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
“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.”

FRANCESCO MORELLI
Founder and President, IED

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
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.

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
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’.
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
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 focused on a new challenge: combining a workshop school for management with the search of new forms of cross-fertilization between design, creativity, innovation 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 entrepreneurialism and bridgehead for Italian design in Latin America, a natural choice as home for a IED location.
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.
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)
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

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.
MASTERS: FIRST LEVEL

1st Level Masters: one year course length, 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.

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**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.

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**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: 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**

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.

Career prospects: Participants will receive the cultural and design training they need to tackle professional commissions.

Course content: Four areas develop this course’s theme: furnishings, lighting, space and materials. Students first study the cultural and instrumental input necessary to draw up their projects, then shape their course by choosing between a design focus (in the four areas) and one of inter-design cross-contamination, before ending with an individual thesis worked on with a partner firm.

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**PRODUCT DESIGN**

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.

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

Course content: After a first cultural grounding, students choose from four design areas – packaging, product, furniture and self-production – then following a linear route in one field or cross-fertilised between them to developing an individual thesis with a partner firm.

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**INTERIOR DESIGN FOR COMMERCIAL SPACES**

Dual degree with Universitat de Barcelona

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 obliges 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.

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**DESIGN FOR SPORT**

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

Purpose: The Masters course in Design for Sport aims to train designers to be particularly capable of interpreting the requirements of sportmen 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.

Course content: At the same time as they acquire instrumental technical tools and specific design skills, students take part in three workshops lasting seven weeks each, which start with experimental and creative exploration before a second stage of developing concrete, viable projects. The curriculum ends with the development of a thesis for a real client.
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: this 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.

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.

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.

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.

SUSTAINABLE ARCHITECTURE

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

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.

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.)

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

PURPOSE: a common introduction to environmental design is followed by two different options, the first studying how to envisage new neighbourhoods and cities that function as urban ecosystems, the second exploring the new dimension of landscape, midway between town and country, local and global, real and virtual.

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 interdisciplinary 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.

TARGET: graduates in Architecture or Civil Engineering.

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

TARGET: graduates in Architecture or Civil Engineering.

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

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**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.

**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.

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**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 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*

**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.

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**FASHION MANAGEMENT**

*Specialization in: Product Management or Retail Management*

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

**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 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.

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**DESIGN MANAGEMENT**

*Dual Degree with Universitat de Barcelona*

*English | Barcelona | 18 month - 3 semesters full-time including internship | January 2011*

**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.

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 state-of-the-art experience.

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 (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.
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 | COMMUNICATION 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.
ADVANCED DESIGN
FOR TRANSPORTATION
English | Turin | 1 year full-time including internship | November 2020

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.

EUROPEAN DESIGN LABS
Inglese-Spanish | Madrid | 1 year full-time | January 2021

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

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

**Course Content:**
Through individual and group work and research, thesis and research project tutoring, cultural and technical seminars, cultural observatories, creative workshops and site visits, students learn to manage and master the product development process, from the concept to the complete, tangible result of a design, focusing on technical, functional and control aspects of its creation. They are encouraged to experiment with concepts and research new materials and technologies, supported by leading firms and highly qualified practitioners.

COMMUNICATION DESIGN LABS

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

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

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

**Course Content:**
Students must first “unlearn”, regain the innocence and wonder that stimulate curiosity and the desire to dare, moving away from specialisations to embrace broader perspectives, aided by a prestigious array of professionals in various fields: advertising, strategy, philosophy, sciences, arts, journalism, design, poetry, architecture and writing. They are then involved in a process of constantly changing topics, experiencing the multidisciplinary complexity where they will work, in a context of conceptual analysis and creation of links.
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 | 400 ore / 1 anno | 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 | 400 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 2021

**Cartoon Animation**
Roma | 400 ore / 1 anno | Aprile 2021

**Web Media Design**
Roma | 400 ore / 1 anno | Maggio 2021

**Art Direction**
Roma | 400 ore / 7 mesi | Maggio 2021

**Curatore Museale e di Eventi**
Roma | 420 ore / 1 anno | Febbraio 2021

**Copywriting**
Indirizzi: Pubblicità o Mass Media
Roma | 400 ore / 1 anno | Marzo 2011

**Brand Management**
Roma | 400 ore / 1 anno | Aprile 2021

**Masters: Research Area**

**Social Network Design**
Roma | 1 anno full-time | Gennaio 2021

**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 | 500 horas | Octubre 2011

** Comunicación, Publicidad y Marketing en Medios On-Line**
Madrid | 500 horas | Octubre 2011

** Diseño de Interiores**
Barcelona | 500 horas | Novembre 2010

** Diseño Sostenible de Producto**
Barcelona | 500 horas | Novembre 2010

** Diseño de Calzado y Complementos**
Barcelona | 500 horas | Enero 2011
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.
Masters 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 work (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).

