



SUMMER COURSES 2012

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

ied.edu



ied.edu

Detail of "Un sogno prelibato"
Rossella Grossi

CREATIVE PASSION



AN INTERNATIONAL CREATIVE LAB The place where thoughts get new shapes

The Istituto Europeo di Design (IED) owes its establishment in 1966 to the intuition of its President Francesco Morelli. Through time, it has become a 100% Made in Italy international network of excellence operating in the fields of training and research, in the disciplines of Fashion, Design, Visual Communication and Management.

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 students a thorough training - both theoretical and practical while fostering a spirit of creativity – and hand them the 'Design Knowledge and Mindset' that will accompany 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 professionalism are constantly unfolded.

IED is a powerhouse of ideas that develops creativity through its range of:

- Undergraduate and Postgraduate courses
- Masters courses
- Advanced training courses

Set "Heartburn"
Photo: Carlotta Cattaneo



IED International Advisory Board

The purpose of the IED's International Advisory Board is to provide direction and a critical conscience, together with an important benchmark support for the entire IED network.

Muhammad Yunus, Nobel Peace Laureate
Derrick de Kerchove, New Media Theorist
Remo Bodei, Philosopher
Richard Buchanan, Business Design Theorist
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IED is a member of several international academic bodies and associations (Cumulus, ELIA, IAA, FIYTA, IIE, EIE and MEC-Brazil) and has signed partnership and student exchange agreements with more than 40 of the world's leading universities in 21 countries.

IED 4 Social Business
October 17/18/19th, 2010
Photo: Andrea Mariani



IED Summer Courses 2012

Every year IED offers introductory and advanced Summer Courses in the fields of Fashion, Design, Visual Communication and Management in Italy in Milan, Rome, Venice, Florence, Cagliari and in Spain in Madrid and Barcelona. Courses are held in English, Italian and Spanish and last from three to four weeks. They are a perfect solution for those who desire to invest in a stimulating and rewarding creative educational experience. Following a precise methodology and guided by professors from the chosen field, students will experience the development of a project specific to their interests.

IED reserves the inalienable right to make changes to this brochure at any time.

Photo: Mariangela Zasa



Photo: Maurizio Costa

IED MILANO

Milan is the heart and soul of "Made in Italy": it is the nation's economic and creative capital and the metropolis of fashion, design and the domestic publishing industry. The courses at IED Milano focus their attention unerringly on research, enterprise and communication.

IED Milano (1966) is divided between two campuses. The schools of Design, Visual Communication and Management are located at the Sciesa Campus and the school of Fashion is located at the Pompeo Leoni Campus.



www.ied.edu/milan/home



My Own Show 2011
Photo: Giovanni Galliei

Fashion Design

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

The course provides the tools and guidelines related to the professional areas of fashion designing and an introductory investigation of the fashion scene, and the most influential designers, styles, emerging personalities, fashion weeks, online fashion culture, current events, and future trends. The fashion design specialization teaches students how to design and coordinate a fashion collection, including the study of important pattern and tailoring techniques, in addition to textile.

Topics covered: History of fashion, trends, individual research in Milan, basics of fashion drawing, the moodboard, pattern making, tailoring techniques, moulage, technology of materials, textile processing and fabrics.

Fashion Stylist

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

Provides the tools and guidelines related to the profession of fashion styling and an introductory investigation of the fashion scene and the most influential designers, styles, emerging personalities, fashion weeks, online fashion culture, current events, and future trends. The fashion stylist specialization introduces styling and its aspects and requirements, with particular emphasis on visual culture and key elements of the fashion world's signs and images.

Topics covered: History of fashion, trends, individual research in Milan, styling techniques, introduction to fashion photography (shooting techniques, set-up and historical background).

Fashion Marketing

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

The course is an overview of marketing, management and merchandising for the retail fashion industry with an emphasis on the Italian experience.

The preliminary part is an introduction to the Italian fashion industry. This is followed by the analysis of marketing, brand management (target, positioning and brand values, definition), trends and lifestyles research, distribution channels, communication and advertising strategies, visual merchandising and sales techniques. Site visits to relevant showrooms and retail spaces and discussions with industry professionals will complement the lecture portion of the course.

