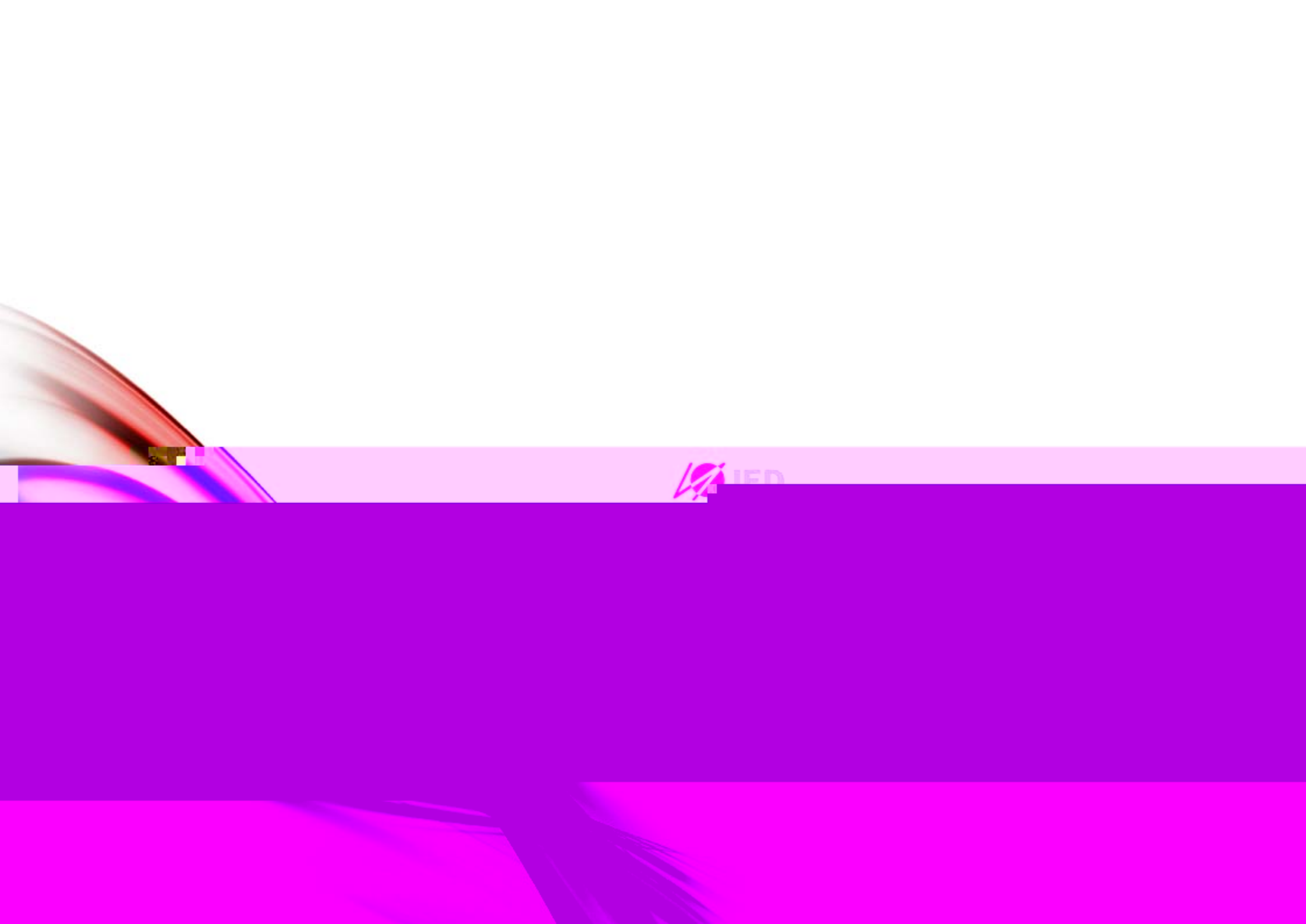


Istituto Europeo di Design

- Education and Research in the disciplines of Design, Fashion, Visual Arts and Communication. Today it is an international network constantly on the growth that organises three year post high school diploma courses, refresher courses, permanent catalogue courses, advanced courses and post-graduate Masters degree courses.

