



Jewellery Design

Summer Courses 2011 80h

Start date: July 4th, 2011

End date: July 22rd, 2011

Schedule: From 4:30pm to 9:30pm (Monday to Friday)
and Saturdays (Cultural Visits)



Summer Course 80h

Jewellery Design

Duration: 80 hours.

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Schedule: From 4:30pm to 9:30pm (Monday to Friday) and Saturdays (Cultural Visits)

Applicants: Anyone interested in creativity and innovation in jewellery design. Fashion, industrial and accessories design professionals. Holders of Degrees in the Fine Arts, Crafts or ThreeDimensional (3D) design. A working knowledge of the English language is required.

Certification: An accredited certification will be submitted upon satisfactory completion of the course.

Attendance: Class attendance is mandatory and essential in order to obtain this diploma.

Class size: The IED Masters average class size is 22 students. Limited class size. We recommend registering at least one month prior to the beginning of the course.

Price: 600€ registration fee + 1.500€ course fee.

Accommodation in Madrid: 800 € (optional).

Admissions: +34 91 448 04 44 • info@madrid.ied.es

For more information about scholarships and informative meetings: iedmadrid.com



Sede Palacio de Altamira

IED Madrid



More than forty years, the **Istituto Europeo di Design** has operated in the fields of research and education within the disciplines of fashion, design, visual arts and communications.

The IED is an international network undergoing continuous expansion, with branches in Italy (Milan, Rome, Torino, Florence, Venice and Cagliari), Spain (Madrid and Barcelona), and Brazil (São Paulo). The IED's main objective is to become a global reference point for quality training and the dissemination of design and culture on an international level.

The IED Madrid was founded in 1994 as a private training institution dedicated to all facets of design: **fashion, graphic design, motion graphics and 3d animation, interior design, industrial design, advertising and marketing**. The IED Madrid now has two branches in the city center, accommodating 1,400 students: the Modernist building at No. 14 Calle Larra and the 18th Century Altamira Palace at No. 8 Calle Flor Alta. Both branches are open to the city life – the library is public and the school plans an intense annual cultural program for the

dissemination of design, with free access to the interested public.

Thanks to the constant relationship the IED maintains with the business world, its programs rely on the support of several companies and institutions, among which we would like to highlight: the **Madrid City Council**, the **Community of Madrid**, the **State Organization for the Development of Design (DDI)**, **Apple**, **Vitra**, **Iguzzini**, **Caimi**, **Loewe**, **Fiat**, **Missoni**, **Canal+**, ***S,C,P,F...**, **Missoni**, **Philips** and **Visa**. Moreover, the IED supports students' through the Department of Professional Orientation, which manages internships with companies, scholarships and collaborations with design and communications studios.

In addition to being an international training school, the IED Madrid is a **cultural institution dedicated to the dissemination of design and its connections with other disciplines such as architecture, art, dance, film and music**. It organizes exhibitions, conferences and activities incorporating a the vision of the future through innovation and experimentation.



Sede IED Master Madrid Calle Larra 14

IED Master

IED is an International Network with campuses in Milano, Roma, Torino, Venezia, Firenze, Cagliari, Madrid, Barcelona, São Paulo. Our international reach, as well as the knowledge and experience we have acquired during our more than 40 years in the business, have turned us into a worldwide benchmark in training and research in design, fashion and creative professions. IED works with an innovative teaching model in collaboration with noted companies in each sector and with the best education institutions in the world. This ensures a quality educational model as well as the success of IED students.

IED is a member of the most important international academic institutions, including Cumulus Association, ELIA (European League of Institutes of the Arts), EAIE (European Association for International Education) and IAA (International Advertising Association).

The cutting-edge teaching method based on the completion of project and practical learning is the foundation of an interdisciplinary focus that combines creativity, management, technology, innovation, culture and craftsmanship, industry and communication. As a result of this multidisciplinary vision and an in-depth knowledge of a specific area, students are able to conquer a leading position in the market of creative professionals.





