



OneYear 2011
intensive courses

one year intensive courses
are conceived and structured
as a comprehensive
(taught in english language)
overview on the italian protagonists
in fashion, jewellery, interior, shoe,
and product design:
professionals, companies, trademarks,
events and trade fairs connected with the
world of style.

OneYear **2011** intensive courses

Who We Are

Istituto Europeo di Design (IED) is the most important private school for design, fashion, visual art and communication in Europe. Furthermore, IED is one of the few International Networks of this kind in the world: with seats in Milan, Rome, Turin, Venice, Florence, Madrid, Barcelona, São Paulo and Rio de Janeiro. Our courses combine theoretical knowledge and practice, logic and experimentation, strategy and pragmatism. IED relies on training methods similar to those occurring in the professional world, where seniors guide juniors. IED is an observatory of new trends and innovative work methodologies. All the following programs are taught in English.

One Year Intensive Courses

Full immersion basic programs. Can give the possibility of admission at the second semester of the second year of the Three-Year Undergraduate Courses.

Three-Year Undergraduate Courses

For students who approach the professional world for the first time and who wish to become all round professionals.

Summer Courses

One month specialisation courses for University Students.

Master Courses

Post graduate courses of One Year length for university graduates.

One year interior design

One year product design

One year fashion marketing and communication

One year fashion and textile design

One year jewellery design

One year accessories and shoe design

One Year Basic Intensive Courses are conceived and structured as a comprehensive overview on the Italian protagonists in many specific design fields: professionals, companies, trademarks, events and trade fairs connected with the world of style. You will breathe the unequalled atmosphere of Italian and European Design World: with its continuous innovations in style, its unrivalled number of style production connected companies, its world-wide famous fashion shows and design events, its incredible concentration of interior and product design world famous studios.

Why in Italy?

Italy is well known as the cradle and very heart of world fashion design, interior design and product design.

Highlights of the One Year Courses

Full-immersion method comprising theoretical and practical classes and laboratories, workshops, meetings with companies, tours of trade fairs and showrooms: a whole heap of experiences that aim at exploring the diverse moods of fashion and design.

- Classes will be held directly in English
- Full time tutoring with limited number of participants
- Advice and information about the existing activities and trips to the major cultural assets and places in Italy
- Advice and information about accommodation alternatives
- Access to qualified laboratories: modelling, computer lab., tailoring, textile, knitwear, lighting lab.
- Access to Internet and to the Library.

Student Profile

Students must have at least a high school diploma. Good knowledge and comprehension capacity of the English language is required.

Final examination and certificate

For each subject there will be an examination. A final certificate will be issued with average marks.



product design (milan)

Why Product Design in Milan?

Milan is a busy, enterprising city well known as a business and shopping capital, but also as one of the most important furniture and interior design centres of the world, thanks to the unique network composed by the most important designers who have given fame to the “Italian design system”, fashion and design research centres, production companies, trade press and specialised communication agencies.

The Education Pathway

The learning will be organised into a number of steps according to a full-immersion method comprising theoretical classes, creative brainstorming, in-school laboratory activities, as well as visits to factory plants, to industry relevant exhibits and to the showrooms of the major design brands.

Cultural area

Modern and contemporary art - Historical and critical analysis of the main artistic movements in relation to the evolution of culture and society.

History of Architecture and Design - Historical digression from Industrial Revolution to the present day and analysis of the aesthetic production of each decade.

Basic Italian Language - Basic Italian aimed at helping to fit into the Italian background.

Tools area

Geometrical Drawing - Basic geometrical constructions, descriptive geometry, orthogonal projections, axonometry and perspective.

Real Life Drawing - Free-hand drawing, principles of visual perception and proportion. Analysis of volumes and rotations.

Representation Techniques - The use of various techniques to present the final project, from sketches to rendering. Organisation of a presentation for the project.

Modelling Laboratory - Laboratory activities targeted at teaching the techniques for realizing study and presentation models in materials such as polystyrene and foamcore.

Technical Drawing - This course is aimed at providing our students with the technical tools necessary for a deep understanding of the graphic conventions that constitute the representative language of a project.

PC Basics - Introduction to use of the computer (hardware, software and storage) and peripheral devices.

