED's design learning space is developed in its four schools, each of which provides several different specialised schools:

IED Design, IED Moda, IED Visual Communication and IED Management Lab, united by the common denominator of design culture and by the principles that inspire them, they also share a versatile, cross-fertilising approach that combines theory and practice to develop specific profiles and competences.

The teaching method features an energetic bond with the real world of manufacturing industry, so that students can acquire knowledge by a variety of means, including through workshops and direct experience with firms operating in their target sectors. This profitable exchange with the business community and continuous cross-reference with the latest scenarios and trends in the market for design enable students to put themselves and their talents to the test of real design projects commissioned by real firms.

As a result of this dual track of theory and practice and the distinctive dynamic trait of its educational undertaking, IED's courses can often be considered as trend anticipators more than just in tune with the times.



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 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 distinguished and well renowned 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

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 organize events, getting to grips with concrete challenges and learning to manage their work competently and independently.

Photo: Maurizio Costa

PARTNERS

Absolut Vodka, ACNielsen, Action Aid, Adidas, Adobe Systems, Agbar, Agusta, Alessi, Alitalia, Alstom, Amnesty International, Apple, Apple Computer Italia, Arena, Armani, Assorel, Azimut, Barilla, Barley Arts, Bassat, BEIC (Biblioteca Europea di Informazione e Cultura), Benetton Group, Biblioteca Mario de Andrade, Bisazza, BiTicino, BlackBerry, Blaukpunt, BMW, BMW Motorrad, Bombardier, Brastemp, Bread & Butter, Brionvega, British Council, Café del Mar Community, Campari, Canal, Camper Candy, Canon, Capmar, Casa Arte&Design, Cemex, Centro Cultural São Paulo, Chilli Beans, Club To Club, CNC FLEX, COIN, Colonna, Comuni di Milano, Cortefiel, Cosmopolitan TV, Courmayeur Noir in Festival, CP Company, Damiani, De Agostini, Desigual, Diesel, Dietorelle, Doc Dog, Dolce & Gabbana, Domingo Ayala, Ducati, Ecko Unltd, Edelman, Elena Mirò, Emergency, Ermenegildo Zegna, Erickson, Expedia.com, Faber Castell, Fazenda Onda, Fendi, Ferrari, Ferré, Ferrero, Fiat, FilmMaster, Flos, Fondazione Peggy Guggenheim, Fontana Arte, Ford, Fossil, Friday's project, Furla, Futurebrand, GAP, Gattinoni, Gianni Versace Home, Green Cross Italia Onlus, Grupo VIPs, Guzzini Illuminazione, H-Farm, Heineken Italia, Herman Miller, Hewlett Packard, Hitachi, Hp, IBGM, IDEA Zarvos, Ideal Standard, Ikko, Illy, Imaginarium, Inditex, I-Stick, K-Events FilmMaster Group, Klaus Davi, Kraft, Kukuxumusu, La Caixa, Lacoste, Lancia, Lego, Le Postiche, Levi's, LG, LifeGate, Loewe, Lonxanet, Louis Vuitton, Luxottica, MAIS, Mangels, Mango, Mariona Gen, Maserati, Masisa, Match.com, Mattel, MaxHaus, Max Mara, McCann-Erickson, Mc Donald's, Medici Senza Frontiere, Meetic, Metalarte, Microsoft, MINI-BMW Italia, Miroglio, Mont Blanc, Moritz, MS&L ITALIA, MTV, Museu da Imagem e do Som, Museu da Lingua Portuguesa, Nestlé, Nike, Nivea, Nokia, Nolan, Oficina Moda, Ogilvy & Mather, Orange, Osborne, Ospedale Gaslini, OSRAM, Paramount, Pepsico Beverages Italia, Philips, Piaggio, Piccolo Teatro di Milano, Pickwick, Piquadro, Pirelli, Polaroid, Poltrona Frau, Pomellato, Prada, Privalia.com, Projeto Cidade Escola Aprendiz, Pubblicità Italia, Publicis, Ralph Lauren, Rana, Rcs Sport, Real Madrid TV, Redbull, Red Cell, Reebok, Renault, Riva, Robe di Kappa, Roberto Cavalli, Roccobarocco, Rolling Stone, Samsonite, Santa Costancia, Santista, SEA Aeroporti, Seat, Sector, SEDEC Estado de Alagoas, Sedus, Serial Cut, Siemens, Skunkfunk, Sony PSP, Sony Records, Studio Azzurro, Superga, Swarovski Int.le Italia, Swatch, Teatro Liceu, Telecom, Timberland, Tok&Stok, Turismo de Barcelona, TVE, Una Hotel, Unicef, Universal Music, Universal Pictures, Valentino, Vice, Vitra, Vodafone, Vogue Italia, Volkswagen, Warner, WGSN, Whirlpool, WWF Italia, Yahoo, Yerse, YOOX, Zegna Baruffa Lane Borgosesia, Zicla, Zupi, 3M Italia, 1861 United.

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.



92 NATIONS
9000 STUDENTS/YEAR
100000 GRADUATED

INTERNATIONAL ENVIRONMENT

The advantage of choosing IED is:

- ✓ creating and designing in connection with colleagues from different countries and cultures
- ✓ interfacing with skilled professionals in different fields
- ✓ having the chance to meet the leading exponents of art, cinema, research and cultural establishment, in the rich program of offered lectures
- ✓ taking an active part in workshops held by internationally-renowned professionals

The challenge that every IED student can take up – and win – is to benefit from the confluence of these stimuli and cultures, in order to build up their own personal path for an independent professionalism.

IED COMMUNITY

IED forms a truly unique network of encounters, experiences, people and cultures.

The students develop a deep sense of belonging and their drive to innovate and share resources, ideas and contacts forges a tight-knit community.

The enormous heritage of international creative ideas, words and deeds is a worldwide acknowledged IED value, demonstrating that respect for cultural diversity and multidisciplinary and the resulting 'culture of jointness' approach to education are an unquestionable key to success.

LIVING @ IED

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

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.

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.

Janne Van der Laan, Netherlands, student Master Course Brand Management and Communication in Milan

What truly convinced me to choose for MasterBrand was the incredible list of professionals that are participating in the mastercourse. From leading brands, advertising and design agencies, to multi-national companies, I had the chance to meet and learn from the people that are actually working there. These "real-life" testimonials and workshops, together with the fact that the course is thought at an institute that also has a strong focus on design, made it for me the perfect environment to build a thorough knowledge about branding and advertising communication.

