



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

We founded the Institute in 1966 on the basis of the idea that knowledge and know-how should grow and attain maturity together. Directly tackling the process of knowledge acquisition enabled us to understand its innermost meaning. Respecting the mindsets of the market and of the academic thinking, we opted for a more authentic, up to date culture of design. We conceived, planned and built the school of design. We now know what it means to pursue an idea until it becomes tangibly concrete and that is what we teach to young creatives from all over the world.

A great creative Lab

Founded in Milan in 1966, today the **Istituto Europeo di Design** is a constantly and rapidly growing international higher education and research network operating in the fields of Design, Fashion, Visual Arts and Communication.

IED was the innovative brainchild of its President, **Francesco Morelli**. He wanted to offer young creative talents a complete higher education program, covering both theoretical and practical aspects: a “Design Culture” that would stay with them for the rest of their lives.

Thus the school came into being, an institute based on ideas and creativity but also offering solidity and professionalism, with post-graduate, master’s and advanced higher education courses available for talented people no matter what their age or creative aspiration.



The Value of the Network

Today, more than forty years after its creation, IED is the only international educational network in the design sphere which has its roots in the authentic Italian culture of creativity, but which has also enriched itself with the most innovative input and forms of expression from all over the world. From **Milan to Rome**, and then **Turin, Venice, Florence, Cagliari, Madrid, Barcelona, São Paulo...**

This international dimension and the broad outlook on the new frontiers of design enhance each centre and each school with values, history, culture and fresh ideas.

They generate productive crossovers of forms of expression, a wealth of innovative views and dynamic ideas that keep the school in touch with the changes in behaviour and society.



The IED locations

MILAN

Milan is the home of Made in Italy, the country's business capital, its fashion and design metropolis and home to its leading publishers. The courses here feature a constant focus on research, the market and communications.

ROME

Magnificent with its streets and monuments, its piazzas and fountains. Rome open city, melting pot of cultures and countries. Place of social relations and international events; a strategic focus of prestige, also in the areas of visual arts and artistic production.

TURIN

Turin is a lively city, productive and culturally in ferment, featuring profound expertise in the area of transportation design and new technologies.

VENICE

The world capital of culture. The reference point for artists from any country and researchers working in any discipline. Master programmes and advanced training courses provide a unique learning experience for the fusion of nature and culture Venice offers.

CAGLIARI

Located in Sardinia, in the heart of the Mediterranean Sea, a cradle of ancient civilisations, Cagliari is a centre for advanced research and innovation in new technologies and communication. Nowadays, IED is a laboratory school for advanced training where management and creativity converge.

FLORENCE

The "Cradle of the Renaissance" is known worldwide as one of the most beautiful cities in the world. A beauty that comes not only from its wonderful palaces and churches, but also its incredible concentration of art masterpieces, which have always gone hand-in-hand and been interconnected with generations of skilled craftsmen. This craftsmanship tradition that in the past gave birth to the Italian Fashion and Design System now prompted the creation of IED Florence, whose task is to blend technology and tradition with an important focus on new media.

MADRID

The dynamism that shoots right through Spain's economy, culture, art and design informs the IED courses, whose purpose is to train professionals to be capable of managing continuously developing contexts.

BARCELONA

Barcelona is an international and innovative metropolis that features a profound sense of aesthetics and a pronounced creative capacity. Here, the courses are rooted in and reinforced by a context with a proven track record of blending the quality of life with a constant striving for renewal.

SÃO PAULO

São Paulo is the biggest strategic and economic hub in South America, moving great amounts of resources and investments targeting innovation and creativity. That is why IED chose it as the school's first location outside Europe: building a bridge between two different ways of approaching design.

Exchange Study Program

IED is recognised by the business world and by all the leading authorities and associations working in the sector. A member of various international academic associations and bodies (including Cumulus, ELIA, IAA, FIYTA, IIE and EAIE, MEC - Brazil), it is also a partner in a network of 37 of the world's most important design schools, with which it has been running cultural and teaching exchange programmes for some time.