Topics covered: Fashion trends and consumption, fashion systems (Italian market, companies, collection creation and management), fashion communication, advertising, marketing, marketing intelligence, brand management, distribution channels, visual merchandising, sales techniques, technology of materials, digital media marketing.

Jewelry Design

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

This program introduces future designers to the skills and tools necessary for creating and developing a jewelry collection. The entire design process from conception and feasibility to the realization of a collection is covered in this intensive program. Students will progress through design and technical drawing exercises, be introduced to the Rhinoceros design application as well as participate in site visits complemented by lectures and discussions with industry professionals.

Creativity, new skills and knowledge will be used for a "Jewelry Collection Design" final project that will conclude the course.

Topics covered: Freehand and technical drawing, phases of design process: concept, product sketches and definitive designs, use of Rhinoceros application for jewelry modeling, phases of collection design, trends in design, site visits in Milan and guest lecturers.

Italian Product Design

Language: English

Level: Advanced

Attendance: Full time

Date: July 2 - 27, 2012

Introduces participants to the evolution and great innovators of Italian design ("Made in Italy") while examining contemporary designers, product and trends. The focus is on the emotional, expressive and sensorial value of such classic household goods as furnishings, décor elements and accessories. Milan, the capital of Italian design will serve as the classroom to observe and evaluate contemporary creative and commercial realities. Synergies are created through the use of traditional lectures, meetings and discussions with industry professionals, practical training and site visits to showrooms, shops and exhibitions as well as the completion of a final project.

Topics covered: Material technologies, historical evolution of product design, Italian design: contemporary trends, design workshops, site visits, field trips and lectures and discussions with designers.

Interior and Showroom Design

Language: English

Level: Advanced

Attendance: Full time

Date: July 2 - 27, 2012

Introduces participants to the Italian design industry and current trends in interior design; and develops layouts for high-level showrooms and shops with an essential expressive value.

During the course, students examine thoroughly Italian interiors and commercial space design. "Interior" refers to key spaces for improving everyday living: places to eat, shop, and read and other public spaces. A 360° vision of Italian - in particular Milanese - reality and design methodology, is made possible by the synergy between lectures and practical training, both of which are supported by conferences and tours to famous showrooms, shops and exhibitions.

Topics covered: Visual merchandising, history and evolution of commercial spaces, Italian design: contemporary trends, interior and shop design workshops, guided visits and designer lectures and discussions with designers.

Photography and Portfolio

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

Introduces the concepts of the technical and artistic aspects of photography and the role of the photographer.

Students will use their new skills in the photography studio in addition to working post-production. Emphasis is given to the analysis of imagery used in the fields of advertising, fashion design and styling. Site visits around Milan will complement the topics covered in the course.

The function and importance of the artist's portfolio will be highlighted and is a major part of the final project.

Topics covered: Photography as a profession, photographic and expressive technique, post-production process and methods, the photographic image in fashion: lifestyle and advertising, portfolio development.



Photo: Maurizio Costa



IED ROMA

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

IED Roma (1973) has two locations. The schools of Design and Visual Communication are located in the area of San Giovanni and the school of Management and Fashion is in Testaccio.



www.ied.edu/roma/home

Rome Architectural Sketchbook

Language: English
Level: Introductory
Attendance: Part time
Date: July 2 - 27, 2012

Participants of diverse backgrounds and artistic ability will work in situ in diverse venues reflective of diverse periods of art, architecture and history in Rome. This program combines the historic and contemporary context of the locations with the development of the creative process and refining technique and style. Students are encouraged to view their sketchbook as a visual journal and add to it as they see fit to reflect their personal experience. At the close of the program, students will present their portfolio and impressions and reflections on their work and growth.

Topics covered: Roman architectural history through four main periods (classic, medieval, renaissance and baroque), sketching and drawing techniques, conservation and environmental issues unique to Rome, architecture as a subject, drawing materials and techniques; sketching in situ “en plein air”, use of critique in the learning process and artistic development, creation of a drawing “portfolio”.

Video Production

Language: English
Level: Introductory
Attendance: Full time
Date: July 2 - 27, 2012

This intensive summer workshop is an introduction to the creative, technical and production process. Students will cover the basics of video production and technical skills while developing as a team a short film using the city of Rome as a backdrop. Participants will also use social media applications to document their progress and stage a virtual premiere of the finished work.