Stefano Cornetto student Master in Transportation Design student in Turin

I was looking for a school with a good reputation, where I could learn top level car design and that would provide me with the best job opportunities. I was aware that IED offered the opportunity of a 2 year Master course which included creating a full scale model: the only school in the world! Moreover, the international environment allowed me to come into contact with a powerful combination of cultures and ideas.

 IED
Master



Anna Tomich student Master Rsp European Design Labs in Madrid

Why IED? Because I have matured as a designer and have created my own projects on a professional level. People such as my thesis tutors have taught me how to create design concepts and projects for myself and to believe in what I'm doing. Definitely, they were my guides in both my personal and professional life.

Javiera Rebolledo, Chile, student Master Course in Design Management in Barcelona

While studying at IED I have learned to work in multidisciplinary teams and to constantly adjust to technological changes, trends, and even working methods. Also, being surrounded by people from different cultures has broadened my view on the world and has enabled me to realize that I have so much in common with people who once seemed distant.

Alex Hildebrandt, New Zealand, student Master Course in Diseño Sostenible de Producto at IED Barcelona

"IED enables the students to collaborate with real life professional institutions, this way giving them a taste of the real design world and the in's and out's of the life of a designer."



IED TRAINING SYSTEM

The school offer includes Three Year BA Degrees, three year IED Diplomas and first year certificates, MAs and summer courses. Ever since the early stages IED has developed innovative and diversified teaching methodology, concentrated on the synergy between technology and experimentation, creativity, strategies and integrated communication, market issues and a new form of professionalism.

IED MASTER COURSES

An experience that counts

Above all, IED Masters offer the chance to explore conceptual and design frontiers that stretch far beyond the locations and the rooms that house the courses. IED Masters launch professionals that have the abilities to:

- ✓ deal with the complexity of the contemporary world
- ✓ consciously tackle the new requirements of production
- ✓ open windows onto potential new worlds
- ✓ interact competently in professional circumstances

In order to meet the new requirements of the market, students shall also be able to postulate new questions and acquires the skills it takes to define innovative hypotheses and provide new visions of the world we live in.

METHODOLOGY

IED Master Courses education applies a transverse and interdisciplinary project-based approach. The areas of product design and communication blend together, supported by a substantial scientific component and by the intense work performed in IED workshops. The key goals of the educational model are the attainment of technical skills (cognitive, methodological, technological and linguistic capabilities), holistic skills (the ability to create connections between technical skills and areas of knowledge) and interpersonal skills (social interaction and team building capabilities).

IED Master Courses also apply a specific didactic methodology for each course. These combine traditional lectures with additional focus activities including round tables, seminars and workshops.



IED MASTER STRUCTURE

Studied in partnership with firms, IED Masters prepare students to face the working world and to combine a variety of different skills to build themselves a professional identity.

These courses target:

- ✓ Students who have just completed their studies at university, who want to get a professional qualification or start shaping a research career aimed at developing their skills ;
- ✓ Students with a university training in an area other than design, who want to make themselves a career in the three areas of design, of fashion and of visual communication;
- ✓ Students who have already had experience of working in a firm, so are already employed, who want to consolidate and increase their skills and professionalism

Ied Masters are divided into different categories:

EXPERIENCE STUDY PROGRAMME

These are preparatory Masters courses whose purpose is to familiarise students with methodological, technical and instrumental, cultural and design tools in the various disciplinary areas of design.

The Experience course offers its participants – who come from a variety of disciplinary backgrounds - the basic tools they need to get an in-depth understanding of everything to do with design: its rules, the chances for expansion in a fast-growing market and synergies between design and other sectors.

This family of Masters courses enables students to access professional roles in the design world, while those who have already embarked on training in these areas get a chance to build on their previous training and potentially to continue with the Masters courses available at a higher level. These Master Courses courses are available in the training areas covering Design, Fashion and Visual Communication.



PROFESSIONAL STUDY PROGRAMME

[The way to problem solving]

These Masters courses in the areas of design, fashion, visual communication and management aim to provide students with the skills and tools they need to practise their professions with a high cultural profile and an elevated degree of specialisation. The curriculum is designed to provide students with the methodological, technical and instrumental, cultural and design tools necessary for the various professions, as well as to develop their ability to apply the tools and skills they acquire and to manage the design complexity of their professional benchmark sector. Job opportunities for students who complete these courses include in-house corporate design departments and independent design studios and agencies. In particular, the professionals who complete these courses may become:

- ✓ expert professionals, whose theoretical knowledge is combined with significant experience applied to their benchmark sectors;
- ✓ managers responsible for developing new products and integrating them into the environment, with an exceptional propensity for multidisciplinary work.

Intensive Study Programme

Intensive Masters are courses held in Spain, lasting one year, that require students to attend on campus for an intensive period of 3 months, followed by a period of 7-9 months in remote training. Students apply a theoretical and practical methodology to develop real projects and cases, working in partnership with companies. Their experience is further enriched through cross-fertilisation and a cultural programme designed to expand their global vision

RESEARCH STUDY PROGRAMME

[The way to problem setting]

These Masters courses in the areas of design, fashion, visual communication and management aim to provide students with a correct methodology for conducting basic and applied research. The curriculum sets out to facilitate and implement students' ability to identify their own professional inclinations and objectives and use them to choose the most suitable curriculum and complementary disciplines, leaving maximum space for experimentation, research and free exploration.

Students who attend these courses will conduct full time research that will enable them to develop a variety of professional profiles with advanced managerial, analytical and methodological capacities and the ability to identify innovative concepts. These profiles include:

- ✓ researchers specialising in planning, producing culture and disseminating research, creating and identifying suitable methods and tools of investigation in private research centres;
- ✓ professional of academic dissemination, who produce advanced training and retraining contents in institutes of further education;
- ✓ managers capable of identifying targets and the strategies for achieving them in the context of complex systems, creating innovative and sustainable interactions and solutions for managing production cycles and services in private-sector enterprises and public-sector institutions.

IED DESIGN



DESIGN EXPERIENCE

Purpose: with this program IED aims at creating a comparison and influence area by letting people specialized in different fields to approach the world of Italian design. Humanistic, economic and technical profiles that integrate with the design project culture in order to become a new generation of designers who pay attention to men's behaviors, new languages and environmental changes, and who are also able to relate with the economic system and to create an advanced and crossdisciplinary project culture respecting ethic, social and environmental values.

Target: graduates who studied disciplines different from design and candidates who want to update and develop their skills in order to add multi-disciplinary competences to their professional profile. Professionals and junior manager working in design.