- The most significant milestones of the Group history include the Foundation of the IED seats in Milano (1966), Roma (1973), Torino (1989), Madrid (1994), Barcelona (2002) and São Paulo in Brazil (2005). In 2007 IED Venezia inaugurated and in 2008 the IED Firenze Project started, with the opening of the House of Creativity (Casa della Creatività). In 2009 IED is planning to open a new brasilian campus in Rio de Janeiro.

- Ever since 1966 IED has developed innovative and diversified teaching methodology, concentrated on the synergy between technology and experimentation, creativity, strategies and integrated communication, market issues and a new form of professionalism.

- The scope of the Istituto Europeo di Design is in fact, to offer young professionals working in the fields of Fashion, Design and Communication, the most efficacious tools necessary to answer the constantly evolving demands of the production world: a project and communication culture that will accompany them throughout their careers.

Learning Experience

- The relationship between knowledge (know-what) and know-how is the indispensable foundation for the growth and development of the cultural, creative and design capabilities that are the ultimate objectives of training at IED.

- Featuring significantly in all the courses, this principle is at the root of all the methodological decisions that give learning at IED its inimitable quality: a close partnership with the business community and the constant planning of workshops, internships, exercises and seminars, all of which always keep in step with the academic lectures; the practice of measuring up to real corporate briefs and concrete projects to be brought to fruition, both in IED's own workshops and on the premises of its partner firms.

- The designers of the future must know how to combine creativity with organisation, individual awareness with community culture, creative intuition with the limitations set by available techniques. They must know how to seize the opportunities offered by contemporary society's sudden accelerations, reinterpreting ideas and intuitions borrowed from other cultural, artistic or technological contexts.

- That is why IED maintains an open door policy to the cultural, artistic and productive forces at work in the

Partnerships

- Partnerships with foremost enterprises is a fundamental issue in the Istituto Europeo di Design's education strategy, which characterises the entire education pathway of both courses and special end of the academic year events.
- Thanks to the active and constant relations the IED has with the economic-business world, every year around 200 companies collaborate in various ways towards the training of the Institute's students.
- The entire Faculty is composed of active professionals capable of supplying applied skills and constant innovations. Every single course is run in direct contact and support with companies operating in the fields of interests.

International Vocation

The Schools of the "IED System"

As evidence of its vocation towards innovation and development the Istituto Europeo di Design has created a total reality in its structure and through its offers.
IED Moda Lab, IED Design, IED Arti Visive and IED Comunicazione are all truly real Schools of the **"IED System"**, that answer the needs of the working world, through education pathways targeted to the specific needs of the reference industries and that are flanked by a common design project culture.

IED
Centro Ricerche
(IED Research Center)

