

www.ied.edu



MASTER COURSES 2011

INTERNATIONAL EDUCATIONAL NETWORK
in design, fashion, visual arts and communication

IED DESIGN * IED MODA LAB

IED ARTI VISIVE * IED COMUNICAZIONE

MILAN-ROME-TURIN-VENICE-FLORENCE
CAGLIARI-MADRID-BARCELONA
SÃO PAULO





**ALL WORKS AND
IMAGES ILLUSTRATED
IN THIS BROCHURE
COME FROM PROJECT
WORKS DONE
BY STUDENTS AT IED**



FRANCESCO MORELLI
Founder and President, IED

"The strong belief that knowledge and know-how should grow and mature together was the driving force that led us to create the Institute in 1966. By plunging directly into the learning process, we had the chance to understand the deepest meanings of knowledge acquisition. We perform in obedience with the logic of the market and of the academic knowledge. At the same time, we chose to promote a more authentic and cutting edge culture of design. This was the premise in conceiving, planning and building up the school of design. We are now completely aware of how to nurture an idea, refine it and watch it growing into something tangible. This is what our young creative minds from all over the world are trained to accomplish."

AN INTERNATIONAL CREATIVE LABORATORY

The place where thoughts get new shapes

IED, Istituto Europeo di Design, owes its establishment in 1966 to the intuition of its President Francesco Morelli. Day by day, it has become a 100% Made in Italy international network of excellence, operating in the fields of study programs and research, in the disciplines of Design, Fashion, Visual Arts and Communications.

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

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

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

- undergraduate courses
- masters courses
- postgraduate courses



IED Florence

DESIGN TERRITORIES

A multidisciplinary interaction

All IED projects, schools and ventures have one common denominator: Design. Each of its aspects, forms and potential meanings are thought out and applied. IED investigates both the historical and the contemporary dimensions of Design; the more institutional profile and the enterprising cutting edge of the innovation, catalyst of our everyday surroundings.

Design is the pivot around which the school's spirit orbits: it is considered the trend-setting benchmark in Fashion research, the creator of Visual Arts vanguards graphic languages; in Communication, it is a driver of competence and creativity development.

FOUR SCHOOLS FOR 4 CREATIVE WORLDS

The design matrix takes the shape of the four IED Schools:
IED Design, IED Moda Lab, IED Arti Visive and IED Comunicazione.

Each IED location houses four completely independent schools sharing the common denominator of design culture.

IED teaching methods require that all the schools:

- forge strong bonds with the local production and operation systems in their regions;
- interface with their benchmark sectors;
- evolve depending on the growth standards of their underlying markets and professional situations.

For these reasons, rather than just keeping in step with their times, IED courses are often thriving trend anticipators.

IED represents a conceptual innovation hub. A number of professionals from a variety of backgrounds come together to provide the input for a cross-fertilisation between areas and disciplines. The outcome is excellence. Evidence of this value is found in IED's essential role in such leading events as Milan Salone del Mobile and Milan Fashion Week.

For a complete picture of IED initiatives, check out www.ied.edu



THE VALUES OF A NETWORK

Nine locations for nine cities

All IED locations are connected and exchange contents and contributions. Students and lecturers move from one city to another to widen their worldwide views. The purpose is a strong interaction and cross-fertilisation.

The picture is that of a dense network of ideas and stimuli travelling between Barcelona and Madrid, bouncing from Milan down to São Paulo, making a quick stop at the Biennale and the Uffizi on the way!

Although this is a thoroughly Italian project, internationalism is its basic ingredient. A creative, vibrant cooperation that marks all IED projects as recognizably 'IED-MADE'.



IED LOCATIONS

Cultural scenarios for creative minds

MILAN, IED SINCE 1966

Heart of Made in Italy, fashion, design and communication, as well as business, Milan is the standard bearer of the 'design culture' that ranges from the decorative arts to products for industry. It was here that the first IED location was established. The freshness and character of the trainees that IED launched into the market immediately set the pace for this cultural context: its impassioned young creatives soon became the life and soul of the Milan design scene. Ever since 1966, the dreams, the design, the fashion wave and the forms of the future have all born the IED brand.

ROME, IED SINCE 1973

The city is historically home to music, cinema, theatre, fashion and performing arts. Rome, prestigious and strategic cultural focus, is always in search of unconventional professional profiles related to creativity, fashion, filmmaking and arts. The capital city has been interacting fruitfully with IED and welcoming our young talents since 1973, the year when the Istituto Europeo di Design opened its first school in Rome.

TURIN, IED SINCE 1989

Engineering intelligence, movement and high-speed innovation are key factors in Piedmont and Turin. Cradle of a rich, enlightened entrepreneurship, Turin became IED location in 1989. The city offers the chance to study in an atmosphere of great cultural, economic and social ferment. Well and truly projected towards an international dimension, Turin combines innovation and research with a high quality of life.

VENICE, IED SINCE 2007

Venice is strongly related to history, art, theatre and music, but certainly not lacking in production and industry traditions. The region is scattered with thousands of small and medium-sized enterprises operating in cultural heritage and in the fabrics, nautical and artistic glassmaking industries. The opening of the new IED school on the island of Certosa in the Venetian lagoon in 2007 offered the perfect spot for studying, conducting research and valuing those fields that form the city's most intimate identity.

FLORENCE, IED SINCE 2008

IED Florence was established in October 2008, in the framework of the House of Creativity. The structure is unique and represents the ideal meeting-point for intercultural exchanges and experiences, with a strong focus on innovation and contemporary arts. Its activities and courses develop through and thrive on valorising the region's resources, by creating strong ties with the local manufacturers, especially in the fashion industry.



IED LOCATIONS

Cultural scenarios for creative minds

CAGLIARI, IED SINCE 2009

The encounter between culture and tradition in this real Mediterranean location sets the premise for new standards in development and cohabitation of an evolving economic fabric. Cagliari combines excellence in tourism industry with advanced research centres operating in the areas of telecommunication and biotechnology. In Cagliari, IED group is focussed on a new challenge: combining a workshop school for management with the search of new forms of cross-fertilisation between design, creativity and business.

MADRID, IED SINCE 1994

Former administrative hub, Madrid is now undergoing constant and intense transformation. Today it represents the driving force of its region's economic, cultural and tourism development, which is why IED chose this pulsating and ground-breaking city to establish its first Spanish branch in 1994. The school's guidelines include an across-the-board and multidisciplinary academic approach. Together with a constant stress on creative research and innovation it guarantees the connection to the host city and its values.

BARCELONA, IED SINCE 2002

The city of Barcelona is a commercial focus that is ceaselessly growing into a dynamic and creative environment. Open to all innovations and to all cultures, it has experienced drastic changes: it set off as a nineteenth-century industrial centre and became city of knowledge and of cultural diversity in the twenty-first century. IED Barcelona stands out for its strong international vocation and the ability to forge partnerships with local business enterprises.

SÃO PAULO, IED SINCE 2005

The epitome of a cosmopolitan society and the capital of one of Brazil's most dynamic industrial districts, São Paulo has also been the birthplace of many artistic and aesthetic movements. The region's strong bonds with the Latin American cultural tradition, made São Paulo the hub of Brazilian entrepreneurship and bridgehead for Italian design in Latin America, a natural choice as home for a IED location.

INTERNATIONAL ENVIRONMENT

An advantage and a challenge

The advantage of choosing IED is:

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

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

IED COMMUNITY

Students Feedback

IED forms a truly unique network of encounters, experiences, people and cultures. The students develop a deep sense of belonging and their drive to innovate and share resources, ideas and contacts forges a tight-knit community.

IED is member of Cumulus, the International Association of Universities and Colleges of Art, Design and Media, and has stable relations with many universities and international academic associations, including Erasmus, Socrates, ELIA, IAA, FIYTA, IIE, EAIE and MEC in Brazil. This wide-ranging group of international organizations grants IED students even more extensive possibilities for academic exchange.

Numerous bilateral agreements with prestigious foreign universities provide the chance for our students to take part in the Exchange Study Program and spend a semester abroad at one of our partner universities or another IED location.

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



100
THOUSAND

GRADUATED

92

NATIONS

9
THOUSAND

STUDENTS/YEAR

“

Why IED? Because it is different: a multicultural environment, real projects, great executives coming from all over the world as teachers. I strongly recommend this course to anybody who wants to challenge himself, likes to think out of the box and wants to gain a 360 degree understanding of the branding and communication process - from both a theoretical and practical perspective. It is one of the best investments you could make for your professional future!