Digitizing images and vector graphics - Acquiring, processing and modifying images. Vector design techniques to produce graphic elements. Techniques for digital drafting.

AutoCAD 2D - Software for the creation of two-dimensional technical documents with dimensions and symbols.

Rhinoceros - Software for producing three-dimensional drawings.

Economics area

Marketing and Business Culture - This course provides the basics for a proper understanding of the business dynamics involved in defining the strategies for product positioning and communication. The theoretical contribution will be supplemented with appropriate case histories.

Technology area

Ergonomics - Training about this essential factor or the definition of a project. Analysis of the relationship occurring between man and his surroundings, between man and machines and between man and everyday objects.

C.M.F. Colours Materials and Finishings - An introduction to the basic rules of the use of colours, materials and surface finishes.

Materials Technology - An overview of natural and artificial materials and their transformation processes.

Technologies of industrial manufacturing production. This course is supplemented with lectures held by specialized companies in individual production processes.

Eco-design - Introduction to environment-friendly planning.

Design area

Project methodology - Introduces fundamental aspects of the different stages of a project through a group task.

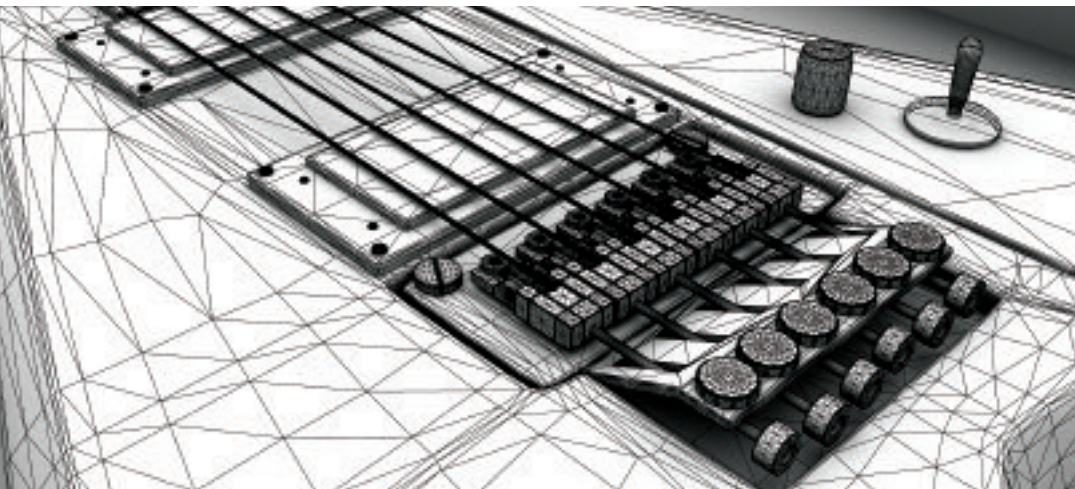
Project 1 - Methodology - Elements of methodology and analysis: functional, ergonomic, formal and technological aspects for the development of a project. Concept to product.

Project 2 - Product Design - An industrial product design project, starting from the analysis of production technologies.

Visits and Meetings

Visiting Professor - Topic-specific meetings with professionals and specialists sharing their own design experiences in the most diverse fields.

Tours of Showrooms and Industry - Leading Businesses - Visits to the most important showrooms, companies, manufacturing plants and architectural sites.



interior design (milan)

Why Interior Design in Milan?

Milan is a busy, enterprising city well known as a business and shopping capital, but also as one of the most important furniture and interior design centres of the world, thanks to the unique network composed by the most important designers who have given fame to the "Italian design system", fashion and design research centres, production companies, trade press and specialised communication agencies.

The Education Pathway

The learning will be organised into a number of steps according to a full-immersion method comprising theoretical classes, creative brainstorming, in-school laboratory activities, as well as visits to factory plants, to industry relevant exhibits and to the showrooms of the major design brands.

Cultural area

Modern and contemporary art - Historical and critical analysis of the main artistic movements in relation to the evolution of culture and society.

History of Architecture and Design - Historical digression from Industrial Revolution to the present day and analysis of the aesthetic production of each decade.

Basic Italian Language - Basic Italian aimed at helping to fit into the Italian background.