Course content: first of all, the Master course is a practical pathway aimed at approaching design that consists of three subsequent steps: tools, experience and development. During the first step, participants develop the tools used by the designer to express his/her project idea and, at the same time, they get the cultural tools and the methodology required to manage the project. The second step represents the experience in the different areas of design and students have to face two parallel projects: one realized with reference to the product design and the other one with reference to the interior design. During the third step, i.e. the development one, students focus on the project leading them at the end of their pathway. The project simulates a professional situation and deals with the product or the interior design.

English | Milan | 1 year full time | January 2012

INTERIOR DESIGN FOR COMMERCIAL SPACES

Purpose: the rapid evolution the consumer market is experiencing obligates interior designers to differentiate their proposals from that of their competitors. The Master in Interior Design for Commercial Spaces, following an integrated programme of practical and theoretical sessions, introduces students to the design process through the different stages of strategy and conceptualization to the final presentation. Particular emphasis will be placed on the interdisciplinary aspects of the project, opening new ground to the designer, reinforcing and amplifying previously acquired knowledge.

Target: students are welcome from different backgrounds: industrial and product designers, graduates in architecture or engineering. The Masters course is also conceived for professionals who can demonstrate more than two years of professional experience in the field and want to specialise in interior design for commercial projects.

Course content: the curriculum consists of two different phases: the first one provides theoretical tools to analyze and conceptualize a commercial interior design project and the second phase will explore the technical aspects and technology required for its development.

*Dual Degree with Universitat de Barcelona
English | Barcelona | 1 year including internship |
January 2012*



YACHT DESIGN

Purpose: this Masters sets out to train professionals to be capable of managing the process of designing and building a yacht, from the concept and the choice of materials and of technologies to the actual construction, acquiring mastery of every aspect of the process.

Career prospects: potential employment opportunities can be found both in practices specializing in naval architecture and in sailing and motor yacht interior design practices. Opportunities may also be found in the internal design offices in shipyards, both as designers or architects and as project managers.

Course content: the course takes the form of a dynamic workshop developing a blend of theory and practical application: the training experience is closely related both to design itself and to experiments with design and technology. The curriculum provides theoretical and technical tools, as well as a rich array of conceptual stimuli that come from interfacing with leading exponents in the field and gaining direct experience in real situations.

English | Turin | 1 year full time | February 2012

PRODUCT DESIGN

Purpose: to enable designers to familiarize with the Italian design system: relating with firms of all sizes, tackling competition, developing articulated solutions - analyzing markets, identifying materials and defining design strategies - for the SMEs that drive Italy's economy and experimenting with different methodologies. Participants will also learn to analyze and understand the market and to produce a semi-custom product even in self-production or limited production.

Target: the right specialization for graduates and students with a diploma in Architecture, Product Design, Interior Design and similar fields who come from all over the world and want to compare their project experience with the world of the Italian design. Professionals with at least two years' experience in the area.

Career Prospects: participants will be able to focus their identity as designers, working in the market areas of their vocations.

Course content: the training pathway gives all participants the chance to outline their personal project by living cross-disciplinary experiences in different fields, and to specialize in the area they consider the best to express their creativity according to their design talent.

At the moment of the admission, the student can choose one of the four following courses: product design, packaging design, design for collections of furniture and house hardware, design of products developed for a self-production.

The main structure of the master course consists of 3 project experiences. The final project is developed in collaboration with a partner company or for a specific commodity sector.

English | Milan | 1 year full time | January 2012



INTERIOR DESIGN

Purpose: to train Interior Designers able to represent the architectural values through strong and unique concepts in which space, light, materials and furniture are shaped with expressivity and emotionality. Interior design must tackle hospitality, wellness and stores, lighting and décor, which are vitally impacted by changing behaviour and environmental challenges and need expressive, exciting spaces, lighting, materials and décor with strong, unique concepts for successful design.

Target: graduates and students with diploma in Architecture, Interior Design, Product Design and similar fields who come from all over the world and want to compare their project experience with the world of the Italian design. Professionals with at least two years' experience in the area.

Career Prospects: participants will be able to focus their identity as designers, working in the market areas of their vocations.

Course content: the training pathway gives all participants the chance to outline their personal project by living cross-disciplinary experiences in different fields: furniture (design of objects of everyday use), light (design of indoor/outdoor light systems), space (design of environments and spaces by paying particular attention to the hospitality, wellbeing, and sales areas), materials. The main structure of the master course consists of 3 project experiences having a different duration and a different complexity level. The final project is developed in collaboration with a partner company.

English | Milan | 1 year full time | January 2012

TRANSPORTATION DESIGN

Purpose: in a full time course lasting more than two years, the Masters course in Transportation Design aims to develop a critical sense and analytical and methodological capacities to enable students to identify and represent innovative concepts. Maintaining constant relations with businesses working in the industry, the course sets out to train highly specialized professionals.