Alexandra Stan (Tutor Master Brand Management And Advertising Communication A.A. 2008-2009)



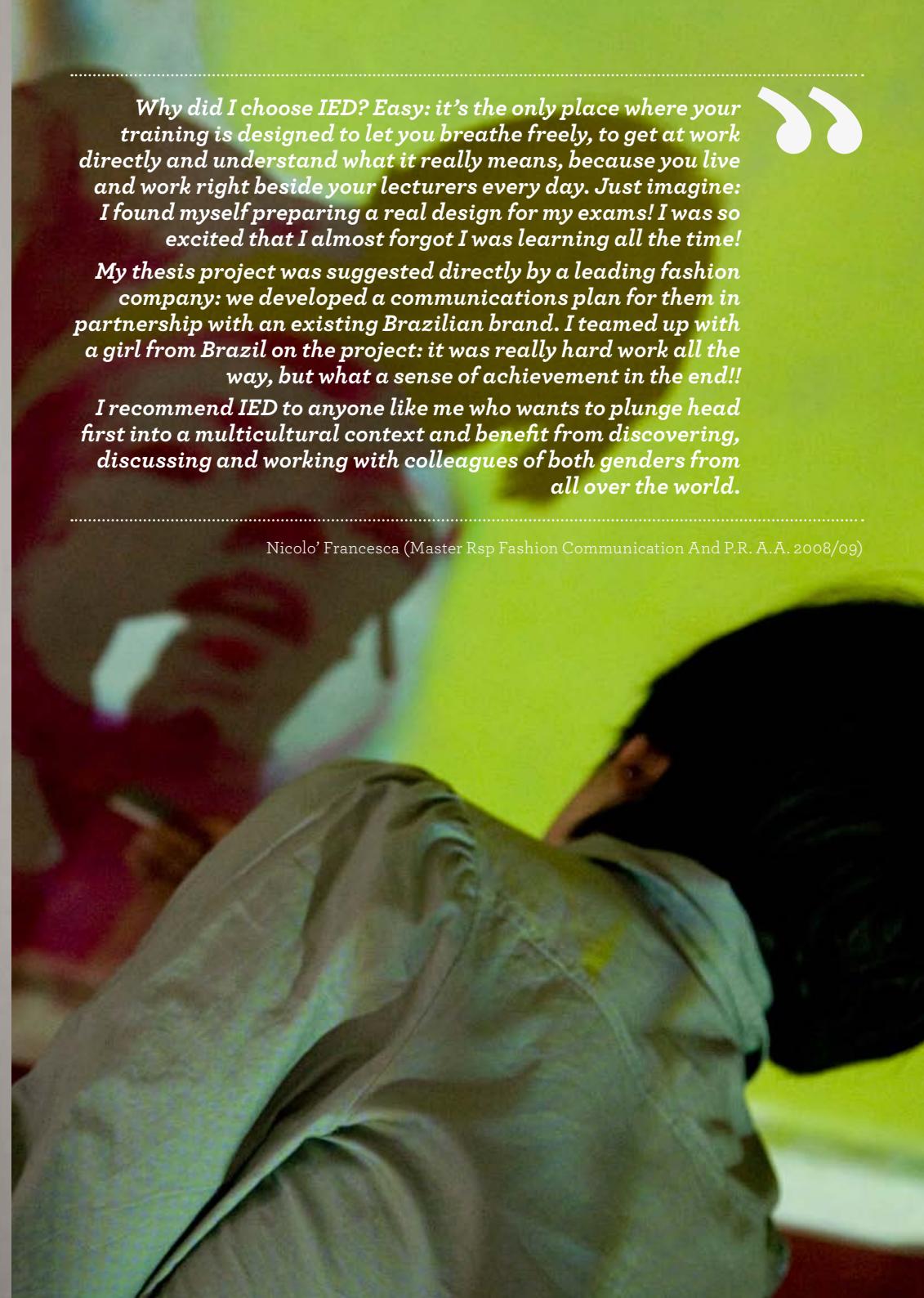
Why did I choose IED? Easy: it's the only place where your training is designed to let you breathe freely, to get at work directly and understand what it really means, because you live and work right beside your lecturers every day. Just imagine: I found myself preparing a real design for my exams! I was so excited that I almost forgot I was learning all the time!

My thesis project was suggested directly by a leading fashion company: we developed a communications plan for them in partnership with an existing Brazilian brand. I teamed up with a girl from Brazil on the project: it was really hard work all the way, but what a sense of achievement in the end!!

I recommend IED to anyone like me who wants to plunge head first into a multicultural context and benefit from discovering, discussing and working with colleagues of both genders from all over the world.

Nicolo' Francesca (Master Rsp Fashion Communication And P.R. A.A. 2008/09)

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STRONG RELATIONS WITH FIRMS

Productive exchanges between the training community and the professional dimension

An excellent degree of training is one of the essential drivers of economic growth: a functioning partnership between educational structures, businesses and public administration is crucial to attaining excellence in development, encouraging innovation and expanding research.

The constant and close relationship between firms and institutions belonging to various different fields is one of the core principles of the approach adopted by IED courses. During the Masters courses special projects and initiatives allow students to get in contact with partner firms that cooperate with the school by issuing briefs, drawing up creative strategies and controlling the design results.

The specific function entrusted to these projects is that of creating synergies between training and manufacturing firms: they often constitute a fast-track door for Masters students to the business world.

IED RESEARCH CENTRE

The place where school meets firm and research meets experimentation

IED Research Centre was established in 1975 to launch an interactive relationship between business and training. Over the years, IED Research Centre has defined a new model of operations that suits the evolution in markets and firms' ever-changing needs.

Groundbreaking innovative experiences and the standard training are the main ingredients used by an intercultural creative team, made up of researchers and designers with clear-cut specialisations, to create an interdisciplinary educational process. This interaction motivates participants to explore and conduct research in innovative areas of design, contributing to the expertise that distinguishes each IED location.

PARTNERS

3M Italia, Agusta, Alessi, Alitalia, Alstom, Apple, Bisazza, BiTicino, BlackBerry, Blaukpunt, BMW, Bombardier, Brastemp, Brionvega, Casa Arte&Design, Campari, Capmar, Cemex, Colunna, 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. 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, Fazendo Onda, Fendi, Ferré, Friday's project, Fossil, Furla, Gattinoni, IBGM, Lacoste, Le Postiche, Levi's, Louis Vuitton, Marionna 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. 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, 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. 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.

IED TRAINING SYSTEM

Open, contemporary, flexible

UNDERGRADUATE SCHOOL COURSES

University-level courses for students who hold a secondary school diploma and want to embark on a professional career in the fields of design, fashion, communication and visual arts.

These courses provide students with cultural, technical and design tools and methods. They also enable knowledge acquisition, critical thinking and decision-making skills.

The three-year cycle comes to completion in a series of project experiences that allow students to gain the ability to operate independently.

MASTER COURSES

The courses are addressed to newly-graduated students and practising professionals.

These advanced study programs with flexible curricula are designed to cater for the increasing complexity of the labour market. They are classified as:

- **MASTER (1ST LEVEL)**
transverse study program bridging the gaps to Design and Communications careers
- **PROFESSIONAL MASTER (2ND LEVEL)**
this study program supplies strategic knowledge and skills. Based on a problem-solving methodology, the masters are highly focused on design and collaboration with client firms
- **RESEARCH MASTER (2ND LEVEL)**
this study program provides a correct methodology in problem setting. The masters productively combine theory and practice to develop specific profiles and skills

IED training system is completed by:

- Postgraduate Courses
- Specialisation and Refresher Courses
- Modular one-year courses and evening programs

IED also organises:

- refresher seminars for students who want to develop or update their knowledge about specific topics
- beginners, intermediate and advanced level Summer Courses, lasting three to four weeks
- courses with customised curricula

IED MASTERS

An experience that counts

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

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

If training is the goal, design is the means of transformation. Designers are not only called in to solve the demand in productive, cultural or social terms. In order to meet the new requirements of the market, they shall also be able to postulate new questions.

A IED designer acquires the skills it takes to:

- define innovative hypotheses
- work on the raw nerves and the uncertainty of the world to come
- above all, provide new visions of the world we live in

METHODOLOGY

Keywords are multidisciplinarity and project vision

IED Masters are based on two educational patterns:

- **PROJECT-BASED EDUCATIONAL DEVELOPMENT AIMED AT GENERATING REAL DESIGN INNOVATION.** The main goal of achieving innovative results is pursued through intense research activity.
- **DESIGN-RELATED RESEARCH.** It embraces the academic investigation of design culture as a constantly evolving activity. A true paradigm shift calls for an effort that goes beyond the “classical” idea of innovation. IED believes that the ability to work in heterogeneous teams is the winning approach.

IED Masters education applies a transverse and interdisciplinary project-based approach. The areas of product design and communication blend together, supported by a substantial scientific component and by the intense work performed in IED workshops.

The key goals of the educational model are the attainment of technical skills (cognitive, methodological, technological and linguistic capabilities), holistic skills (the ability to create connections between technical skills and areas of knowledge) and interpersonal skills (social interaction and team building capabilities).

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

IED MASTERS STRUCTURE

IED Masters are flexible in structure and contents, capable of providing increasingly effective answers to students who aim to excel in the areas of creativity and management. They are based on the driving principles of Italian design: an open, curious and enterprising mindset. They urge to transform scenarios through technical competence and creativity.

THE 1ST LEVEL MASTER COURSES are the right tool for students to change their professional careers. They target people who have studied in other fields or feel that their own training is inadequate. 1st Level IED Masters have therefore a triple function:

- to enhance each individual ability
- to redirect training objectives towards the creation of eclectic, innovative professional profiles with specific skills
- to offer a customised training curriculum for a new lease of professional life as a designer

THE 2ND LEVEL MASTER COURSES are divided into Research and Professional.

THE RESEARCH MASTERS

These are open, multidisciplinary courses that target students who aspire to play an active, leading role in their own research curriculum.

What students learn in IED Research Masters is the logic of problem-setting, the ability to recognize the issues that beset an ever transforming world, where every solution has a primary obligation to be sustainable. Today designers are required to be able to space from product and service solutions to daring strategic answers. This is where the ability to interact with complexity makes the difference. Students from faculties with similar or equivalent contents are eligible for the Research Masters.