International Partners

Bezalel Academy of Arts and Design, Israel - Central Ostrobothnia Polytechnic, Finland - Danmarks Designskole, Denmark - Design Academy Eindhoven, the Netherlands - Ecole de Design Nantes Atlantique, France - Emily Carr Institute, Canada - ESAG Penninghen, Ecole Supérieure d'Arts Graphiques et d'Architecture, France - Helsinki Metropolia University of Applied Sciences, Finland - FIDM Fashion Institute of Design and Merchandising, United States - 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 - Holon Academic Institute of Technology, Israel - ISEM-ESMOD, France - ITESM Instituto Tecnológico y de estudios superiores de Monterrey, campus Querétaro, Mexico - Konstfack, Sweden - Kymenlaakson University of Applied Sciences, Finland - Lathi University of Applied Sciences, Finland - Linköping University, Sweden - MIAD Milwaukee Institute of Art and Design, United States - Myongji University, Korea - Otago Polytechnic, New Zealand - SVA - School of Visual Arts, United States - TAIK University of Art and Design Helsinki, Finland - University College of the Creative Arts, United Kingdom - Université de Montréal, Canada - University of Applied Sciences Pforzheim, Germany - University of Applied Sciences Trier, Germany - University of Canberra, Australia - 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.



A new Model for Education

Since it was founded, IED has employed innovative teaching methods, focusing on the synergy between creativity, technology and experimentation. No course is conceived as a mere means of transmitting abstract information: practical sessions always accompany the theoretical aspects; the production stage of the project allows the creative idea to take shape.

Becoming

Becoming is a new dimension to add to knowing, doing and being. It entails gaining new skills and developing design and executive abilities, combining creative innovation with organisation, ideas with the requirements and limits of technology, individual awareness with the culture of the community and the creative's interior wealth with observation and an understanding of the ceaseless transformation of the outside world.

Future designers must be able to pick up on and make use of the stimuli and the sudden accelerations in contemporary society, as well as reinterpret ideas and innovative concepts from other cultural, artistic and technological backgrounds. They must be cultured citizens of the world, creators and innovators who can achieve their dreams with passion, freedom and responsibility.




The Advisory Committee

Joan Abelló - Alessandro Allemandi Mirò - Gabriel Allende - Consolata Beraudo di Pralormo - Ezio Bossi - Mario Botta - Benedetto Camerana - Aldo Colonetti - Alberto Corazón - Nevio Di Giusto - Gillo Dorfles - Manuel Estrada - Elio Fiorucci - Francisco Jarauta - Enrique Loewe - Adriana Mavellia - Santiago Miranda - Giuliano Molineri -

Arnaldo Pomodoro - Carlo Rivetti - Silvio Saffirio - Ricardo Salas - Franca Sozzani - Paolo Verri.

Aldo Colonetti - Scientific Director Italy.

Francisco Jarauta - Scientific Director Spain.



BERNARD BRECHET_CREATIVE WITH GEDEON
TOOK PART IN THE COCKTAIL '07
PHOTO_UNFAMOUS

Professionals as lecturers

The teaching staff are all professionals who work in their specialist fields. They offer applied skills and constant innovation. Close partnerships with the business world allow students to put themselves and their talent to the test with real company briefs.

So there are not just academic lessons, but workshops, work placements, exercises and seminars which allow those following courses to compare ideas on concrete projects with other students and professionals, to undergo theoretical and practical training, and to enter the world of work with competence, maturity and the ability to operate independently.

The IED community

The IED community has a reach that goes well beyond the confines of each individual school. Transverse and international projects, events, exhibitions and fashion shows consolidate each school's bonds with its geographical context and enable its students to publicise and generate visibility for their work. The intense work involved in preparing for these events and the comparisons they facilitate with a wide range of different

opinions, experiences, values and languages enable individuals to enrich their knowledge base and groups to generate a strong sense of identity. The media and the business community monitor these moments with interest: often on the borderline between art and entertainment, they contribute to generating important professional relationships and future successful careers.



Design Territories

Design, so as to transform the shape and the contents of our everyday surroundings. Fashion, so as to create new styles and imagine new palettes. Visual Arts, so as to speak the language of images, of the alert and sensitive avant-gardes, of research and of experimentation. Communications, so as to move competently and creatively in the scenarios of the future.