IED Moda Lab

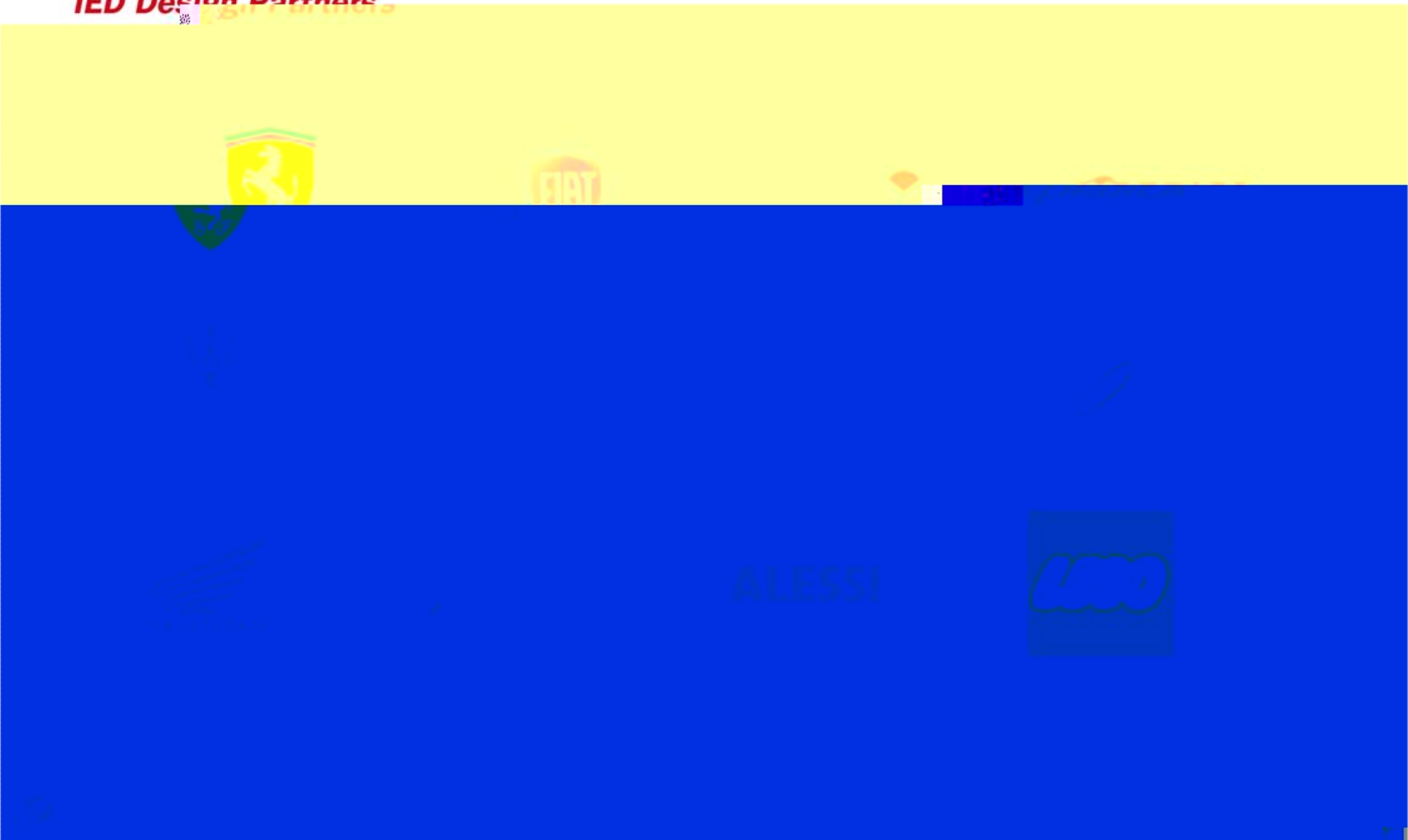
- IED Fashion is a complete, exhaustive response to the increasingly diversified and specialised training requirements expressed by the fashion system.
- A complete school in its own right, based on the principle of cross-fertilisation and the completeness of its teaching methods which, in line with IED philosophy, combines knowledge with know how, theory with practice.
- Fundamental to this approach is the school's relationship with the entrepreneurs and professionals work[illegible] in the Italian fashion business, the world's largest concentration of clothing industrialists and creatives.
- The people who work in this industry have achieved success and international renown as a result of the fashion system's ability to blend an entrepre[illegible]
- IED Fashion points the way for its students to live and feel this sense of fashion, in an embracing whole and in its individual parts, as an interaction between different perspectives and a combination of diverse professional skills.
- As the courses aim at training the professional profiles vital to the industry, these range from the more purely creative to the strategic areas, from or[illegible]

IED Moda Lab Partners

IED Design

- IED Design is the school's concrete and complete response to the countless and diversified requirements of the professional design community.
- These days, design is a crucial constituent in every area of production, contributing contents, lexica, codes of expression and of form, and technical and functional aspects.
- Street furnishings, fashion accessories, automobiles and IT hardware are just some of the fields where appreciation of the value of design has shot up in recent years.
- The designer is by definition an innovator of forms and functions, an interpreter and at the same time a precursor of emerging aesthetic lines and of contemporary functional requirements.
- The courses at IED Design are tailored to develop these gifts, while at the same time favouring the acquisition of extensive technical and design skills in the course of workshops and numerous active partnerships with leading industrial concerns.
- IED Design interprets the excellency of Italian Design through a training process that implements creativity, entrepreneurial skills, technological innovations and knowledge of the market specific to the Made in Italy culture and thus trains the designers of the future.

