IED Visual Arts
milan • rome • turin • madrid • barcelona • são paulo

The language of images is a tool for setting trends, creating fashion, doing research and experimentation.

IED Visual Arts is devoted to the culture of the image as a focal element of communications. It is a training experience that enables students to familiarise and experiment directly with all the techniques and tools of visual communications and the world of the digital media, which is uses to prepare all types of professionals of image-based communications.

SOUND DESIGN
milan

Sound is an essential, often distinctive element in all communication processes. Sound designers are people who combine professionalism with art to generate the soundtracks for events, theatrical performances, shows, websites, sensorial marketing projects, art installations and presentations.

DIGITAL DESIGN
milan - madrid

The course in digital design uses IT tools and languages to develop on the theme of graphic design and creativity: it is aimed at students who want to design and generate digital images. Digital designers create websites, CD Roms, digital videos and all the more innovative multimedia supports, both online and offline.

VIRTUAL DESIGN
milan - madrid

The aim of this course is to train the new profession of the virtual designer, a professional specialised in conceiving, modelling and animating objects, characters, environments and effects, all made using nothing but digital technologies.

DIGITAL & VIRTUAL DESIGN
rome - turin - barcelona - são paulo

The aim of this course is to train a new professional profile that combines the skills of the digital designer with those of the virtual designer. The result is a designer who is capable of creating executive digital work (websites, CD Roms, DVDs etc.) and of designing interactive and 3D images.

PHOTOGRAPHY
milan - rome - turin

The aim of this course is to convey a complete array of skills based on the one hand on an in-depth familiarity with the materials, technologies and processes of photography and, on the other, on a background in the humanities, culture and aesthetics that will enable the future professional to understand the evolution of social contexts.

"A modern school is the one that constantly interprets the complex interrelationship between the forms of life and the forms of culture, designing new systems of objects and signs that adjust to suit the criteria of **AESTHETIC AND ETHICAL TASTE**".

Francisco Jarauta
Philosopher, Scientific Director,
IED Madrid and Barcelona

PARTNER & COLLABORATIONS

The IED's partners include: 3M Italia, Adexpress, Adobe System, Agfa Gevaert, Alfa Romeo, Amnesty International, Apple Computer Italia, Caimi Brevetti, Canon, Carthusia Edizioni, Children in Crisis, Coca Cola Italia, Compagnia delle Nuove IndieCooperativa Lotta con l'Emarginazione, Cushman & Wakefield Healey & Baker, Digital Cult, e.biscom, ECM Records, Fondazione Milan, Fondazione Peggy Guggenheim, Francorosso, Hewlett Packard, Kimberly-Clark, Kodak, Lavazza, Legambiente, Lego Europe, MEI – Meeting Etichette Indipendenti, MGM Digital Communication, Mini - BMW Italia, Ministero per i Beni e le Attività Culturali- Sopraintendenza per i beni Architettonici e per il Paesaggio Milano, Museo Civico di Scienze Naturali - Bergamo, Museo Nazionale della Scienza e della Tecnica L. da Vinci, My-Tv, New York University, Next Exit, Noir in Festival, Nomination, Nun Entertainment, ONU, Osaka University of Arts, Piccolo Teatro di Milano - Teatro d'Europa, Piemonte Parchi – Regione Piemonte, Pirelli, Polaroid, Provincia di Milano, Rai Trade, Radio 24 – Gruppo Il Sole 24 Ore, Redbull, Regione Lombardia, Sapere.it, Siemens, Sole24ore.com, Teatro Donizetti di Bergamo, Teatro Litta, Telefono Amico, Tic Tac Service, Tubor, Unicef, Universal Music, Universo, Whirlpool, Zambon.

GRAPHIC DESIGN ✳ *also available in English in Milan*
milan - rome - turin - madrid - barcelona - são paulo
The professionals who co-ordinate and manage the multiple variables related to visual communications need to be capable of structuring languages coherently with the contexts in which they operate. The areas of pertinence to graphic design range from designing the visual identity of a firm or a product to creating packaging and devising the graphics used in the supports for online and offline corporate communications.

ILLUSTRATION
turin - são paulo
Illustrators are professionals of drawing: they are responsible for giving form and life to ideas, concepts, characters and situations, a task they undertake using their considerable skills of representation, mimesis and creative transformation of reality.

ILLUSTRATION AND MULTIMEDIA ANIMATION
milan - rome
This course is for those students who want to create images using both traditional and the very latest techniques, from water colours to the computer. Illustrators have a profound knowledge of specific languages and techniques applicable from illustrations for infancy to scientific illustration, from cartoons to animation.

VIDEO DESIGN
milan - rome - barcelona
Video designers specialise in designing video communications. They have a solid command of the specific skills necessary for designing and producing moving images (advertising spots, TV logos and formats, videos, etc.) and extensive knowledge of technology.
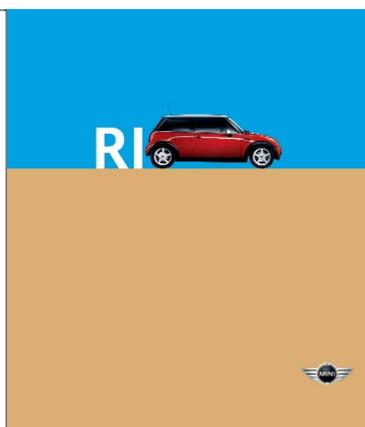
The IED's locations are equipped with libraries containing extensive collections of specialised publications, workstations with computers equipped with design software and broadband Internet access and PC and MAC workshops (basic and advanced). According to their syllabus requirements, some locations have:

• Photography Studios
• Video Studios
• Dark Rooms
• Movie Animation Workshops
• Video Editing Workshops
• Multimedia Workshops

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