Four schools for 4 creative worlds

IED Design, IED Moda Lab, IED Arti Visive and IED Comunicazione are schools with complete structures and training contents of their own, though they share a common design culture. Each one applies didactic approaches, tailored to the real needs of its respective target audience, to cater for the requirements of the labour market: four creative worlds with autonomous production systems and strong identities of their own.

The innovative teaching method and reciprocal synergies between the four schools, which also take the form of seminars, projects, exhibitions and events, ensure that students acquire complete, effective general and specific training.

Educational Paths

Educational paths for students preparing to enter the working world or who are already at work. Three-Year Courses. Students choose these courses after successfully completing secondary school, in order to tackle their future professions with success, awareness and a spirit of creative enterprise. One-Year and Evening Courses. One-Year courses and Modular Evening Courses to deepen and update skills in specific fields. Advanced Training Courses. Aimed at graduating students, graduates, freelancers and professionals

who want to improve their skills, tackling specific topics and subjects useful for their professions. Master Study Programme.

Postgraduate full-time research courses for practising professionals who want to hone their skills, also by tackling projects for firms and authorities that are leaders in their sectors. Also available: Summer Courses, basic, intermediate and advanced courses held in English or Spanish; they generally last from three to four weeks.

Three-Year courses

The training here aims at achieving three objectives: knowledge of technologies, of materials and of design culture, the ability to understand the market and its requirements and the ability to communicate the qualities of design. The first year is devoted to acquiring the basic methodology necessary for students to adopt the right approach to design and creative work. In the years that follow, there is a more intense focus on design activities developed on the base

of company briefs and supported by the guidance of lecturing professionals. The well-established relationship between the IED and the working world enables students to take part in events, seminars and competitions. This stimulates the students to acquire critical skills, the ability to operate independently, the responsibility to make decisions and the ability to relate to the client, just as they would in their real professional careers.



Living in IED

In all the school's locations, students have access to libraries, professional workshops and computer laboratories equipped with the latest software: all the workstations have broadband connectivity. Students about to graduate can use a Stage and Partnership service that not only helps them to find internships with one of the IED's partner firms, but also accompanies them in the delicate phase of their first approach to the working world. The Information and Orientation Service, SIO,

has an office in every IED location, where it offers constant support to all students who ask for it. For students who do not live locally, this service also provides information to help them find their first lodgings. For detailed information and advice about the school's organisation, the contents of its course, its objectives, professional scenarios, how to enrol and attendance or to organise a visit to the schools, the SIO is at students' disposal. Please contact the locations for opening times.



IED Design

IED Design

IED Design interprets the excellence of Italian design through a process of training whose roots are embedded in the culture of Made in Italy: creativity, entrepreneurial drive, technological innovation and familiarity with the market. Ever alert to evolutions in taste and new trends, IED Design has always been one step ahead with its contents, languages and expressive and formal codes in all sorts of different sectors: from showrooms or cars to toys or events.

Partners

3M Italia, Agusta, Alessi, Alitalia, Alstom, Apple, Bisazza, BiTicino, Blackberry, Blaupunkt, BMW, Bombardier, Brastemp, Brionvega, Casa Arte&Design, Campari, Capmar, Cemex, Columna, CNC FLEX, Emergency, Ferrari, Fiat, Flos, Fontana Arte, Green Cross Italia Onlus, Heineken Italia, Herman Miller, Hitachi, Hp, Ideal Standard, Gianni Versace Home, Grupo VIPS, Guzzini Illuminazione, IDEA Zarvos, Illy, Imaginarium,

Ikko, Lancia, Lego, LG, Lonxanet, Luxottica, Maserati, Masisa, Mangels, MaxHaus, Metalarte, Museu da Lingua Portuguesa, Nike, Nivea, Ospedale Gaslini, OSRAM, Philips, Piaggio, Piquadro, Pirelli, Poltrona Frau, Renault, Reebok, Riva, SEA Aeroporti, Seat, Sector, Sedus, Tok&Stok, Una Hotel, Vitra, Volkswagen, Whirlpool, Zicla.