THE PROFESSIONAL MASTERS

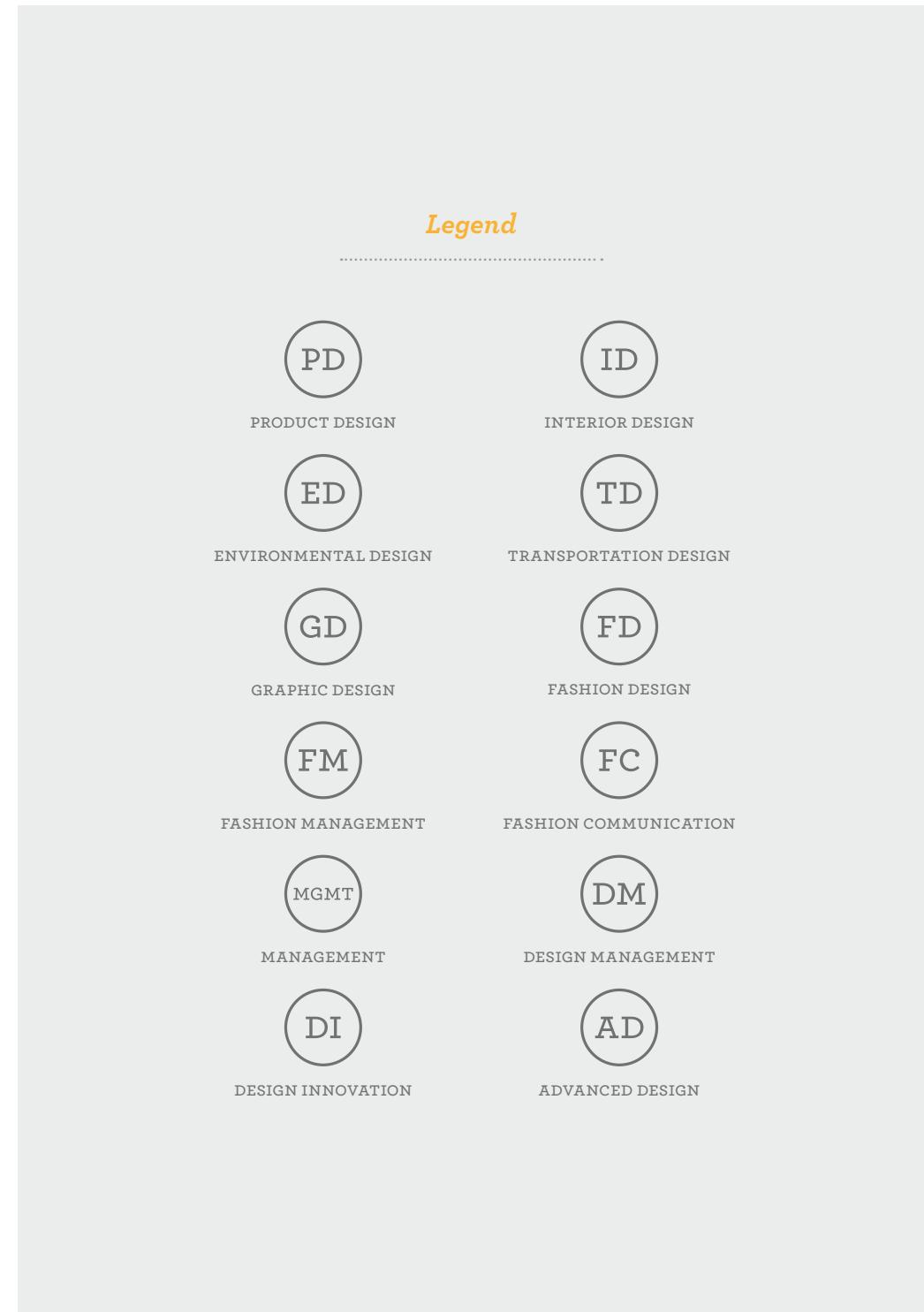
These are vertical, in-depth, specific curricula that target students who aspire to achieve excellence in innovative professions.

What students learn in IED Professional Masters is the ability to generate valid responses to new problems, applying the logic of problem-solving. There is high demand for competent designers, capable of moulding and shaping the new products and services that market and technology create at a cracking pace. Designers' basic abilities need to be completed and extended so that they can find advanced professional opportunities. The courses are modular and flexible, so that all participants have a chance to define the professional identity that suits them best.

Students from related faculties are eligible for the Professional Masters.



APOTHEOSIS | Sonal Verma
Master European Design Labs - Madrid 2009



MASTERS: FIRST LEVEL

*1st Level Masters: one year course lenght,
full-time attendance.*

DESIGN | FASHION |
VISUAL COMMUNICATION

The main objective of the 1st Level Masters is the acquisition of methodological, technical, cultural and design tools related to the specific disciplinary areas. The course adopts an interdisciplinary approach to provide participants with the fundamental tools they need to understand and interact in the design sphere.

Through these Masters courses, students from a variety of backgrounds are shaped into **INNOVATIVE PROFESSIONAL PROFILES** in the areas of design, fashion and visual communications. They also facilitate those who have already started training in these areas to **BUILD ON THEIR EXPERIENCE**, in order to obtain eligibility for a 2nd Level Masters course.



DESIGN

English | Milan | 1 year full-time | January 2011

PURPOSE: to train a new generation of designers alert to human behaviour, new idioms and environmental changes and capable of relating to the economic system, generating an advanced, transverse design culture inclined to ethical, social and environmental values. Adding Italian design culture to your existing experience. Transverse experiences range from spatial to product design, so that participants acquire a very broad view and experience of the design system.

TARGET: Italian and foreign graduates from universities and equivalent schools, also in unrelated disciplines.

CAREER PROSPECTS: their sweeping experience will help participants find work in areas closer to their design vocation.

COURSE CONTENT: the first phase of lectures increases knowledge about culture and tools. Specialised workshops, in the second phase, tackle methodology, focusing on the ability to think up front to generate real innovation in product or interior design, with hands-on experience of professional dynamics. Lectures, workshops and seminars alternate with visits to factories, trade fairs, cultural venues and exhibitions. The ending part of the course consists of a thesis in partnership with a firm.

VISUAL COMMUNICATION

English | Rome | 1 year full-time | January 2011

PURPOSE: to offer participants a broad and profound panorama of disciplines concerned with visual communications. The topics of graphic design, video, advertising, everything to do with the new media (the web, virtual and digital reality) is dealt with basically, so as to enable students to tackle a higher-level training course if they decide to do so.

TARGET: Italian and foreign students with a background of training in a variety of fields or those from pertinent ones who need to develop them further.

CAREER PROSPECTS: Participants will be capable of tackling the basic areas of the subject or of continuing their training by taking Masters courses at the next level.

COURSE CONTENT: both theoretical lectures and practical lessons take an across-the-board look at the various areas related to visual communications. At the end of the course, students must present a project they have developed during the course, with the help of partner firms.



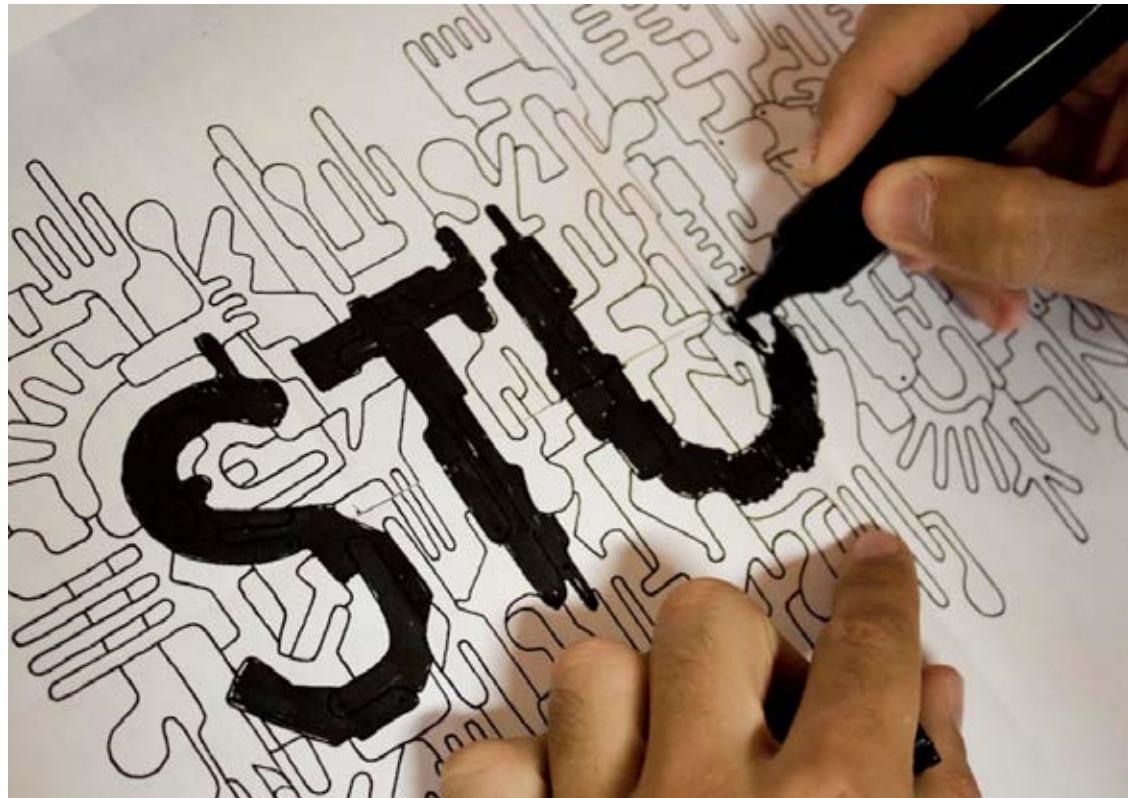
FASHION

English | Milan | 1 year full-time | January 2011

PURPOSE: to offer a complete grounding for approaching the complex fashion world. As well as guaranteeing a solid cultural grounding for understanding fashion as a social system and the historical evolution of styles, the Masters covers the contemporary fashion system as a creative, communicative and strategic process, as a meeting point between different idiom (video, photography and art), as trend evolution and as a design methodology.

TARGET: graduates from universities and equivalent schools in fashion, communications, economics, the humanities and design; or professionals with at least two years' experience in the field.

COURSE CONTENT: the first, introductory part of the course develops on technical, instrumental and methodological topics, both from a creative and from a strategic standpoint. In the second phase, based on the abilities they have developed and the skills acquired, students can opt for a design curriculum, to develop their personal creativity and stylistic identity (from the idea to the product) or for a focus on fashion as strategic corporate process, working with topics and areas of marketing and communications.



