

in 2006  
every IED campus  
will offer a complete choice  
of Three Year Courses  
taught directly  
in English language

three-year courses  
taught in  
English language

Fashion and Textile Design  
Fashion Design  
Fashion Stylist  
Fashion Marketing and  
Communication  
Interior Design  
Industrial Design  
Furniture Design  
Urban and Landscape Design  
Transportation - Car Design  
Graphic Design  
Advertising Design

## Istituto Europeo di Design

The most important international creative laboratory.

Today IED is a constantly growing international Network of creativity. More and more important companies and foreign governments ask for the brilliant projects proposed by IED students and by IED Research Center.

The only Network in Europe of fashion and design schools IED has now six campuses: Milan, Rome, Turin, Madrid, Barcelona and São Paulo. Each campus has the same methodology and quality level of the others. Nonetheless each campus can boast an autonomous personality linked with its cultural environment and design tradition.

Those students wishing to experience these different cultural realities can change campus every year.

### The school of the project

The symbiosis between knowing and knowing how to do, (between theory and project), represents the key goal of IED training and the inspiring principle characterizing all its courses.

Theory lessons are accompanied by workshops and practical exercises in laboratories and by final projects with partner companies.

### The quality of the training offered and the role of the companies

The faculty is composed of famous experts and professionals. Courses are run in close contact and in collaboration with prestigious companies. Internships and placement service will finally help students to find their preferred job (more than 90% find a good job after a few weeks).

### An incredible array of sophisticated laboratories

The most modern laboratories accompany students in their educational pathways: lighting techniques laboratory, fashion show theatre, fashion accessories and shoes lab, rapid prototyping lab, video lab, sound lab, photography lab, jewellery lab.



## IED Three-Year Undergraduate Courses

Three-Year Undergraduate Courses aim at training, in a complete and transversal way, a specialized professional profile.

They appeal therefore to all those who wish to transform their own creative and projectual capabilities into a specific profession.

The training process will take place through the integration of:

- 1) knowledge of technologies, materials and the acquisition of a culture in project design (product)
- 2) a particular sensitivity towards the requirements of the market and the ability to sense its needs in advance (market)
- 3) the ability to communicate the project (communication).

### IED "multiculturally international": NEW: Three-Year Undergraduate Courses In English

IED is the first Italian fashion, design and visual arts school to offer a complete choice of undergraduate courses

taught in English language. In 2006 IED will complete its offer: every IED campus will have a choice of Three Year Courses in English.

Sophisticated new Courses in Urban and Landscape Design (Rome), Fashion stylist (Milan), Furniture design (Rome), Fashion Design (Madrid) and Advertising Design (Barcelona) will be added in 2006 to the already rich list of existing Three Year Courses in English (Fashion and Textile Design, Interior Design, Industrial design, Graphic design, Car Design, Fashion Marketing and Communication)

### A truly international vocation and innovative language routes

IED has 8.000 students coming from 82 different countries.

IED courses are taught in five different languages. In 2006 IED can boast 42 courses taught in English (master, three year, one year and summer).

## IED Rome

### urban and landscape design

This new course will investigate the interesting developments of new important urban and garden design projects (in Rome but also in many other realities) and their interconnection with a thousands year old urban tradition.

The "Urban and Landscape designer" is a new professional figure that has to observe taste trends and style evolution involving the art of shaping the built and garden areas.

Professionals trained in this discipline are concerned with the Urban and Landscape design for various environments of the contemporary sites: residential, neighbourhood and public areas, open spaces and green sites.

Urban and Landscape designer can cover a wide range of different spaces: urban furniture for open and public spaces, parks, various services and projects with focus on the suburban landscapes and communication systems.

This subject will show how useful can be a designer methodological approach in the shaping of a better urban environment.