Topics covered: Editing, camera operation, writing (scripting), pre-production planning, lighting, sound, Rome as a subject/ backdrop.

Language and Design Experience

Language: Italian
Level: Introductory
Attendance: Full time
Date: July 2 - 27, 2012

This unique program combines an intensive language program with an introduction to the art forms, industry leaders and global influence of Italian design. Morning sessions are devoted to language study according to the individual level of the participant. The afternoon session includes lectures, site-visits and discussions with professionals representing the various facets and realities of the “design” industry in Italy. This contact in Italian affords students a more personal and profound window onto Italian perceptions, traditions and philosophy while also expanding their specialized knowledge of the field and country and their capacity for the language.

Topics covered: Italian language (all levels offered), Italian product, furniture, food and transportation design, introduction to related fields of design including cinema, graphics, art and architecture.



IED VENEZIA

Capital of cultural and artistic tourism, Venice is the benchmark for artists and researchers from around the globe. This improbable city of unparalleled beauty and ingenuity provides the stage for a unique learning experience found only in Venice.

IED Venezia (2007) is located in the heart of the city between the Rialto Bridge and Piazza San Marco in the Palazzo Querini – Stampalia where students can afford themselves of the well-appointed library and museum.



www.ied.edu/venice/home



Venice Architectural Sketchbook

Language: English

Level: Introductory

Attendance: Part time

Date: June 4 - 29, 2012

Participants of diverse backgrounds and artistic ability will combine working in situ in diverse venues in historic Venice. Venice Architectural Sketchbook is designed to fully integrate the learning experience and creative process.

This program combines the historic and contemporary context of the locations with the development of the creative process and refining technique and style. Students are encouraged to view their sketchbook as a visual journal and add to it as they see fit to reflect their personal experience.

At the close of the program, students will present their impressions and reflections on their work and the neighborhood work sites. Participation and interaction are fundamental both to individual and collective student growth and success during the course.

Topics covered: Venetian cultural and architectural history, conservation and environmental issues unique to Venice, architecture as a subject, drawing materials and techniques, sketching in situ “en plein air”, use of critique in the learning process and artistic development, creation of a drawing portfolio.

Museum and Gallery Development and Design

Language: English

Level: Introductory

Attendance: Full time

Date: June 4 - 29, 2012

Venice offers students the unique opportunity to examine the development of collecting and display which laid the foundation for modern day museums, galleries and exhibitions and the international commercial art world. IED partnerships with the Museo Querini - Stampalia and the Peggy Guggenheim Collection allow participants to gain a unique insider's perspective. Special attention will be paid to exhibitions using the development of the Biennale as a prime example.

The course includes lectures, site visits and discussions with industry professionals.

Topics covered: Art and history of collecting, display, development of art and antiquities trade, early personal, private and state galleries, public and private exhibition spaces, collectors, patrons, role of the state in culture, fundraising, foundations, educational role of art and places of display, issues in display, conservation and interpretation.



IED FIRENZE

Florence is the focal point of the Italian renaissance and home to an incredible cultural, artistic and architectural patrimony. These proud traditions are still part of the economic and creative fabric and are a fundamental component of the curriculum. IED Firenze focuses on utilizing local resources through industry partnerships and fosters an atmosphere of innovation.

IED Firenze (2008) is located in the historic center of Florence in the “Casa della Creatività”, an initiative of the municipal government of Florence as a space to promote dialogue, creativity and performance.



www.ied.edu/florence/home

Visual Merchandising for the Fashion Industry

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

Develops the skills necessary to create retail store window and interior display. Fundamental principles and techniques of visual merchandising, including store planning, display conceptualization and implementation, company branding and customer communication are introduced and the course allows students to practically apply these new skills in their final project, the design and execution of a window design in a retail space in Florence. Site visits play an important role as students will investigate locations and learn how to evaluate and present potential spaces and displays.

Topics covered: Fashion communication, branding for fashion brands, the importance of color and how it works, conceptual thinking, windows and displays on a budget, lighting systems, plan and design a window/display, client presentations.

Fashion Events and PR

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

This program focuses on the basic skills and methodologies employed in developing and producing successful events specifically for the fashion industry.

Students will divide their time between traditional classroom lecture with their professors and site visits to Italian fashion retailers and museums. Students are expected to work outside of class in small groups and individually both for regular assignments as well as the final project.

