



Total Design

1st Year of the Official Undergraduate Degree in Design

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



Fashion design still life
workshop

Total Design

1st Year of the Official Undergraduate Degree in Design

Duration: 40 ECTS. One full academic year in two semesters.

Beginning of Course: October 2012.

End of Course: June 2013.

Schedule: Monday through Thursday, from 6:00 pm to 10:00 pm, and occasionally on Fridays (advance notice) from 6:00 pm to 8:00 pm.

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

Price European Citizens: 10,500 €

Non European Citizens: 10,900 €

Optional Bridge Course: 1,200 €

Upon completing Total Design, the bridge course permits students access to the second year of the Official Degrees in Product, Interior, Graphic and Fashion Design.

Duration: 20 ECTS. July and September 2013.

** 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

1st Year of the Official Undergraduate Degree in Design

The Total Design Course (1st Year of the Official Undergraduate Degree in Design) belongs to the Transverse Area and is carried out over one academic year, with a journey through the various disciplines of design and communication. It is aimed at those who wish to begin their training in the areas of product, interior, graphic and fashion design.

Throughout the Total Design Course (1st Year of the Official Undergraduate Degree in Design) all the basic theoretical and practical aspects of design will be covered, encompassing all the main subjects for the professional exercise of design and project culture.

The Transverse Area of the IED Madrid is a space for training, research and innovation where students work on creative and multidisciplinary projects, forming part of teams at companies such as Sony Ericsson, El Corte Inglés, Coca Cola and Hendrix, among others.

The academic year culminates with a project in the form of a competition. In this case it will be for the firm Baruc Corazón y Alvarno. In previous editions, students have worked with companies such as MUJI, HOSS Intropia, Skunk-funk and VANS.

One year: total design

Access to the 2nd Year of the Official Undergraduate Degree in Design:

1.- Students interested in accessing the 2nd Year of the Official Undergraduate Degree in Design must have a High School Diploma or equivalent degree and take an entrance exam prior to beginning the first year of Total Design.

2.- Bridge Course. Students who have accessed the Total Design program with a High School Diploma or equivalent degree and have taken an entrance exam, upon completing the program, have the option of taking a bridge course in July and September. The bridge course allows students to specialize in the area of their choice (product, interior, graphic or fashion design) and offers direct access to the second year of our official degrees in design.



BIOMBO adapta tu espacio

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

One year: total design

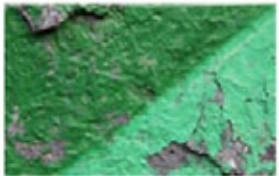
Methodology

The program is divided into two semesters, structured as follows:

I.Theory: all facets of design are covered throughout the program, encompassing all the basic areas of creative exercise with subjects such as Theory and Art History, or Scientific Fundamentals of Design.

II.Projects: different projects will be developed, parallel to the theory classes, encompassing the entire program. The first cycle begins with the subject Design Fundamentals, an introduction to the world of design through experimental work.

Throughout the second semester, workshops will be held in the school's different disciplines. Each of these workshops is each carried out over the course of three weeks in which students have the opportunity to work with professionals in different areas, developing intense project activities with the goal of reaching tangible results in a limited time. This way, students can learn about how each area functions led by great professionals, which offer them the possibility to engage in a realistic experience of the different creative processes involved in creating a product (with the collaboration of real companies such as MUJI, HOSS Intropia, Skunkfunk and VANS).



Project created by
Juliana de Luca in
Propedeutics subject

One year: total design

One year: total design

Areas

FUNDAMENTALS OF DESIGN

- Fundamentals of Design I
- Fundamentals of Design II

HISTORY OF ART AND DESIGN

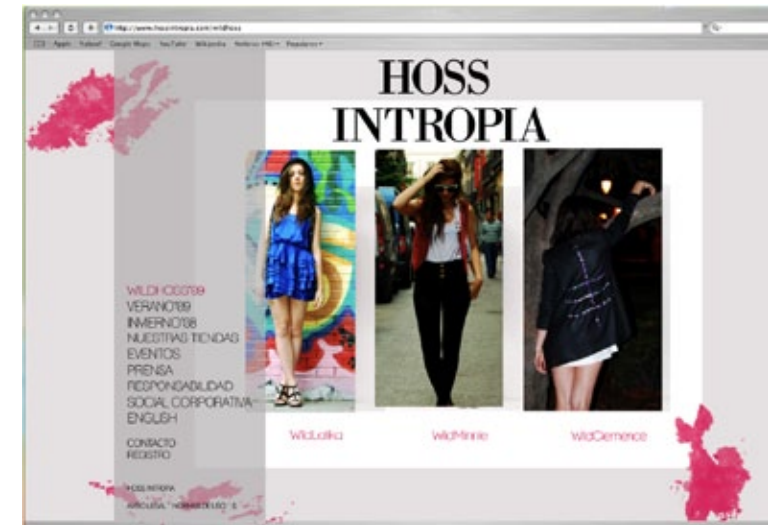
- Art History and Theory

PROJECT AREA

- Projects (workshops)
 - » Fashion Design
 - » Industrial Design
 - » Interior Design
 - » Graphic Design