Courses

** Also in English*

| PRODUCT DESIGN |

Milan, Rome, Turin, Barcelona, São Paulo*

| INDUSTRIAL/PRODUCT DESIGN |

Madrid

A product designer is able to understand the market, interact with firms and develop products for the industrial system. Using his logic, a designer understands human behaviour and needs: bearing in mind man's dreams and desires, he conceives simple and coherent objects, which are appealing and fascinating to the senses. He has the theoretical knowledge as well as the expressive and technological tools needed to work in the production system.

| INTERIOR DESIGN |

Milan, Rome*, Turin, Madrid, Barcelona*, São Paulo*

An interior designer is a professional figure who focuses on lifestyle evolution and current trends. Through his work, he interprets people's behaviour and needs within a public or private environment: a health club, a showroom, a yacht, a school. His design work is a summary of all his acquired skills, with the quest for expressive means of communication which his knowledge of materials and colours enables him to develop.

| TRANSPORTATION DESIGN |

Turin, Barcelona*

The car designer is a professional who knows how to develop new car concepts to suit market trends and user needs. A focus on consumers' psychological and emotional mechanisms and stylistic skills combine with technical and design expertise to enable the car designer to devise innovative stylistic proposals and feasible new concepts for designing automobiles and their interiors.

Turin offers two specialisations in the second year: Car Design and BYT (bike, yacht and train design).

| DESIGN: PRODUCT AND FASHION |

Cagliari (in partnership with IED Moda Lab)

The Product and Fashion expert is an all-round professional designer who is capable of catering for local demands in the field of handicraft (wood, ceramics, textiles), of exhibition design and of fashion (style, clothing, accessories, jewellery). The course aims to refine practical and conceptual skills to cross-fertilise creative design sensitivity with the creation of a personal expressive language, so as to acquire a multidisciplinary culture that combines theory with practice.

| SET DESIGN |

Milan, Rome

A set designer creates ephemeral and temporary locations. They can be for theatre, cinema and television (Rome) or they can be locations related to cultural and business communication (Milan). He has a profound knowledge of the expressive skills used for communication, performances and installation art, as well as the ability to use technologies and materials for temporary

| SET DESIGN AND 3D SIMULATION |

Rome

This course trains theatre and cinema designers capable of working with new technologies, exploring the discipline's new grammatical structure by developing such new areas of design as online and offline digital sets for television, cinema, theatre, videogames, web applications and the new media.

| INTERACTIVE EXHIBITION DESIGN |

Rome

This course trains exhibition designers, who use interactive elements to stage new ways of using and benefiting from cultural resources. The use of new technologies and the ability to manage an exhibition space creatively make this professional a crucial ally in the process of designing virtual contents for museums, for the architecture of communications and for interactive performances.



IED Moda Lab

IED Moda Lab

IED Moda Lab is a didactic and research project that covers every requirement for training in a field of fundamental importance to the Italian and world economies. From its more specifically creative facets to those of management and commercial enterprise, from the stylist to the fabric or jewellery designer, from the fashion journalist to the events organiser, the fashion industry needs well-trained professionals, with a solid cultural grounding and an acute ability to discern and predict future trends.

Partners

Adidas, Arena, Armani, Benetton Group, Bread & Butter, Canal, CP Company, Chilli Beans, COIN, Damiani, Desigual, Diesel, Dolce & Gabbana, Doc Dog, Domingo Ayala, Ermenegildo Zegna, Ecko Unltd, Elena Mirò, Fazenda Onda, Fendi, Ferré, Friday's project, Fossil, Furla, Gattinoni, IBGM, Lacoste, Le Postiche, Levi's, Louis Vuitton, Mariona Gen, Mango, Max Mara, Miroglio, Oficio Moda, Pickwick, Pomellato, Prada, Privalia.com,

Projeto Cidade Escola Aprendiz, Ralph Lauren, Robe di Kappa, Roberto Cavalli, Roccobarocco, Samsonite, Santa Costancia, Santista, Superga, Skunkfunk, Swarovski Int.le Italia, Timberland, Valentino, Vogue Italia, Zegna Baruffa Lane Borgosesia, WGSN, Yerse.