They will learn how to merge the use of public relation strategies, fashion communication and event planning in order to stage a class event as their final project.

Topics covered: Principles of public relations, fashion communication and writing, event planning and management, branding use of public relations via press kits, corporate sponsorship as well the use of technology and media including print, television, magazines, and the ever-growing number of outlets via the Internet such as websites, blogs and podcasts, social networks and apps.

Italian Leather Design

Language: English

Level: Introductory

Attendance: Full time

Date: July 2 - 27, 2012

Covers fundamental elements of leather design and color while developing an understanding of the various processes involved in the production of handcrafted leather goods.

Under the guidance of a master craftsman, students learn about the development of the art and application of traditional techniques. Students will complete at least one piece as their final project.

Topics covered: Leather creation, tanning techniques, different types and functions of leather, leather accessories, textile patterns for accessories, free-hand drawing, illustration and drawing techniques for leather accessories, use of Adobe Illustrator and Photoshop in the design process, historical overview of leather traditions in Florence, preparation and production of patterns, pattern cutting and leather stitching techniques.

Graphic Design and Portfolio

Language: English

Level: Introductory

Attendance: Full time

Date: June 25 - July 20, 2012

Introduces the development of Italian graphic design utilizing lectures, case studies and site visits to design studios, exhibitions and workshops with industry professionals. Topics include basics of design, image management, layout and animation using Adobe Illustrator and Photoshop, which prepare students for a final project that conceptualizes a future "imaginary" Florence.

Topics covered: Semiotics, historical background of graphics and design, introduction to typography and page layout, color analysis and management, fundamentals of Photoshop and Illustrator including the use of layers, colors, text tools, pencil and brushes, picture placement and exporting to diverse media, introduction to developing and maintaining a professional portfolio.



Painting Restoration

Language: English

Level: Introductory

Attendance: Full time

Date: June 4 - 29, 2012

This unique course is a partnership between IED Firenze and Palazzo Spinelli Institute for Art and Restoration in which students will combine an intensive study of Florentine art history and the fundamentals of painting restoration theory and practice with hands-on time in the laboratory. Students are introduced to the key concepts and techniques of restoration of the painted image, focusing on oil canvas paintings and fresco. Art history lectures and site visits to museums and observation at professional restoration studios will prepare students to work with simulation panels.

Program partners: Istituto per l'Arte e il Restauro Palazzo Spinelli and the Accademia di Belle Arti Como.

Topics covered: Art history and iconography, restoration materials, physical and chemical considerations for traditional canvas paintings and frescos, preventive conservation, restoration protocol, basics of restoration analysis and cultural heritage preservation.



IED CAGLIARI

Cagliari is the natural bridge between the continent and the cultural crossroads of the Mediterranean basin. IED Cagliari is a place where heritage and traditions meet in search of a new model of development and coexistence. Students create and explore new synergies between design, innovation and business.

IED Cagliari (2009) is located in a unique building Art Nouveau style, surrounded by a wide park: Villa Satta, the ideal place for a Business School.



www.ied.edu/cagliari/home

Digital Marketing

Language: English

Level: Introductory

Attendance: Part time

Date: July 2 - 27, 2012

This course addresses the paradigm shift in marketing and the international business environment as a result of the digital age and explosive growth in use of social media. The program combines key components of marketing principles with new formats and the impact of new social media upon them. Students will follow a structured thematic process designed to build knowledge and skills in the practical application of new marketing platforms as well as familiarity with the latest trends.

Topics covered: Social media theory and praxis, tools and strategies of business communication, how to define and address your target audience, digital media planning and public relations, the on-line brand reputation, mobile internet, web analytics, web tv management platform and content, writing for the web, e-mail marketing.



Saerom Suk



IED MADRID

Madrid is the throbbing heart of the Spanish economy, the city where culture, art and design meld directly with commerce. IED Madrid is focused on providing training professionals able to function in evolving contexts.

IED Madrid (1994) is divided in two campuses: the new school which measures more than 3.000 m²: the Palace of Altamira, a spectacular building of the XVIII century situated in the economic and cultural centre of the city, and the Modernist Building at Calle Larra, both near one of the most important museum itineraries in the world: the Prado Museum, the Reina Sofia Art Center and the Thyssen-Bornemisza Museum.



www.ied.edu/madrid/home

Total Design Summer

Language: English
Level: Introductory
Attendance: Part time
Date: July 2 - 20, 2012

Students will develop their creative abilities through experimental workshops in the following areas: fashion design, product design and graphic design.