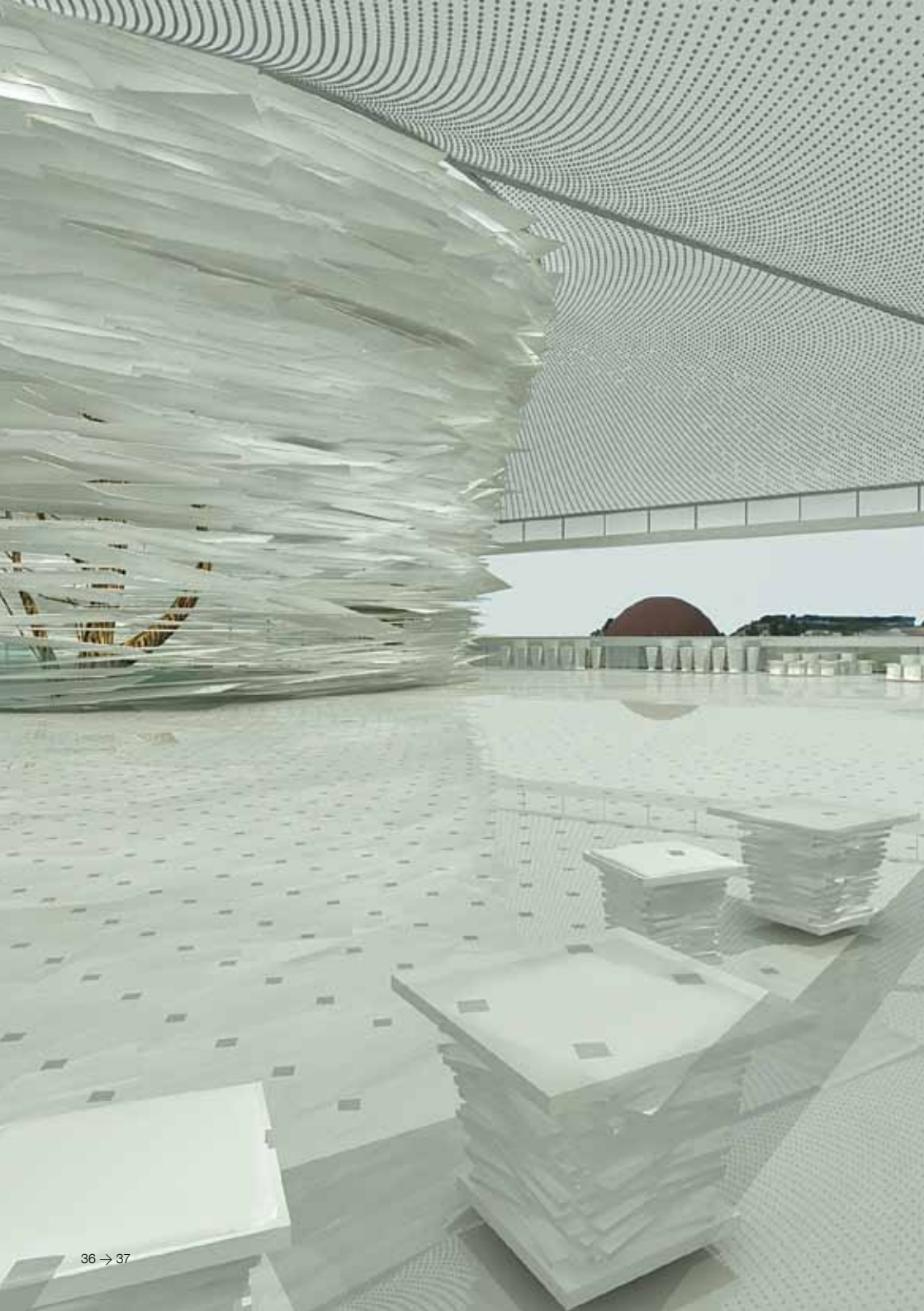
Target: graduates in the area of design from universities, the IED and equivalent private schools. Applicants may request direct admission to the second year if they already hold a diploma or degree in Transportation Design.

Career Prospects: students completing this course are trained to work professionally in automobile industry design centers and car design practices.

Course content: the first year is spent providing students with the theoretical design tools for creating the 1:4 scale models that constitute their final project for the first year. During the second year, students must tackle devising and building a concept car for an external client. The project is completed by building a full-scale model which is presented to the specialized trade press.

Master of Arts - Dual Degree with Universitat de Barcelona

English | Turin | 2 years full time including internship | 1st year: Apr 2012 / 2nd year: Feb 2013



SUSTAINABLE ARCHITECTURE

Purpose: to train designers with the skills and knowledge necessary for understanding the dynamics of environmental strategies and be capable of transforming the need to design into opportunities, always bearing the challenges of energy in mind.

Target: graduates in Architecture or Civil Engineering.

Career Prospects: architects who complete this Masters course will have a broader training background that builds on and increases their professional skills. The course helps attune practitioners to greater ethical awareness and to build criteria of energy efficiency into their existing technical and design skills, enabling them to identify the right architectural solutions for the future.

Course content: the introductory part of the curriculum provides an awareness and a culture of sustainability and of its various fields of application, which range from the relationship between the economy and ecology to the one between the climate and viable energy policies. This is followed by a design application that aims to restore the principle of quality to public spaces. At the same time as attending theoretical and instrumental lectures, students will also have to develop three thematic design processes and a final thesis.

English | Turin | 1 year full time including internship | April 2012

ADVANCED DESIGN FOR TRANSPORTATION

Purpose: to reflect the radical changes that have taken place in transportation as a result of traffic, pollution and safety, the Master in Advanced Design for Transportation aims to train designers to analyze potential new scenarios and to design solutions for moving people and goods in the future.

Target: access to this course is restricted to holders of IED diplomas and to graduates in the area of industrial and transportation design, as well as professionals already operating in the field.

Career Prospects: students who complete this course are qualified to work in advanced design practices or in research & development departments in firms working in this sector.

Course content: research sessions, workshops, theoretical lectures and practical experiences take place alongside projects developed for external clients. Students are expected to qualify their designs by framing them in constantly changing scenarios, capturing the trends that are likely to generate ideas for tomorrow's sustainable mobility.

English | Turin | 1 year full time including internship | March 2012



EUROPEAN DESIGN LABS

Purpose: to train designers to meet the challenges of the global market and contemporary society, enabling them to develop their work across the divides in multidisciplinary contexts and to manage projects successfully.

Target: professionals and semi-professionals working in design, communications and fashion; anyone interested in exploring creative, innovative paths that approach creativity from a transverse perspective.

Career Prospects: highly creative professionals capable of working independently or in a corporate structure, of identifying new opportunities and areas of innovative design for shaping new human and artificial landscapes, focusing the design process on research.

Course content: a variety of different didactic formats combine together during the course: personal/group work and research, thesis/research project tutoring, cultural seminars, technical seminars, cultural observatories (master classes), creative workshops and study trips. These activities are intended to stimulate students' creative capacities, while offering them the tools they need to progress professionally. The topics covered range from concept to reflection, from action to interaction, from material to communications.

English-Spanish | Madrid | 11 months | January 2012



FASHION EXPERIENCE

Purpose: to provide young graduates with the right background in order to start building a career as fashion creative designers or managers in the fashion field. The Master course will analyze the current fashion scenario from many viewpoints: first of all from a cultural point of view in order to conceive fashion as a social system and as a historical development of styles, and then as a creative, communicative and strategic process, as a meeting point of different languages (video, photo, and art), and as a trend development and design methodology.

Target: graduates who studied disciplines different from fashion and candidates who want to update and develop their skills in order to add multi-disciplinary competences to their professional profile.

Course content: the first introductory part is dedicated to the main technical, instrumental, and methodological concepts from both a creative and a strategic viewpoint. During the second part, creativity and stylistic identity will be developed for those students who will choose the creative area. On the other hand, for those who will choose the strategic area, the Master focuses on the in-depth analysis of fashion as business process with reference to the subjects and areas related to marketing and communication.

English | Milan | 1 year full time | January 2012

FASHION DESIGN

Purpose: to create Fashion and Textile Designers: explorers of fashion tendencies, creative professionals able to bring together theoretical notions, innovative insight and both organizational ability and capacity to liaise with the world of production.