#### Main subjects

Introduction to the economic, political and cultural context of environmental planning and design – History of contemporary art - History of architecture, landscape and urban planning – Urban sociology – Anthropology – Botanical and horticultural basics – Modelling - Techniques in graphic communication, especially in the areas of drawing plans, sections, elevations, perspectives and freehand sketches – Project work stressing methods of site analysis, and the design of small-scale urban and green open spaces – Computer aided design for urban and landscape design – Final diploma project

### furniture design

This course appeal to those who come into the profession and wish to become a complete expert in furniture designing and accessories, thinking about all their basic and main functions for different environments: relaxing, sitting, sleeping, eating, cooking, studying, reading, working, self-cleaning, bathing, meeting together, communicating, playing, amusing.

Furniture designers can build their experience following their own pathway or become high-profile complementary figure in important design studios.

#### Subjects

##### First Year

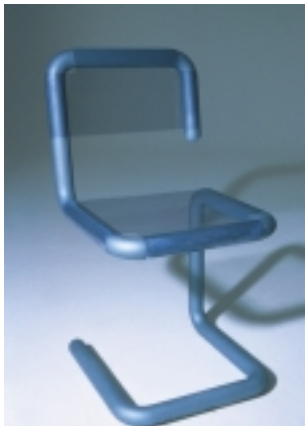
Modern and contemporary art — Computer basics – Computer aided design – Geometrical drawing – Drawing and relief – Ergonomy – Marketing and business culture 1 – Modelling – Furniture design project 1 – History of architecture and design 1 – Technology of materials

##### Second Year

Computer aided design 3 – Marketing and business culture 2 – Furniture design project 2 – Furniture design project 3 – Furniture design project 4A – Furniture design project 4B – History of architecture and design 2 – Anthropology - History of furniture design - Representation techniques

##### Third Year

Computer aided design 4 – Computer aided design 5 – Computer aided design 6 – Career guidance – Furniture design project 5 – Furniture design project 6A – Furniture design project 6B – Cultural seminars – Semiotics – Final diploma project



# IED Milan - Fashion school

## fashion stylist

The world fashion scene grows more complex and contradictory all the time; managing to understand it and translate it into usable visual stimuli is an increasingly arduous task. Image is the message behind all of today's scenarios, not just in fashion itself, but in all the other fields that are related to it. Advertising campaigns,



photo shoots, fashion shows and videos are really complex moments of communication that call for a high degree of professionalism and attention. The aim of the fashion stylist course is to train professionals in the area of fashion journalism, with a special focus on the area of styling and art direction, to be capable of dialoguing with everyone involved in the mechanisms of visual production and to know how to inspire their work

with profound meaning, respecting the requirements of the client, but also displaying a high degree of creative personality.

During the three years spent on the course, students will conduct precise analyses of every trend in contemporary design, of the communication media related to publishing and of the structure of the world's leading trade fairs and fashion shows.

In the part devoted to culture, they will study the history of fashion and costume, the history of fashion photography, sociology and marketing, so as to give their projects depth.

The technical subjects will include photographic techniques, video filming techniques, graphic design, budgeting and advertising planning. Last but not least, the part devoted to design work will accompany students as they create their own photographic shoots, concepts for magazines and for features and complete designs for visual communication campaigns.

In addition, the course will explore important bordering areas, such as the web, television and cinema, with a special focus on music video production.

The lecturers are all professionals who work with prestigious newspapers, periodicals and communication agencies in the field in Milan, who can convey their direct experience to the students and guide them in their design work.

The main professions trained in this course are:

- Fashion editor in fashion magazines
- Fashion show stylist
- Video clip stylist
- Art director
- Image maker
- Cool hunter

### Main subjects

History of fashion and costume, history of fashion photography, sociology, fashion marketing, photographic techniques, video filming techniques, graphic design, budgeting and advertising planning, design work, fashion editor, history of television, history of cinema, music video production, fashion communication, fashion journalism, styling, art direction, trends in contemporary design, publishing, fashion trade fairs organization, fashion show organization

## fashion and textile design

Fashion and Textile Designers are designers capable of joining technique and creativity in the formulation and creation of fashion lines. Their field of competence spreads from the design of printed and embroidered fabrics to the true innovation of materials through the introduction of weaves, fibres, colours and visual effects yet to be seen. Thanks to an acute sensitivity the designer has a great ability to anticipate trends, as the fabrics collections are presented two years before their launch on the market.