Tools area

Geometrical Drawing - Basic geometrical constructions, descriptive geometry, orthogonal projections, axonometry and perspective.

Real Life Drawing - Free-hand drawing, principles of visual perception and proportion. Analysis of volumes and rotations.

Representation Techniques - The use of various techniques to present the final project, from sketches to rendering.
Organisation of a presentation for the project.

Modelling Laboratory - Laboratory activities targeted at teaching the techniques for realizing study and presentation models in materials such as polystyrene, cardboard, foamcore or balsa wood.

Plot and Survey - This course is aimed at

providing our students with the technical tools necessary for a deep understanding of the graphic conventions that constitute the representative language of a project.

PC Basics - Introduction to use of the computer (hardware, software and storage) and peripheral devices.

Digitizing images and vector graphics - Acquiring, processing and modifying images.

Vector design techniques to produce graphic elements.

Techniques for digital drafting.

AutoCAD 2D - Software for the creation of two-dimensional technical documents with dimensions and symbols.

Rhinoceros - Software for producing three-dimensional drawings

Economics area

Marketing and Business Culture - This course provides the basics for a proper understanding of the business dynamics involved in defining the strategies for product positioning and communication. The theoretical contribution will be supplemented with appropriate case histories.

Technology area

Ergonomics - Training about this essential factor for the definition of a project. Analysis of the relationship occurring between man and his surroundings, between man and machines and between man and everyday objects.

C.M.F. Colours Materials and Finishings - An introduction to the basic rules of the use of colours, materials and surface finishes.

Materials Technology - The first part of the course give an overall look to the components of a building and provide fundamental information on construction for Interior Designers.

The second part will offer an overview on traditional and innovative materials in interiors.



Eco-design - Introduction to environment-friendly planning.

Design area

Project methodology - Introduces fundamental aspects of the different stages of a project through a group task.

Project 1 - Methodology - Introduction to design methodology during the most important phases – evaluation of the physical environment, analysis of the client's needs, research into materials and summarizing the project design.
Development of a little apartment's project.

Project 2 - Shop Design - Design of a multifunctional interior as a space for social interaction, retail and multisensory experience.

Visits and Meetings

Visiting Professor - Topic-specific meetings with professionals and specialists sharing their own design experiences in the most diverse fields.

Tours of Showrooms and Industry - Leading Businesses - Visits to the most important showrooms, companies, manufacturing plants and architectural sites.

fashion marketing and communication (florence)

Marketing and Communication are two key factors of any successful Fashion Brand. This one-year course trains professionals capable of conceiving and managing integrated promotional strategies and applying them to the current global and web market.

Florence, with a strong cultural and handicraft background in fashion as a social and local phenomena, initiates students to the reality of the contemporary Italian and International fashion system. The specificities of this business will also be analyzed from the fashion production system to the technical aspects of the products.

Special focuses on

1. How to build a competitive Fashion Brand with a focused view on all aspects of marketing, particularly with new media and technology
2. The communication chain: Fashion journalism, advertising, PR and web communication

After graduation Professionals may work as:

- **Marketing Manager:** Creates successful marketing strategies for brands and products, dealing with all aspects of the business; from customer research to promotion and distribution.
- **Press Office Manager:** Manages the communications of a product, a fashion designer or a brand and maintaining relations with journalists and media companies.
- **Public Relations Manager:** Manages the relationships of a fashion label or a fashion designer with diverse audiences such as public institutions, corporations, customers, distributors and shareholders.
- **Fashion Journalist:** Works as a fashion editor for Magazines, Radio, Tv and New Media and is capable of commenting on Fashion runways, trends, and of explaining Fashion phenomena.
- **Fashion Exhibit, Museum and Archive Curator:** Organises exhibitions and other events to emphasize the clothing, the designs and the accessories that are part of and create the history of Fashion.
- **Event Manager:** Creates and manages any kind of event for a brand, including fashion shows and runways.

Intensive workshops and projects will give the opportunity to work directly and practically developing and enhancing the ability of building

a consistent marketing plan or to create a strong communication activity.

The One Year also offers the unique opportunity to dive into the Italian world of Fashion, connecting with professionals, visiting brand's flagship stores, and attending fashion shows, in a school totally dedicated to the Fashion culture and system.

