

IED international strategy

IED Madrid, University School of Design, is a Higher Education institution specialized in design with more than 20 years of experience, nearly 1000 graduated in Bachelor programs students only in the last two academic years, and a faculty team with over 150 professors with long professional trajectories. We have over 500 agreements signed with companies of sectors related to our fields where our students can develop their internships and in whom we trust for other types of initiatives and projects. Outstanding examples are Inditex, Loewe, Carrefour, Sony or Saga Furs. Part of IED mission is focused on emphasizing the value of interaction among education, creativity and the professional reality. This philosophy encourages us to work on any initiative from a broader perspective in search of innovation. Aware of the relevance of understanding the conditions of the contemporary global markets, at IED it is fundamental the development of actions in cooperation with other allies in an international environment. IED has already carried out several collaborations with universities of different types and geographical location. At the moment we already have signed agreements with various institutions and schools in Europe, South America, Australia and Asia.

Every year we increase our alliances in terms of quantity and quality, always aiming to keep improving by implementing new measures based on our past experiences and any suggestion provided by our staff and professors. In the short-run, IED aims to reinforce relations in Europe, and explore new possibilities for collaboration in specific countries such as Peru, Colombia and Mexico in South America. In the long-term IED scope is to work deeper on cooperation initiatives in new directions, particularly towards the USA and Asia, although IED does not have any actual geographical limitation. Proof of that are several ongoing projects in Indiana, Miami or Korea. Through international mobility IED fosters the detection and enhancement of talent, and the construction of a vast net of young entrepreneurs and designers, in Europe and in a global scale. Belonging to the European Union makes easier the relations among institutions in any kind of exchange -students and staff-, as we can assure given our latest achievements in this respect. These good practices have made possible that our students show more and more interest in all the kinds of the mobility programs that we offer to them. That is the reason why we made the decision to broaden our area of intervention by opening possibilities for other bilateral agreements that would allow us to promote relations with other territories and cultures, to the extent that now IED has signed contracts with 24 countries all over the world, in which mutual commitment is expressed. IED constantly seeks new partners in order to keep growing, under the same premises of equity that we promote. Initially we receive and send proposals from/to universities and schools where similar programs are offered, that is, related to design; although we have also signed agreements with institutions, programs and individuals that represent different fields of knowledge, but that are also important for us because they open options to explore the interdisciplinary character of the actual professional reality that our students and alumnae will meet soon. The exchange of students and staff is the most consolidated international activity at IED. Beyond that, currently we are working on the definition of new combined and double degrees in Spanish, whose target is the Spanishspeaking markets in Spain and America. One of our future goals is to extend this towards the rest of Europe and other countries. That is the

reason why IED will create a Language Lab and will increase the number of professors specifically qualified to teach in other languages. This action will be coordinated with the creation of new official bilingual degrees. The definition of programs and projects in cooperation with other agents includes collaboration with companies, as we did with our Master in User Experience, developed together with Telefonica I+D; or the celebration of short-term actions such as seminars or workshops; or long-term enterprises such as joint-studios, equally defined among all the institutions involved, as we did with Ravensbourne College in London, Raffles Design Institute in Hong Kong, or Inholland in Amsterdam. All these lines of work are applicable to all the degrees offered by IED, including short cycle (CFGS), Bachelor and Master, as well as potential future projects we could offer in the Postgraduate and Doctorate level.

2 Organization and implementation of cooperation projects

Other IED immediate scopes are a wider outreach of the activities proposed in conjunction with other institutions, assure a correct and efficient transmission of the results achieved, increase the number of actions associated with innovation and technology, and consolidate the habits of international cooperation in all of our academic programs. A project of international cooperation demands a major dedication, which we have been offering for a long time, while we remain passionate as well as convinced that the strength of the ideas included in the proposals, and the commitment of our partners, will mean the first steps of many other actions that are yet to come. To achieve this we count on international universities and companies. Europe is the main area of intervention where IED would like the talent to stay, not only in our school but also in the core of our partners. Yet we have recently opened other international paths for cooperation, as it has been mentioned before, with whom we are discovering very interesting fields of work, some of which have been already integrated in our current agenda. We consider shared work and interaction through mobility and common initiatives fundamental, therefore we specially value the agreements that contribute to that purpose. IED works constantly in search of academic and research projects that can be favorable for both parties. This leads also to the strategic search of partners - universities and companies- that show full commitment and share a proactive attitude in these directions and for the promotion of new proposals. Our plans of expansion and improvement, which have been showing results for the last two years, include the participation in research projects, both competitive and supported by private funding, with a general purpose of contributing as much as possible to the scientific community, and to the overall development in the fields in which we work. We believe that the addition of efforts made by all the education institutions will be key to build a future full of great expectations for the youngest generations and the society at large. These and other projects are managed at IED with absolute rigor. That is why we work aligned with the regulatory agencies and entities in order to achieve the excellence in teaching and research. In this respect IED has earned up to now remarkable seals of quality that confirm our commitment. In addition to the emphasis put on the collaboration with others, IED prioritizes the quality of education and the talent of our young students. They are enthusiastic, creative and dreamers, and because of these three components it is our aim to assist them in shaping their profiles -artistic and/or professional- by providing additional academic activities, beyond their fixed course structure. From within the coordination teams of the programs, creativity and critic sense are very much encouraged. These aspects are complemented by others we attempt to strengthen through other programs with specific focus on different areas, such as the annual initiatives of entrepreneurship, the scholarships we award to “young