Students will have the opportunity to study with high-level professionals and acquire the design process methodology and a command of the necessary tools for approaching a transversal project.

Topics covered: The course is divided into: 3 workshops (creative workshops) and cultural visits. Workshops: intensive experimental workshops will be held and will be given by professional experts, who will instill students with the knowledge necessary for the study and development of creative exercise. Cultural visits: students will make a series of guided visits on the weekends to the city's best museums, complementing their education in the different areas of design.

Total Design Summer

Idioma: Español
Nivel: Introductorio
Asistencia: Part time
Fechas: del 2 al 20 de julio 2012

El alumno desarrollará su capacidad creativa a través de talleres experimentales dentro de las siguientes áreas: diseño de moda, diseño de producto, y diseño gráfico. Acabará adquiriendo la metodología de los procesos de diseño y el manejo de las herramientas necesarias para poder abordar un proyecto transversal y tener la posibilidad de estudiar con profesionales de alto nivel.

Programa: El curso se divide entre: tres workshops (talleres creativos) y visitas culturales.
 Workshops: se crearán talleres experimentales intensivos que serán impartidos por expertos profesionales, quienes inculcarán al alumno los conocimientos necesarios para el estudio y el desarrollo del ejercicio creativo.
 Visitas culturales: el alumno efectuará una serie de visitas guiadas durante los fines de semana a los mejores museos de la ciudad como complemento a su formación en las áreas de diseño.

Introducción al Diseño Grafico

Idioma: Español
Nivel: Introductorio
Asistencia: Part time
Fechas: del 2 al 20 de julio 2012

Este curso de Introducción al Diseño Gráfico dota al estudiante de las herramientas teórico-prácticas necesarias para desarrollar un proyecto de diseño gráfico global. Fomenta el potencial creativo del estudiante que, mediante unos conocimientos básicos, será capaz de generar, de manera independiente, la comunicación gráfica necesaria para desarrollar su proyecto o idea empresarial.

Programa: Área Teórica: se estudian los fundamentos del diseño y sus nuevas aplicaciones fomentando las habilidades creativas, metodológicas y proyectuales del alumno.
 Área Técnica: técnicas, tecnologías y herramientas informáticas.
 Área Proyectual: se realiza un proyecto global de comunicación gráfica que está tutorizado periódicamente y que trata de reflejar la capacidad de síntesis e interrelación de los conocimientos adquiridos.
 Workshops: actividades que complementan las anteriores potenciando la creatividad y capacidad resolutoria del estudiante.

Community Manager

Idioma: Español
Nivel: Introductorio
Asistencia: Part time
Fechas: del 2 al 20 de julio 2012

El curso permitirá a los estudiantes conocer en profundidad el trabajo que desarrolla un Community Manager. Aprender a desarrollar una estrategia Social Media para cualquier marca o institución. Saber utilizar las herramientas necesarias para construir el mensaje de marca en redes sociales y monitorizar las menciones y conversaciones existentes. Profundizar en los canales existentes y conocer la normativa y deontología profesional.

Programa: La Web 2.0 y las redes sociales. Cómo diseñar una estrategia Social Media. Monitorización: herramientas de seguimiento y redacción de informes. Redes sociales: Tuenti, Twitter, LinkedIn. Las plataformas de contenido generado por el usuario: YouTube, Flickr. Los blogs corporativos. La generación de contenido de marca, el Storytelling. El SEO Y SEM. Geolocalización y movilidad. Reputación Online. Crowdsourcing. Cómo medir el ROI y ROR. Proyecto final.

Decoración y Estilismo de Interiores

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 20 de julio 2012

El curso permitirá a los estudiantes adquirir y manejar las herramientas teóricas, tecnológicas y proyectuales necesarias para enfrentarse al trabajo profesional en el campo de la arquitectura de interiores y la decoración.