Courses

** Also in English*

| FASHION DESIGN |

Milan, Rome, Madrid, Barcelona*, São Paulo*

The fashion designer creates styles, blending technique and creativity to design collections of clothing and accessories. Fashion designers must be familiar with technologies and how to use new materials and must be able to develop clothing designs to align with market requirements.

| JEWELLERY DESIGN |

Milan, Rome

Precious metals acquire unique elegance and character when subjected to the jewellery designer's creative and design skills. By searching out and combining precious materials and synthetic stones, glassware, resins and other materials, they enrich the individual's personal image with small, telling details.

| JEWELLERY AND ACCESSORIES DESIGN |

Turin, São Paulo

The jewellery and accessory designer is a professional capable of following all the phases of the design and production of accessories and jewellery; a qualified professional that can combine traditional knowledge and a specific attention to design products and alternative materials.

| FASHION COMMUNICATION |

*Milan, Rome**

Responsible for the press office or PR, a journalist with the printed press, the TV or the web, a fashion critic, cool hunter or exhibition curator... He devises and manages an integrated communications strategy and operates at different levels and in different functions in trade publishing, in external relations and in organising events and fashion shows.

In Rome three specialisations are available for the third year: Fashion Communication, Fashion Photography and Fashion Journalism.

| FASHION EDITOR |

*Rome**

The Fashion Editor plans and produces the contents of press reviews, articles for newspapers, magazines, television programmes and web pages dedicated to the fashion scene.

| FASHION PHOTOGRAPHY |

*Rome**

The fashion photographer produces theme features for brand advertising campaigns and fashion reportages for newspapers and magazines.

| FASHION MARKETING |

*Milan**

The Fashion Marketer is a professional capable of achieving a competitive, effective positioning within the fashion industry, so must have a sound background in such areas as marketing, managing product variables, pricing, distribution and communications.

| URBANWEAR DESIGN |

Milan

This highly innovative course aims to give a sound knowledge of contemporary society (art, music, cinema, video, photography) and create a professional able to enter the employment market in the creative sector, in technological research and, furthermore, in the fashion market. Urbanwear is regarded as the next booming sector.

| FASHION MARKETING AND COMMUNICATION |

*Barcelona**

The professionals of marketing and communications for the fashion system are capable of promoting and communicating fashion as a product and of devising and managing an integrated communications strategy, taking care of all its aspects: from external relations to organising events and fashion shows and communicating with the end consumer.

| FASHION AND TEXTILE DESIGN |

Turin, Madrid

Fashion and textile designers combine technical knowledge and creativity to design accessories, fabrics and clothing collections. From research and design development to marketing strategies, the fashion designer gains all the specific skills to enter in each phase of the production process as well as to move from one role to another, while maintaining the overall vision.



IED MODA LAB

Courses

** Also in English*

| FASHION STYLIST |

Milan, Madrid*

Fashion stylists choose the pieces to go into a collection, decide the time frames for photo shoots, interpret tastes and trends and are also style creators in their own right. They must be capable of dialoguing with everyone involved in the mechanism of visual production and the fashion look.

| CREATIVE MANAGEMENT IN FASHION |

Madrid

This course analyses a new professional figure working in the fashion market: the creative manager, a creative professional capable of designing new ideas and developing them, always holding a clear view of the fashion market and the textile industry and their overall functioning.

| SHOES AND ACCESSORIES DESIGN |

Milan, Rome

The shoes and accessories designer follows all the design phases, from the first concept through the creative elaboration and the feasibility study to controlling the prototype, all the while dialoguing competently with the various specialised professionals involved in the different fields of design and production involved.

| FASHION AND ACCESSORY DESIGN |

Madrid

In this course, students specialise in designing accessories, monitoring how a fashion collection is defined, designed and communicated. Creative projects comprise designing shoes, bags and complements, the three most important segments in the market for accessories.

| DESIGN: PRODUCT AND FASHION |

Cagliari (in partnership with IED Design)

The Product and Fashion expert is an all-round professional designer who is capable of catering for local demands in the field of handicraft (wood, ceramics, textiles), of exhibition design and of fashion (style, clothing, accessories, jewellery). The course aims to refine practical and conceptual skills to cross-fertilise creative design sensitivity with the creation of a personal expressive language, so as to acquire a multidisciplinary culture that combines theory with practice.



IED Arti Visive

IED Arti Visive

The language of images is a tool for setting trends, creating fashion, doing research and conducting experiments. IED Arti Visive is devoted to the culture of the image as a focal element of communications and trains professionals to make their way with competence and certainty in the world of the media. It is a complete training experience that enables students to familiarise and experiment directly with all the techniques and tools of visual communications, both conventional and digital.