MASTERS: PROFESSIONAL AREA

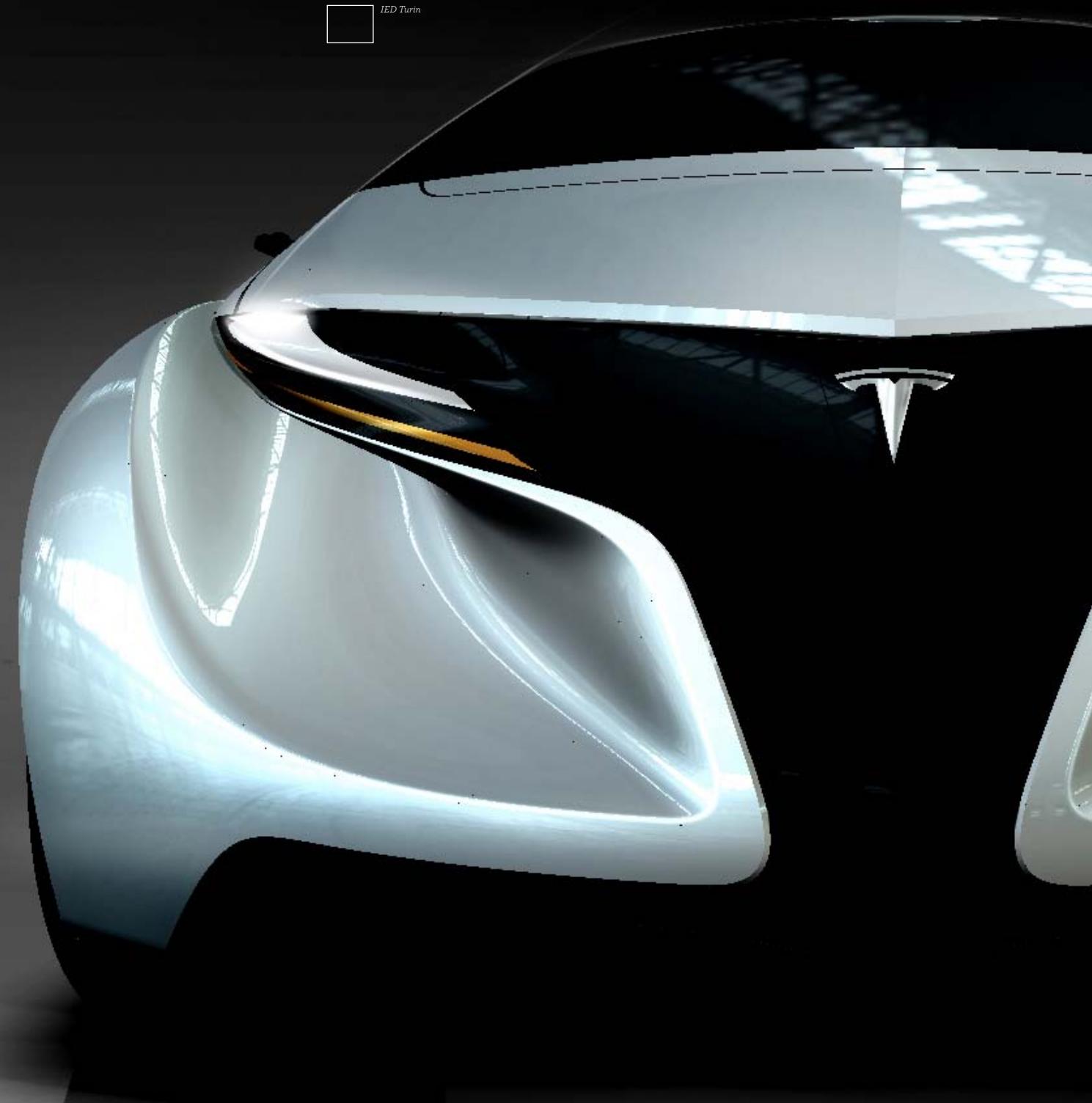
2nd Level Masters: one or two years course length, full-time or part-time attendance.

INTERIOR DESIGN | COMMERCIAL SPACES |
PRODUCT DESIGN | DESIGN FOR SPORT |
TRANSPORTATION DESIGN | YACHT DESIGN |
SUSTAINABLE ARCHITECTURE | URBAN
EVENTS: DESIGN AND MANAGEMENT |
ENVIRONMENTAL DESIGN | FASHION DESIGN |
GRAPHIC DESIGN | FASHION COMMUNICATION |
FASHION MANAGEMENT | DESIGN
MANAGEMENT | BRAND MANAGEMENT AND
COMMUNICATION | ARTS MANAGEMENT |
MANAGEMENT FOR LUXURY GOODS

The 2nd Level Masters aim to transfer specific knowledge and skills. The curriculum provides methodological, technical, cultural and design tools pertinent to the various professional areas.

PROFESSIONAL PROFILES ON EXIT

MANAGERS: masters students develop the ability to manage design complexity. The cases tackled during the course enable them to find employment in corporate management structures as **NEW PRODUCT DEVELOPMENT MANAGERS**. Professional opportunities also include positions in production firms, in design and engineering practices or in communication agencies.



INTERIOR DESIGN

English | Milan | 1 year full-time | January 2011

ID

PURPOSE: interior design is a complex interaction of designing spaces, lighting, materials, colours and furnishings. Its practitioners may work cross-culturally or specialise in one congenial area. Interior design must tackle hospitality, wellness and stores, lighting and décor, which are vitally impacted by changing behaviour and environmental challenges and need expressive, exciting spaces, lighting, materials and décor with strong, unique concepts for successful designs.

TARGET: offering the right specialisation to Italian and foreign graduates from universities and equivalent schools in Design, Architecture and related fields and professionals with at least five years' experience in the sector.

INTERIOR DESIGN FOR COMMERCIAL SPACES

Dual Degree with Universitat de Barcelona

Barcelona | 1 year including internship | January 2011

ID

PURPOSE: this Master course aims to train highly-skilled professionals who will have no difficulty entering the area of interior design projects, working in close contact with local and European industrial contexts. Participants are professionals aware of the rapid evolution the consumer market is experiencing, which obligates interior designers to differentiate their proposals from that of their competitors.

TARGET: students are welcome from different backgrounds: industrial and product designers, graduates in architecture or engineering. The Masters course is also conceived for professionals who can demonstrate more than two years of

professional experience in the field and want to specialise in interior design for commercial projects.

COURSE CONTENT: the curriculum consists of two distinct phases: the purpose of the first phase is to transmit knowledge about the development of interior design; the second phase deals with the technical aspects and the technology required to develop a commercial interior design project.

PRODUCT DESIGN

English | Milan | 1 year full-time | January 2011

PD

PURPOSE: to enable designers to familiarise with the Italian design system: relating with firms of all sizes, tackling competition, developing articulated solutions – analysing markets, identifying materials and defining design strategies – for the SMEs that drive Italy's economy and experimenting with different methodologies. Also studies the latest trend of designers generating and making semi-custom products themselves.

TARGET: the right specialisation for Italian and foreign graduates from universities and equivalent private schools in Design, Architecture and similar fields and professionals with at least five years' experience in the area.

DESIGN FOR SPORT

English | Turin | 1 year full-time including internship | March 2011

PD

PURPOSE: the Masters course in Design for Sport aims to train designers to be particularly capable of interpreting the requirements of sportsmen and sportswomen, especially in relation to extreme sports, and translating them into viable products.

TARGET: the course is intended for graduates in architecture, engineering and disciplines related to industrial design, as well as IED graduates in design disciplines.

CAREER PROSPECTS: the course trains professionals to be capable of operating in firms working in the sports industry and in specialised design practices.

TRANSPORTATION DESIGN

Master of Arts - Dual Degree with Universitat de Barcelona

English | Turin | 2 years full-time including internship | 1st year: Apr 2011 / 2nd year: Jan 2012

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

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

YACHT DESIGN

English | Venice | 2 years full-time | April 2011

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

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

TD

CAREER PROSPECTS: students completing this course are trained to work professionally in automobile industry design centres and car design practices.

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

SUSTAINABLE ARCHITECTURE

English | Turin | 1 year full-time including internship | April 2011

ED

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

TARGET: graduates in Architecture or Civil Engineering.

CAREER PROSPECTS: architects who complete this Masters course will have a broader training background that builds on and increases their professional skills. The course helps attune practitioners to greater ethical awareness and to build criteria of energy efficiency into their exis-

ting technical and design skills, enabling them to identify the right architectural solutions for the future.

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

ENVIRONMENTAL DESIGN

Specializations in: *Urban Sustainable Design (S.U.D.) and Landscape Design (L.D.)*

ED

English | Rome | 1 year full-time | March 2011

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

TD

ciplinary comparison (in modules held by architects, sociologists, biologists and engineers) with concrete design practice, agreed with an external benchmark as client (a research centre, institution or firm) and a lecturer specialised in the field.

CAREER PROSPECTS: (*S.U.D.*) Designers capable of tackling the complexity of the contemporary city and promoting a new ecology of urban development. (*L.D.*) A new profile combining aesthetic and theoretical skills in contemporary art with technical and operative skills in architecture and town planning.