IED Design Partners



IED Visual Arts

- IED Visual Arts is the fully self-contained school focusing on image and everything related to its communication.
- A creative laboratory where students learn about the tools, the codes of lexicon and expression and the new techniques and technologies pertinent to designing, conveying and elaborating images.
- In every area of the market, image is today's main vehicle for conveying values and meanings: it is used to communicate about widely different areas of production, such as fashion, industrial design and advertising, but also culture, politics and topics of social concern.
- The way that a concept or a project is presented visually is anything but an accessory: it makes a decisive contribution to ensuring that a message is communicated successfully.
- To act professionally and expertly in this field calls for an eclectic, cross-cultural background based on extensive knowledge on the one hand of the socio-cultural context where the visual designer is operating and, on the other, of the new information technologies that never cease changing the role played by imaging in communications.
- Trains communication professionals in the field of images: graphic designers, illustrators, photographers and experts in image and digital media. Designers capable of presenting themselves as a "culture promoter" and as the "Directors" of communication events.

IED Visual Arts Partners

IED Communication

- Born from the twenty years experience of the Istituto Superiore di Comunicazione, this School trains professionals for the fields of Advertising, Marketing and Public Relations.
- IED Communications trains professionals to be capable of working at managerial level in the various different areas of advertising, public relations, marketing and human resources.
- The range of curricula available from IED Communications caters for the increasing need for new professional profiles in all areas of communications: these are extremely dynamic, continuously expanding sectors, whose increasingly strategic value means that they need well-trained, aware operators, specialists and professionals.
- The lecturers are all professionals who work actively in the area of communications: their experience of both work and teaching ensures that the rapid transformations taking place in various contexts of production are immediately reflected in the contents of our courses.
- Training that targets specific professions, constant attention to market demands, an everyday relationship with professionals working in the sector, inclusion in study and working groups for analysis and research purposes, for drawing up projects and for translating their theory into practice: these are the mainstays of the teaching philosophy and practice at IED Communications.

IED Communication Partners

3M

BMW

PHILIPS

McCANN ERICKSON

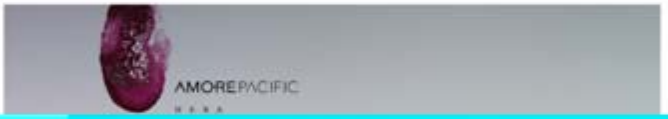
IBM

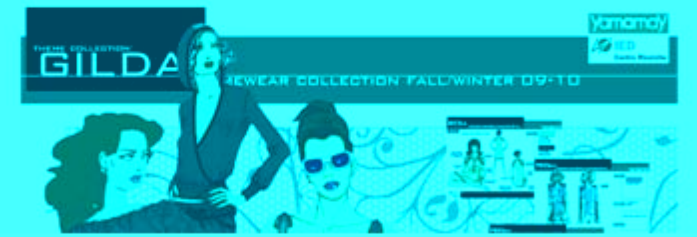
SIEMENS

i'm lovin' it

IED Research Center

The Schools are flanked by IED Research Centre (CRIED). This organization expresses the excellence of the IED model, it was founded in 1975 and today it carries out research and innovative activities in the fields of design, fashion, visual arts and communication. The IED Research Centre is a precious resource for companies. It is a source of design-based ideas and analyses, offering a rich and constantly updated heritage of multidisciplinary experiences and a comparison between different company cultures in an international scenario.





IED Research Center Partners

The Istituto Europeo di Design ..a choice to build your future!

- An innovative teaching model, that answers current market demands for competent professionals.
- Constant flexibility and updating of its study curricula, taught by selected professionals from each specific field.
- A one to one relationship between the teacher and the student.
- Capable of generating strong personal motivation in students called to invest in their own success.
- Students are recruited in the working world both during and following their training courses.

Industrial Design

Three year courses

Direction
Alessandro Chiarato

- **The professional role**
  Industrial designers design objects, instruments and systems to be used at work, in the home, for sport or for travel: trolleys, study lamps, game consoles, toothbrushes, furnishings for a paediatric hospital, first aid rucksacks, urban mobility.
  The role of this professional is to guide innovation from a creative, aesthetic and technological point of view. His mission is to understand social behaviour and desires and anticipate market needs, mediating between the company's intent and environmental aspects, translating them into design. He must therefore possess a transversal design culture, managing both cultural and technological aspects.

1st YEAR

Modern and contemporary art
Historical and critical analysis of the main movements in modern and contemporary art in relation to the evolution of society and culture.