Student will be also provided with strategic computer skills. After an introduction to Windows OS application software and of Microsoft Office suite, lab lessons will focus on Graphic design and image processing software (Photoshop, Illustrator), in order to create PR and Press releases and communication materials.

Fashion System

Fashion Industry - General introduction to the fashion market, by analyzing the pipeline, the professional figures, the competitive system, the fairs.

Fashion product - Introduction to the fashion



production process, starting from the collection project all the way to the merchandising plan.

Sociology and trends - Analysis of trends in the fashion market. The role and figure of cool hunters.

Interpreting the Fashion system - Transversal analysis of the more interesting and important collections by highlighting their fundamental traits, structure, trends, and communication strategies.

Marketing & Retail

Fashion marketing - From the definition to the launch of a Fashion product. Brand value: how to position, communicate and strengthen the corporate brand, and create a distinctive brand identity.

Project 1: Marketing study - Plan and realize a concrete market analysis for a specific segment of product.

Branding - From brand image to brand experience, the building of a brand as a process from an ethical and aesthetic point of view.

Visual merchandising - How to enhance the specificity of the brand's visual identity on the point of sale. Rational organization of the sales area and optimization of product display.

Communication & PR

Communication, advertising & PR -

Communication techniques and strategies. Positioning of a product, the target group, the message and the media planning.

Definition of communication goals, investments, creative strategy and media planning. Role of the press office, the media relations, the organization of events & fashion shows.

Project 2: communication plan - Present a creative communication plan for a specific brand or project.

Fashion Publishing - The journalistic language of fashion. Articles, abstracts and headlines in the fashion sector. Analysis of Italian and international fashion magazines.

New Media - Introduction to Internet market: players, production methods, trends. Use of the Internet as a communication tool, formats & planning of web advertising. Special focus on international fashion sites, blogs and communities.

fashion and textile design (milan)

One Year Fashion and Textile Design course is conceived and structured as a comprehensive overview on the Italian protagonists in fashion and textile design: professionals, companies, trademarks, events and trade fairs connected with the world of style .

You will breathe the unequalled atmosphere of Italian Fashion World: with its continuous innovations in style, its unrivalled number of style production connected companies, its worldwide famous fashion shows, its incredible concentration of world wide famous fashion boutiques.

IED MODA LAB - the 360° fashion school

IED MODA LAB is the very first complete and exhaustive answer to the ever more diversified and specialised education needs of the fashion system.

A 360° full circle school that offers a valid alternative to traditional university structures, capable of covering an area of the utmost importance in the international economy and culture.

Colour - The key problems linked to the use of colour. Appraisal of colour management methods, considered as a project tool. Chromatic system, colour physics, chromatic harmony, the perception and the social use of the colour.

Computer - Software tools for the design and the communication of a collection, developing various techniques applied to fashion designing.

Milan ground research - A concentrated visual "thread" that winds through the whole course and will involve thorough research through Milan's markets, libraries, shops and streets to gain information to be used individually within our projects.

Fashion drawings - Studies targeted to the human figure and consequent graphic rendering, stylistic and formal synthesis for dress designing. Illustration and rendering techniques. Technical drawing notions applied to fashion.

Representation techniques - Analysis of manual

representation techniques, from drawing from real models to graphic signs and texturing.

Fashion pattern and tailoring techniques -

Destroy and remake a piece of clothing. Find an old frock (article of clothing), take it to pieces, make a pattern, and remake with a new, frock fabric.

Womenswear - The market of womenswear.

Designing a coordinated collection of women's clothing. Research on trends and fabrics.

Accessories - The market of accessories.

Designing a coordinated collection of accessories. Research on trends and materials.

Technology of materials - Analyses and studies on natural, man-made, synthetic fibres and yarns: general features, classifications, typologies and production methods.

Textile pattern - An exploration into the possible techniques of textile printing and pattern. Each student will develop a book expressing their own personal feelings through colour, texture and pattern.

Italian language - A basic italian course during the year to enable students to communicate and understand the italian way of life.

Knitwear - A project offering an introduction into the knitwear field using design, research and experimentation. This involves mixing yarns, inventing hand knitted stitches. Emphasis on use of colour, texture and the ability to create new knitwear forms.

