



summer courses 09





IED summer courses

Every year, during June and July, the IED Group offers intermediate and advanced courses in the fields of Fashion, Design and Visual Arts, held in Milan, Venice, Florence, Barcelona and Madrid. These courses are held either in English or Spanish and generally last from three to four weeks. They are a perfect solution for those who desire to combine their spare time during holidays with a new stimulating experience. Following a precise methodology and guided by professors, who are all professionals from the chosen field, students will experience the development of a project specific to their interests.

IED reserves the right to change any information contained herein without notice.



IED Milan



IED Barcelona



IED Madrid



IED Venice



IED Florence

Milan

JEWELLERY DESIGN

Duration: 3 weeks

Course objective

The course aims to teach how to conceive and design a Jewellery collection through a series of theoretical and practical lessons. The course analyses the evolution of the Jewellery world with a particular interest as regards to the style trends for the years 2007/08.

SYLLABUS

Introduction to Jewellery collection Project

Meaning of Jewellery collection: how to build it starting from a simple concept idea. Explanation of the technical instruments useful to the project.

Jewellery collection project

Each student will be driven into the jewellery development project. In fact since the begin of the course every single student to the class should develop three phases basically: concept, product sketches and product definition. Every collection will be composed by 5 pieces between ring, earring, necklace, bracelet, pendant, tiara, watch, fashion metal accessory and luxury elements.



Presentation of trends

An introduction to the methodology necessary for the realisation of a “cahier de tendence” with a particular attention paid to the research phase. Atmosphere, life styles, fabrics, yarns, lines and volumes created and assembled using the information collected during the Italian trade fair.

Introduction to the jewel modelling with Rhinoceros

A course focused on studying and developing three-dimensionality by learning the use of rhinoceros 3d.

Final presentation

Presentation of a Jewellery collection project

Duration:

June 29th - July 17th 2009

Language: English

Qualification for admission:

the course is opened to students coming from fashion schools or to those with an experience in this field.

Course schedule:

4 days a week, 6 hours a day

Cost:

Euro 3.100 full package
Euro 2.100 tuition fee
Euro 1.000 accommodation

FASHION DESIGN

Duration: 3 weeks

Course objective

The course aims to teach how to design a fashion collection through a series of theoretical and practical lessons. The course analyses the evolution of the fashion market with a



particular interest as regards to the style trends for the years 2007/2008.

The course also introduces the concept of coordination and includes the study of styling techniques.

SYLLABUS

Introduction to Collection Design

Analysis of the organization system of Italian clothing companies in the creation and production of collections; the importance of coordinating the collection: image, price, quality, sales outlets.

Collection and Coordination Design

Introduction and discussion about the collection project to be designed by each student. Briefing and timing, deciding target, number of fabrics, number of garments, typologies of product: jackets, pants, skirts, shirts, shoes and bags, etc... Direct experience, designing and producing a personal collection.

Research

Research of a concept to create a mood book with a trend theme, an icon target, fabrics, colours, accessories. The use of information gained through Milan Ground Research "MGR" will be developed within this research, teaching the students to utilise trends and styles around us to help create the collection designed. The collection book should be presented on A3 horizontal format with spiral binding and hard back cover. The graphic content should be discussed with all teachers.

Milan Ground Research

Getting to know Milan through its various fashion areas and using the information gained. Trying to identify street trends and market needs.

Styling

The stylist is a professional who knows how to create or re-invent a fashion image, working for fashion magazines, fashion shows and advertising. He/she works with designers, journalists and fashion photographers.

Intro to Marketing

Analysis of evolution of consumer's demand in the fashion market in recent years. The new competitive strategies of the fashion companies: from haute couture to luxury fashion empires. The new relation between creativity and management: art and discipline. Building a strong identity in a turbulent environment: the importance of an integrated communication and the new media. Focus on: the fashion show, the brand store (towards the concept store and the high street empires).

Intro to Communication

Introduction to the communication world, the advertising strategy, the coherence among the positioning of

the company, message, product, media, shop concept and target groups.

Final Presentation

Presentation of a fashion collection design.

Duration:

June 29th - July 17th 2009

Language:

English

Qualification for admission:

the course is opened to students coming from fashion schools or to those with an experience in this field.

Course schedule:

4 days a week, 6 hours a day

Cost:

Euro 3.100 full package

Euro 2.100 tuition fee

Euro 1.000 accommodation

FASHION MARKETING

Duration: 3 weeks

Course Objective

The course aims to teach how to develop a brand diagnostic through a series of analysis tools.

SYLLABUS

Trend and sociology

Analysis of social phenomena and purchase-related behaviours, with particular attention to lifestyle issues. Analysis of trends in the fashion market.

Fashion system

General introduction to fashion market, the pipeline, the professional figures, the new competitive strategies the development of the product.

Technology of materials

Classification of fibres, yarns and their characteristics.

Marketing and market researches

Analysis of key elements of fashion marketing, how to position a brand; management of the researches and of the marketing variables.

Fashion brand management

The value of a brand: how to position, communicate and strengthen the corporate brand, and create a distinctive brand identity. Distribution channels. The business process of fashion market: the commercial process, the distribution policy, and the sales cycle.

Licensing

Characteristics, advantages and risks connected to the licensing.

Web marketing

Analysis and use of internet as a communication and business instrument.



Communication, Advertising and Integrated Communication

Introduction to the communication world, the advertising strategy, the coherence among the positioning of the company, message, product, media, shop concept and target groups.

Visual Merchandising

Classification and aggregation of the marketable goods offered, rational organisation of the sales area and optimisation of product display.

Sales Techniques

Analysis and acquisition of the behavioural competencies necessary for the effective management of all phases of sales and negotiations.