C.M.F. 1
Colours, materials and finishings
An introduction to basic rules for the use of colours, materials and surface finishes.

Computer

Drawing from real models
Freehand drawing, visual perception and proportion. The study of shapes, volumes, lights and shadows.

Geometrical drawing
Basic geometric constructions, descriptive geometry, orthogonal projections, axonometry and perspective.

Technical drawing
Learning how to perceive objects

Design methodology
Introduces fundamental aspects of event design trough a group task.

Design project 1
Methodology
Aspects of methodology and analysis to develop a project for various aspects including function, ergonomics, and technology.
From initial concept to final product.

The history of architecture

2nd YEAR

C.M.F. 2
Colours, materials and finishings
The relationship between surface finishes and colours of natural and man-made materials. Development of design skills in regards to materials.

Computer 3
Rhinoceros basic
Three-dimensional modelling The course covers surface modelling software which can be used to create any shape or volume. Tools for the design, creation and production of complex models.

Computer 4

Marketing and business studies 2
[illegible]gic approach to product innovation. Techniques and tools for the development of successful new products. Methods of corporate communication and presentation.

Ergonomics
Ergonomic analysis during the design process. The relationship between people and their physical environment, cars and everyday objects.

Design project 2
Product design

Design project 4B*
Furniture design
Designing furniture with particular emphasis on marketing, production technologies and materials.

Design project 4C*
Lamp design
Students have the opportunity to experiment with lighting by constructing a simple light-emitting object.

Film studies
Analysis of salient aspects of set design, lighting techniques and the design of objects in noted films.

Project presentati on techniques
The use of various techniques to present the final project, from sketches to computer rendering. Organisation of a presentation for the project.

Materia ls technology 2
Builds on knowledge of basic materials and processes with emphasis on the technologies and groups of materials commonly used in the profession. Particular emphasis on materials on the cutting edge of technological innovation.

3th YEAR

Computer 5
Multimedia presentations
The use of software tools to create interactive presentations for the internet and CD-Rom, with buttons, images, animations and various multimedia devices. Software:

Design project 6C*
Lamp design
Design of an illuminated body for a specific use.

Design project 6D*
Design competition

Dissertation project
Students will work on their dissertation project in groups, and will tackle complex issues in project design. The primary goal is to identify research pathways that si

Industrial Design English

YEAR_1

SUBJECTS	H
Modern and contemporary art	22
C.M.F. 1	30
Computer basic elements	12
Computer 1	33
Computer 2	30
Drawing from real models	42
Geometrical drawing	33
Technical drawing	33
Marketing and business	26
Modelling	30
Design methodology	20
Design project 1	35
The history of architecture	22
Materials technology 1	48

TOTAL HOURS 1° YEAR_416

YEAR_2

SUBJECTS	H
C.M.F. 2	30
Computer 3 Rhinoceros	39
Computer 4 3D MAX	27
Lighting design	28
Marketing and business	24
Ergonomics	24
Design project 2	35
Design project 3	35
Design project 4A*	37
Design project 4B*	37
Design project 4C*	37
Film studies	24
Sociology	26
The history of architecture and design 2	24
Project presentation techniques	39
Materials technology 2	24

TOTAL HOURS 2° YEAR_416

YEAR_3

SUBJECTS	H
Computer 5	30
Computer 6	27
Carer guidance	10
Design project 5	85
Design project 6A*	37
Design project 6B*	37
Design project 6C*	37
Design project 6D*	37
Topical seminars	37
Semiotics	10
Dissertation project	

**Students will be able to choose one of several possible design projects.*

TOTAL HOURS 3° YEAR_236

TOTAL HOURS
Three-year per
1068

IED

Date_ Client_

Fashion Design

Three year courses

Direction
IED Moda Lab - Milano

- In the contemporary fashion system professionals are expected to show a strong multidisciplinarity, i.e. a complete preparation able to make them versatile and face successfully all the requests coming from the sector. Today a fashion designer must develop all typical features of a designer: his/her skills must extend progressively, like the knowledge of the industrial production and of the technological progress made in research for new textile solutions, textile-design, the dynamism of the trends moving within the economy of a specific market, the development of new computer techniques and of the communicat

specialized formative route" aimed at increasing precise design skills and technical know-how as well as transmittin
methodological criteria able to translate ideas and creativity into concrete, communicable and high quality products

- **Fashion Designer**: designs clothing collections and supervises technical development, choice of fabrics and co-ordination.
- **Product Manager**: is in charge of a company's production cycle, by co-operating with the designer and the sales department as sales strategies are concerned.
- **Art Director**: defines any strategy in a fashion brand, from style to communication
- **Stylist**: supervises the co

1st YEAR

Modern and contemporary art
Historical and critical analysis of the main movements in modern and contemporary art in relation to the evolution of society and culture.

