



Fashion Communication

One Year Course

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



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Fashion Communication

One Year Course

Duration: one full academic year in two semesters.

Beginning of Course: October 2012.

End of Course: June 2013.

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

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

Course Fees: European Union Citizens And Residents: €10,500

Non European Union: €10,900

In collaboration with:

bimba&lola

Alegría y Decisión

Nike

Lee

American Apparel

Bunkha

Corachán y Delgado

Femisa

Passage Privé

Alohe

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

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

In collaboration



American Apparel®



Learning how to communicate fashion

The fashion communication course, taught in English, runs for one academic year, offering students extensive experience in the fields of fashion and communication.

This course is designed for individuals looking to commence their education in the world of fashion styling, fashion creative management and fashion marketing and advertising.

The subjects offered on this course cover all theoretical and practical aspects, providing the student with a professional, all-encompassing vision of culture, fashion and communication.



AUTOEDITORIAL
Kellie Erm

Methodology

The course is divided into 4 blocks, each one involves theory, practical appliances and project exercises.

I. FIRST SEMESTER - Create fashion

BLOCK I - STYLING - 7 weeks; the students obtain a global knowledge about styling, fashion, art and photography so they can use photo format as the most basic and important way to express fashion images.

BLOCK II - CREATIVE DIRECTION- 6 weeks; the students are introduced into art direction and creative direction so they are able to understand and work with fashion video formats.

II. SECOND SEMESTER - Communicate fashion

BLOCK III - MKT&ADV- 6 weeks; the students explore the concept “fashion brand” and learn how to develop both marketing and advertising plans.

BLOCK IV - COMMUNICATION - 7 weeks; the students analyze the steps of a fashion communication plan and become familiar with some related areas such us journalism or special events.



Project 1 Editorial
Photo: oo34photo

Blocks

BLOCK I - STYLING

- Art&Fashion
- Fashion System
- Photo
- Photoshop
- Styling BLOCK
- Autostyling
- Project I

BLOCK II - CREATIVE DIRECTION

- Art&Fashion
- Wardrobe
- Videoshow
- Video
- Final Cut
- Creative Direction BLOCK
- Illustration Techniques
- Project II

BLOCK III - MKT&ADV

- Art&Fashion
- In Design
- Mkt&Adv BLOCK
- Illustration Techniques
- Project III

BLOCK IV - COMMUNICATION

- Art&Fashion
- In Design
- Communication BLOCK
- Dossier
- Project IV



Project 1 Editorial
Photo: 0034photo

Subjects

ART & FASHION. This subject deals with current Modern & Contemporary Art issues through the historical analysis of the leading art movements, focusing on the relationship between society and culture, also in relation to a contemporary fashion history tour through the analysis of the latest 20th & 21st Centuries fashion trends. It will include creative writing workshops.

FASHION SYSTEM. How the fashion industry structure is organized, from the first steps where a fashion brand or company is born, until the point the product or the idea gets to the consumer: fashion trades, brand segment, seasons, distribution channels...

PHOTOSHOP, FINAL CUT and IN DESIGN. Getting used to basic program tools that let the students deal with digital formats.

PHOTO. Photo history introduction. Photo composition. How to analyze a photo through technical and artistic resources and learn to read photo codes.

VIDEO. Video history introduction. Understanding a Story Board in relation with the script. Technical and artistic resources to read and/or create a fashion video.

WARDROBE. Learn the different resources between film and theatre wardrobe. Analysis of a film or theatre passage text and development of the characters' wardrobe using the learnt techniques.



Photographer: Felix Priso
Stylist: Kellie Erm

AUTOEDITORIAL
Kellie Erm

ILLUSTRATION TECHNIQUES. Learn basic drawing concepts (color, shape, perspective...). Development of different illustration techniques (collages, screen-printing...) that allow the students' creativity to grow and help them to achieve personal images.



AUTOEDITORIAL
Erea Louro

DOSSIER. The students work with graphic elements, get used to different digital formats, representation techniques and graphic production methods. Create a graphic identity.

STYLING

The role of a magazine stylist. Knowledge and differentiation of styling: editorial styling and still-life. Styling for fashion publications, tv, spots, celebrities... Styling production and coordination. Visit to a magazine editorial office. Next season trend analysis. Create both a fictitious and a real fashion editorial.

AUTOSTYLING. Previously to communicate a fashion brand or any kind of fashion project the students try to find out and communicate their own fashion style.

IMAGE WORKS: me+mythings+myworld. Video works: mebyme+mebytheothers. **AUTOEDITORIAL.**

CREATIVE DIRECTION

Throughout many seminars, given by known professionals, the students get the knowledge of what is now considered the wide figure of a Creative Director in fashion and its related areas.

MARKETING&ADVERTISING

Through their corporate image brands communicate their position and specific characteristics to their publics.

Analysis of the marketing strategy and objectives: product, target audience, competition, benchmarking, distribution channels, logistic and advertising. Theoretical and practical aspects always applied to fashion brands.

COMMUNICATION

Analysis and creation of a fashion Communication Plan based on the different tools that help that aim:

JOURNALISM - the structure of a fashion magazine; writing fashion articles.

SHOWROOMS - how they work; their relation with the media.

SPECIAL EVENTS - create innovative communication projects.

COMMUNITY MANAGEMENT - coordination of the brand presence on social network platforms.

PROJECTS

Presentation of the collaborating brands so the students know who they are and how they work.

The four projects include methodology sessions where the students generate the ideas and prepare a progress file leading up to the final dossier, helping them to understand the complete professional process.

PROJECT I

GROUP PROJECT - Each group develops a fashion editorial using items provided from the brands; the fashion editorial workshop includes working with professionals: photographer, makeup&hair and models.

INDIVIDUAL PROJECT - Each student creates a fashion still life with the collaborating brands items and the photographer or with his/her photo resources.

PROJECT II

GROUP PROJECT - Each group creates a fashion film; they are in charge of the styling and art direction (using the items provided from collaborating brands) and the complete creative direction. They take care of all the production process: the location, the models/actors, the makeup&hair.....

INDIVIDUAL PROJECT - Each student creates a fashion film with his/her own personal resources.

PROJECT III

GROUP PROJECT - Each group works with one collaborating brand (or a group of them); they develop the re-branding, corporate image, mkt plan and adv plan.

INDIVIDUAL PROJECT - Each student creates their own brand and develops the corporate image, mkt plan and adv plan.

PROJECT IV

GROUP PROJECT - The groups further develop Project III elaborating a whole Communication Plan for the chosen brand/s.

INDIVIDUAL PROJECT - The students further develop Project III elaborating a whole Communication Plan (which includes a BLOG) for their own brand.



AUTOEDITORIAL
Sofie Lindstedt



AUTOEDITORIAL
Nina Johansson

Coline Peyrot
Photo: Pablo Alemán



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.

IED Design • One year: fashion communication





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GENERAL INFORMATION

ISTITUTO EUROPEO
DI DESIGN
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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 – Fashion 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. 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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