Personal design - A two week project near the end of the course enabling students to find their own personal style in drawing.

Portfolio - Final preparation of the best of your year's work putting projects together to close the course.

History of fashion & workshop - Evolution of fashion in historical and cultural terms, with particular emphasis on researching styles of the

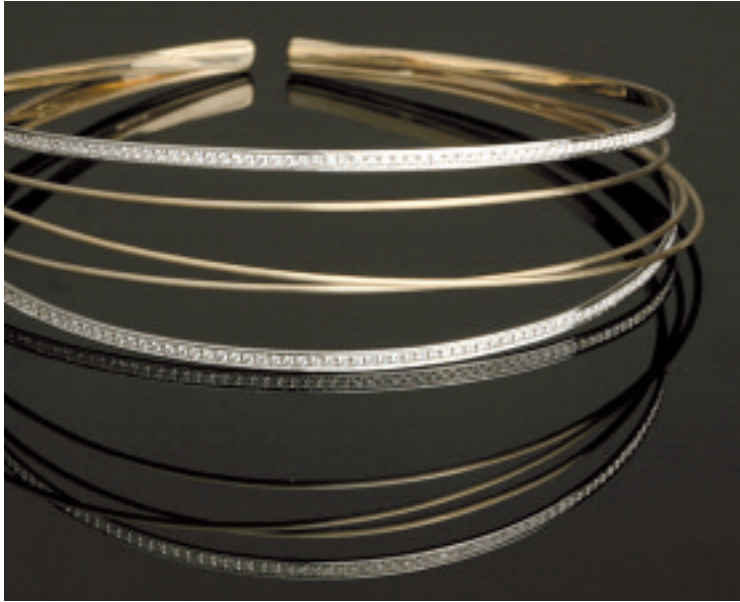


1900s. The course includes an opportunity to carry out in-depth research into a particularly significant innovation occurring in contemporary fashion, through a workshop experience.

Project - First design project of a clothing collection: the objective is to learn to manage the creative stream from the observation of reality to the identification of a methodology up to the realization and communication of a product.

jewellery design (milan)

One Year Jewellery Design course is conceived and structured as a comprehensive overview on the Italian protagonists in jewellery design: professionals, companies, trademarks, events and trade fairs connected with the jewel style.



The course will be divided in three main areas:

1) Technical Propedeutical Area

Portfolio - This course aims at presenting students all the necessary tools and techniques to competently present their creations

The realisation of a project is envisaged.

Free-hand drawing - Students will have the opportunity of learning the main free-hand and drawing from life representation techniques, by studying dimensions and proportions.

A final exam is envisaged.

Technical drawing - Students will be offered the conditions to realise a technical card on the jewellery they have ideated. Introduction of 2D and 3D design, orthogonal dimensioning and projections. A final exam is envisaged.

Methodology 1 - This course is targeted to

presenting. The world of jewellery from a design project perspective by introducing studies on shapes and their manual modelling, semifinished materials and working techniques. A final project is envisaged.

Goldsmith lab - This course aims at highlighting to students the main goldsmithery techniques needed to create prototypes required during a design project. Qualified teachers support the students, teaching and helping them realise their projects. A final exam is envisaged.

Computer - This course will outline 2D and 3D modelling programmes, for the correct use of the computer and the optimal rendering of projects. The implementation of Rhinoceros, Adobe Photoshop and 3d Studio Viz software is envisaged.

2) Theory Propedeutical Area

Gemmology - This course is taught by professional gemmologists who will present the world of diamonds and other precious gems, by

combining theoretical lessons with practical laboratories. Interventions will also be made on issues linked to the precious gems market and on the Italian and international worlds of jewellery. A final exam is envisaged.

History of Jewellery - The history of jewellery narrated by experts in this field, from the origins of adornments to the artistic jewellery of the 1900's, through styles, eras and techniques. This course encompasses integrative visits. A final exam is envisaged.

Milan ground research - This course is geared at presenting the new seasonal trends through research and studies into all the latest visual and cultural stimuli currently present in the fashion capital of Italy. A final exam is envisaged.

Art - The discovery of art in Milan and Lombardy through architectonic, cultural and design itineraries.