Target: graduates in Fashion Design from similar fields, those with diplomas from private, university-level fashion schools. Professionals with at least two years experience in the sector.

Course prospects: participants who complete the course will be fashion designers, textile designers and product managers capable of designing and coordinating clothing collections, starting from researching and analysing contemporary trends, developing and producing items, judging their feasibility, reproducibility and costs.

Course content: the course covers three disciplinary areas: cultural, technical-instrumental and design. Students tackle a series of subjects that test and highlight their ability to draw and use the manual techniques related to knitwear and to designing clothing and printing and developing fabrics, as well as the important technological support offered by the more widespread IT programs. The technical courses are flanked by cultural subjects that focus on historical and sociological topics.

English | Milan | 1 year full time | January 2012



FASHION MARKETING. PRODUCT AND RETAIL MANAGEMENT

Purpose: the Master is structured in complementary modules providing the deepening of different actions of marketing management: from the analysis of the Fashion System to the study of fashion marketing and communication techniques, from the detailed analysis of the different aspects of brand management up to the knowledge of the contemporary distribution scenario.

Target: graduates in Fashion, Communication, Marketing, those with diplomas from university -level-schools of the same fields; young professionals.

Career Prospects: managers for the fashion industry.

Course content: the course covers the strategic aspects of marketing management and studies the cultural, social and historical fashion system. Students can choose to specialise in Product Management, to develop and manage a product range, follow the development of collections and interact with the creative office, technical workshops, production and sales, or in Retail Management, learning to relate to modern distribution, as a Fashion Buyer, interpreting market trends and defining procurement plans, or a Retail Manager, dealing with brand image and in-store collection presentation.

English | Milan | 1 year full time | January 2012

FASHION COMMUNICATION. STYLIST AND PR

Purpose: to produce a Fashion Communication Coordinator, a professional able of creating and managing an integrated communication strategy for a fashion brand. To train fashion communicators with design skills combining creativity and a strategic approach, from extensive knowledge of the cultural, historical, sociological and economic components of the fashion system to mastery of the trends in the specific market, developing new IT techniques and communication processes for fashion (publishing, styling, web, new media, advertising, fashion shows and events).

Target: graduates in Fashion, Communication, Marketing, those with diplomas from university -level-schools of the same fields; young professionals.

Career Prospects: fashion communicators qualified to work as Fashion Stylists or Fashion PRs in press offices, public relations, event organisation, publishing (press, web and TV) or as fashion communication managers.

Course content: a first phase analysing the economics and marketing of fashion and related contemporary culture is followed by a closer study of the more important processes of fashion communication: the press office, the fashion show, publishing, trade fairs the web, the media and related forms of expression (photography, music and video). Students can choose to specialise as Fashion Stylist, a visual reporter linking production to clients, or a Fashion PR.

English | Milan | 1 year full time | January 2012



LUXURY MARKETING MANAGEMENT

Purpose: to focus on the critical aspects that influence the luxury consumer's buying experience at the point of sale.

Target: graduates and professionals who wish to specialize in the luxury sector with a cultural mindset and professional aspirations focused on corporate communications, fashion, strategic marketing.

Career Prospects: professionals skilled in the various models of luxury distribution, choosing the location and assortment for the point of sale, branding and communications (customer fidelity systems, price strategies, web sales and managing customer feedback). Professionals capable of operating in major luxury brand distribution channels.

Course content: the curriculum analyzes luxury brands' distribution strategies, trade marketing, point of sale service management, logistics and the latest technological applications in lectures and discussions of concrete cases of firms, how they have tackled marketing & sales challenges in retail, together with workshops and exercises, also in direct contact with firms, including visits to leading luxury distributors and case studies from their managers.

English | Rome | 1 year full time | April 2012



IED VISUAL COMMUNICATION

Photo: Hannes Matzer

VISUAL COMMUNICATION EXPERIENCE

Purpose: to offer participants a broad and profound panorama of the key disciplines relevant to visual communication. Areas such as graphic design, advertising, video and new media, web, are dealt with in essence to enable students to initiate a career in the world of design and eventually tackle a higher-level training course.

Target: Italian and foreign students with a background of training in a variety of fields or those from pertinent ones who need further development.

Career Prospects: participants will be capable of tackling the basic areas of the subject or to continue their training by taking next level Master courses.

Course content: both theoretical lectures and practical lessons take an across-the-board look at the various areas related to visual communication. At the end of the course, students must present a project they will develop in collaboration with a partner firm.

English | Rome | 1 year full time | January 2012

GRAPHIC DESIGN

Purpose: to bridge the gap between existing curricula and the real needs of today's clients, innovating in competence, ability, expertise in team management, professional experience, knowledge of tools and adeptness to updating.

Target: graduates and those already working in the graphic design.

Career Prospects: students who complete the course will be specialist Graphic Designers who blend creativity, project management skills and understanding/fulfilling clients' targets and can deal with every phase of a graphic project. A multidisciplinary path stimulates knowledge, emphasises students' skills and prepares them for the professional world. The ability to use and update tools and technologies combines with solid core graphic and creative project management skills.

Course content: a dynamic, efficient methodology includes theoretical lectures, practical exercises, workshops, project labs and technical skill, stimulating investigation of Visual Communication, re-analysing traditional methods and adding more interesting techniques to innovate content and market perspective. Focusing on practical methods to shape active professionals, the course studies new media, CI, product communication, publishing graphics and evolving relationships between advertising agencies and PR.

English | Florence | 1 year full time | February 2012



BRAND DESIGN

Purpose: to train a brand identity designer with a strong international culture by proposing an experimental brand-lab in partnership with leading Italian and international communications agencies.

Target: the course is aimed at students graduated in design and graphic disciplines (graphic design, industrial design, architecture, fine arts,...) with an expertise in graphic design programs, supported by the presentation of a personal portfolio. Professionals with at least two years of experience in graphic design will be admitted as well.

Career Prospects: skills and autonomy in the art direction of a branding process. The student will find career opportunities in brand design agencies, advertising, graphic and product design consulting firms and in companies in house communication departments.

Course content: the course is organized into two parts. The first aims at establishing a cultural background on the brand, its meaning, its manifestations. Brand management and aesthetics will be the main topics. The second involves the student in projects conducted in partnership with International consulting firms and Italian top ranked design studios. Throughout the course, the student will meet designers from any field of creativity to gather more insight from different experiences. A workshop-trip abroad will help students to understand internationally relevant phenomena and broaden their network of relationships.

