



# Total Design

*One year*

**IED Madrid**

**El Network Internacional de formación en Design, Artes Visuales, Comunicación y Moda**

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

**[iedmadrid.com](http://iedmadrid.com)**



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**Madrid**

IED Design

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## Total Design

*One year*

**Duration:** one full academic year in two semesters.

**Beginning of Course:** October 22nd 2010.

**End of Course:** June 11th 2011.

**Schedule:** Monday–Thursday 5pm–10pm / occasionally on Friday 5pm–8pm.

**Designed for:** anyone seeking professional development in the areas of design and communication.

**Course Fees:** 9.500 (including 2.500 Enrolment Fee+ 7.000 Course Fees). Bridging course: 1,000.

*\* All images in this leaflet depict projects done by IED students.*

*\*This is an informative leaflet, subject to changes and future updates.*

# Learning how to project

*One year*

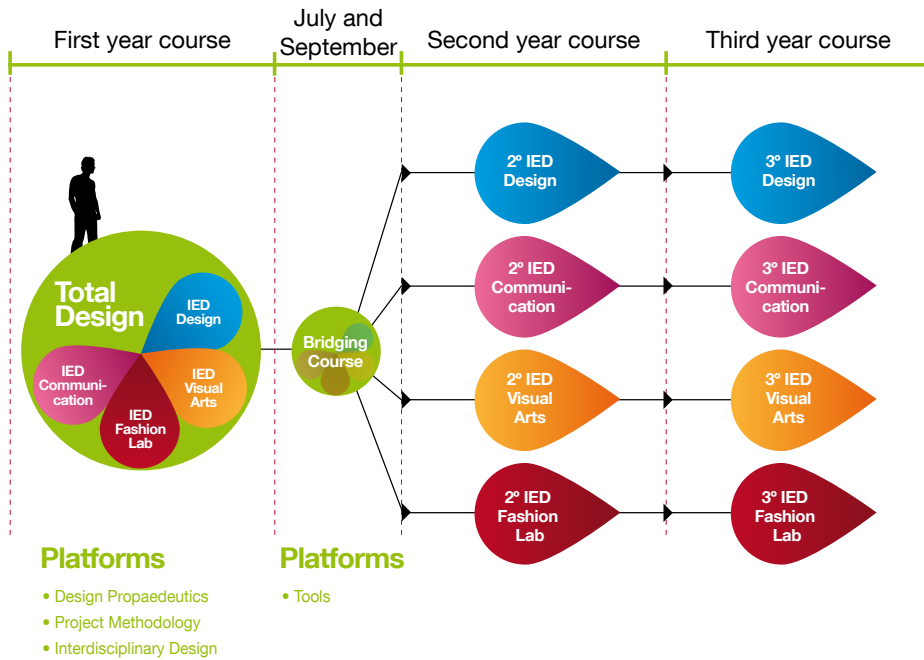
THE TOTAL DESIGN COURSE RUNS FOR ONE WHOLE ACADEMIC year as cross-sectional experience across the main fields of design and communication. This course has been designed for individuals who seek to gain their first professional skills in the areas of fashion, interior & product design, visual arts, advertising and marketing. The course covers all areas from both the theoretical and practical perspectives, including all key subjects required for professional development of project design and culture.

In addition, students who successfully complete this course can opt to enrol in a two-month bridging course specific to their chosen field of study (fashion, visual arts, etc.). This bridging course, taught in Spanish, gives students direct access to the second year of our 3-year courses. This course, run in July and September, focuses on skill acquisition and handling of tools corresponding to the specific field of design chosen by the student, as well as on the preparation of projects in collaboration with businesses.



BIOMBO adapta tu espacio

# Training Road Map



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# Methodology

**TI. Theory:** theory subjects will run for eight weeks, covering all aspects of design, marketing and advertising including all key topics required for successful professional development in the field of design.

**II. Practice:** workshops will be organized and run by professional specialists in several areas to enable students to put into practice all the skills learnt in the classroom, fostering their creativity through several avenues of representation.

**III. Project:** along with theory, a project with MUJI will be developed to encompass the entire course. The first cycle will start with the Propaedeutics subject, an introduction to the world of design by means of experimental works. In Methodology, the student will gain a more mature attitude and approach. Finally, during the last trimester, students will develop a Project so that they learn all the processes leading to the creation of a product in a much more real way, gradually advancing from the basic conception of an idea to the final positioning in the market. This final project will be conducted in Spanish.

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# Areas

## CULTURAL AREA

- Art History I, II, III
- History of Design
- Cultural analysis
- Communication
- Spanish Language

## TECHNOLOGY AREA

- Materials (optional)

## PROJECT AREA

- Propaedeutics
- Methodology
- Project
- Morphology (optional)
- Workshopss

## TECHNIQUE &

### REPRESENTATION AREA

- Natural Drawing
- Representation Techniques
- Illustration
- Colour Theory
- Photoshop, Illustrator, Indesign
- Geometrical Drawing (optional)
- Graphic Design (optional)
- Final Cut (optional)

### MANAGEMENT AREA

- Management
- Photography
- PowerPoint presentation



Ana María Gutiérrez,  
Helena Paradinas  
and Marta Rodríguez.  
Hoss Intropia Contest.



Ana María Gutiérrez,  
Helena Paradinas  
and Marta Rodríguez.  
Hoss Intropia Contest.

# Subjects

## CULTURAL AREA

**Art History I, II, III.** This subject deals with current Modern & Contemporary Art issues through the historical analysis of the leading art movements focused on the relationship between society and culture.

**History of Design I.** History of design since its first manifestations, with special focus on movements and issues within different contexts as well as on a wide range of consumer goods.

