

**I ALSO WANT TO BE
A DESIGNER!**



DESIGN / FASHION / VISUAL

Did you know...?

- Times have changed. Creative careers are experiencing an increase in job placement in all areas.
- The colour orange is usually associated with culture, identity and creativity.
- Everything is designed, but few things are well designed.
- There is not an online and an offline world, but a single customer who decides how and where to buy.
- Video games are the top entertainment option in Spain. This sector grew by 20% in 2016.
- 77% of fashion consumers made at least one purchase on the Internet in 2016.
- Big data, web development and programming and the Internet of Things are among the sectors that demand more professionals.
- It was not the French fashion industry that laid the foundations for haute couture, but the English designer Charles Frederick Worth.
- Each typeface has its personality, like a person, and provides us with many clues on the values of a brand.
- The spaces we inhabit exert a certain influence on our emotions.
- If there is a powerful and decisive tool when it comes to selling a product or service, it is the image. The world of marketing and communication would not be the same without photography.
- Store windows: their role in the shopping experience is much greater than we imagine.
- Thinking as a designer now has a strategic value within companies (Design Thinking).

YOU ARE AT IED MADRID!

Why study at our design school?

- We celebrate and live design daily.
- We are 100% Italian. Our DNA is Made in Italy.
- Creativity is our language.
- Our Design Campus is the largest in Madrid.
- We have more than 50 years' experience.
- We train new professionals in the most in-demand creative careers.
- Our school is international. And so are our students and staff.
- You can travel abroad with Erasmus+ and the Exchange Program.
- We have a FAB LAB laboratory boasting the latest technologies.
- Our students have received national and international awards.
- Madrid is our city, open and cosmopolitan, where design and creativity are experienced everywhere.

This is your place if you want to be a...

- Graphic designer in advertising agencies
- Pattern-maker at an atelier
- Window dresser in the textile and services sector
- Comic book illustrator
- Interior designer and decorator
- Art director at press, book and record publishers
- Stylist and personal shopper
- Designer of interactive and virtual showcases
- Product designer at design studios
- Videogame and app designer
- Fashion communication / marketing manager
- Multimedia programmer
- Accessories designer
- Application developer

... and many more creative opportunities.

4 YEARS	EUROPEAN DOUBLE QUALIFICATION PROGRAMMES	FASHION DESIGN + FASHION STYLIST	INTERIOR DESIGN	PRODUCT DESIGN	GRAPHIC DESIGN + DESIGN DELLA COMUNICAZIONE
	OFFICIAL 240 ECTS CREDITS	[1 year in Italy]	[1 year in Italy]	[1 year in Italy]	[1 year in Italy]

4 YEARS	OFFICIAL UNDERGRADUATE DEGREES IN DESIGN	FASHION DESIGN	INTERIOR DESIGN	PRODUCT DESIGN	GRAPHIC DESIGN
	OFFICIAL 240 ECTS CREDITS				

3 YEARS	IED DIPLOMAS	COMMUNICATION, STYLING AND FASHION IMAGE	SERVICE AND STRATEGIC DESIGN	ART AND BUSINESS IN DIGITAL AND COMPUTATIONAL ARTS	ART AND BUSINESS IN VISUAL AND CREATIVE ARTS	DESIGN AND BUSINESS IN MOVING IMAGE AND SOUND DESIGN	DESIGN AND BUSINESS IN INFORMATION AND DATA DESIGN
	PRIVATE QUALIFICATIONS 180 IED CREDITS			* spanish or english	* spanish or english		

2 YEARS	HIGHER LEVEL TRAINING CYCLES	PATTERN-MAKING AND FASHION	VISUAL MERCHANDISING	3D ANIMATION, GAMES AND INTERACTIVE ENVIRONMENTS	WEB APPLICATIONS DEVELOPMENT	PHOTOGRAPHY	ILLUSTRATION
	OFFICIAL 120 ECTS CREDITS						

1 YEAR	FOUNDATION COURSES	TOTAL DESIGN	INTERIOR DESIGN
	PRIVATE QUALIFICATIONS 60 IED CREDITS	* spanish or english	* english

1 YEAR	ONE YEAR COURSES	TAILORING
	PRIVATE QUALIFICATIONS 60 IED CREDITS	



Circumpolar Project - Aitana Gago

BECOME A STUDENT AT IED MADRID

Request more info.

- Visit www.iedmadrid.com or call us on 91 448 04 44.
- Request an interview and visit our school.
- Our school is on Calle Flor Alta, 8 (Metro Callao / Santo Domingo).
- Opening hours: Monday to Friday from 9:00 a.m. to 8:00 p.m.

Begin the admission process.

- Find out about the access requirements and the necessary paperwork depending on the course you are interested in.
- Enrol and design your future with us.
- Become an IED designer.
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iedmadrid.com

IED Madrid

**Centro Privado
de Título Superior
en Diseño**

Orden 4391/2011
Número Centro 28073045

**Centro de
Enseñanzas
Profesionales**

Orden 996/2015
Número Centro 28076502

**Centro de
Enseñanzas
Profesionales Artísticas**

Orden 995/2015
Número Centro 28076496

OFFICIAL UNDERGRADUATE DEGREES IN DESIGN

4 years - 240 ECTS credits
Official University Degree Level

What matters is your portfolio!