Communication - Communication in the Italian and International Jewellery sectors: a communications expert will outline the meaning and importance of communication today. The realisation of a project and final exam is envisaged.

Visits - Trips and visits to specialised trade fairs and exhibitions will be organised to present the past, present and future of the world of jewellery.

3) Design Projects Realisation Area

Rendering - This course is run under the guidance of an expert designer and aims at presenting students the various pictorial techniques that can be employed in order to attain the best chromatic renderings of their design projects. A final exam is envisaged.

Methodology 2 - This course presents all the characteristics and goldsmithery techniques linked to metals used in jewellery making: gold silver and platinum. The course includes 3 projects (Gold, Silver, Platinum), the creation of the relative prototypes and a final exam are envisaged.

No Limits project - Designing jewellery using all kinds of available materials. The creation of a prototype and a final exam are envisaged.

Macro jewellery project - A design project for the realisation of a jewellery collection of large sized items. The creation of relative prototypes and a final exam are envisaged.

Accessory project - Design project for the realisation of a collection of fashion accessories, with a strong goldsmithery impact. The creation of relative prototypes and a final exam are envisaged.

Important jewellery project - A design project for luxury jewellery. The creation of relative prototypes and a final exam are envisaged.

Virtual Jewellery project - Designing jewellery through the implementation of computer tools. The realisation of a book of images is envisaged, together with the creation of relative prototypes and a final exam.

Final Thematic project - This is the final synthesis of the year of study, which the students tackle with all the technical tools they have acquired. The creation of relative prototypes and a final exam are envisaged.

Accessories and shoe design (rome)

One Year Accessories & Shoes Design is an intensive course, conceived and structured to shape professional figures of Fashion Accessory Design giving an introduction to various roles of the field.

Full immersion method comprising theoretical and practical classes; laboratories, workshops and seminars, meeting with companies operating the sector, visits to tradeshow.

The course trains future accessory and footwear designers, preparing them with specific skills that will accompany all future project phases, from the initial concept, the feasibility of an idea and the pathway of developing it into a collection. The creative process, the choice and elaboration of materials and colours, prototype trails and confidently interacting with professional specialized in design and production. The design workshops envisage a propaedeutic analysis and methodology development approach; the study of formal, technological, functional and ergonomic aspects, the development of a project that goes beyond the simple analysis of current trends in the fashion sphere, the realisation manufacturing products in line with the constant changes in the market.

The design projects foresee participation to international Design contests and fashion events.

Cultural Area

Research, Trends and Method - Analysis of social and cultural phenomena and consumer behaviour to identify and codify fashion trends and their application to accessories.

History of fashion - The historical and cultural evolution of fashion with particular reference to the stylistic research of the 20th century and the latest trends.

History of contemporary art - Historical-critical analysis of the main modern and contemporary artistic movements in relation with changes in societies and culture.

Technical Area & Designers Tools

Drawing & Fashion Illustration - Free-hand drawing, elements of visual perception and

proportions. Study of shapes, volumes, lights and shadows. Basic geometrical constructions, descriptive geometry, orthogonal projections and perspective. Technical drawing, rendering; illustration and colouring techniques adapted to different materials.

Colour - Key problems linked to the use of colour.

Materials Technology - Studies and analysis of materials; leather, fur and fabrics.

Metal Accessories - Analysis of materials.

Computer - The use of software tools Adobe Photoshop and Adobe Illustrator .

Rhinoçeros - Introduction of using the 3D software Rhinoçeros.

Design Projects

Design Project 1 - Prêt a Porter - Designing a collection of shoes and bags for female prêt a porter.

Design Project 2 - Fashion for Catwalk - Designing a collection of sportswear footwear.

Design Project 3 - Sportswear - Designing a collection of sportswear footwear. Studies of the sneaker. Analysis of the aims, materials and construction techniques in this specific field.

Design Project 5 - FINAL WORK Avant Garde - Designing a collection of accessories and development of prototypes to be presented and evaluated by a committee of professionals in the design industry.

Business Management and Communication

Marketing - Studies of the main marketing functions and activities of the fashion field. The identification of strategic choices and corporate policies for the correct positioning of a brand on the market. Analysis of competitors, identification of target.