### Subjects

**First year** Colour - Computer 1 - Fashion drawing - Textile pattern drawing - The history of costume - Fashion pattern model and tailoring techniques 1 - Representation techniques - Technology of materials 1 - Design project 1: womenswear - Design project 2: accessories

**Second year** Colour - Computer 2 - Fashion drawing 2 - Marketing - Design project 3: trend book - Design project 4:



riciclando - Design project 5; knitwear - Design project 6: womenswear + construction - The history of fashion - Fashion pattern model and tailoring techniques 2 - Technology of materials 2

**Third year** Computer 3 - Fashion drawing 3 - Design project 7: trend book - Design project 8: menswear - Fashion pattern model & tailoring techniques 3 - Cultural seminars - Dissertation projects - C.m.f. 3 - Computer 4 - Computer 5 - Computer 6 - Career guidance - Design project 5 - Design project 6A - Design project 6B - Cultural seminars - Semiotics - Dissertation project

# IED Milan - Design school

## interior design



Interior designers design indoor spaces: residential homes, shops, banks, hotels, trade fair stands and museum exhibition areas. These professionals can develop their own

experience autonomously or become high-profile complementary figures in important architect and design studios.

Interior designers not only have to observe taste trends and style evolution in the social-cultural context, but also have to understand and interpret customer needs and specific expectations, mediating them with all the problems concerning the implementation of a design project. Great designers are capable of leaving their own unmistakable mark in their projects however respecting customer needs.

### Subjects

**First year** Modern and contemporary art - C.m.f. 1 - Computer 1 - Computer 2 - Drawing from real models - Geometrical drawing - Drawing and relief - Ergonomy - Marketing and business culture 1 - Modelling - Design project 1 - The history of architecture and design 1 - Technology of materials

**Second year** C.m.f. 2 - Computer 3 - Press coverage project - Marketing and business culture 2 - Design project 2 - Design project 3 - Design project 4A - Design project 4B - Film festival - Sociology - The history of architecture and design 2 - Representation techniques

**Third year** C.m.f. 3 - Computer 4 - Computer 5 - Computer 6 - Career guidance - Design project 5 - Design project 6A - Design project 6B - Cultural seminars - Semiotics - Dissertation project

## industrial design

Industrial designers ideate and carry out design projects for the industrial system: from watches to mobile phones, from pieces of furniture to lamps, from scooters to ski boots.

In the industrial society of today, this professional role is an increasingly more important creator of innovation, under manifold profiles: creative, aesthetic and technological. The specific task entrusted to this figure, is, in fact, understanding and anticipating market needs, linking them to set company goals and turning them into feasible projects to be realized on an industrial scale. Their design project culture must be transversal, thus encompassing all theoretical aspects, as well as more specific technical skills.

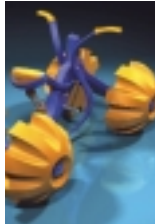
### Subjects

**First year** Modern and contemporary art - C.m.f. 1 - Computer 1 - Computer 2 - Drawing from real

models - Geometrical drawing - Drawing and relief - Ergonomy - Marketing and business culture 1 - Modelling - Design project 1 - The history of architecture and design 1 - Technology of materials

**Second year** C.m.f. 2 - Computer 3 - Press coverage project - Marketing and business culture 2 - Design project 2 - Design project 3 - Design project 4A - Design project 4B - Film festival - Sociology - The history of architecture and design 2 - Representation techniques

**Third year** C.m.f. 3 - Computer 4 - Computer 5 - Computer 6 - Career guidance - Design project 5 - Design project 6A - Design project 6B - Cultural seminars - Semiotics - Dissertation project



## graphic design

Graphic designers are "professionals in visual communication". These professionals operate in a truly innovative way as they master language means, blend traditional knowledge on graphics with the use of professional software and digital media, consciously facing emerging technical and productive problems. Today, graphic designers must possess technological and managerial skills and competencies not only to personally design and realize communication tools, but also to work as art directors and to play the cultural role of director and manager of communication events.