Partners

Absolut Vodka, Adobe Systems, Amnesty International, Apple Computer Italia, Barilla, BEIC (Biblioteca Europea di Informazione e Cultura), Biblioteca Mario de Andrade, Canon, Centro Cultural São Paulo, Club To Club, Comune di Milano, Cosmopolitan TV, Courmayeur Noir in Festival, Expedia.com, Faber Castell, Ferrero, Fondazione Peggy Guggenheim, Hewlett Packard, Illy, I-Stick, Kukuxumusu, LifeGate, MAIS, Match.

com, Medici Senza Frontiere, MINI-BMW Italia, Mont Blanc, Moritz, MTV, Museu da Imagem e do Som, Nestlé, Nike, Orange, Pepsico Beverages Italia, Piccolo Teatro di Milano, Pirelli, Polaroid, Real Madrid TV, Redbull, SEDEC Estado de Alagoas, Serial Cut, Siemens, Sony Records, Sony PSP, Studio Azzurro, Swatch, Telecom, Universal Music, Unicef, Universal Pictures, Vodafone, YOOX, Zupi, Whirlpool, WWF Italia.

Courses

* Also in English

** Only in English

| MEDIA DESIGN |

*Milan, Cagliari, Barcelona***

| DIGITAL DESIGN (WEB, VIDEO & MOTION GRAPHICS) | *Madrid*

Web TV, cinema, virtual reality and videogames combine cutting-edge technologies with the languages and formats of products and services. At a time when new ways of communicating are invented every day, the Digital Media Designer applies interdisciplinary skills to monitor, anticipate and cater for people's needs with new products and services.

| VIDEO DESIGN - PERFORMING VIDEO AND DIRECTION |

Milan (in partnership with IED Comunicazione)

A video designer works in a world of moving images which speak contaminated languages. In order to promote in-depth learning, the course is divided into two stages: a two-year common programme followed by a one-year twofold specialisation. Students may qualify in fiction (cinema and TV), documentary, advertising and videoclips, or go for video and interaction (video-art, museum sets, installations, events, live art performances).

| CG ANIMATION |

Milan

The 3D professional-artist combines creative skills with sound technical expertise to be capable of working at the highest level in the following positions: modeller, rigger, animator, texture artist, background artist or lighting director. This professional works in a team, but is also an author with ideas and preferences of his own.

| PHOTOGRAPHY |

Milan, Rome, Turin

Being a photographer is a question of being capable of seeing and of communicating a story, a thought or an emotion with an image. Photographers are in demand in all sorts of fields: from conventional publishing, the Internet and advertising to fashion, a company's external relations and theatre and show business.

| 3D ANIMATION | *Madrid*

| VIRTUAL DESIGN | *Rome*

The virtual designer generates virtual worlds, as a professional who specialises in conceiving, modelling and animating objects, characters, environments and effects, all of which are made using nothing but digital technologies.

| DIGITAL DESIGN | *Rome*

| DIGITAL AND VIRTUAL DESIGN |

Turin, São Paulo

Digital and virtual designer: in a single professional profile, this is a designer capable of envisaging and creating a complete project, of conceiving and elaborating websites, CD Roms, DVDs... and of designing interactive and 3D images.

| SOUND DESIGN |

Milan, Rome

Sound is an essential, often distinctive ingredient in all communication processes. The cinema, media, DVDs and CD Roms, advertising, multimedia installations, audio and video art, corporate events, there is no limit to the fields where sound designers work, and many of them are still developing now.

| ILLUSTRATION | *Turin*

| ILLUSTRATION AND ANIMATION |

Milan, Rome

| ILLUSTRATION AND MULTIMEDIA ANIMATION | *Barcelona*

Illustrators create images using any technique, from traditional to digital, from water colours to the computer. They have a profound knowledge of specific languages and techniques for various areas

of application: from illustrations for infancy to scientific illustration, from cartoons to animation, from conventional publishing to advertising.