COURSE CONTENT: theoretical lectures and workshop sessions focus on a hands-on interdis-

URBAN EVENTS: DESIGN AND MANAGEMENT

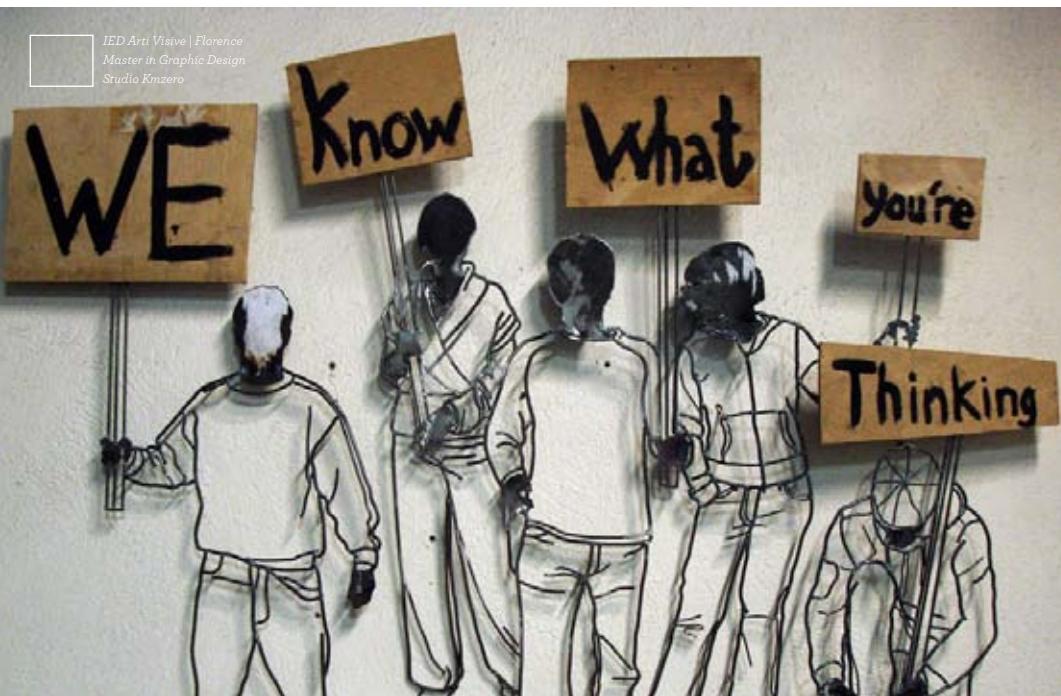
English | Barcelona | 1 year including internship | November 2010

PURPOSE: to train highly-qualified professionals to become experts in designing, communicating and organising large-scale events in collective spaces, including the principles of social and environmental sustainability in the processes of planning, designing and communicating such events and their derived products.

TARGET: graduates in architecture, industrial design, communication and similar areas. Professionals and creatives with at least two years' experience who want to specialise in the design, development, management and administration of sustainable collective events.

CAREER PROSPECTS: an emerging new professional capable of contributing to the construction of a fairer and more sustainable society based on a new, responsible vision of design.

COURSE CONTENT: the course adopts an innovative training methodology, decisively integrating various design disciplines such as the theoretical basics of industrial design, communication and contemporary architecture into the specific field of the temporary design of public spaces, so as to achieve maximum satisfaction for event users (both organisers and the public) and maximum quality in managing the event's logistics, communication, visibility and identity.



IED Arti Visive | Florence
Master in Graphic Design
Studio Kmzero

FASHION DESIGN

*Specialization in: Product Manager or Fashion Designer
English | Milan | 1 year full-time | January 2011*

PURPOSE: to create fashion designers, creative professionals capable of combining theory with innovation, organisational and human relations skills with production.

TARGET: graduates and those already working in the fashion industry.

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

GRAPHIC DESIGN

English | Florence | 1 year full-time | January 2011

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

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

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

GD

solid core graphic and creative project management skills.

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

FASHION COMMUNICATION

Specialization in: *Fashion Stylist or Fashion PR*
English | Milan | 1 year full-time | January 2011

FC

PURPOSE: to train fashion communicators with design skills combining creativity and a strategic approach, from extensive knowledge of the cultural, historical, sociological and economic components of the fashion system to mastery of the trends in the specific market, developing new IT techniques and communication processes for fashion (publishing, styling, web, new media, advertising, fashion shows and events).

TARGET: Italian and foreign graduates from universities and equivalent schools, professionals and experts in fashion research and design.

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

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

FASHION MANAGEMENT

Specialization in: *Product Management or Retail Management*
English | Milan | 1 year full-time | January 2011

FM

PURPOSE: to train fashion managers to face new challenges, interpret the economic macro scenario, anticipate and analyse change in the fashion system, evaluate competitors' strengths and weaknesses, classify and monitor the market and know products and production, distribution and sales dynamics.

TARGET: Italian and foreign graduates from universities and equivalent schools, professionals and experts in fashion and textile research and design.

CAREER PROSPECTS: managers for the fashion industry.

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



My Os / Immagini Sito Triennale /
Fashion Marketing

DESIGN MANAGEMENT

Dual Degree with Universitat de Barcelona
English | Barcelona | 18 month - 3 semesters full-time including internship | January 2011

DM

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

TARGET: designers interested in coordinating interdisciplinary projects. Designers that want to acquire a profound knowledge of the design business field in order to conceive successful products and to efficiently manage all the production

processes. Designers that already run a studio or own a small brand and want to expand. People coming from general business and management areas and who are interested in the design field.

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

BRAND MANAGEMENT AND COMMUNICATION

English | Milan | 1 year full-time | April 2011

PURPOSE: to respond to the challenges of international competition by training interdisciplinary professionals with integrated skills, capable of managing increasingly complex communication projects.

TARGET: the right specialisation for Italian and foreign graduates from Universities and equivalent schools, professionals and experts in marketing and communication.

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

COURSE CONTENT: practitioners and testimonials of major brands balance theoretical input, methodologies and data with creativity, experience, workshops, practicals and project work. International students and lecturers, the analysis of the Italian creativity encompassed in the many facets of Made in Italy, partnership with firms and their involvement in creativity and innovation workshops and the cultural model inspired by knowledge and know-how make this course an experience where students train to tackle their chosen profession.

MGMT



ARTS MANAGEMENT: THE NEW ITALIAN EXPERIENCE

English | Rome, Florence and Venice | 18 month - 3 semesters full-time (1 per city) | February 2011

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

CAREER PROSPECTS: participants who complete this course will be qualified to seek employment in existing structures, such as corporate foundations, bank foundations, other private and

public-sector foundations, museums, corporate enterprise, galleries, associations, collectives and co-operatives. The course also provides students with the tools they need to become entrepreneurs in their own right.

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

MANAGEMENT FOR LUXURY GOODS

Specialization in: Marketing (M) or Retail (R)
English | Rome | 1 year full-time | April 2011

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

TARGET: graduates and professionals who wish to specialise in the luxury sector with a cultural mindset and professional aspirations focused on corporate communications, fashion, strategic marketing and managing single or multiple brand retail outlets.

CAREER PROSPECTS: **(M)** Professionals skilled in the various models of luxury distribution, choosing the location and assortment for the point of sale, branding and communications

MGMT

(customer fidelity systems, price strategies, web sales and managing customer feedback). **(R)** Professionals capable of operating in major luxury brand distribution channels.

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

1

2

3

1 - My OS | Andrea Angeloni
2 - Master "Interior Design" Rome |
Maria Domenica Russo A.A. 2008/2009
3 ZAPATILLAS CONVERSE | Julian Pinilla
Master Motion Graphics - Madrid 2009



MASTERS: RESEARCH AREA

2nd Level Masters: one or two years course length, with full-time attendance

ADVANCED DESIGN FOR TRANSPORTATION |
EUROPEAN DESIGN LABS: INTERDISCIPLINARY
DESIGN | STRATEGIC DESIGN LABS | PRODUCT
DESIGN LABS | COMUNICATION DESIGNS

These Masters aim to transfer a correct methodology for basic and applied research. The program facilitates and implements the ability to choose the general curriculum and specific disciplines, on the basis of the student's own propensities and objectives, leaving plenty of space for experimenting, conducting research and for free exploration. The course envisages a network logic, identifying areas of research related to the specific identity of each IED location. The valorisation of their cultural and methodological differences is therefore one of the assets.

PROFESSIONAL PROFILES ON EXIT

RESEARCHERS, capable of targeting planning, promoting research activities and well prepared for scientific dissemination. Capable of using suitable methods and tools of investigation, working with private research centres;

PROFESSIONALS IN SCIENTIFIC DISSEMINATION, capable of generating advanced and refresher training in high-level training establishments;

MANAGERS, of identifying targets and related achievement strategies in complex systems, that require creating innovative and sustainable solutions and interactions in the course of managing production cycles and services, working for private industry or public institutions.

Denada Skenderi | Albania | Interior Design



ADVANCED DESIGN FOR TRANSPORTATION

English | Turin | 1 year full-time including internship | November 2010

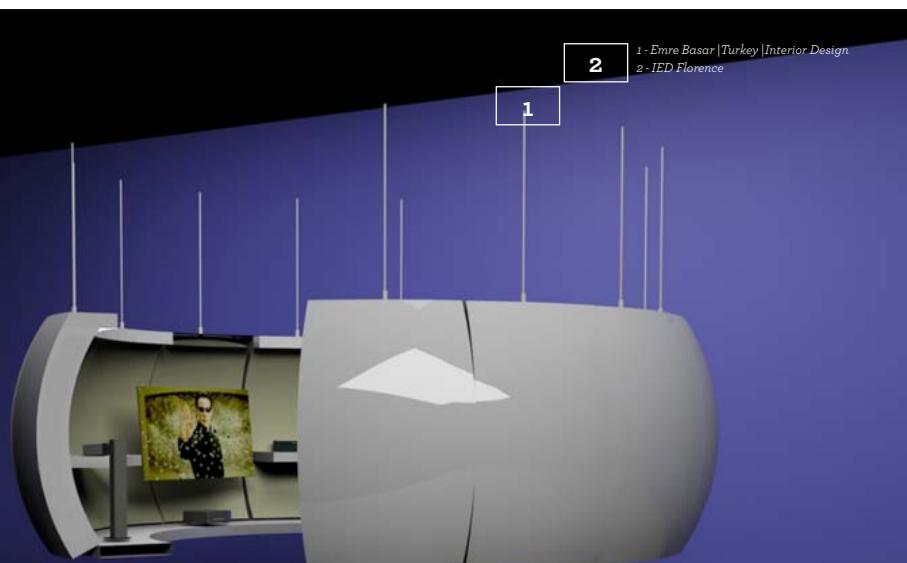
AD

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

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

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

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



1 - Emre Basar | Turkey | Interior Design
2 - IED Florence



EUROPEAN DESIGN LABS

Inglese-Spanish | Madrid | 1 year full-time | January 2011

DI

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

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

CAREER PROSPECTS: highly creative professionals capable of working independently or in a corporate structure, of identifying new opportunities and areas of innovative design for shaping new human and artificial landscapes, focusing

the design process on research.