In order to train graphic designers with this professional profile, our courses envisage cross-cultural interventions in areas like: "new digital media", "corporate identity", "product communication", "publishing graphics", collaborations with advertising and public relations agencies.



### Main Subjects

Modern and contemporary art - colour - Quark Xpress - Macromedia Freehand - Adobe Photoshop - Morphology and Psychology of shapes - Typography and page making - Semiotics - The history of cinema - Polygraphic technologies - Macromedia Director - macromedia Flash - Contemporary visual communication - photography - Design Project (Signs, brands, posters) - Design Project (publishing graphics) - Design Project (web design) - Sociology of Communication - The history of graphic and design - Writing Techniques - Management - Design Project (coordinated image) - Design Project (packaging) - Design Project (Multimedia) - Cultural seminars - Dissertation Project (teamwork in cooperation with a company)

# IED Barcelona

## interior design



Interior designers design indoor spaces: residential homes, shops, banks, hotels, trade fair stands and museum exhibition areas.

These professionals can develop their own experience autonomously or become high-profile complementary figures in important architect and design studios.

Interior designers not only have to observe taste trends and style evolution in the social-cultural context, but also have to understand and interpret customer needs and specific expectations, mediating them with all the problems concerning the implementation of a design project. This mediation must not in any case limit the creativity and expressive freedom that characterize great designers, who are capable of leaving their own unmistakable mark in their projects however respecting customer needs.

All these abilities develop through the acquisition of a deep sensitivity towards design and a multidisciplinary culture.

### Subjects

**First year** Modern and contemporary art - C.m.f. 1 - Computer 1 - Computer 2 - Drawing from real models - Geometrical drawing - Drawing and relief - Ergonomy - Marketing and business culture 1 - Modelling - Design project 1 - The history of architecture and design 1 - Technology of materials

**Second year** C.m.f. 2 - Computer 3 - Press coverage project - Marketing and business culture 2 - Design project 2 - Design project 3 - Design project 4A - Design project 4B - Film festival - Sociology - The history of architecture and design 2 - Representation techniques

**Third year** C.m.f. 3 - Computer 4 - Computer 5 - Computer 6 - Career guidance - Design project 5 - Design project 6A - Design project 6B - Cultural seminars - Semiotics - Dissertation project

# fashion marketing and communication

This course provides specific knowledge on the management of all communication and marketing activities related to fashion products: analyses of the costs of raw materials, distribution choices, relationships with various communications means. An all-encompassing pathway finalized in communicating and promoting fashion products.

Product managers are professional figures that closely follow the whole evolution of a product, from its birth, to the realization of a collection and its distribution to sales outlets, anticipating trends and verifying market acceptance.

Marketing and the coherent management of the variables represented by product, price, distribution and communication enables companies to achieve a sound competitive positioning on the fashion market.

### Professional figures

The course trains the following professional figures in line with market needs:

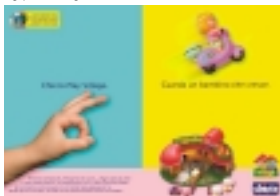
- Product Manager: follows the whole productive cycle (corporate needs, market trends, materials department)
- Licensing Manager: responsible for the right and use of a trade mark
- Buyer: interprets the taste of customers, define purchase for department stores
- Store Manager: the person in charge of the selling point, select collections and coordinates sales forces
- Press Office Manager: communication with journalists, distributors and other actors
- Public Relations Manager: manage the launch or the promotion of a new label
- Press Journalist: comments fashion shows, trends and fashion phenomena on the press
- Audio Visual Journalist: builds special programmes presenting fashion shows and events
- Fashion Critic: comments fashion trends, acting as an opinion leader
- Cool Hunter: searches and discover trends
- Fashion Exhibitions Curator: organizes fashion exhibitions and shows
- Young Fashion Designer Broker: discover emerging fashion designers

# advertising design

This course trains future creative professionals in advertising: copywriters and art directors for example work together, even though they have different responsibilities. Everything pertaining to words, language, the register of each communication, music and sound in general, is the copywriters territory. While images, photography, illustrations and styling, are the art directors responsibility.

