



# 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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## Total Design

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

**Beginning of Course:** 20th October 2011.

**End of Course:** June 2012.

**Schedule:** Monday – Thursday 6pm - 10pm / occasionally on Friday 6pm – 8pm.

Monday - Friday 5pm - 6pm FREE. Spanish lessons - BASIC LEVEL.

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

**Course Fees:** EUROPEAN UNION CITIZENS AND RESIDENTS €10.100.

Non European Union: €10.500.

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

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

# Learning to design

## One year

The One-Year Total Design program is a year-long transversal pathway through diverse disciplines of design and communications. The program is geared towards people who wish to initiate their studies in the areas of fashion design, interior design, product design, visual arts, advertising and marketing.

The various design disciplines are all very closely related, both in terms of professional practice as well as the most theoretical aspects, although these relationships are not clearly defined, which is why the One-Year Total Design program offers a joint transversal pathway through the different creative disciplines. Throughout the year, all design aspects are covered from both a theoretical and practical perspective, fully embracing of all the fundamental subjects for professional work in design and project culture.

The academic year culminates in a real project created for a company in the form of a competition. This year's project is being created for the company VANS. In previous years, we have collaborated with companies such as MUJI and HOSS Intropia.



BIOMBO adapta tu espacio

Julia García and  
Adriana Galbis.  
Muji Contest  
3rd Prize.



Meninaz. Trabajo de Elena Gil para la asignatura de Propedéutica

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## Methodology

**TI. Theory:** theory subjects will run, covering all aspects of design, 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, projects with different brands such as MUJI, Hoss Intropia or Skunkfunk 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. Finally, during the last semester, students will develop different Projects 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.

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# Areas

## CULTURAL AREA

- Cultural visits
- History of Design
- Spanish Language

## PROJECT AREA

- Propaedeutics
- Project
- Workshopss

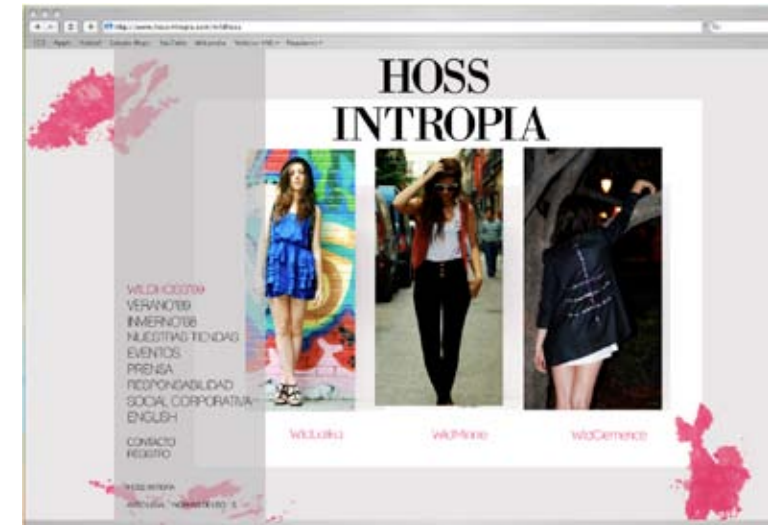
## TECHNIQUE & REPRESENTATION AREA

- Natural Drawing
- Representation Techniques

- Illustration
- Photoshop, Illustrator, Indesign

## MANAGEMENT AREA

- Photography
- PowerPoint presentation
- Blogs, portfolio presentation,...



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



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

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# Subjects

## CULTURAL AREA

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.

**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.

## 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.

**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, and Indesign.

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CatalogoSakura:  
1º premio concurso  
Skunkfunk. Proyecto  
realizado por Luisa  
Fernández y Natalia  
Vico

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## MANAGEMENT AND COMMUNICATION AREA

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

## 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.

**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.

## WORKSHOPS

The course will include full-week experimentation workshops taught by expert professionals. **Development Areas.** Fashion, interior design, industrial design, graphic design, and communication.

**INDUSTRIAL DESIGN:** This course begins with a theoretical segment in which students will learn about how industrial designers work, as well as explanations of the industrial processes used in manufacturing a design. The workshop ends with each student creating their own unique design. **GRAPHIC DESIGN:** Students will have to face the challenge of designing a corporate image for a company (real or fictitious). **INTERIOR DESIGN:** This workshop blurs the lines between interior design, architecture and art, to create a series of proposals for the display window of the VANS store in Madrid. **FASHION DESIGN:** This course introduces students to the world of fashion through styling and what trends are currently being produced. **COMMUNICATIONS:** We live in a time of visual communications, the language of images, shapes and colors. This course focuses on working in the fields of communications and marketing.

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Cristina Allende.  
Industrial Design  
Workshop.



Miguel Jiménez.  
Industrial Design  
Workshop

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Proyecto Metodología,  
alumna Elena Gil.

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Primer premio  
concurso Skunkfunk.  
Alumnas Natalia Vico y  
Luisa Fernández

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## 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 Sofia Museum of Modern of 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.





Proyecto Propedéutica,  
alumna Elena Gil.

## 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](mailto: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](mailto: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. Istituto Europeo di Design. Account number: 0075-0322-81-0600446618.

### International Payments

Banco Popular Español, c/ Génova 20, 28004 Madrid, Spain. 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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**Madrid**

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