Textile drawing
Drawing for textile prints using digital techniques: study of types of prints, formal composition, colours and printing tech[illegible].

Fashion pattern making and tailoring techniques 1
Transformation and recomposition - The course is based on the TR Technique (Transformation and Recomposition) and aims to develop a sense of balance for fashion model design and for stylized shapes. Basic sartorial techniques will be learned through laboratory work.

Color
Key issues in colour use. Analysis of colour management tools as an aid to design.
Colour systems, the physics of colour, complementary colours.

Fashion drawing
Study of the human form and its graphical
depiction, stylized and formal figures.
Illustrative techniques and rendering.

Materials technology 1

2nd YEAR

Visual culture

The present course means to develop students' visual sensitivity through the study of the image according to different perspectives and the use of different methodologies, from the graphic approach up to the composition of a functional portfolio in search for a stylistic identity.

Fashion trends project
Study of the "trend" concept: the objective is to identify and analyse some contemporary trends and to express them through scenarios, images and signs of reference.

LAB
Underwear, knitwear, children
Laboratorial and experimental study in order to understand -through the analysis of the main codes and the most original and representative brands- the essence of these three sectors and to translate everything into a personal project.

Personal design_

A lab dedicated to the personalization and the synthesis of the fashion drawing, focusing on the creativity, the potentials of sign and colour as well as the experimentation of manual skills and different representation techniques.

Design project 2/3
Womenswear – menswear collection_140 H.
Design project and realization of two collections, menswear and womeswear, in which different materials and colours must be experimented to build shapes, volumes and lines following contemporary trends and market requests.

Fashion semiotics
The study of symbols as essential elements in communication, including the output of the fashion designer. In particular, fashion can be viewed as a narrative determined by a specific symbolic code, setting it apart from other types of communication.

Fashion system

The fashion product: from the pipeline concept to the specific features of textile districts, study of the production and distribution logics, analysis of the main [illegible] in the contemporary fashion industry

History of fashion
Evolution of fashion in historical and cultural terms, with particular emphasis on researching styles of the 1900s. The course includes
an opportunity to carry out in-depth research
into a single particularly significant innovation occurring in the history of fashion.

Fashion pattern making 2
Structured laboratory work for the further study
of techniques to create traditional fashion models for menswear, womenswear and children.

Tailoring techniques 2
Laboratory work to extend knowledge of the principal tailoring techniques for menswear, womenswear and children.

3th YEAR

Cinema, fashion and music criticism
Study of the different languages in cinema, fashion and music through the analysis of the main genres within a historical, social and cultural perspective.

Portfolio
The formation and production of a portfolio which includes in a critical way the best results achieved during the year: a sort of "diary" showing progresses and developments of technical skills as well as a refinement in creativity

Fashion pattern making 3
Structured laboratory work for the further study
of techniques to create traditional fashion models

Tailoring techniques 3
Laboratory work to extend knowledge of the principal tailoring techniques.

Dissertation project
Students will work on their dissertation project in groups, and will tackle complex issues in project design. The primary goal is to identify research pathways that simulate real professional situations, and to develop competency and autonomy in project design. The groups will be monitored by senior and junior members of the teaching faculty as well as professionals. The dissertation project is usually managed in collaboration with an external partner (a company, public or private body or association) which is the client for the project. The project is augmented by various seminars on specific issues of cultural, technogical or professional relevance. Topics and organizational structure of the project are determined and announced at the start of each academic year.