### Main Subjects

art direction, copywriting, graphics, visualizing, history of cinema, business communication, marketing,



psychology, semiotics, modern and contemporary art, workshop, the sociology of communication, history and techniques of the media, humorous and creative writing, creative techniques of writing, scriptwriting, word processing, programmes, advertising content management, cultural anthropology, theatre workshop, graphic programmes, printing techniques, presentation techniques, self discipline in advertising.

# IED Madrid

## fashion design

This course will investigate the interesting, recent trends of new spanish fashion industry: its differences and similarities with the italian fashion system, its aggressive strategies that make it one of the fastest growing fashion industries in the world, the main characteristics of its global style.

Global fashion designers must develop great intuition on the latest trends and a capacity of mediating with all corporate functions: marketing, communication, tailoring, pattern making.

Global fashion designers must be capable of blending design technique and creativity with a deep knowledge of new technologies and new materials.

### Subjects

**First year** Colour - Computer 1 - Fashion drawing - Textile pattern drawing - The history of costume - Fashion pattern model and tailoring techniques 1 - Representation techniques - Technology of materials 1 - Design project 1: womenswear - Design project 2: accessories

**Second year** Colour - Computer 2 - Fashion drawing 2 - Marketing - Design project 3: trend book - Design project 4: riciclado - Design

project 5: knitwear - Design project 6: womenswear + construction - The history of fashion - Fashion pattern model and tailoring techniques 2 - Technology of materials 2

**Third year** Computer 3 - Fashion drawing 3 - Design project 7: trend book - Design project 8: menswear - Fashion pattern model & tailoring techniques 3 - Cultural seminars - Dissertation projects - C.m.f. 3 - Computer 4 - Computer 5 - Computer 6 - Career guidance - Design project 5 - Design project 6A - Design project 6B - Cultural seminars - Semiotics - Dissertation project



# IED Turin

## transportation car design



Transportation designers do not only design cars, transportation systems and accessories related to this sector. Their professional profile is, in reality, much

more complex and diversified, since their competencies imply a deep understanding on aspects that, only apparently, lie outside the designing of a vehicle. These aspects are represented, for example, by psychological and emotional mechanisms connected to the concepts of transportation and vehicles, or by social contexts and the culture of different targets. Today, means of transportation are more and more vanguard, as they have become real social and costume phenomena. Transportation design discipline must, therefore, be in close contact with a complex, social, economic and cultural reality constantly under change. Transportation designers must be receptive to the atmosphere of their times and grasp its manifold aspects, before entering the design and engineering phases of a transportation system.

This course aims at offering the necessary tools to train such complex professional figures.

Thus, this education pathway tackles issues related to

the productive, commercial, psychological and social segments of the transportation sector. The methods propose constant parallels between technical and theoretical knowledge and concrete applications based on the elaboration and development of projects that little by little become more and more complex.

Finally, experiences carried out on the field, in direct synergy with enterprises in the sector, allow students to acquire those specific skills and competencies that are both theoretical and practical at the same time, typical of the most outstanding car designers.

### Main Subjects of the three year course:

Technical Drawing, Ergonomics - Illustration - Modelling - Design Project 1 (Methodology) - Design Project 2 and 3 (Product Design) - Sketching - Car history - History of design - Technology - Adobe Photoshop - Studio Tools base - Car marketing - Design Project 4 (Exteriors 1) - Design Project 5 (Interiors 1) - Studio tools advanced - Design Project 6 (Exteriors 2) - Design Project 7 (Interiors 2) - Portfolio and management - Dissertation project

The School Board holds the right to make any eventual changes to the curriculum in relation with the established didactic goals.