Programa: Introducción al concepto de espacio y a los métodos de aproximación al proyecto. El análisis, la valoración y la reflexión como instrumentos del proceso creativo: tipologías, prototipos y experiencias previas. La investigación y experimentación con los elementos del proyecto estableciendo relaciones espaciales y funcionales. La aplicación práctica de la metodología mediante ejercicios dirigidos.

Personal Shopper

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 20 de julio 2012

El curso formará al alumno para adecuar a cada cliente un tipo de ropa acorde con su morfología, colores, edad, necesidades, protocolo social y tipo de vida. Conocer una amplia guía de tiendas de ropa, accesorios, objetos y servicios relacionados con la moda y la estética para solucionar las necesidades de cada cliente.

Programa: Clases prácticas y teóricas en las que se tratan: la asesoría de imagen integral, el cliente y la gestión del presupuesto, las últimas tendencias, colores y estilos, fondo de armario creación y renovación, protocolo y vestuario en la vida social, cuidado personal, moda, shopping nacional e internacional, shopping por Internet, visitas a tiendas de moda, boda, accesorios, lujo y design.

Patrocinios y Eventos, Herramientas Estratégicas

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 20 de julio 2012

El curso permitirá a los estudiantes aprender las técnicas de planificación y gestión de un evento más actuales y dotará al alumno de cualificación profesional con visión global y estratégica en la organización de eventos. Entre los principales objetivos de este curso podemos destacar los siguientes: Aprendizaje de las habilidades de planificación y gestión más actuales. Aplicación de las técnicas de gestión en un evento. Dotar al alumno de cualificación profesional con visión global y estratégica de la organización de eventos.

Programa: La planificación del evento, desde su proyección hasta su implementación, tanto a nivel estructural y de producción como a nivel de marketing, teniendo en cuenta tanto los aspectos comerciales y de explotación (patrocinio) como los comunicativos y de imagen (proyección mediática convencional y publicity).

Introducción a la Fotografía

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 20 de julio 2012

El curso ofrece una visión global de la fotografía y de la profesión del fotógrafo en la actualidad. Este curso fideliza y asienta la pasión por la imagen y los conocimientos teóricos y técnicos para la consecución profesional de un proyecto fotográfico. Profesionales procedentes de las capitales de referencia internacional de la Fotografía (Nueva York, Londres, Barcelona, Lisboa, Madrid) garantizan la calidad y actualidad de este curso introductorio a través de la realización de workshops especializados en tres de las grandes áreas de producción fotográfica, bien por su tradición o bien por su auge: la moda, la fotografía urbana y la fotografía de autor de carácter más personal y artístico.

Programa: Fundamentos de la fotografía, la concepción de una idea, la investigación, la utilización de la cámara, sus accesorios y otras herramientas, los procesos del laboratorio digital. Se realizan proyectos de moda, fotografía urbana y fotografía de autor.



Photo: Eric Pamies

IED BARCELONA

Barcelona is not just a city; it's a great space for exchange that is constantly growing in a dynamic, shared, creative spirit. Welcoming, plural, diverse, unique and passionate, Barcelona is a city open to all innovations and all cultures. A city to live in and to share, a city that has undergone a remarkable process of change and now has its sights set firmly on the future: from an industrial centre in the 19th century to a multicultural city of knowledge in the 21st century.

IED Barcelona (2002) is located in Gràcia, one of the most authentic and charismatic neighbourhoods in the city. Over this nearly 10 years, the school has become a benchmark in teaching design, both nationally and internationally.

2012 is a key year for IED Barcelona, since it marks three major events: its conversion to a Higher Level Design School, the inauguration of a new seat, of more than 5.000 m² and finally for the celebration of its 10th anniversary.



www.ied.edu/barcelona/home

Creative Illustration

Language: English

Level: Advanced

Attendance: Part time

Date: July 2 - 27, 2012

The main objective of this course is to develop the ability to interpret ideas and concepts with images through the most creative solutions for the creation of imaginative illustrations. The students will experiment with various techniques to create work with an emphasis on their personal style. The work is based on ideas/concepts, exploring the creative process with visual metaphors through various artistic mediums. Starting with a brainstorming session and placing special emphasis on experimental rough sketches and the use of creative inventive mediums, the course closes with the digitalization of the projects that have been carried out.