Milan offers two specialisations in the third year: Illustration and Animation.

| VIDEO DESIGN |

*Rome, Turin, Barcelona***

Video designers specialise in designing video communications. They have the ability to design and produce moving images: advertising spots, TV logos and formats, videos, etc. and of course have extensive knowledge of all the various methods and technologies.

| GRAPHIC DESIGN |

Milan, Rome, Turin, Madrid, Barcelona*, São Paulo*

We live in the age of visual communications, of a language made of images, shapes and colours. The areas of pertinence to the graphic designer range from designing the visual identity of a firm or a product to creating packaging and devising the graphics used in the supports for online and offline corporate communications.



IED Comunicazione

IED Comunicazione

IED Comunicazione trains those professionals whose careers will involve them in managing communications. Combining theory with practice, the school's transverse, multidisciplinary method sees a constant relationship with the professional and business communities as the element that qualifies its curriculum proposal. The rapid transformations taking place in various production contexts are immediately reflected in the course contents, enabling the school to act as an integral part of an increasingly articulate, demanding Communications System.

Partners

1861 United, ACNielsen, Action Aid, Assorel, Azimut, Agbar, Bassat, BarleyArts, BMW Motorrad, British Council, Candy, Café del Mar Community, De Agostini, Dietorelle, Ducati, Edelman, Erickson, Fiat, FilmMaster, Futurebrand, GAP, H-Farm, K-Events Filmmaster Group, Ford, Klaus Davi, La Caixa, Kraft, Lancia, Mattel, Medici Senza Frontiere, Mc Donald's, McCann-Erickson, Meetic, Microsoft, MS&L ITALIA, MTV,

Nike, Nivea, Nokia, Nolan, Osborne, Ogilvy & Mather, Paramount, Philips, Pubblicità Italia, Publicis, Rana, Rcs Sport, Red Cell, Rolling Stone, Timberland, TVE, Turismo de Barcelona, Teatre Liceu, Vice, Yahoo, Warner.

Courses

** Also in English*

*** Only in English*

| ADVERTISING: COPYWRITING |

Milan

A copywriter is – together with the art director - the person responsible for a creative strategy. They work in tandem. A copywriter writes the textual content of all advertising campaigns: press, radio, television and web. He/she is a professional of creative writing who plays with words. Looks for words. Loves them. And looks into their communication potential.

| ADVERTISING |

Turin, Rome, Madrid

This course trains future advertising creatives, i.e. copywriters and art directors. Copywriters and art directors are the brains behind advertising campaigns and corporate or product images. They may work for the printed press, the TV or the web. They work together to elaborate the campaign, though each with different responsibilities: words, language and the narrative are the terrain of the copywriter, while the image and the graphic design are the preserve of the art director.

| ADVERTISING: ART DIRECTION |

*Milan, Barcelona**

The art director is the person responsible for creating the visual elements of a creative strategy, transforming concepts into pictures and deciding, together with a copywriter, the visual looks of commercials, press releases, posters, events, virals, guerrilla marketing and web.

| PUBLIC RELATIONS AND EVENTS |

Milan, Rome

A public relations professional can transform values and scenarios into actions and events aimed at an increasingly active involvement of the target public, adopting a strategic approach to image asset management as the key to any brand or business action, practising full awareness of the role of traditional and digital media in conveying messages and, furthermore, applying skills in building integrated communication campaigns.

| MARKETING AND BUSINESS COMMUNICATION |

*Turin, Rome, Madrid, Barcelona***

Curiosity, the ability to listen, interpersonal communication skills and the ability to work in teams are the personal skills of product and marketing managers, sales managers and public relations managers. These are the professionals of marketing and corporate communications, professionals who manage and develop the life of the products in the marketplace or their firm's communications and image.

| EVENT DESIGN AND MANAGEMENT |

Barcelona

The event manager designs, organises and manages a wide range of different events: congresses, symposia, sponsorships, changes in a firm's corporate structure, product launches, cultural initiatives and musical events. The ability to devise and manage these events implies familiarity with and the ability to apply a solid working methodology that enables every event to be constructed as a function of the firm's differing policies and objectives.

| MARKETING: ACCOUNT AND COMMUNICATION MANAGER |

Milan

The account and communication manager identifies needs, defines scenarios, builds brands, selects styles and manages the complexity of creative disciplines in order to pinpoint an integrated communication strategy. A trained expert in the logics behind society, consumption, market dynamics and development trends.

| VIDEO DESIGN - PERFORMING VIDEO AND DIRECTION |

Milan (in partnership with IED Arti Visive)

A video designer works in a world of moving images which speak contaminated languages. In order to promote in-depth learning, the course is divided into two stages: a two-year common programme followed by a one-year twofold specialisation. Students may qualify in fiction (cinema and TV), documentary, advertising and videoclips, or go for video and interaction (video-art, museum sets, installations, events, live art performances).

