

IED Communications

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Derived from many years of experience at the Istituto Superiore di Comunicazione, IED Communications is the first complete response to the demands for increasingly specialised training in this area.

It is a school that trains those professionals whose careers will see them managing communications in the fields of marketing, of advertising, of directing and producing audiovisual materials, of public relations and of corporate business.



ADVERTISING

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This course trains future advertising creatives, i.e. copywriters and art directors. Copywriters and art directors work together, each group with its own different set of responsibilities, for the purpose of elaborating advertising campaigns. Everything that comes under the heading of words, language, the tone of communications, music and the sound in general is the terrain of the copywriter. Everything that comes under the heading of image, photography, illustration and styling is the preserve of the art director's skills.

MARKETING AND BUSINESS COMMUNICATIONS

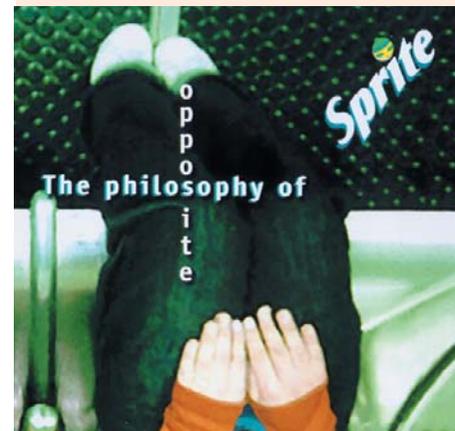
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This is a course for future experts in corporate communications and marketing: marketing managers, product managers, sales managers and public relations managers. Although these professional profiles cater for specific requirements, they also all imply essential prerequisites, including: curiosity and the ability to listen, interpersonal communication skills and the ability to work in teams.



"The rapid evolution of markets, cultural and professional change, the increasingly close bonds between communications and design, between doing and saying, between thinking and managing, between designing and creating, are all terrains that bring out the best in the IED's **MULTICULTURAL APPROACH**, a true international melting pot, both structured and, at the same time, amoeboid."

Enrico Finzi
Sociologist, President, Astra,
Member of the IED Advisory Committee



PARTNER & COLLABORATIONS

The IED's partners include: Abacus Sofres, AC Nielsen, Adecco, ADMO, Agfa Gevaert, AIDP, AISM, Ajilon- Marketing & Sales, ANEE, Apple, ASSIRM, ASSOREL, Best Events One, BMG, BPM, BMW Motorrad Milano, BPU Banca, British Council, Buongiorno.it!, Centre for IBM innovation, Chicco-Artsana, Claris Vita, Coca Cola, Colgate, CO.RA.T, Cova & Weaver Associati, Day Medical, D'Egidio & Partners, EGG Srl, Edelman, E-Motion, Ente per il Turismo di Malta, FIAVET, Fierimpresa, Fila, Film Master, FILMAKER's magazine, Fondazione Sandretto Re Rebaudengo, Framon Hotels, Franco Angeli, H3G Mobile Video Company, Hitachi, IGPDecaux, Il Grande Blu, IP Italiana Petroli, Jolly Hotels, JVC, Kimberly-Clark, Lancia, Lega contro i Tumori, Leo Burnett, Liber Liber, Mattel Toys Italia, McDonald's, McCann Erickson, Medici Senza Frontiere, Metis, Microsoft, MTV, Novartis, Philips, Piccolo Teatro di Milano, PressToday, Provincia di Genova, Provincia di Milano, Radio 105, Red Bull, RIN-Radio Italia Network, Rolling Stone, Saatchi&Saatchi, Sara Lee, Siemens Mobile Communications, SKY Italia, Strutture & Mercati, Studenti.it, Sy Group, TDK, Torino 2006, TP, Tribe, Ubisoft, Unbranded, UNICEF, Unno, UTET, VNU Business Publications Italia, Worwerk Folletto, Young & Rubicam, Zuritel.



BUSINESS COMMUNICATIONS AND PR

milan - madrid

The creation, consolidation and maintenance of a good corporate image depend to a substantial extent on the strategic decisions made by the corporate communicator. This professional has the delicate task of managing a firm's public relations with all the people and organisations that work with it and of superintending the birth, strengthening and safeguarding of the image both of the firm itself and of its products.

EVENT DESIGN AND MANAGEMENT

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The event manager is a professional who knows how to design, organise and manage what is potentially a very wide range of different corporate events: congresses, symposia, sponsorships, changes in a firm's corporate structure or shareholders, introduction to the Stock Exchange, celebrations of anniversaries and cultural initiatives. To be able to do all of these things, the events manager must be familiar with and apply a solid working methodology that enables every event to be constructed as a function of the firm's differing policies and objectives.

AUDIOVISUAL DIRECTION AND PRODUCTION

milan - rome

This is a course for students who want to work in the movie, television and audiovisual production industry as producers, production directors, directors, filmmakers and directors' assistants. These are all professionals who have the specific technical and artistic skills necessary for operating in a field where continuous technological innovation is the norm.

WRITING FOR THE MEDIA AND THE ENTERTAINMENT BUSINESS

rome

This is a course for students who want to embark as professionals in the emerging new areas of scriptwriting for the movies, the television, the radio, the web and new multimedia technologies. Especially in the fields of television and the new media, there is a growing demand nowadays for authors capable of providing a complete project package, from the first idea to the final editing, which is then passed to the production team.



LA MODA
HA PELLLO SULLO STOMACO.



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. According to their syllabus requirements, some locations have:

- Video Studios and Editing Workshops
- Audiovisual workshops with TV cameras and digital editing control panel
- Video library