English | Milan | 1 year full time | February 2012

EUROPEAN MASTER OF FINE ART PHOTOGRAPHY

Purpose: to become familiarized with presentday photographic production, its subjects and repertoires, artistic practice, cultural value, roots in historic photography and art history, its discourses and limitations, from the perspective of important photographers and theorists.

Target: photographers with a professional career, as well as artists in the photography industry who want to break into the art world. People with degrees in Fine Arts, Audiovisual Communications, Advertising, Journalism, Art History or Humanities who want to deepen their knowledge of artistic photography. An upper intermediate level of English is required.

Career Prospects: photographer, Visual Artist, Creative Director, Producer, Art Director, Curator, Retoucher, Educator

Course content: the courses are based on the experience of the invited masters and professors, which is grounded in theory and practice: Art History, Theories of photography in image culture, Verbal and written expression in the field of art, Photographic editing, Ethics of communications, Sociological and semiotic theories of photography, New media, Image reading and construction, New documentary style, Management and production of photographic projects, Ideological criticism and photographic subjectivity, Reformulations of the documentary in a digital environment, Theories of (post) photography in the digital era. The final projects are shown in a collective exhibit curated by the Master's Director. The best projects opt for individual exhibits and publications in the European arena.

English / Spanish | Madrid | 11 months | January 2012

IED MANAGEMENT LAB



BRAND MANAGEMENT AND COMMUNICATION

Purpose: to train multi-disciplinary professionals endowed with integrated skills and capable of organizing and managing complex communication projects. An international teaching staff, partnerships with firms and their involvement in creativity and innovation workshops, a formative model of knowledge and know-how, make this Master an extremely involving experience.

Target: the Master Course is the right specialization for all students who graduated in arts, social, economic and scientific faculties; for all students who have a Diploma in creative areas both in Italian and in foreign project schools; and for all professionals having at least two years of experience in this field.

Career Prospects: skilled in building and strategically communicating brands, participants will be eligible to work in firms or agencies as Brand Managers, Accounts, Strategic Planners, Media Research Planners and Art Directors.

Course content: throughout the program, contemporary economic and cultural scenarios will be analysed, focusing the attention on the strategic aspects of communication, on marketing tools and on the understanding of advertising. Students will be provided with creative, organisation, marketing and management tools necessary to identify consumers, define products, draw up strategies and organise all the steps necessary to plan an integrated communication campaign.

English | Milan | 1 year full time | April 2012

ARTS MANAGEMENT

Purpose: to sharpen our critical sense and our obstinacy, to strengthen the creativity implicit in every in of us. The course also aims to train the ability to follow every stage of a project from the beginning right through to the end and to publicise the professional profiles that make up the contemporary system, with a special focus on the emerging new profile of the arts manager.

Career Prospects: participants who complete this course will be qualified to seek employment in existing structures, such as corporate foundations, bank foundations, other private and public-sector foundations, museums, corporate enterprise, galleries, associations, collectives and co-operatives. The course also provides students with the tools they need to become entrepreneurs in their own right.

Course content: the course explores the many facets of the concept of the individual creative's entrepreneurialism of his or her own creativity and the new idea of "creative service" that calls for creativity to be applied to problemsolving for organisations and structures of various kinds and as a source of state-of-the-art

*English | Venice, Florence, Rome | 18 months -
3 semesters full time (1 per city) | February 2012*



D4SB *DESIGN FOR SOCIAL BUSINESS*

Purpose: is to develop expertise in designing appropriate products and services for social business and design social business, discovering how design processes and methods have changed to serve the bottom of the pyramid. MA students will do design research and learn supporting methodologies and tools which can allow to innovate within the social business segment and creatively with business, culture and society.

Target: graduates with a strong interest in social entrepreneurship and activities focused on the bottom of the pyramid as well as professionals already operating in the field.

Career Prospects: students who complete this course are qualified to work in advanced design practices or in Research & Development departments in firms and agencies focusing on this sector. In addition a good understanding how to start a company and a business in this field will be developed.

Course content: students will learn through observation of third world countries needs and opportunities, to reframe current design practice developing strategic and innovative opportunities. The course will teach students how to design, create and manage business in a creative and innovative manner. By acquiring theoretical and practical skills from the master course, the students will be prepared to take part in the next wave of designing for the lower tier. The cross-fertilization between theory and practice is further facilitated by the inclusion of a real field research project as an integral part of D4SB program.

*English | Milan or Barcelona | 1 year full time |
November 2011*

DESIGN MANAGEMENT

Purpose: the Design Management Master aims to provide students with a broad range of management skills, methods and tools to discover the roles, functions and tasks of the company department. It also enables design, marketing and business professionals to bridge the gap between these different areas, to become key drivers of the creation, management and development of their brands.

Target: designers interested in coordinating interdisciplinary projects. Designers that want to acquire a profound knowledge of the design business field in order to conceive successful products and to efficiently manage all the production processes. Designers that already run a studio or own a small brand and want to expand. People coming from general business and management areas and who are interested in the design field.

Course content: the course consists of two parts: one theory and one practical. The first part focuses on project management, elements of strategic planning, business strategy, marketing and sales, finance and human resources, among other topics. The second part features several different workshops, historical case studies and the final project.

*English | Barcelona | 18 months full time | January
2012*



COMMUNICATION DESIGN LABS

Purpose: to define the contemporary creative director, a professional capable of identifying and building durable concepts, designing longterm strategies and primarily managing complex collaborative processes involving numerous multidisciplinary groups.

Target: professionals and graduates from any area of commercial communications: traditional or interactive advertising, public relations, marketing, graphic design and product design.

Career Prospects: a new professional profile that caters for new entrepreneurial structures, featuring increasing combinations of concepts and idioms: Marketing Manager, Creative Manager, Brand Manager, Strategic Manager and Conceptual Designer.

Course content: students must first “unlearn”, regain the innocence and wonder that stimulate curiosity and the desire to dare, moving away from specialisations to embrace broader perspectives, aided by a prestigious array of professionals in various fields: advertising, strategy, philosophy, sciences, arts, journalism, design, poetry, architecture and writing. They are then involved in a process of constantly changing topics, experiencing the multidisciplinary complexity where they will work, in a context of conceptual analysis and creation of links.

English / Spanish | Madrid | 11 months | January 2012

STRATEGIC DESIGN LABS

Purpose: to create a new professional profile capable of contributing to designing corporate strategy and articulating ICTs and project innovation, internationalisation and sustainability.