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

STRATEGIC DESIGN LABS

English / Spanish | Madrid | 11 months full-time | January 2011

DI

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

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

CAREER PROSPECTS: professionals qualified to work as Marketing Managers, Design Managers, Project Managers, Product Managers, Brand Managers, Retail Managers, Innovation Managers, Product and Innovation System Con-

sultants, Design and ITC Consultants.

COURSE CONTENT: the specific areas of psychology, corporate marketing, new technologies in market processes, design trends, innovation, strategic and managerial planning, sustainability, project management, international markets and languages are taught in mainly practical sessions. Group work is encouraged. Creative, experimental and research workshops combine with international trips and cultural activities. Students develop a research project supervised by tutors, all professionals experienced in university lecturing.

PRODUCT DESIGN LABS

English/Spanish | Madrid | 11 months | January 2011

DI

PURPOSE: to train high specialised product designers, in the broadest sense, capable of tackling today's socio-economic situation, recognising the importance of innovation, interpreting the professional market's needs, rapidly and immediately proposing effective solutions and designing sustainably to respect the environment.

TARGET: product, graphic, communication and fashion designers; anyone who wants to find creative new ways of specialising in product design.

CAREER PROSPECTS: highly specialised professionals capable of contributing technically advanced, innovative ideas and designs to work independently or in a corporate context.

COMMUNICATION DESIGNS LABS

English / Spanish | Madrid | 11 months full-time | January 2011

DI

ger, Brand Manager, Strategic Manager and Conceptual Designer.

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

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

CAREER PROSPECTS: a new professional profile that caters for new entrepreneurial structures, featuring increasing combinations of concepts and idioms: Marketing Manager, Creative Mana-





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1 - Elisa Bettencelli | Outfit Tesi
2 - IED Moda Lab Milano |
Lidia Bazzi, Thesis Project



MASTERS IN ITALIAN

MASTERS: PROFESSIONAL AREA

FASHION STYLIST

Milano | 1 anno full-time compreso stage | Novembre 2010

GRAPHIC DESIGN

Milano | 1 anno full-time compreso stage | Novembre 2010

DESIGN MANAGEMENT PER LA MEDIA

E PICCOLA IMPRESA

Milano | 400 ore/1 anno | Novembre 2010

ADVERTISING: ART DIRECTION AND COPYWRITING

Milano | 1 anno full-time | Gennaio 2011

BRAND MANAGEMENT AND COMMUNICATION

Milano | 1 anno full-time | Gennaio 2011

EVENT MANAGEMENT

Milano | 1 anno full-time compreso stage | Novembre 2010

SCENOGRAFIA DIGITALE

Roma | 400 ore full-time | Febbraio 2011

INTERIOR DESIGN

Roma | 500 ore - 1 anno | Dicembre 2010

INTERIOR YACHT DESIGN

Roma | 500 ore/1 anno | Febbraio 2011

FOOD DESIGN

Roma | 400 ore/1 anno | Aprile 2011

STYLIST PER LA MODA E LO SPETTACOLO

Roma | 400 ore/1 anno | Maggio 2011

CARTOON ANIMATION

Roma | 400 ore/1 anno | Aprile 2011

WEB MEDIA DESIGN

Roma | 400 ore/1 anno | Maggio 2011

Cagliari | 450 ore/1 anno part time | Febbraio 2011

ART DIRECTION

Roma | 400 ore/7 mesi | Maggio 2011

CURATORE MUSEALE E DI EVENTI

Roma | 420 ore/1 anno | Febbraio 2011

COPYWRITING

Indirizzi : Pubblicità o Mass Media

Roma | 400 ore/1 anno | Marzo 2011

BRAND MANAGEMENT

Roma | 400 ore/1 anno | Aprile 2011

PROGETTAZIONE E GESTIONE DI EVENTI

Roma | 400 ore/1 anno | Aprile 2011

PROGETTAZIONE EDITORIALE

Torino | 1 anno full-time compreso stage | Novembre 2010

MARKETING E COMUNICAZIONE

Torino | 1 anno part-time compreso stage | Novembre 2010

Cagliari | 450 ore | 1 anno part time | Febbraio 2011

MARKETING E COMUNICAZIONE

Indirizzi: Impresa o Moda

Roma | 400 ore full-time | marzo 2011

COMUNICAZIONE AMBIENTALE

Torino | 1 anno full-time compreso stage | Novembre 2010

SCIENZE E MANAGEMENT DELL'AMBIENTE

E DELL'ENERGIA

Cagliari | 500 ore full-time | Ottobre 2010

MASTERS: RESEARCH AREA

SOCIAL NETWORK DESIGN

Roma | 1 anno full-time | Gennaio 2011

MASTERS IN SPANISH

MASTERS: FIRST LEVEL

DISEÑO GRÁFICO

Barcelona | 500 horas | Enero 2011

DISEÑO DE MODA

Barcelona | 500 horas | Enero 2011

MASTERS: PROFESSIONAL AREA

DISEÑO DE INTERIORES

Madrid | 500 horas | Octubre 2011

DISEÑO DE ILUMINACIÓN

Madrid | 400 horas | Octubre 2011

ESCENOGRAFÍA

Madrid | 400 horas | Octubre 2011

DIRECCIÓN Y GESTIÓN DE EMPRESAS DE MODA

Madrid | 400 horas | Octubre 2011

DISEÑO TEXTIL Y DE SUPERFICIES

Madrid | 500 horas | Octubre 2011

DISEÑO DE ACCESORIOS DE MODA

Madrid | 600 horas | Octubre 2011

CREACIÓN Y PRODUCCIÓN DE MODA

Madrid | 400 horas | Octubre 2011

DISEÑO EDITORIAL: MEDIOS IMPRESOS Y DIGITALES

Madrid | 400 horas | Octubre 2011

MOTION GRAPHICS DESIGN

Madrid | 400 horas | Octubre 2011

COMUNICACIÓN Y MODA

Madrid | 400 horas | Octubre 2011

DIRECCIÓN Y GESTIÓN DE COMUNICACIÓN,

MARKETING Y PUBLICIDAD

Madrid | 400 horas | Octubre 2011

COMUNICACIÓN, PUBLICIDAD Y MARKETING

EN MEDIOS ON -LINE

Madrid | 400 horas | Octubre 2011

DISEÑO DE INTERIORES

Barcelona | 500 horas | Noviembre 2010

DISEÑO SOSTENIBLE DE PRODUCTO

Barcelona | 500 horas | Noviembre 2010

DISEÑO DE CALZADO Y COMPLEMENTOS

Barcelona | 500 horas | Enero 2011

DISEÑO DE VESTUARIO TEATRAL

Barcelona | 500 horas | Noviembre 2010

MARKETING Y COMUNICACIÓN DE LA MODA

Barcelona | 500 horas | Noviembre 2010

FASHION MANAGEMENT

Barcelona | 800 horas | Noviembre 2010

WEB 2.0: DISEÑO, COMUNICACIÓN, MARKETING

Y PUBLICIDAD

Barcelona | 500 horas | Enero 2011

DISEÑO Y GESTIÓN DE PROYECTOS ARTÍSTICOS

Y CULTURALES

Barcelona | 500 horas | Noviembre 2010

DIRECCIÓN ESTRÁTÉGICA Y CREATIVA

DE COMUNICACIÓN Y PUBLICIDAD

Barcelona | 500 horas | Noviembre 2010

MASTER IN PORTUGUESE

BRANDING E DESIGN PROMOCIONAL

São Paulo | 18 meses | Setembro 2010/Março 2011

DESIGN DE CALÇADOS E BOLSAS

São Paulo | 18 meses | Setembro 2010/Março 2011

DESIGN DE EMBALAGENS

São Paulo | 18 meses | Setembro 2010/Março 2011

DESIGN DE JÓIAS, ACESSÓRIOS E COMPLEMENTOS

São Paulo | 18 meses | Setembro 2010/Março 2011

DESIGN EDITORIAL

São Paulo | 18 meses | Setembro 2010/Março 2011

DESIGN ESTRATÉGICO

São Paulo | 18 meses | Setembro 2010/Março 2011

DIREÇÃO E GESTÃO DE EMPRESAS DE MODA

São Paulo | 18 meses | Setembro 2010/Março 2011

FASHION MARKETING

São Paulo | 18 meses | Setembro 2010/Março 2011

INDUSTRIAL DESIGN

São Paulo | 18 meses | Setembro 2010/Março 2011

INTERIOR DESIGN

São Paulo | 18 meses | Setembro 2010/Março 2011

MÍDIAS DIGITAIS: COMUNICAÇÃO, PROPAGANDA E MARKETING NOS MEIOS ONLINE

São Paulo | 18 meses | Setembro 2010/Março 2011

ORGANIZAÇÃO, GESTÃO E DESIGN DE EVENTOS

São Paulo | 18 meses | Setembro 2010/Março 2011

ROTEIRO E DIREÇÃO DE CINEMA

São Paulo | 18 meses | Março 2011/Setembro 2011

TRANSPORTATION DESIGN

São Paulo | 18 meses | Setembro 2010/Março 2011

ACADEMIC INFO

ADMISSION REQUIREMENTS

MASTERS (1ST LEVEL)

All eligible candidates must hold an undergraduate degree , or equivalent, in any disciplinary area. The level of knowledge of the English language will be assessed by telephone interview.