Topics covered: Brief review of the history of illustration. Analysis of important illustrations in various mediums of communication and advertising. Studies of the symbolic aspects in illustration (irony, sarcasm, satire, protests, political and war propaganda, advertising). Illustration workshop using three basic techniques (pencil, ink and collage). Brief training on how to prepare, mount and save and file digital illustrations. Assessment of the various aspects of a commission (pricing, deadlines, project delivery, outlines, create a visual archive).

Coolhunting and Fashion Trends

Language: English

Level: Advanced

Attendance: Part time

Date: July 2 - 27, 2012

A coolhunter is a young urban investigator who assists market research companies in discovering what products, music, design, culture and technology are considered "cool" in cities around the world. Companies hire coolhunting and market research agencies in order to stay on the cutting-edge of their market and ahead of their competition. The course attempts to give its participants the coolhunting knowledge and tools necessary to work as a freelance or in-house coolhunter capable of investigating, analyzing, interpreting and presenting trends to clients. Participants will learn the terminologies and theory related to trends and coolhunting and they will practice its methods in the streets of Barcelona, currently one of the worlds "coolest" cities.

Topics covered: DIY (do it yourself) trends and mass customization. History of Fashion Culture. 20th Century Icons of Cool. Eco Fashion Trends. Communication below the lines. Creativity and Visual Trends. Micro and macro trends in communication and society. Branding. Coolhunting Reports and Presentation Techniques. Coolhunting and collaborations. Investigation Techniques and Research Procedures. Introduction to analysis of objects, concepts and context. Semiotics and photo analysis.

Eco Design

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

Si el diseño sostenible es el que minimiza los impactos ambientales, nos conviene conocer como producimos impacto sobre el medioambiente, es decir sobre el aire que respiramos, el agua que bebemos, la tierra de la que extraemos todo lo que necesitamos. El curso tiene como objetivo definir los elementos básicos del diseño sostenible y transmitir a los alumnos la comprensión de la relación entre diseño, ecología y sostenibilidad. Los estudiantes aprenderán a concebir el producto según criterios de diseño, elaboración, uso y disposición final (cuando su vida útil termina), teniendo en cuenta el impacto medioambiental y la optimización de los recursos naturales y artificiales, el bienestar y la calidad de vida.

Programa: Introducción al concepto de diseño sostenible. Historia y lenguaje del diseño sostenible. La huella ecológica y las 5 Rs del diseño sostenible. Análisis de ciclo de vida (ACV) y diseño del ciclo de vida (DCV). El concepto del Cradle to Cradle (de la cuna a la cuna) y su aplicación. Responsabilidad social, ética, el rol del diseñador. Consumo e responsabilidad del diseñador. "Los eco materiales no existen". Desarrollo de un proyecto de eco diseño y diseño sostenible.

Diseño de Espacios Interiores

Idioma: Español

Nivel: Avanzado

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

El curso proporciona al alumno la oportunidad de estudiar las principales herramientas de investigación relacionadas con el diseño de interiores actual, así como una formación teórica y práctica sobre las múltiples y profundas relaciones que vinculan al ser humano con el espacio interior en el mundo contemporáneo. Durante el curso los alumnos llevarán a cabo una investigación actual y creativa sobre el diseño estructural y decorativo del espacio interior. A través de una metodología que combina el estudio del espacio, el objeto y el diseño de los materiales, el alumno tendrá la oportunidad de desarrollar todos sus conocimientos realizando una serie de ejercicios prácticos incluidos en un nuevo concepto didáctico denominado Laboratorio, donde cada alumno podrá ser autor de su propio proyecto de Espacio Interior.

Programa: Análisis visual. Instalaciones interiores. Iluminación interior. Diseño gráfico de interiores. Taller de maquetas. Imagen digital. Fotografía de interiores. Materialidad. Laboratorio de proyectos.

Dirección de Arte y Publicidad

Idioma: Español

Nivel: Avanzado

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

El objetivo de este curso es compartir, entender y elaborar el trabajo publicitario de la mano de profesionales del sector de primer orden.

No es sólo conocer las experiencias de los docentes, sino también aplicarlas en un proyecto con un cliente real y representativo de la ciudad.

Es trabajar y experimentar la comunicación publicitaria y el diseño gráfico en la escuela y en la calle. El curso está estructurado alrededor de un proyecto para un cliente real. Las asignaturas, teóricas y prácticas, refuerzan los conocimientos de las áreas fundamentales de la comunicación publicitaria.