**Cultural Analysis.** Applying theoretical concepts that lead to the development of specific images of the world around us with emphasis on cultural criticism, learning to read images and applying said concepts to the learning of communication.

**Communication:** the goal is to develop a creative marketing campaign for different fashion brands.

**Spanish Language.** Throughout the whole academic year students will have one hour of Spanish language classes daily. All other subjects and activities are conducted in English.

## TECHNOLOGY AREA

**Modelling.** Model, prototype, unit, object preparation, reproduction or imitation techniques using techniques, tools and materials as well as themes that in turn foster the development of the student's three-dimensional and creative skills.

**Materials:** materials for construction.

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Ana María Gutiérrez,  
Helena Paradinas  
and Marta Rodríguez.  
Hoss Intropia Contest.

## TECHNICAL AND REPRESENTATION AREA

**Natural drawing and representation techniques.** Freehand drawing, visual perception units, object analysis and dimensions, volume assessment, rotation / rapport and fast technique-based representation.

**Illustration.** Analysis of a range of illustrative languages and techniques. Search of personal graphic expression avenues via experimentation with and blending of several visual techniques and languages. Representation of materials, forms, textures, etc.

**Colour Theory.** Colour connotations: parameters of definition and regulatory systems. Colour & Light. Colour as a

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symbol sign: colour as a background murmur. Psycho-physical influences. Perception: eye and brain.

**IT Techniques I, II.** Development and application of computer programmes used in advertising processes. Analysis of programmes most frequently used by advertising agency professionals: Photoshop, Illustrator, Final Cut and Indesign.

**Geometrical Drawing.** Students will learn and apply skillfully the fundamentals of the axonometric and dihedral systems for the purpose of applying the skills learned to the interpretation and preparation of projects.

**Graphic Design.** create the graphic image in the final project.

#### MANAGEMENT AND COMMUNICATION AREA

**Management.** An Overview of Marketing: product, price, distribution and communication and the combination of all four to ensure the implementation of correct marketing strategies.

Photography I, II. Basic photography and lighting skills required for presentation of project-related models, prototypes or spaces.

**PowerPoint Presentation.** Application for communication, organization and presentation of project and task contents.

#### PROJECT AREA

**Propaedeutics.** Introduction to the world of design via the preparation of experimental tasks. Initial approach to creative self-awareness through different elementary processes.

**Methodology.** A global approach to design project. Successive acquisition of creation and organization strategies for the purposes of building ideas and accessing a more in-depth level of development.

**Project.** Development of real creative systems via a cross-sectional process that simulates professional reality and enables students to gain better understanding and improved skills in all areas of design.

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Cristina Allende.  
Industrial Design  
Workshop.



Miguel Jiménez.  
Industrial Design  
Workshop

**Morphology.** Observation of forms; reading and deciphering. Key elements of form: two-dimensional and three-dimensional fields. What is perceived and why? Major perceptive development processes.

#### WORKSHOPS

The course will include full-week experimentation workshops taught by expert professionals.

**Development Areas.** Fashion, interior design, industrial design, graphic design, audiovisual design and communication.

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Valentina Nesti, Sarah Melendez and Beatriz Feijoo. Winners of Hoss Intropia Contest

## GENERAL INFORMATION

### ISTITUTO EUROPEO DI DESIGN

Calle Larra, 14 - 28004 Madrid

Commercial Registry: Volume 7617, Book 0, Folio 201, Section 8, Page no M - 123199, entry 1

IED Madrid Director: Riccardo Marzullo

IED offers three-year, Masters, advanced and summer classroom courses. On completion of all our courses, IED provides students with the corresponding private school certificate, which does not lead to the obtention of an official title. Please refer to the corresponding brochures available in each area for further information on the length of each course, start and end dates and total lecture hours. The required material may vary depending on the selected course. The cost of materials will be payable by students. Please remember that students have access to IT, fashion and product design workshops provided by IED Courses are taught Monday to Friday at the IED main school and occasionally on Saturdays anytime between 9am and 11pm. The maximum number of students per group is 25-30.

Registration for the following academic course opens in November the previous year and closes once all available places have been allocated.

All pre-enrolments will be deemed valid upon payment of the registration fee.

IED acknowledges the right of students to discontinuance in specific cases. This information — as well as the causes, formalities and consequences arising from resolution of the contract between the school and the student — is included in the school's General Regulations available to students from the Student Information & Guidance Service and Administration offices.

Every year, IED provides a scholarship that can cover the three-year course fees. Said scholarship shall be renewed every year in compliance with the school's regulations available to students from the Student Information & Guidance Service and Administration offices.

### PRICES

Total price of the course is the sum of the Course Fee and the Enrolment Fee, as described in page 2 of this document.

### CASH PAYMENT

CHEQUE MADE OUT TO INSTITUTO EUROPEO DI DESIGN S.L.

CREDIT CARD (VISA, MASTERCARD)

### 2009-10 THREE-YEAR COURSES

Year Fees: 8.200 (including 2.000 Enrolment Fee + 6.200 Course Fees).

### PAYMENT OF COURSE FEES

One sole payment of the total course fees (using one of the enrolment fee payment methods) payable one month prior to the start of the course.

PAYMENT OF COURSE FEES DIRECT DEPOSIT AND REMITTANCE OF BANK SLIP VIA FAX SPECIFYING CLEARLY THE NAME OF THE STUDENT

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

Payment in instalments. Financing of course fees is available through collaborating financial institutions. The financing process shall be completed one month prior to the start of the course as explained in the brochure available to students at the SIO and Administration offices.

Swift code: POPUESMM.

IBAN code: ES65.



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