Produce a creative resume with the best professionals, take work experience at companies, participate in competitions and international fairs and obtain a valid official qualification to work throughout Europe. Specialize in one of these training courses within your branch of design:

Graphic Design (Branding, Digital, Virtual and Advertising):

application development, web design, animation, illustration, video, photography, editing, etc.

Interior Design (Spaces, Furniture and Decoration Design):

window dressing, stage design, stores, showrooms, home, decoration, exhibitions, etc.

Fashion Design (Prêt-à-porter, Accessories and Communication and Styling):

pattern design techniques, creative direction, communication, footwear, handbags and jewellery design, lingerie, denim, marketing and communication planning.

Product Design (Industrial Design, Furniture and Decoration):

appliances, toys, sporting goods, furniture, packaging, etc.



HIGHER LEVEL TRAINING CYCLES

2 years - 120 ECTS credits
Learn a trade in just 2 years!

If you are looking for an alternative form of training, we offer more practical, cross-curricular and technological training. Workshops, projects, the international environment and the use of digital tools are the characteristics that make us stand out.

3D Animation, Games and Interactive Environments

Give life to interactive multimedia projects, virtual spaces and 2D and 3D animations, postproduction and editing to work in the field of videogames, film, etc.

Web Applications Development

Train in one of today's most in-demand profiles: web programmer with advanced knowledge in digital design.

Visual Merchandising

Specialize in technical development, production, assembly and project management in the retail and commercial field with cutting-edge tools.

Photography

Handle a camera and learn to develop an audiovisual project (image, video, sound, lighting, etc.) in a professional manner.

Illustration

Learn the fundamental strategies of graphic narrative, to carry out projects in different areas such as advertising, design and the world of publishing and art.

Pattern-Making and Fashion

Master the processes of the construction of a garment through pattern-making, modelling, assembly and finishes.



EUROPEAN DOUBLE-QUALIFICATION PROGRAMMES

4 años - 240 créditos ECTS
2 países: fórmate en España e Italia

Imagine studying in two of the leading countries in design and creativity. You will learn a new culture, another language, you will have contact with the best international design fairs and you will obtain two Europe-wide official qualifications. Choose your specialty and stand out from the crowd:

Graphic Design + Design della Comunicazione

Master the channels and languages of visual communication and advertising/marketing that companies require.

Interior Design

Design habitable indoor and outdoor spaces, installations and other spatial formats as well as the experiences between the users and their environment.

Fashion Design + Fashion Stylist

Specialize in styling, communication and fashion image and fit a range of professional profiles within the global fashion industry.

Product Design

Learn the necessary tools to design objects, services and business models.





Fred WiFi Exhibition · José Andrés Hernández

IED DIPLOMAS

3 years - 180 IED credits
Training for upcoming times

Art and Business in Digital and Computational Arts (spanish or english)

Creativity, code and science! Learn to program creatively in the field of new technologies: Internet of Things, User Experience, Virtual Reality, Wearables, Arduino, etc.

Art and Business in Visual and Creative Arts (spanish or english)

Become a rounded 3.0 artist. Work with techniques and concepts that include 3D sculpture, virtual reality, installation design, expanded painting and urban art.

Communication, Styling and Fashion Image

Specialize in the channels, processes and communication strategies applied to the fashion sector. New communication formats, such as social networks or fashion films, coexist with classic fashion shows, advertising campaigns and fashion events.

Design and Business in Information and Data Design

The visual information designer is one of the most sought-after profiles by companies that need to analyse the behaviour of society and consumption trends in real time, using tools that communicate effectively and creatively.

Design and Business in Moving Image and Sound Design

The moving image has become one of the best means to communicate an idea or tell a story. Master video, animation and sound.

Service and Strategic Design

Renting a bike, knowing your location and activating it from your mobile is a clear example of Service Design where Apps and product are one. Strategic Design optimizes these services improving the experience of people, the quality of the environment and business.





FOUNDATION COURSES

1 year – 60 IED credits
Take an introduction to Design or renew your professional skills

Interior Design (english)

Delve into the design of spaces and user experience through this foundation course aimed at those who are passionate about creativity and interior design.

Total Design (spanish or english)

Become a total Designer and develop your creativity through this foundation course, which will take you on a journey through the four branches of design: product, interior, graphic and fashion.

CURSOS DE UN AÑO

1 year – 60 IED credits
Complement your training

Tailoring

Master traditional tailoring techniques and discover the new methodologies of the most commercial tailoring.

Oferta Formativa IED Madrid

Títulos Superiores

Diseño Gráfico
Diseño de Interiores
Diseño de Moda
Diseño de Producto

Programas Europeos de Doble Título

Diseño Gráfico + Design della Comunicazione
Diseño de Interiores
Diseño de Moda + Fashion Stylist
Diseño de Producto

Ciclos Formativos de Grado Superior

Animaciones 3D, Juegos
y Entornos Interactivos
Escaparatismo
Desarrollo de Aplicaciones Web
Fotografía
Ilustración
Patronaje y Moda

Diplomas IED

Art and Business in Digital and
Computational Arts
Art and Business in Visual and Creative Arts
Comunicación, Estilismo e Imagen Moda
Design and Business in Information Design
and Data Design
Design and Business in Moving Image
and Sound Design
Service and Strategic Design

Foundation Courses

Interior Design
Total Design

Cursos de Un Año

Sastrería

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IED Master Madrid

Calle Larra 14, 28004
Madrid

Fab Lab IED Madrid

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Florencia, Milán,
Río de Janeiro, Roma,
São Paulo, Turín, Venecia