One-Year Multidisciplinary Design

** Also in English*

| TOTAL DESIGN |

*Venice, Cagliari, Madrid**

| GLOBAL DESIGN |

*Barcelona**

Total design is a one-year course that targets graduates and aims to teach them the basic tools used by the culture of image and creativity applied in the design profession. The course encompasses the fields that traditionally belong to the range of training available from IED - Visual Arts, Design and Fashion - dedicated to everyone who wants to start a career in the area of creativity without needing to choose a specific branch.

At the end of the course, students can enrol in a two-month bridging course specific to their chosen field of study and have access to the second year of any of our three-year courses.

The courses feature a critical and theoretical approach that provides students with basic knowledge in the fields of design, fashion and the visual arts. The teaching is based on the “learning by designing” method, which has the dual purpose of stimulating analysis and verifying experience. A series of thematic workshops enables students to apply the theory to a practical design project. The lecturers are all renowned professionals in the fields in question, who take turns to generate a dynamic course that adheres closely to the changing needs of the various different professions and their real-world applications.

One-Year Intensive Courses

All in English

** Only in Spanish*

*** Also in Spanish*

One-year courses teach students how to acquire the basic tools of design. These full-immersion One-year courses are ideal for those who want to invest a limited amount of time in acquiring skills and know-how. In One-year courses theory lessons are followed by creative workshops. Students will have the possibility to work in close contact with the Made in Italy system gaining concrete experience and practice skills.

| INTERIOR DESIGN |

Milan

| FASHION AND TEXTILE DESIGN |

Milan

| JEWELLERY DESIGN |

Milan

| PRODUCT DESIGN |

Milan

| ACCESSORY, SHOE AND LEATHER DESIGN |

Rome

| FASHION MARKETING AND COMMUNICATION |

Florence

| JEWELLERY AND ACCESSORY DESIGN |

*Barcelona**

| MARKETING AND COMMUNICATION |

*Barcelona***

| FASHION COMMUNICATION |

Madrid

| PHOTOGRAPHY |

*Madrid**

| ILLUSTRATION |

São Paulo



IED Cagliari



Cagliari

IED transfers all the skills acquired elsewhere in the world to Sardinia, where it has opened an innovative international school of creativity, design and management. Fostering good ideas is a strategic issue today.

The location is in the heart of the Mediterranean Sea, a cradle of ancient cultures and the backdrop of discoveries, achievements and breakthroughs.

All this makes a strong statement about the desire to be rooted in the history of Italian production, which has always been linked to the drive to explore in Europe and all over the world.

IED Cagliari aims to become a benchmark in education and culture for the Mediterranean area: a large open laboratory, where Design and Management can converge and where creativity and innovation are the watchwords for helping to build a more sustainable world.



Being IED

- ✓ **Expressing**, nurturing and experimenting with your talent through actual working projects.
- ✓ **Getting** to know a multi-ethnic environment that fosters sharing and cultural integration.
- ✓ **Attending** a training programme strictly designed to meet the needs of the employment market.
- ✓ **Experiencing** a strong connection to the surrounding territory and the business world in your everyday life.
- ✓ **Studying** and working using the latest technology: library, broadband Internet connection, IT and project labs.
- ✓ **Learning** not only knowledge, but also know-how from lecturers/professionals.
- ✓ **Sharing** your projects, doubts and thoughts every day directly with attentive and helpful lecturers, because the number of students attending each course is limited.
- ✓ **Coming** into direct contact with real-world working experiences, in projects assigned by companies looking for innovative solutions, even while you are still training.
- ✓ **Working**, once the course is over, and expressing the professional expertise you have acquired at its best.

IED locations

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