Target: design professionals with suitable training or extensive professional experience in related areas, students with documented experience in relevant areas.

Career Prospects: professionals qualified to work as Marketing Managers, Design Managers, Project Managers, Product Managers, Brand Managers, Retail Managers, Innovation Managers, Product and Innovation System Consultants, Design and ICT Consultants.

Course content: the specific areas of psychology, corporate marketing, new technologies in market processes, design trends, innovation, strategic and managerial planning, sustainability, project management, international markets and languages are taught in mainly practical sessions. Group work is encouraged. Creative, experimental and research workshops combine with international trips and cultural activities.

Students develop a research project supervised by tutors, all professionals experienced in university lecturing.

English / Spanish | Madrid | 11 months | January 2012



MASTER COURSES IN ITALIAN

FASHION STYLIST

Milan | 8 months full time | November 2011

EVENT MANAGEMENT

Milan | 11 months full time | November 2011

WEB FASHION MANAGEMENT

Milan | 10 months on weekends | November 2011

GRAPHIC DESIGN

Milan | 9 months | November 2011
Rome | 6 months part-time | February 2012

ART DIRECTION

Rome | 10 months part-time | November 2011

WEB DESIGN

Rome | 12 months on weekends | November 2011

CARTOON ANIMATION

Rome | 12 months on weekends | November 2011

PROGETTAZIONE EDITORIALE

Turin | 12 months full time | November 2011

MARKETING E COMUNICAZIONE

Turin | 12 months part-time | November 2011
Cagliari | 7 months on weekends | January 2012
Rome | 12 months on weekends | February 2012

INTERIOR DESIGN

Rome | 8 months part-time | November 2011
Milan | 1 year full time | January 2012
Turin | 8 months part-time | December 2011

DIGITAL IMAGING

Rome | 6 months on weekends | November 2011

DESIGN MANAGEMENT

Milan | 12 months on weekends | January 2012

BRAND MANAGEMENT AND COMMUNICATION

Milan | 11 months full time | January 2012

PUBBLICITÀ. ART DIRECTION AND COPYWRITING

Milan | 12 months full time | January 2012

NEW MEDIA COMMUNICATION

Cagliari | 7 months on weekends | January 2012

COMUNICAZIONE E MARKETING PER LA MODA

Rome | 12 months on weekends | February 2012

FOTOGRAFIA

Milan | 11 months on weekends | February 2012

CURATORE MUSEALE E DI EVENTI

Rome | 12 months on weekends | February 2012

PROGETTAZIONE E GESTIONE DI EVENTI

Rome | 12 months on weekends | February 2012

INTERIOR YACHT DESIGN

Rome | 12 months on weekends | February 2012

ARCHITETTURA DELL'INFORMAZIONE

Rome | 6 months part-time | February 2012

SCENOGRAFIA DIGITALE

Rome | 7 months part-time | February 2012

COPYWRITING

Rome | 12 months on weekends | February 2012

MOTION GRAPHIC DESIGN

Milan | 9 months | February 2012

COMUNICAZIONE PER LA SOSTENIBILITÀ

Turin | 12 months part-time | March 2012

FASHION MANAGEMENT

Milan | 6 months on weekends | April 2012

STYLIST PER LA MODA E LO SPETTACOLO

Rome | 12 months on weekends | April 2012

FOOD DESIGN

Rome | 12 months on weekends | April 2012

BRAND MANAGEMENT

Rome | 12 months on weekends | April 2012



MASTER COURSES IN SPANISH

ESCENOGRAFÍA

Madrid | 9 months part-time | October 2011

DISEÑO DE INTERIORES

Madrid | 9 months part-time | October 2011

DISEÑO DE ILUMINACIÓN

Madrid | 9 months part-time | October 2011

DISEÑO TEXTIL Y DE SUPERFICIES

Madrid | 9 months part-time | October 2011

DISEÑO DE ACCESORIOS DE MODA: ESPECIALIDAD EN CALZADO Y BOLSOS O EN JOYAS, TOCADOS Y SOMBREROS

Madrid | 9 months part-time | October 2011

DIRECCIÓN Y GESTIÓN DE EMPRESAS DE MODA

Madrid | 9 months part-time | October 2011

DIRECCIÓN Y GESTIÓN DE PRODUCTO DE MODA

Madrid | 9 months part-time | October 2011

DISEÑO INFANTIL: ESPECIALIDAD EN MODA O EN ESPACIO Y PRODUCTO

Madrid | 9 months part-time | October 2011

COMUNICACIÓN Y MODA

Madrid | 9 months part-time | October 2011

COMUNICACIÓN, MARKETING Y PUBLICIDAD EN MEDIOS ONLINE

Madrid | 9 months part-time | October 2011

MOTION GRAPHICS DESIGN

Madrid | 9 months part-time | October 2011

DIRECCIÓN Y GESTIÓN DE COMUNICACIÓN, MARKETING Y PUBLICIDAD

Madrid | 9 months part-time | October 2011

DISEÑO Y DESARROLLO DE APLICACIONES MÓVILES

Madrid | 9 months part-time | October 2011

DISEÑO DE SONIDO

Madrid | 9 months part-time | October 2011

DISEÑO EDITORIAL: MEDIOS IMPRESOS Y DIGITALES

Madrid | 9 months part-time | October 2011

DISEÑO SOSTENIBLE DE PRODUCTO: INNOVACIÓN Y GESTIÓN

Barcelona | 9 months evening | November 2011

DISEÑO DE INTERIORES

Barcelona | 9 months evening | November 2011

DISEÑO DE VESTUARIO DE TEATRO, CINE, ÓPERA Y AUDIOVISUALES

Barcelona | 9 months evening | November 2011

DISEÑO DE MODA

Barcelona | 9 months evening | November 2011

DIRECCIÓN ESTRATÉGICA Y CREATIVA DE COMUNICACIÓN Y PUBLICIDAD

Barcelona | 9 months evening | November 2011

MARKETING Y COMUNICACIÓN DE LA MODA

Barcelona | 9 months evening | November 2011

INTERIOR DESIGN FOR COMMERCIAL SPACES

Barcelona | 7 months evening | January 2012

DESIGN MANAGEMENT

Barcelona | 18 months full time (12 months classes
+ 6 months tesis) | January 2012