Project Management and Presentation Skills - Conferring upon students the ability to approach projects at the workplace with grace and poise.

Laboratory

Shape & Volume Lab Clothing & Accessories - Studies and analysis of the construction of clothing and accessories, experimentation with the shapes to obtain various volumes from the classical styles.

Fashion for Catwalk Lab - Manufacturing of the body ornaments for the Design Project. Selection for participation in the annual IED Moda Lab fashion show.

Hats - Practical Design Project manufacturing a hat in felt. Introduction to various hat making techniques, analysis of suitable materials.

Bags Lab - Analysis of different typologies of handbags, recognizing and understanding the construction method, studies of each single detail of the bag, and the various production processes.

Shoes Lab - Analysis of classical styles of footwear, studies of each single part in which a shoe is made. Learning how to apply modifications onto the basic patterns. Analysis of the construction method, the production and manufacturing process.

Materials Lab - Creative laboratory supporting the theoretical lessons of Materials Technology. Research and experimentation for creation of a unique, creative manufactured product.

Stamp Lab - Making a stamp to be used decorating leather by heat-print. Learning the technique of artisan jewellery making developing a model in wax to be merged in bronze. Experimenting the stamp in Materials Lab.

Seams Lab - Analysis of the decorative seam-details in existing designs, learning the different methods of stitching by hand during lessons. Understanding the value and possibilities of decorative confection.

Design Workshops

Eyewear - Technique characteristics of eyewear, studies of the target market. Analysis of suitable materials.

Designing an eyewear collection, adapted for industrial production.

Watch - Technical and productive features; introduction to the components, movements and materials used in watch design. Designing a mini collection of watches.

Fashion Stylist - Introduction to the role of the Stylist and the various typologies of styling. Developing a storyboard for a fashion editorial to shoot on a photographic set.

Final Shooting - Shooting of the manufactured designs realised throughout the year.

OneYear 2011 admission

ONE YEAR

Full immersion in Italian Design System

- **interior design course** - milan
- **product design course** - milan
- **fashion and textile design course** - milan
- **jewellery design course** - milan
- **accessories and shoe design course** - rome
- **fashion marketing and communication course** - florence

HOW TO APPLY

Admission opens on March 1st 2010 and closes on December 3rd 2010 (for the January 2011 intake). To apply students must follow IED application procedures.

1st step:

In order to be sure to reserve a place:

- Complete the IED One Year Application Form and send a copy to fax +39.02.5468517 together with:
 - a) Passport photocopy,
 - b) Curriculum Vitae
- Pay the enrolment fee (and send a copy of the bank's order of Enrolment Fee Payment)

2nd step:

- Mail the following required documents directly to the school of choice

Required documents:

- Copy of high school diploma or equivalent
- Proof of English language proficiency: (submit a letter with Statement of English language studies and attesting a good knowledge and comprehension capacity in English)
- 4 passport photos
- Original of IED One Year Application Form

GENERAL INFORMATION

Classes will take place from January 2011 to December 2011, 5 days a week.

LANGUAGE

All courses are taught in English.
A high-intermediate level of language is sufficient to understand the lessons (corresponding to level TOEFL 450)

LIMITED ENROLMENT

Enrolments are limited. Over the number foreseen, IED does not accept further enrolments.

Notice: enrolment is not valid until (besides the Application Form) arrives to the school also the payment of the enrolment fee (3.000 euro)

APPLICATION DEADLINE

Admission opens on March 1st 2010 and closes : on December 3rd 2010 (for the January 2011 intake) and on March 4th 2011 (for the April 2011 intake)

ACCOMODATION

IED suggests to live in residential hotels or apartments for the first month, and later on to rent an apartment after meeting other students and getting to know their way around the city.

FEES

Total fee amounts to 11.000 Euro (3.000 enrolment fee + 8.000 tuition fee). Enrolment Fee must be paid as soon as possible in order to secure the place. Tuition Fee must be paid before the start of the course, or, in some countries, before applying for the visa.

Fees include: all class works, lessons, use of laboratories. Not include: accomodation and meals , airfare, airport transfer and meals, particular equipping requested.

PAYMENT PROCEDURE

Fee may be made by swift (see bank information on the application form) or by credit card.

Payments must be made directly to the school. Other forms of payment will be not considered valid.