Programa: La creatividad publicitaria. La imagen publicitaria y la fotografía. El diseño gráfico en la publicidad. La dirección de arte en la publicidad audiovisual. Desarrollo de proyecto.

Community Management: Redes Sociales y Medios de Comunicación

Idioma: Español

Nivel: Avanzado

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

Hoy en día las empresas se están dando cuenta de que la comunicación a través de social media es cada vez más relevante y la demanda de profesionales que entienden la comunicación on-line, haciendo uso de nuevos canales a través de herramientas sociales.

El curso ofrece las herramientas básicas que el community manager necesita para administrar, construir y moderar comunidades en torno a una marca en Internet y gestionar un plan estratégico para el desarrollo social media.

La primera parte más teórica del programa se centra en los principios básicos del gestor de la comunidad y en las herramientas de comunicación específicas en la red social. La segunda se enfoca en crear un plan de negocio social que lleva y recoge todas las necesidades y las aportaciones de la marca (el cliente) y de la comunidad (cliente y usuario).

Programa: 1.0, 2.0, 3.0... Hunters & Gatherers. Brands y sociedad. Estrategias de comunicación de marca. Copyright in a hyper-connected world. Personas, consumidores y usuarios. Marketing en redes sociales. Social media en corporaciones y administración pública. Analisis y monitorización.

Diseño de Moda

Idioma: Español

Nivel: Avanzado

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

Actualmente nos encontramos dentro de una sociedad global que necesita el cambio constante, y encuentra en la moda un vehículo para alimentarlo. El curso busca proporcionar una visión estimulante del este fenómeno, borrando las fronteras entre las disciplinas y comprendiendo que la creatividad aumenta la posibilidad de aplicar la información procedente de fuentes muy diversas en cada fase del proceso creativo. El curso ofrece una visión global del sector de la moda, aporta experiencias auténticas y desarrolla habilidades esenciales para el correcto desarrollo de una colección de moda, enfocado desde el punto de vista del Fashion Couture; pero al mismo tiempo realiza una introducción a la industria de la moda, ampliando la visión creativa de los estudiantes.

Los alumnos se acercarán al sector de la moda desde la producción de un producto innovador y visionario, aprendiendo las técnicas básicas para comunicar sus proyectos profesionalmente.

Programa: Diseño de moda. Moulage Couture. Teoría del color. Estilismo. Fashion Coolhunting. Ilustración. Encuadernación artística. Fashion Jewelry.

Moda y Visual Merchandising

Idioma: Español

Nivel: Introductorio

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

El trabajo del visual merchandising y del escaparatista es necesario para aumentar la atracción de los consumidores hacia el punto de venta estimulando al cliente a comprar, y para impulsar el deseo de regresar a través de acciones de comunicación persuasivas. El objetivo del curso es dotar a los alumnos de conocimientos y habilidades para organizar un "punto de venta" mediante el análisis del producto, formas de presentación, estudio del montaje y la exposición de la mercancía. También se tratan los principios fundamentales de las estrategias del marketing y su aplicación, las pautas del "fashion marketing" y la figura del product manager.

Programa: Historia de la moda del siglo XX. Marketing de Moda. Brand y comunicación de la Marca. Producto de Moda. Arquitectura comercial. Iluminación. Visual Merchandising y Escaparatismo.



Asesoría de Imagen y Personal Shopper

Idioma: Español

Nivel: Introdutorio

Asistencia: Part time

Fechas: del 2 al 27 de julio 2012

Vivimos en una sociedad cada vez más y más ocupados y en el que la gente tiene más compromisos sociales y laborales. Por eso, a pesar de ir de compras es una actividad popular en todo el mundo, muchas personas deciden confiar esta tarea a un profesional. Hoy en día la imagen que proyectamos de nosotros mismos puede marcar una gran diferencia en nuestro futuro personal y profesional.

Este curso ofrece a los estudiantes las herramientas fundamentales de un asesor de imagen debe ayudar a los clientes para definir y expresar su identidad o para mejorar el aspecto visual y la presentación personal.

Programa: La profesión del personal shopper. Historia de la moda. Psicología del color. Lenguaje corporal y comunicación no verbal. Elegancia y estilo. Imagen y cuidado personal. Coolhunting.

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



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