MASTERS: PROFESSIONAL AND RESEARCH (2ND LEVEL)

Candidates must hold an undergraduate degree , or equivalent, in the disciplinary area of the Masters course. Equivalent professional experience will be assessed. Candidates must also be proficient in conversational English and able to write at intermediate level. This must be demonstrated by providing one of the following certificates or the equivalent:

- TOEFL Paper with a mark of 450
- IELTS Academic with a mark of 5.0

Admission is subject to a motivational interview conducted either directly or by telephone by the Masters course coordinator and/or by the person responsible at the location where the Masters course is held. During this interview the candidate's academic record and/or professional career will be assessed by skills, personal motivation and areas of interest.

APPLICATION

DOCUMENTS TO SEND

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

- application Form
- letter of motivation (max 1 page)
- curriculum Vitae, specifying your academic qualifications, professional experience, language and IT skills
- portfolio (Masters only: Professional and Research)
- copy of your degree certificate, plus any relevant school and/or work certificates
- copy of your English language skills certificate or self-certification (only for Masters: Professional and Research)
- photocopy of your passport

PORTFOLIO

Your portfolio may include graduation thesis projects and projects conducted during your formal training and/or professional experience.

MASTER COURSES IN DESIGN PORTFOLIO MUST INCLUDE:

- thesis project with a short explanation, including abstract, research, sketches and computer work (2D and 3D), technical drawings and photos of your models
- university project with a short explanation, including abstract, research, sketches and computer works (2D and 3D), technical drawings and photos of your models
- a project developed during a professional experience (optional)

The project has to be in pdf format and no more than 10 megabytes (compulsory).

MASTER COURSE IN FASHION DESIGN PORTFOLIO MUST INCLUDE:

A Book complete with a brief explanation and a minimum of 15 drawings (both pattern making and technical drawings with examples of materials and colours) and images of final dresses. The project has to be in pdf format and no more than 10 megabytes (compulsory).

Candidates for the Masters (1st Level) and for the Masters Professional and Research (2nd Level) in the management area may submit a detailed report of their personal academic and/or professional careers instead of the portfolio.

ENROLMENT

Once accepted, candidates may formalise their enrolment on the Master course of their choice by signing the relevant documentation and paying the enrolment and annual fees.

SCHOLARSHIPS AND FACILITATIONS

Some institutions may be able to offer scholarships covering all or part of the fees for particularly exemplary students. A 30% discount will be available to encourage students to continue from the 1st Level Masters courses to 2nd Level Masters courses: Professional and Research. For further information about scholarships, please contact the IED International Affairs Office (admissions@ied.it).

INTERNSHIPS

In relation to the course contents and the training objectives, internships may be organized with firms. One of the fundamental characteristics of the academic services offered in the area of Masters courses is IED's partnership with private sector organizations, public sector institutions and agencies. The latter, considered to be benchmark examples in their respective specific fields, collaborate in structuring projects to be developed during the courses, encouraging students to acquire professionally useful knowledge and skills and offering them the opportunity to conduct experiments. These internships may be replaced by the development of a project simulating professional practice, applying the professional knowledge and skills acquired under the tutorship of professional practitioners who lecture at the IED.

THESIS PROJECT

The academic curriculum comes to an end with the thesis project related to the chosen Master. This is presented to a committee of experts (lecturers and professional practitioners) who assess the skills acquired by the student. Masters course (1st Level): a project that summarizes the academic contents

acquired during the course. Masters Professional (2nd Level): in order to complete this course, students must develop a thesis in the area specific to the chosen Masters course; agreed in advance with the course co-ordinator, the topic must be of relevance to design, simulate a professional project in every aspect and result in a credible finished product whose various implications can all be evaluated. Masters Research (2nd Level): as this course features greater student autonomy in the choice of academic curriculum, students are free to suggest a research topic of their interest to the Masters course co-ordinator.

DIPLOMAS/CERTIFICATES AND ASSESSMENT

At the end of the Master course, all students who have no outstanding administrative situation will receive a certificate of attendance. The Master Diploma with a Professional or Research focus will be awarded to those students who achieve a positive assessment in all their intermediate evaluations and their thesis. Candidates will be assessed by combining the results of the entire academic curriculum of the Master course with the final examination assessment.

LAPTOP

A free Laptop will be provided for the following master courses:

1. in Milan: Product Design, Interior Design, Fashion Design
2. in Venice: Yacht Design
3. in Turin: Transportation Design, Advanced Design for Transportation - Design for Sport, Sustainable Architecture.

The Laptop will remain property of the student.

ACADEMIC TRIPS

Communication Design Labs, Strategic Design Labs, Product Design Labs and European Design Labs, taught at IED Madrid, include approximately from two to six academic trips within Spain, the rest of Europe and/or beyond. Transportation expenses from Madrid to these destinations and accommodation during these academic trips is already included in the course fees.

WITHDRAWAL

Withdrawal is permitted only after written notice has been submitted. Course fee will be reimbursed up to 1 month before the start of the Master course. No refunds will be made to students who cancel or withdraw less than 1 month before the start of the Master course. The enrolment fee is not refundable under any circumstances.

COURSE CANCELLATION

Istituto Europeo di Design reserves the right to cancel Master courses within a month of the scheduled starting date. Enrolled students will be informed by written communication and all fees already paid will be refunded, without any further costs.

GENERAL REGULATION

IED reserves the right to change any information contained herein without notice.

PRACTICAL INFO

VISA

All students coming from non-EU countries must obtain a visa for study from the Italian/Spanish Consulate or from one of the Italian/Spanish diplomatic representatives in their country of origin.

DOCUMENTS YOU NEED TO OBTAIN A VISA:

1. a valid passport
2. your enrolment certificate (the declaration issued by Istituto Europeo di Design in which the school guarantees that the student is duly enrolled. You must provide your visa validated by your Embassy/Consulate.)
3. proof of accommodation in Italy/Spain (residence or hotel reservation, rental of an apartment etc.)
4. a consular statement concerning health care in Italy/Spain. Students must also prove that they have sufficient means of subsistence for their entire stay in Italy/Spain and to go back in their home country.

COLOMBIAN STUDENTS

IED offers a free service through our partners in Colombia - Family Firm Consulting Ltda. They advise students about the necessary documentation and handle students' visa applications with the Spanish consulate. This minimizes the number of applications refused.

RESIDENCE PERMIT FOR FOREIGN STUDENTS IN ITALY

EU STUDENTS

All EU students staying in Italy for a period longer than 3 months must apply for Registration at the City's Office of the Municipality (Iscrizione Anagrafica) in the students area of domicile.

Please prepare the following documents:

1. Passport or ID (original + 1 copy)
2. An original of the Certificate of enrolment from the Istituto Europeo di Design with the indication of the course length
3. Sickness and accident insurance valid for the period of the course
4. Tax File Number
5. Proof of available means of support for the stay in Italy (no less than € 5,061.68)

NON-EU STUDENTS

All foreign students who plan to study in Italy have to apply for a residence permit within 8 days of arriving in Italy. The application procedure and the validity of the permit vary from country to country. In Italy, non-Italian citizens can now apply for and renew their residence permit (*permesso di soggiorno*) at the Post Office and then track the progress of their application online at www.portaleimmigrazione.it

Please prepare the following documents:

1. Four passport photos
2. A copy of your passport
3. The original copy of the Certificate of enrolment from the Istituto Europeo di Design
4. A health insurance policy providing coverage from the Health Care Service in Italy.

An insurance policy from your home country with a declaration from the consulate that it is valid in Italy and a description of the duration and health service coverage provided, specifying that there are no limitations on the cost or a duration of an urgent hospitalization.

Any other insurance that covers the same risk along with a declaration from the insurance company specifying that there are no limitations on the cost or the duration of an urgent hospitalization.

RESIDENCE PERMIT FOR FOREIGN STUDENTS IN SPAIN

All foreign students who plan to study in Spain have to apply for a residence permit (*Tarjeta de Residencia*). The application procedure and the validity of the permit vary from country to country and also with the motivation of the request.

EU STUDENTS

Students from the EU receive a residence permit valid for 5 years and renewable thereafter. Please note that this does not depend in any way on economic activities.

Please prepare the following documents:

1. Three passport photos
2. A copy of your passport (all pages - x2 copies of the main page and visa)
3. An original of the Certificate of enrolment from the Istituto Europeo di Design, stamped by the Embassy/Consulate
4. Sickness and accident insurance

NON-EU STUDENTS

The residence permit for study purposes is valid from the beginning until the end of the course, usually no more than one year. The permit is issued by the local police.

Please prepare the following documents:

1. Three passport photos
2. Your passport, together with two copies of the pages with the stamp issued by the Spanish Embassy or Consulate in the student's home country and with the stamp of the date of arrival in the Schengen Area of the EU from the immigration authorities at the airport
3. Documents regarding your address in Spain: a rental contract or any other declaration.
4. An original of the Certificate of enrolment from the Istituto Europeo di Design
5. Sickness and accident insurance, so as to be able to benefit from the Health Service in Spain.