WITHDRAWAL

A refund of the tuition fee will be made only in case the Administrative Secretary Office receives an official withdrawal letter within November 15th 2010. Refund of the enrolment fee will be given only in case of written visa refusal.

COURSE CANCELLATION

IED reserves the right to cancel courses within December 10th 2010. Students enrolled in a course that is cancelled will be notified by telephone or mail and should be asked whether they wish to transfer to another course or prefer a full refund (of both enrolment and tuition fee).

VISA

Information about Visa procedures must be obtained by the nearest Italian Consulate. Please consider that, depending from country to country, it takes a minimum of 30\60 days to get a student visa. IED will provide the applicant with a certificate of enrolment (in original) to be presented to the nearest Italian Consulate (the certificate of enrolment cannot be issued before having received the payment of the enrolment fee).

STUDENTS UPON ARRIVAL IN ITALY

Upon arrival in Italy students must arrange an appointment at the "Student Information Office"(SIO) for a personal meeting with the school staff.

Foreign student residence permit

Immediately during the first few days in Italy students will be assisted by IED International Student Desk in filling-in any forms and guided in obtaining a residence permit (called "Permesso di soggiorno"): a registration by the local police is necessary for foreign students (included E.U. citizens) living and studying in Italy.

Sickness and Accident Insurance

In case a foreign student does not have any private international medical insurance, it is mandatory by Italian Law to obtain a "Sickness and Accident Insurance".

Official sources suggest "INA ASSITALIA" insurance (covering only hospitalisation).

Opening a Bank Account

Students residence permit plus additional documents are required by IED International Student Desk banks to open an account. Upon arrival in Italy IED will advise students on the steps and procedure to be followed.



OneYear 2011 application form

Please complete and sign the form
and send by fax (0039 02 5468517)
or scanned copy by email
(oneyear@ied.it)

Surname

Given name

Male Female Nationality

Date of birth Place of birth

e-mail

Address Post Code

City Country

Tel. home Mobile phone

STUDIES: High School College University Diploma Other

LANGUAGE INFORMATION (knowledge of English) high - intermediate advanced mother tongue

I AM APPLYING FOR:

A January 2011 Intake

- A1 One year Interior Design (Milan)
- A2 One year Product Design (Milan)
- A3 One year Fashion and Textile Design (Milan)
- A4 One year Jewellery Design (Milan)
- A5 One year Accessories and Shoe Design (Rome)
- A6 One year Fashion Marketing and Communication (Florence)

For any further information please contact:

International Affairs Office: Desk One Year Courses - Tel: +39/02/55192963 Fax: +39/02/5468517 E-mail: oneyear@ied.it www.ied.edu

TUITION PAYMENT PROCEDURE Please fill in the space related to the condition of payment chosen

- HOW TO PAY:** by swift (Please note Payments must be made directly to the chosen Milan or Rome school as follows:)
1. For courses A1 and A2 (Interior/Product): IED Milan - Banca Popolare di Milano, Agency 37 Milan, Italy
Account (IBAN CODE) IT 75 H 05584 01637 000000001680 - BIC (Swift): BPMIITM1037
 2. For courses A3, A4 (Fashion/Jewellery) and A6 (Fashion Marketing Florence):
IED Moda Lab Milan - Banca Popolare di Milano, Agency 24 Milan, Italy
Account (IBAN CODE) IT 09 H 05584 01624 000000025052 - BIC (Swift): BPMIITM1024
 3. For course A5 (Shoe): IED Rome - Unicredit Banca, Agency 6824 Roma Eur Ardigò, Italy
Account (IBAN CODE) IT 52 R 03226 03200 000005485844 - BIC (Swift): UNCRIT2VRM

Important: In case of money transfer by a parent or relative, please notice that the student name and type of course must be clearly marked on the transfer statement.

- by credit card Please charge the following amount: enrolment fee 3.000 euro total fee (enrolment + tuition) 11.000 euro
- to our: American Express Visa Mastercard Eurocard Diners Key Client

Card No. Expiry Date: Name of card holder

Signature: I was informed about this Course by:

(Notice: it is compulsory to declare who informed the student about the existence of this course)

I have read the General Information and I agree to the general conditions *Signature*

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