Introduction

Jewellery Design

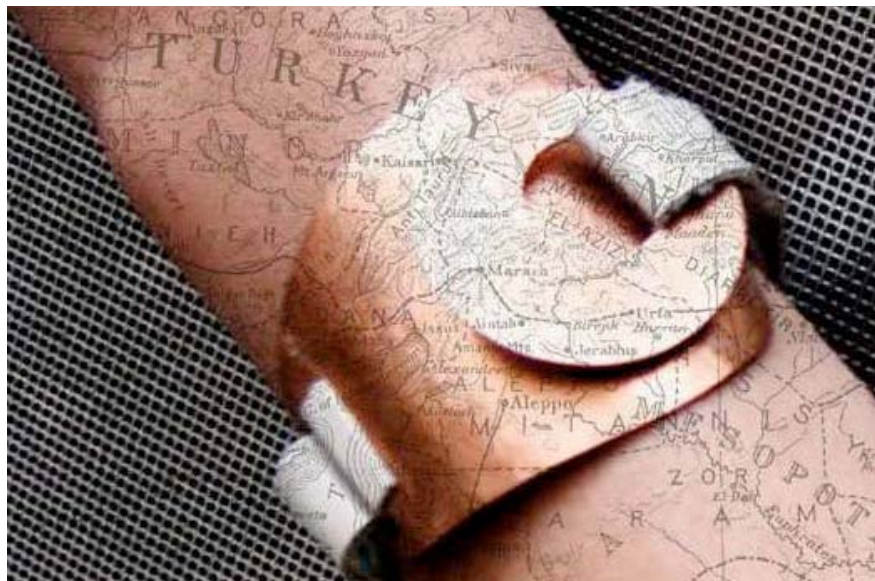
“Throughout history in general and particularly in recent years, the creation of jewellery has become increasingly relevant in the world of industrial design and fashion.”

The boundaries that mark the making of an attractive, marketable jewellery collection have widened extensively. This can be achieved by combining the study of traditional materials and techniques used in the jewellery sector with the inexhaustible sourcing of atypical or innovative materials and manufacturing processes available within the design industry as a whole.

Objectives

The aim of the course is to introduce the student to research and design practice and to the basic skills and techniques fundamental to jewellery design and manufacturing.

Above all, the course’s goal is to encourage the student to face design challenges and develop a questioning approach to experimenting with both traditional and innovative methods, taking into account the necessity to maintain a competitive balance between quality and price.



Creative Area

Aside from organized cultural visits to museums and galleries, students will be encouraged to research any areas that will draw on their creativity, build on their visual library and form an independent, individual approach to ideas within design.

Technical Area

Drawing and Design

Students will work continuously on their sketchbooks and participate in workshops in basic illustration for Jewellery Design. An introduction to the History of Jewellery in Fashion, a look at trendforecasting, lookbooks and the importance of the presentation of their work will form a comprehensive understanding of the processes in designing jewellery.

Jewellery Design and Techniques

The practicalities of designing a jewellery collection will be supported by an introduction to materials and basic techniques in jewellery making. Understanding the importance of research - the uses of old, new and atypical methods and materials.

Project Area

A set project will enable students to work from the design concept through to the finished product, encouraging them to investigate and experiment in the workshop.

Communications Area

Conference: jewellery sector professionals.

Visit: jewellery sector company.





Methodology

The course will cover design theory with practical workshops, introducing basic techniques in jewellery. The students will work on a set project which they must present at the end of the course.

A toured visit of an established company will give students a more comprehensive insight to the day to day workings of a business in the jewellery sector.

Faculty

Charmian Inman

British jewellery designer trained at Central Saint Martins with a background in design and production of collections under own label. After settling in Madrid and working for Helena Rohner during a period of time, presently works freelance as a designer-maker and consultant within the jewellery sector, with a particular interest in design development projects in various countries around the world.



Study in Madrid

Madrid is the “campus” for the IED. A model of avant-garde culture, it is a dynamic, accessible and sustainable city.

Thanks to its location in the heart of the city and its alliances with established bodies such as the City Council, IED students and collaborators have access to the major public cultural centers.

The National Library is available for study and research, La Casa Encendida, an upbeat and alternative cultural center, museums such as The Reina Sofía Museum of Modern Art, The Thyssen-Bornemisza Museum and El Prado are great sources of inspiration with their permanent and temporary exhibitions.