Masters 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
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.
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
  Banca Popolare di Milano
  Agency 37 Milano
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT75H0558401637000000000680
  BIC (Swift): BPMITM31037
- IED ARTI VISIVE
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT75H0558401637000000000680
  BIC (Swift): BPMITM31037
- IED MODA LAB
  Banca Popolare di Milano
  Agency 24 Milano
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT09H0558401637000000000680
  BIC (Swift): BPMITM31037
- IED COMUNICAZIONE
  Intesa San Paolo
  viale Boccaccio, 52 Milano
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT71N0306900126415301409887
  BIC (Swift): BCITITMM300

TURIN
- Deutsche Bank
  Agency 1 Torino
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT73PO31040120000000084343
  BIC (Swift): DEUT0TIMM30
- VENICE
  Banca Popolare di Milano
  Agency 37 Milano
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT75H0558401637000000000680
  BIC (Swift): BPMITM31037

FLORENCE
- Banca Popolare di Milano
  Agency 24 Milano
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT75H0558401637000000000680
  BIC (Swift): BPMITM31037

ROMA
- Unicredit Bancal
  Agency 684, Roma Eur Araigni
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT53PO326003000000548584
  BIC (Swift): UNCRITVRMJ

CAGLIARI
- Banca di Credito Sardo
  Piazza Delfino, 4, Cagliari
  Istituto Europeo di Design Scuola spa
  IBAN CODE: IT54 PO3105601200000000000015
  BIC (Swift): BCITITMM30

FROM ABROAD | PAYMENT BY CREDIT CARD

Please charge the following amount:
Card number
Name of the student
Name of card holder
Expiry date
Signature

AMERICAN EXPRESS
VISA
MASTERCARD
EUROCARD
DINERS

Please charge the following amount:
Euro
Name of the student
Name of card holder
Expiry date
Signature

MADRID
- Banco Popular Español c/Génova, 20
  28004 Madrid - España
  Istituto Europeo di Design
  Account: 0609-0324-0160046618
  IBAN CODE: ES65007524382660446618
  BIC (Swift): PCPNESMM

BARCELONA
- La Caixa, Ofic. 08444
  Torrent de l’Olla, 193-197
  08012 Barcelona - España
  Istituto Europeo di Design
  Account: 21000544402020015597
  SWIFT / internacional: CAIXESBESXX

SÃO PAULO
- Intermediary Institution - Field 56A or 54A
  ABN AMRO Bank NV
  Amsterdam - Nederland
  Swift RBSOSNL
  IBAN NL84RBSO540493589
  Account Holder Banco Santander (Brasil)
  SA - São Paulo - Brasil
  Swift ABNABRP
  Beneficiary (field 59A)
  Agencia 0970 - Conta Corrente 100862-7
  Istituto Europeo di Design
  CNPJ 08.620.427/0001-02
  Rua Maranhaõ nº 619 - Bairro Hipomégia
  São Paulo - SP
  CEP: 01240-001
APPLICATION FORM

PERSONAL INFORMATION
please write clearly and in capital letters

Surname
Given name
Gender □ Male □ Female
Nationality
Date of birth
Place of birth
Address
City
Country
Postal code
Tel. home
Tel. mobile
e-mail

You finished your studies at:
College 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 Scaiesa, 4 - 20135 Milan - Italy
Ph. +39 02 55012613 | Fax +39 02 54101493
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)

<table>
<thead>
<tr>
<th>Master's Program</th>
<th>Location</th>
<th>Duration</th>
<th>Start Date</th>
<th>Fee (£ 3,500 Enrolment, £ 9,000 Tuition Fee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>Milan</td>
<td>1 year</td>
<td>January 2011</td>
<td>€ 12,500</td>
</tr>
<tr>
<td>Fashion</td>
<td>Milan</td>
<td>1 year</td>
<td>January 2011</td>
<td>€ 12,500</td>
</tr>
<tr>
<td>Visual Communication</td>
<td>Rome</td>
<td>1 year</td>
<td>January 2011</td>
<td>€ 12,500</td>
</tr>
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<td>1 year</td>
<td>January 2011</td>
<td>€ 12,500</td>
</tr>
<tr>
<td>Interior Design</td>
<td>Milan</td>
<td>1 year</td>
<td>January 2011</td>
<td>€ 16,000</td>
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<td>Milan</td>
<td>1 year</td>
<td>January 2011</td>
<td>€ 16,000</td>
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<tr>
<td>Interior Design for Commercial Spaces</td>
<td>Barcelona</td>
<td>1 year + internship</td>
<td>January 2011</td>
<td>€ 12,500</td>
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<tr>
<td>Product Design</td>
<td>Milan</td>
<td>1 year</td>
<td>January 2011</td>
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### Masters: Professional Area (Second Level)

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### Masters: Research Area (Second Level)

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