DISEÑO DE CALZADO Y COMPLEMENTOS

Barcelona | 7 months evening | January 2012

FASHION MANAGEMENT: MARKETING, RETAIL & COMUNICACIÓN

Barcelona | 18 months full time | January 2012

WEB 2.0: DISEÑO, COMUNICACIÓN, MARKETING Y PUBLICIDAD

Barcelona | 7 months semi-distance learning |
January 2012

DISEÑO DE INTERACCIÓN

Madrid | 11 months full time | January 2012

DISEÑO DE VIDEOJUEGOS

Madrid | 11 months full time | January 2012



MASTER COURSES IN SPANISH

EUROPEAN MASTER OF FINE PHOTOGRAPHY

Madrid | 11 months-part time | January 2012

DISEÑO GRÁFICO: TECNOLOGÍAS Y CREATIVIDAD ESTRATÉGICAS

Barcelona | 8 months evening | January 2012

COMMUNICATION DESIGN LABS

Madrid | 11 months full time | January 2012

STRATEGIC DESIGN LABS

Madrid | 11 months full time | January 2012

PRODUCT DESIGN LABS

Madrid | 11 months full time | January 2012

EUROPEAN DESIGN LABS

Madrid | 11 months full time | January 2012

DISEÑO DE INTERIORES INTENSIVO

Madrid | 3 months full time + 6 online | April 2012

DESIGN ENTREPRENEURSHIP INTENSIVO

Barcelona | 3 months full time + 6 online | April 2012

DISEÑO DE MODA INTENSIVO

Madrid | 3 months full time + 6 online | April 2012

COMUNICACIÓN, MARKETING Y PUBLICIDAD INTENSIVO

Madrid | 3 months full time + 6 online | April 2012

ORGANIZACIÓN, DIRECCIÓN Y GESTIÓN INTEGRAL DE EVENTOS INTENSIVO. ESPECIALIDAD EN COMUNICACIÓN O EN DISEÑO

Madrid | 3 months full time + 6 online | April 2012

DISEÑO GRÁFICO INTENSIVO

Madrid | 3 months full time + 6 online | April 2012

DIGITAL CREATIVE BUSINESS INTENSIVO

Barcelona | 3 months full time + 6 online | April 2012



MASTER COURSES IN PORTUGUESE

DESIGN DE JÓIAS

São Paulo | 18 months evening part-time | September 2011

DESIGN DE CALÇADOS E BOLSAS

São Paulo | 18 months evening part-time | September 2011

FASHION MARKETING AND COMMUNICATION

São Paulo | 18 months evening part-time | September 2011

ORGANIZAÇÃO, GESTÃO E DESIGN DE EVENTOS

São Paulo | 18 months evening part-time | September 2011

DESIGN INDUSTRIAL

São Paulo | 18 months evening part-time | September 2011

TRANSPORTATION DESIGN

São Paulo | 18 months evening part-time | September 2011

DESIGN DE INTERIORES

São Paulo | 18 months evening part-time | September 2011

DESIGN ESTRATÉGICO

São Paulo | 18 months evening part-time | September 2011

DESIGN DE EMBALAGENS

São Paulo | 18 months evening part-time | September 2011

BRANDING E DESIGN PROMOCIONAL

São Paulo | 18 months evening part-time | September 2011

MÍDIAS DIGITAIS: COMUNICAÇÃO, PROPAGANDA E MARKETING NOS MEIOS ONLINE

São Paulo | 18 months evening part-time | September 2011

DESIGN EDITORIAL

São Paulo | 18 months evening part-time | September 2011

CRIAÇÃO E PRODUÇÃO DE MODA

São Paulo | 18 months evening part-time | September 2011

DESIGN EXPOSITIVO

São Paulo | 18 months evening part-time | September 2011

ACADEMIC INFO



CRITERIA OF ADMITTANCE

Candidates must hold a first degree or the equivalent in the disciplinary area of the Master courses. Any relevant professional experience will be assessed. Candidates must also be sufficiently conversant with the English language to correspond to an intermediate level. This must be demonstrated by providing one of the following certificates or the equivalent:

- ✓ TOEFL Paper with a mark of minimum 500;
- ✓ IELTS Academic with a mark of minimum 5.0;

Minimum entry requirements may vary for some master courses.

Admittance is subject to a motivational interview conducted either directly or by telephone by the coordinator of the Masters course and/or the person responsible for the location where the Master courses is held, when the candidate's academic record and/or professional career will be assessed, together with skills acquired and personal motives and propensities.



APPLICATION

Documents to send

Candidates who hold the minimum qualifications may apply for the Master courses by sending the following documents to the IED International Affairs Office (admissions@ied.it):

- ✓ Application Form;
- ✓ Letter explaining your motivation (max 1 page);
- ✓ Curriculum Vitae, specifying your academic qualifications, professional experience and language and IT skills;
- ✓ Portfolio (compulsory for Master in Design Area, Visual Communication Area and for Fashion Design);
- ✓ Copy of your degree certificate, plus any relevant school and/or work certificates;
- ✓ Copy of language of Tuition skills certificate or self-certification;
- ✓ Photocopy of your passport.

Portfolio

Your portfolio may include graduation thesis projects and projects conducted during your formal training and/or professional experience. Candidates for the Masters in the management area may submit a detailed report of their personal academic and/or professional careers instead of the portfolio.

ENROLMENT

Once admitted, candidates have to formalise enrolment in the Master course of their choice by signing the relevant regulations and paying the enrolment fee and the annual fee.



SCHOLARSHIPS AND FACILITATIONS

Some of the locations may make provision for scholarships covering all or part of the fees for particularly meritorious students. For further information about scholarships, please contact the IED International Affairs Office (admissions@ied.it).

INTERNSHIPS

In relation to the course contents and the training objectives, internships may be organised in firms. One of the fundamental characteristics of the academic services offered in the area of Master courses is the IED's partnership with private sector firms, public sector institutions and agencies, all constituting benchmarks in their respective specific fields, who may collaborate in structuring projects to be developed during the courses, encouraging students to acquire professionally useful knowledge and skills and offering them the opportunity to conduct experiments. These internships may be replaced by the development of a project simulating professional practice, applying the professional knowledge and skills acquired under the tutorship of professional practitioners who lecture at the IED. Fundamental to start an internship experience is to gain a good level of locally spoken language during the course.

THESIS PROJECT

The academic curriculum is completed with a project, whose different characteristics depend on the type of the Master course chosen, which is presented to a committee of experts (lecturers and professional practitioners) who assess the skills acquired. The Master thesis project could be: a project that summarises the academic contents acquired during the course; a thesis in the area specific to the Master course chosen, agreed in advance with the course co-ordinator, whose topic must be of relevance to design; a thesis project whose topic is the result of student research agreed with the course coordinator.

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



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