Living in Madrid involves participating in an intense and varied student environment. With seven public and eight private universities, research centers, summer programmes, forums, seminars and specialization programmes, the city has an ample educational calendar.

Added to this, the large quantity of prestigious museums, cultural centers, theaters, auditoriums and cinemas on offer make it a very active and attractive focal point for cultural activities.

It is home to two of the biggest annual cultural events in Spain: ARCO and PHotoEspaña.

Dynamic, multicultural and hospitable, the city’s natural openness adds strength to its image; a welcoming environment that fuses education, culture and entertainment, making it the perfect meeting point for exchanging ideas.

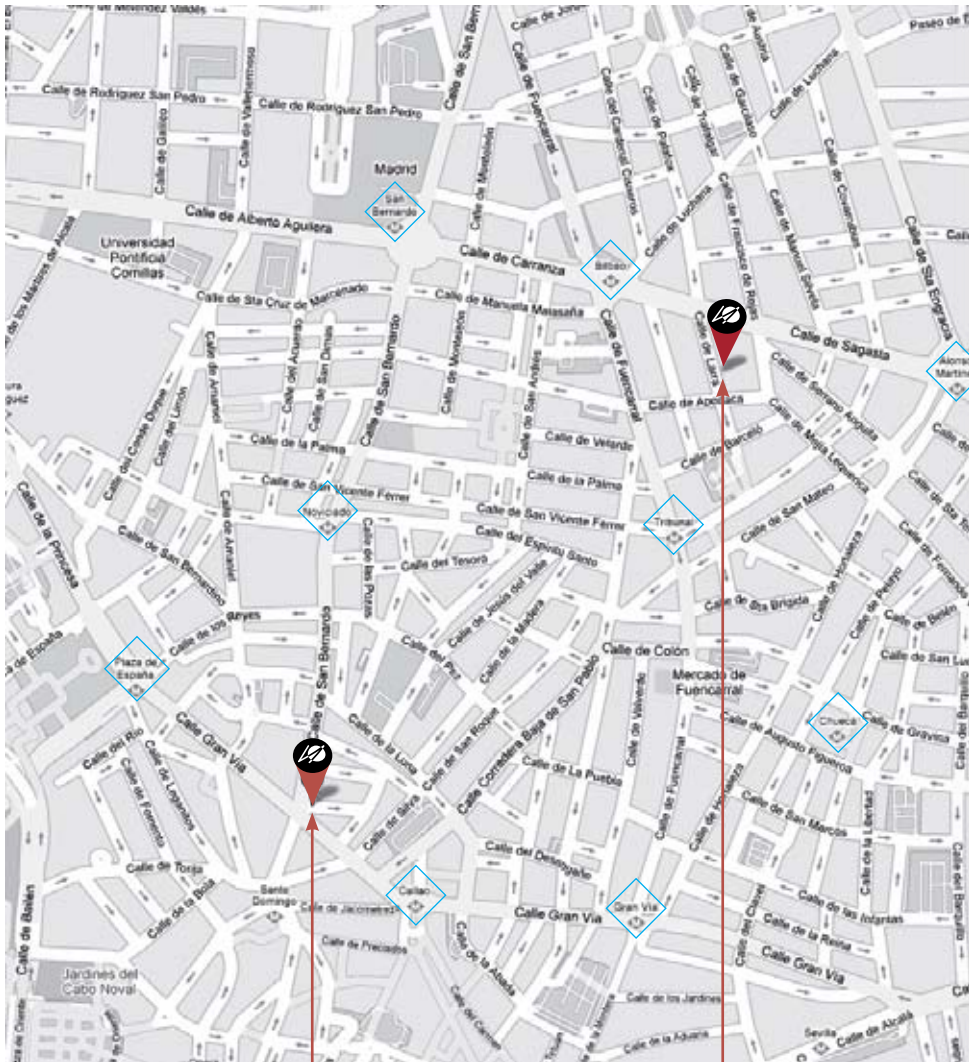


An economic and financial capital, the headquarters of major national institutions and companies are based in this city. Professionals from all industries interact in the daily bustle of Madrid, generating potential career opportunities within its various sectors.

The city is also an important link between Europe and South America, North Africa and the Middle East, thanks to its historical past and geostrategic position.