creators”, sessions of recruitment conducted by prestigious companies, the biannual conferences celebrated at IED, the fashion shows we participate in within remarkable international events such as the Mercedes Benz Fashion Week Madrid, or the Video Game marathons “hackathon” and other competitions where our students improve their team-work skills, the ability to coordinate and organize tasks, or the capacity to face tight deadlines and specific guidelines. All this, just a part of IED identity, is what we offer to our partners, with whom we are willing to talk about future shared actions, from the definition of double or joint programs, until the proposition of new shared work environments in education and research. Higher education happens in a global context. Main objectives - Increasing the number of higher education graduates / increasing attainment level IED believes that success is associated with excellence in design, and with the detection and enhancement of talent. It is a fundamental goal for IED that our students succeed in the completion of their degrees, in any of our cycles, and that this can happen in the best conditions for their integration in the marketplace, or for the continuation of their studies. This is inseparable from an education situated in an international context, and in this respect the framework offered by the Erasmus+ programme and others regarding international cooperation is a guarantee of rigor and quality. - Improving the quality and relevance of teaching and learning the procedures of quality that we follow at IED offer valuable information about how to improve the education and management systems. Every year IED succeeds in the verification processes for the different programs, and works hard to do things better based on the conclusions we receive in the reports. These reviews have allowed us to earn seals of quality and the accreditation of our programs, but also have contributed to create new lines of improvement and evolution. 3 The Erasmus+ programme, after decades of experience, has managed to mark new quality standards, which IED considers as a starting point for the design of new initiatives, beginning with principles of equity or the commitment towards transference of knowledge. Belonging to a European network also allows us to encourage both students and staff to promote mobility, but also helps us to foster the realization of training periods out of Spain, an initiative that is highly demanded by our students. - Promoting mobility of students and staff and cross-border cooperation the information collected after previous experiences shows a growing engagement of our students in every crossborder action, and a high satisfaction rate when they return. The managers of the different degrees first detect the potential activities that are more adequate for the program and feasibility according to the academic calendar and distribution of courses and groups. During the development of the activities and after them, IED shares these moments and achievements with the rest of the community, in order to promote next initiatives and to foster the interest of students and professors. Grants managed by the Erasmus+ programme are essential in this regard, and therefore we encourage the whole IED family to stay informed and to send proposals. We will remain supportive to give them the appropriate shape. - Strengthening the "knowledge triangle", linking education, research, and innovation IED believes that knowledge is a big concept that is fed from different directions. If we think of people, it needs students and professors. If we think of ways of working, then education, research and innovation are inseparable. The latter is part of our DNA, together with Design and Technology, and is applied to our education systems whenever possible regarding teaching methodologies –with seminars or conferences devoted to innovation in design education-, contents and academic activities. Research is a key element, as we see it as a relevant part of every creative process or project. Particularly in the Bachelor

and Master programs, we insist in the analysis stages, the proposal of a previous hypothesis, and the development of projects that could keep evolving within the scientific arena, even through the research works that IED is already developing, which are led by our Faculty members. - Creating effective governance and funding mechanisms for higher education one of the major advantages of the Erasmus+ programme for universities is the funding framework. It helps the institutions to focus on talent, creativity and an adequate transference of knowledge more bravely and with larger commitment. The possibility to have access to funded projects is not only a superficial benefit. It is also a incentive that allows us to offer better ideas to the community, the ones we all want us to represent the European Union in front of the whole international scene.



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