TUITION PAYMENT PROCEDURE

FROM ABROAD | BY BANK TRANSFER

MILAN

• IED DESIGN
• IED ARTIVISIVE
Banca Popolare di Milano
Agency 37 Milano
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT75H0558401637000000001680
BIC (Swift): BPMIITM1037

• IED MODALAB
Banca Popolare di Milano
Agency 24 Milano
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT09H0558401624000000025052
BIC (Swift): BPMIITM1024

• IED COMUNICAZIONE
Intesa San Paolo
viale Bligny, 52 Milano
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT71N0306909502615301498997
BIC (Swift): BCITITMM300

ROME

Unicredit Banca
Agency 6824 Roma Eur Ardigò
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT52Ro32260320000005485844
BIC (Swift): UNCRIT2VRMJ

TURIN

Deutsche Bank
Agency 1 Torino
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT73Po310401000000000081434
BIC (Swift): DEUTITMMTOR

VENICE

Banca Popolare di Milano
Agency 37 Milano
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT75H055840163700000001680
BIC (Swift): BPMIITM1037

FLORENCE

Banca Popolare di Milano
Agency 24 Milano
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT09H0558401624000000025052
BIC (Swift): BPMIITM1024

CAGLIARI

Banca di Credito Sardo
Piazza Deffenu, 4 Cagliari
Istituto Europeo di Design Scuola spa
IBAN CODE:
IT 54 N 030 5904 8201 0000 0014 557
BIC (Swift): BCITIT3C

MADRID

Banco Popular Español c/Génova, 20
28004 Madrid - España
Istituto Europeo di Design
Account: 0075-0322-81-0600446618
IBAN CODE:
ES6500750322810600446618
BIC (Swift): POPUESMM

BARCELONA

La Caixa: Ofic. 0644
Torrent de l'Olla, 193-197
08012 Barcelona - España
Istituto Europeo di Design
Account:
21000644520200165597
SWIFT / internacional:
CAIXESBBXXX
IBAN CODE: ES37

SAO PAULO

Intermediary Institution - Field 56A or 54A
ABN AMRO Bank NV
Amsterdam - Netherland
Swift RBOSNL2A
IBAN NL94RBOS0540493589
Account Holder Banco Santander (Brasil)
SA - São Paulo - Brazil
Swift ABNABRSP
Beneficiary (field 59A)
Agencia: 0970 - Conta Corrente: 1008962-7
Istituto Europeo di Design
CNPJ: 08.620.427/0001-02
Rua Maranhão nº 617 - Bairro Higienópolis
São Paulo - SP
CEP: 01240-001

FROM ABROAD | PAYMENT BY CREDIT CARD

AMERICAN EXPRESS

Please charge the following amount:

Card number

Name of card holder

VISA

Euro

Expiry date

MASTERCARD

Name of the student

Signature

EUROCARD

DINERS

IED LOCATIONS

IED MILANO

IED DESIGN
IED ARTI VISIVE
Via Amatore Sciesa, 4
20135 Milan - Italy
Tel. +39 02 55012613
Fax +39 02 54101493
master@milano.ied.it

IED MODA LAB
Via Pompeo Leoni, 3
20141 Milan - Italy
Tel. +39 02 583361
Fax +39 02 5833660
master@roma.ied.it

IED COMUNICAZIONE
Via Pietrasanta, 14
20141 Milan - Italy
Tel. +39 02 55230369
Fax +39 02 55230410
master.com@milano.ied.it

IED ROMA

IED DESIGN
IED ARTI VISIVE
Via Alcamo, 11
00182 Rome - Italy
Tel. +39 06 7024025
Fax +39 06 7024041
master@roma.ied.it

IED ROMA

IED MODA LAB
IED COMUNICAZIONE
Via Giovanni Branca, 122
00153 Rome - Italy
Tel. +39 06 5717651
Fax +39 06 57305476
info.modalab@roma.ied.it
master@roma.ied.it

IED TORINO

IED DESIGN
IED MODA LAB
IED ARTI VISIVE
IED COMUNICAZIONE
Via San Quintino, 39
10121 Turin - Italy
Tel. +39 011 541111
Fax +39 011 5170167
infomaster@torino.ied.it

IED VENEZIA

Isola della Certosa
30141 Venezia - Italy
Tel. +39 041 2771164
Fax +39 041 27070825
info.venice@ied.it

IED FIRENZE

Casa della Creatività
Vicolo Santa Maria Maggiore 1
50123 Firenze - Italy
Tel. +39 055 2676311
Fax +39 055 2645685
infoflorence@ied.edu

IED CAGLIARI

Viale Trento, 39
09123 Cagliari - Italy
Tel. +39 070 273505
Fax +39 070 2085066
info@cagliari.ied.it

IED MADRID

IED DESIGN
IED MODA LAB
IED ARTI VISIVE
IED COMUNICAZIONE
c/ Larra, 14
28004 Madrid - Spain
Tel. +34 91 4480444
Fax +34 91 4480122
info@madrid.ied.es

IED BARCELONA

IED DESIGN
IED MODA LAB
IED ARTI VISIVE
IED COMUNICAZIONE
Torrent de l'olla, 208
08012 Barcelona - Spain
Tel. +34 93 2385889
Fax +34 93 2385909
formacionavanzada@bcn.ied.es

IED SÃO PAULO

IED DESIGN
IED MODA LAB
IED ARTI VISIVE
Faculdade de Tecnologia IED
Rua Maranhão, 617
São Paulo - SP - Brazil
Tel. +55 11 36608000
Fax +55 11 36608000
info@ied.edu.br

APPLICATION FORM

PERSONAL INFORMATION

please write clearly and in capital letters

Surname	Given name	<input type="checkbox"/> Male <input type="checkbox"/> Female
Nationality	Date of birth	Place of birth
Address	City	Country
Postal code	Tel. home	Tel. mobile
e-mail		
You finished your studies at:		<input type="checkbox"/> College <input type="checkbox"/> University
University graduation in	Obtained (date)	
University (School)		
Town	Country	
Professional Experience and other specialized Courses attended		

LANGUAGE INFORMATION

Knowledge of English: High-Intermediate Advanced Mother Tongue

LANGUAGE CERTIFICATE

Toefl - Score..... Ielts - Score..... equivalent certificate

INFO

Address

Istituto Europeo di Design - International Affairs Office
via Sciesa, 4 - 20135 Milan - Italy
Ph. +39 02 55192963 | Fax +39 02 5468517
E-mail: admissions@ied.it | www.ied.edu

Important

The present application must be completed with: passport photocopy, personal profile with full description of studies, statement of purpose and portfolio (only for Professional and Research master courses in design). Uncomplete applications will not be processed.

Signature

I FOUND OUT ABOUT THIS COURSE FROM:

(compulsory: please specify where you first heard about IED)

APPLICATION FORM

MASTERS (FIRST LEVEL)

- Design
Milan / 1 year full-time / January 2011
Fee € 12.500 (€ 3.500 enrolment, € 9.000 Tuition Fee)
- Fashion
Milan / 1 year full-time / January 2011
Fee € 12.500 (€ 3.500 enrolment, € 9.000 Tuition Fee)
- Visual Communication
Rome / 1 year full-time / January 2011
Fee € 12.500 (€ 3.500 enrolment, € 9.000 Tuition Fee)

MASTERS: PROFESSIONAL AREA (SECOND LEVEL)

INTERIOR DESIGN

- Interior Design
Milan / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)
- Interior Design for Commercial Spaces
Dual Degree with Universitat de Barcelona
Barcelona / 1 year + internship / January 2011 Fee € 12.500
(€ 3.500 Enrolment, € 9.000 Tuition Fee)

PRODUCT DESIGN

- Product Design
Milan / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)
- Design for Sport
Turin / 1 year full-time / March 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

TRANSPORTATION DESIGN

- Transportation Design
Master of Arts / Dual Degree with Universitat de Barcelona
Turin / 2 years full-time / April 2011
Fee: First Year € 16.500 (€ 3.500 Enrolment, € 13.000 Tuition Fee) / Second Year € 13.500 (€ 3.500 Enrolment, € 10.000 Tuition Fee)
- Yacht Design
Venice / 2 years full-time / April 2011
Fee: First Year € 16.500 (€ 3.500 Enrolment, € 13.000 Tuition Fee) / Second Year € 13.500 (€ 3.500 Enrolment, € 10.000 Tuition Fee)

ENVIRONMENTAL DESIGN

- Sustainable Architecture
Turin / 1 year full-time / April 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)
- Urban Events: Design and Management
Barcelona / 1 year + internship / November 2010
Fee € 12.500 (€ 3.500 Enrolment, € 9.000 Tuition Fee)
- Environmental Design
Specialization in: Sustainable Urban Design or Landscape Design
Rome / 1 year full-time / March 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

FASHION DESIGN

- Fashion Design
Specialization in: Product Manager or Fashion Designer
Milan / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

GRAPHIC DESIGN

- Graphic Design
Florence / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

FASHION COMMUNICATION

- Fashion Communication
Specialization in: Fashion Stylist or Fashion PR
Milan / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

FASHION MANAGEMENT

- Fashion Management
Specialization in: Product Management or Retail Management
Milan / 1 year full-time / January 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

DESIGN MANAGEMENT

- Design Management
Dual Degree with Universitat de Barcelona
Barcelona / 18 month full-time + internship / January 2011 / Fee € 17.500 (€ 3.500 Enrolment, € 14.000 Tuition Fee)

MANAGEMENT

- Business Management and Communication
Milan / 1 year full-time / April 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)
- Arts Management
Rome, Florence, Venice | 3 semester full-time | February 2011
1 semester:
Fee € 7.000 (€ 3.500 Enrolment, € 3.500 Tuition Fee)
3 semesters:
Fee € 18.000 (€ 3.500 Enrolment, € 14.500 Tuition Fee)
- Management for Luxury Goods
Specialization in: Marketing or Retail
Rome / 1 year full-time / April 2011
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

MASTERS: RESEARCH AREA (SECOND LEVEL)

ADVANCED DESIGN

- Advanced Design for Transportation
Turin / 1 year full-time / November 2010
Fee € 16.000 (€ 3.500 Enrolment, € 12.500 Tuition Fee)

DESIGN INNOVATION

- European Design Labs: Interdisciplinary Design
Madrid / 1 year full-time / January 2011
Fee € 21.000 (€ 5.000 Enrolment, € 16.000 Tuition Fee)
- Strategic Design Labs
Madrid / 1 year full-time / January 2011
Fee € 15.500 (€ 3.000 Enrolment, € 12.500 Tuition Fee)
- Product Design Labs
Madrid / 1 year full-time / January 2011
Fee € 15.500 (€ 3.000 Enrolment, € 12.500 Tuition Fee)
- Communication Design Labs
Madrid / 1 year full-time / January 2011
Fee € 15.500 (€ 3.000 Enrolment, € 12.500 Tuition Fee)