LANGUAGES AND TECHNIQUES OF REPRESENTATION AND COMMUNICATIONS

- Representation Drawing
- Communication Drawing
- Volume
- Representation Systems
- Digital Technology science applied to design
- Science
- Eco-design



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



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

Eco-design: Eco-efficiency and sustainability. Methodologies for the evaluation of the environmental impact of processes and materials. Sustainable development and economic growth. Reuse processes. Methods of investigation and experimentation in science applied to sustainable design.

HISTORY OF ART AND DESIGN

Art History and Theory. Methods of investigation and experimentation specific to the subject. Knowledge, analysis and meaning of art. Art and society.

PROJECT AREA

Workshops will be directed by professional experts, consisting of full weeks dedicated to experimentation. These workshops are considered to be intensive practical exercises to better understand each subject.

Areas to be developed:

INDUSTRIAL DESIGN: This subject will begin with a theoretical component, which will familiarize students with how the figure of an industrial designer works in today's world, as well as an explanation of the industrial processes involved in manufacturing a design. The workshop will end with the creation of students' own designs.

GRAPHIC DESIGN: Students will be given a design assignment to create a corporate image for a company (real or fictitious).

INTERIOR DESIGN: This workshop blurs the boundaries between interior design, architecture and art in order to create a series of proposals for the display window of the VANS store in Madrid.

FASHION DESIGN: This workshop introduces students to the world of fashion through styling and the different proposals that can be created in today's world.

One year: total design



Project created by
Juliana de Luca in
Propedeutics subject

One year: total design



Design by the students
Juliana de Lucca and
Angelicca Eriksson

One year: total design



Lamp designed by the
student Miriam Miguel

One year: total design

STUDY IN MADRID

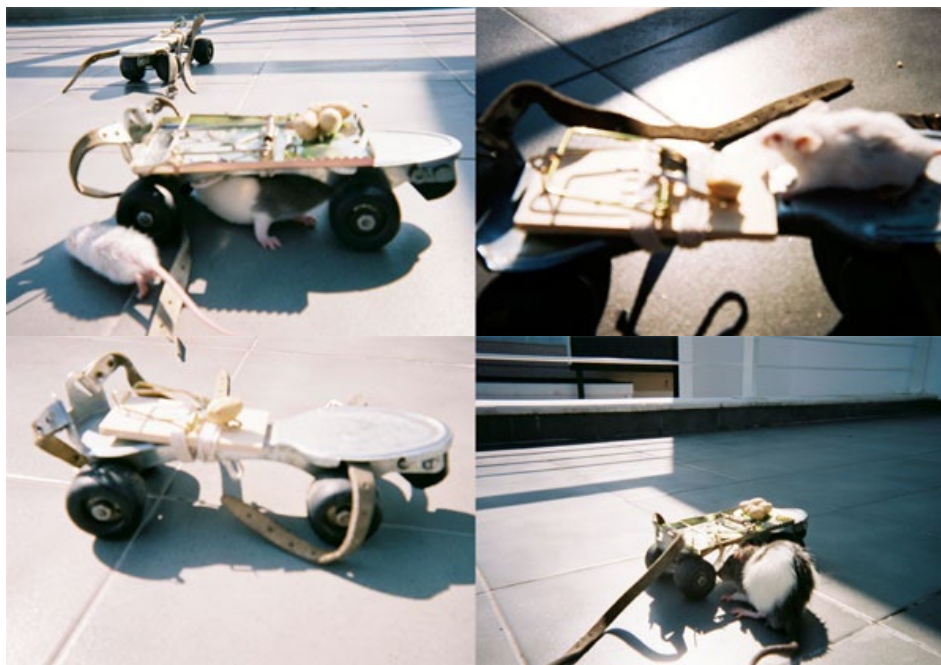
Madrid is the “campus” for the IED. A model of avant-garde culture, it is a dynamic, accessible and sustainable city. Thanks to its location in the heart of the city and its alliances with established bodies such as the City Council, IED students and collaborators have access to the major public cultural 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.





Project created by Joel Blanco in the industrial design workshop

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 – 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.



IED
Madrid

Palacio de Altamira
Flor Alta, 8
28004 Madrid
Tel. +34 91 448 04 44
[skype](https://www.skype.com) info.iedmadrid
iedmadrid.com
info@madrid.ied.es