Its location, infrastructure and human capital along with an appealing quality of life and forward-thinking goals make Madrid one of the most attractive cities to live and work in.





IED Madrid

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General Information

ISTITUTO EUROPEO DI DESIGN

Calle Larra, 14 - 28004 Madrid
Trade Registry: Volume 7617, Book 0, Sheet 201, Section 8,
Page No. M - 123199, 1st Registration.
IED Madrid Director: Riccardo Marzullo.

The IED offers Official Degrees in Design - Graphic Design, Product Design, Interior Design (28073045), which culminate in obtaining an official degree recognized by the Ministry of Education of the Autonomous Government of Madrid, Order Number 364/2010, dated February 2nd, 2011. The IED also offers certification programs, which do not lead to an official degree - Triennial and Biennial Programs, 1-year programs, Master's programs, advanced training, specialization and summer programs. Some programs require specific technical skills. All programs are held on campus. For information on the time and length of each program, start and end dates, and the number of class hours and lab hours, please consult the specific brochures for each program, which are available for students at the center. The cost of required class materials varies by project based on the selected program, from approximately 20€ to 160€. The cost of materials required for project development and execution varies based on the selected program, from approximately 30€ to 270€. Students are responsible for the cost of these materials, keeping in mind that the IED has computer, fashion and product design workshops available for students. Classes are held Monday to Friday at the IED headquarters, and occasionally on Saturdays. Schedules vary from 9:00 am to 11:00 pm. The minimum number of registrations to hold a course is 15 students. The hours indicated in each program include class hours, project tutorials, lab hours and cultural visits, based on the specific program. The IED offers Professional Orientation Services for enrolled students, providing internship agreement forms (maximum 400 hours) and a list of companies. The registration period opens 11 months prior to the beginning of the course and closes once all space is filled. The annual fee is divided into two segments: the registration fee and the course fee. Reservations are formalized upon prior payment of the registration fee. The IED recognizes the right to expel or suspend students in certain cases. This information, along with information describing the causes, formalities and consequences of contract termination, are included in the General Rules, which are available to the public at the Student Information and Orientation Services and Administration offices. The IED organizes an annual scholarship competition to cover the cost of the course fee. As of the date of this brochure's publication, the IED Master Madrid has an academic staff of active professionals consisting of 15 PhD's, 145 university graduates and 53 professionals with other qualifications. Program costs are based on the duration of the program, number of credits, course language and students' countries of origin. For more information, please contact info@madrid.ied.es.

Prices

REGISTRATION FEE PAYMENT: DIRECT BANK TRANSFER PLUS SUBMITTAL OF BANK RECEIPT BY FAX TO 91 448 01 22 OR E-MAIL info@madrid.ied.es SPECIFYING THE STUDENT'S NAME. Payments within Spain: Banco Popular Español, c/ Génova 20, 28004 Madrid. Istituto Europeo di Design. Account Number: 0075-0322-81-0600446618.

Payments from Spain

Banco Popular Español.
C/ Génova, 20 - 28004 Madrid.
Account holder: Istituto Europeo di Design.
Account number: 0075-0322-81-0600446618.

International Payments

Banco Popular Español.
C/ Génova, 20 - 28004 Madrid.
Account holder: Istituto Europeo di Design.
Swift code: POPUESMM.
IBAN code: ES65 0075-0322-81-0600446618.

Other payment methods

In Cash: PAY STUB IN THE NAME OF THE ISTITUTO EUROPEO DI DESIGN S.L.
CREDIT CARD (VISA, MASTERCARD).

Course fee payment

A one-time payment of the total course fee (via one of the registration payment systems), paid one month prior to the course start date. Partial payments made possible by financing the course fee through a financial entity, processed one month prior to the course start date as explained in the informational pamphlet, which is available to students at the IED Madrid Information and Orientation Services and Administration offices. Acceptance is subject to approval of the financial entity.

ISTITUTO EUROPEO DI DESIGN, S.L. reserves the right to update, modify or eliminate the information contained in this informational pamphlet. We also would like to inform you that the company has all available security measures for personal data protection, in accordance with RD 1720/2007.



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International Design Network

Milano, Roma, Torino, Venezia, Firenze, Cagliari, **Madrid**, **Barcelona**, São Paulo

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