Fashion Design

YEAR_1

SUBJECTS	H
Modern and contemporary art	40
Color	22
Computer 1	81
Culture and techniques of costume	47
Textile drawing	36
Fashion drawing	84
Contemporary fashion	22
Design project	170
Materials technology 1	30

TOTAL HOURS 1° YEAR_532

YEAR_2

SUBJECTS	H
Visual culture	40
Fashion trends project	22
LAB	63
Personal design	23
Fashion semiotics	36
Fashion system	22
History of fashion	36
Fashion pattern making 2	42
Tailoring techniques 2	45

TOTAL HOURS 2° YEAR_329

YEAR_3

SUBJECTS	H
Cinema, fashion and music criticism	90
Portfolio	15
Fashion pattern making 3	30
Tailoring techniques 3	33

TOTAL HOURS 3° YEAR_168

TOTAL HOURS
Three-year period
1029

IED

Date_ Client_

Fashion Marketing

Three year courses

Direction
IED Moda Lab - Milano

- Objective:
  The course is open to students after secondary education. The objective is to enhance market and sales abilities/skills of participants, in the fashion industry very competitive context.
  The course trains the following professional figures, in line with market needs: p[illegible]

1st YEAR

MODERN & CONTEMPORARY ART
Historical and critical analysis of the main movements of modern and con-

FASHION MARKETING + PO: MARKETING PLAN
From the project to the product launch.

COMMUNICATION PLAN
Communication strategies and technics. Fundamental elements of communica-

MANAGEMENT OF A FASHION COMPANY
Develo

2nd YEAR

HISTORY OF FASHION
Evolution of fashion in historical and cultural terms, with particular

BRAND MANAGEMENT
From the product to the brand

RETAIL MANAGEMENT
Management of a sale's point:

3th YEAR

CINEMA, FASHION AND MUSIC CRITICISM
Study of the different languages in cinema, fashion and music through the analysis of the main genres within a historical, social and cultural perspective.

RELATIONAL MARKETING
How to develop the client's loyalty to the brand

VISUAL MERCHANDISING+ PROJECT
How to enhance the

Fashion Marketing

YEAR_1

SUBJECTS	H
MODERN & CONTEMPORARY ART	40
CONTEMPORARY FASHION	22
FASHION SYSTEM	30
FASHION MARKETING + P0: MARKETING PLAN	48
MARKETING INTELLIGENCE	27
MILANO TREND RESEARCH	30
P1: MARKETING PLAN	30
COMMUNICATION PLAN	30
P2: FASHION PRODUCT	30
MANAGEMENT OF A FASHION COMPANY	30
WORKSHOP TEXTILE	6

TOTAL HOURS 1° YEAR_368

YEAR_2

SUBJECTS	H
HISTORY OF FASHION	36
FASHION SEMIOTICS	26
P3 BRAND DESIGN – FASHION TRENDS	30
BRAND MANAGEMENT	50
VISUAL DESIGN	30
GRAPHIC LINGUAGE	20
COMPUTER EXCEL	
MANAGEMENT OF A FASHION COMPANY	24
	30
DISTRIBUTION SYSTEM	24
RETAIL MANAGEMENT	54
PUBLIC RELATIONS & EVENTS	24
FASHION ADVERTISING	30

TOTAL HOURS 2° YEAR_378

YEAR_3

SUBJECTS	H
CINEMA, FASHION AND MUSIC CRITICISM	90
PORTFOLIO	15
COMPUTER LAB	24
MARKETING PROJECT	33
LICENSING & FRANCHISING	22
RELATIONAL MARKETING	30
VISUAL MERCHANDISING+ PROJECT	50
FASHION BUYER	15
VISTING PROFESSORS (FASHION BUYER/ COOL HUNTER/VISUAL MANAGER...)	12
THESIS PROJECT	50

TOTAL HOURS 3° YEAR_341

TOTAL HOURS
Three-year period
1087

Trasportation Design

Three year courses

Direction

1st YEAR

TECHNICAL DESIGN
Basic course - 30 h - Orthogonal projections of plane and solid figures, both complex and in cross-section.
Car - 30 h - Shape design. Practice on simple vehicles.

ILLUSTRATION
Basic Course- 30 h - Acquisition of graphic representation skills: contrast, perspective, proportions, composition; the study of light and shadow; theory and technique of colour.
Car - 30 h - Application of the illustration techniques to the drawing of cars, bikes and yatchs.

SKETCHING
Basic Course - 30 h - The drawing techniques and their usefulness in developing clear and fast sketching skills: perspective, composition, and line quality.
Car - 30 h - Application of the various drawing techniques to the communication of a design project: from the sketch to the rendering. Organisation of a final presentation.

MODELLING 1
Basic course - 25 h- In this course the students learn the technical skills involved in the construction of models for study and presentation purposes. The various materials used: polystyrene, wood, clay, polyurethane. Scale models. Varnishing techniques.
Clay - 15 h - In the work lab the students create their own scale model of a car. The preparation of the polystyrene model, of the various wooden sections and the final clay model.

ERGONOMICS 1 – 16.5 h
Introduction to the subject and basic application methods of ergonomic requirements. Ergonomic elements that need to be evaluated in the designing of a vehicle: spaciousness, accessibility, visibility, ease of control use.

TECHNOLOGY 1 – 16.5 h
Classification and characteristics of plastic materials. The technology for the transformation of thermoplastic polymers, of heat gardening materials and elastomers. Composite materials and foams. Assembled materials. Surface treatments. Design and engineering issues.

CAR HISTORY 1 – 14 h
A comparative historical analysis of style and function of transportation means before the advent of the car and their repercussions on thebirth of the car.

HISTORY OF DESIGN – 20 h
The history of design from the Industrial Revolution to the Industrial Revolution. Particular attention paid to the movements, to the problems faced in different situations, and to consumer products.

DESIGN PROJECT 1 – 30 h
Method - Methods and ways of analysing the project data: functional, ergonomic, formal and technological aspects involved in the development of a project. Principles of visual communication.
Product design - Designing of an industrial product taking particular care over the use of materials. Understanding and deployment of the various design steps based on the ergonomic, marketing and production technology constraints. Design steps involved in the designing of a product: the brief, market research, graphic concept research, stylistic definition, presentation rendering.

DESIGN PROJECT 2
Car - 30 h - Designing a simple car. Application of the various design steps based on the ergonomic, marketing and production technology constraints. Application of the design steps in the designing of a product: the brief, market research, graphic concept research, st- [illegible] dering.

2nd YEAR

COMPUTER 1

ERGONOMICS 2

3th YEAR

COMPUTER 3
Studio Tools - 33 h- Further work with the Alias Wavefront software for the creation of virtual models, as applied to

3D model for optimal use in Bunkspeed, achievement of the knowledge base of materials, presentation of render of good quality.

DESIGN PROJECT 6
Interior 2 - 36 h- Stylistic and technical research focused on the development of a final project. The detailed elaboration of the design presentation. The Design process will involve the use of the Alias Wavefront software.

DESIGN PROJECT 7
Exterior 2 - 36 h - A design project for top range cars with a high technological profile. Brainstorming: definition of the style based on the packager provided. Volume and proportion verification. Development of style and graphical research.Possible creation of a clay scale model.

PORTFOLIO E MANAGEMENT – 25 h
Building up one's professional image: portfolio, curriculum vitae, business card. A consisti

ent, contracts, the role of the freelance designer.

Transportation Design

YEAR_1

SUBJECTS	H
TECHNICAL DESIGN	30
ILLUSTRATION	30
SKETCHING	30
MODELLING 1	25
ERGONOMICS 1	16.5
TECHNOLOGY 1	16.5
CAR HISTORY 1	14
HISTORY OF DESIGN	20
DESIGN PROJECT 1	30
DESIGN PROJECT 2	30

TOTAL HOURS 1° YEAR_242

YEAR_2

SUBJECTS	H
COMPUTER 1	21
COMPUTER 2	33
ERGONOMICS 2	16.5
CAR MARKETING	20
MODELLING 2	32
DESIGN PROJECT 3	36
DESIGN PROJECT 4	36
DESIGN PROJECT 5	36
CAR HISTORY 2	14
TECHNOLOGY 2	16.5

TOTAL HOURS 2° YEAR_261

YEAR_3

SUBJECTS	H
COMPUTER 3	33
COMPUTER 4	24
DESIGN PROJECT 6	36
DESIGN PROJECT 7	36
PORTFOLIO E MANAGEMENT	25

TOTAL HOURS 3° YEAR_154

TOTAL HOURS
Three-year period
657

IED

Date_ Client_

IED

Leading Network of
Fashion, Design, Visual Arts and Communication.