Final Presentation

Presentation of a brand diagnostic developed by the participants in group. Conclusion, key success factors.

Duration:

June 29th - July 17th 2009

Language:

English

Qualification for admission:

the course is opened to students coming from fashion schools or to those with an experience in this field.

Course schedule:

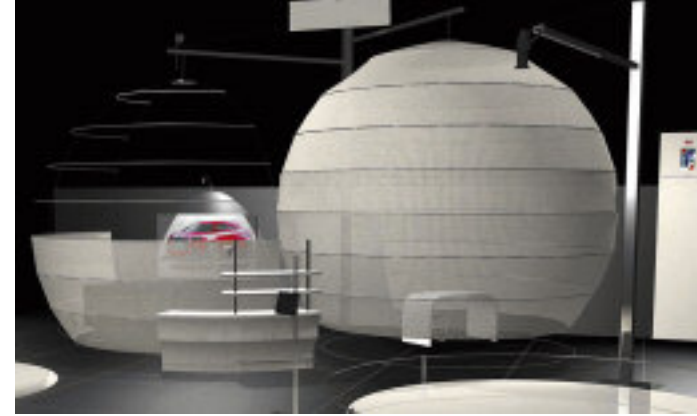
4 days a week, 6 hours a day

Cost:

Euro 3.100 full package

Euro 2.100 tuition fee

Euro 1.000 accommodation



INTERIOR AND SHOWROOM DESIGN

Duration: 3 weeks

Course Objective

Milan is the heart of the Italian Design System: this is where cultural activities related to the evolution of design take place, where the furniture system's most celebrated businesses maintain a presence and where the most important designers from all over the world operate. This course therefore aims to introduce its participants to this System by informing them about current trends in interior design, by working with them to design high-level showrooms and shops with a substantial expressive value that uses emotions and sensorial perception to interpret the brand and product standards of the firms that have placed the Made in Italy phenomenon firmly on the map. The project focuses on the showroom's layout, on the arrangement and illumination of the products and on the materials, colours and finishing used to generate the space and the décor elements. The course takes the form both of lectures held by practicing designers and of analytical visits to showrooms and sales points, as a sort of "on the field" lessons. Students also have an opportunity to take part in workshops, where they can develop projects under the guidance of

practicing professional designers.

SYLLABUS

Visual Merchandising (12 hours)

The course's aim is to analyze and develop methodology to comprehend and follow sales-point design strategy and merchandising awareness; perception of brand location, product displaying and customer's psychology behaviour. As well as the importance and value of the figure of the Visual Merchandiser, a professional with analytic, creative and sensitive capacities towards products. A keen eye towards trends, social life, marketing...

History and evolution of commercial spaces (12 hours)

The history of commercial spaces from the 1930s until present day: contemporary trends and design languages. Time will also be dedicated to analyse some original Milanese commercial realities.

Italian Design Contemporary Trends (12 hours)

Historical notes on how design and architecture have evolved from the 50's to present. Critical analysis of the main features of Italian design projects in relation to the social, the design and the fashion fields: objects, designers, materials, technologies, and companies...

Interior & Shop Design Workshop (24 hours)

The practical lessons will reflect, in three dimensions, what students learn during the theoretical lessons. Everybody will be asked to realize, thanks to teamwork, different extempore projects. From the second week students will meet designers that will tutor them throughout weeklong laboratory experience. The result at the end of the course will be a presentation of three-dimensional maquettes, drawings, and/or computer presentations, etc... according to students' capabilities and designing preferences.

Guided visits

to sales outlets, showrooms, companies and places characterised by particular interesting design.

Lectures

will be held by designers and representatives of companies working in the design field.

Duration:

June 29th - July 17th 2009

Total hours: 84 hours

Language:

English

Qualification for admission:

the course is aimed to students attending the final years of University studies in Architecture, Interior Design and Industrial Design, or newly graduated.

Course schedule:

Monday to Thursday, all day.

Materials required:

basic equipment will be supplied by the school.

Cost:

Euro 3.100 full package

Euro 2.100 tuition fee

Euro 1.000 accommodation

INTRODUCTION TO ITALIAN DESIGN

Duration: 3 weeks

Course Objective

The aim of this 3-week basic summer course is to allow young students to get to know the Italian Design through the wide range of opportunity that the city of Milan offers, being its World Capitol. An occasion to start scenting and understanding the atmosphere that gets developed in various fields; from furniture to light, from house ware to interiors, from industrial design to exhibition, throughout shapes, colours, materials...



A discovery path towards a world that makes Italy famous and leader. The course is realized thanks to a synergy between theoretical lessons, most of which will take place around the city: students will be guided by professionals in analytic visits to famous showrooms, shops, bars, concept stores, design museums, sales points..., and practical lessons which will be carried out after gaining basic information during the visits. A work of research, representation, "items" collection, typology division that will lead to 3 weekly classroom team workshops, according to students' capabilities and designing preferences.

SYLLABUS

Intro to design

guided city tour to gain foreword information of design world, as well as in class lessons for getting to know and starting to comprehend Italian design.

Intro to colour

introduction to chromatic rudiments, essential element for emphasising design projects.

Intro to material sensitivity

introduction to sensory of matter, surface finishing and its classification

Workshop

the workshops will reflect what students gain during the introduction lessons. Everybody will be asked to realize, thanks to teamwork, 3 different extempore projects. Students will meet designers that will tutor them through out weeklong laboratory experience. The result at the end of the course will be the creation of mood boards/presentations according to students' capabilities and designing preferences.

Guided visits

to shops, showrooms, bars, concept stores and spaces characterised by particular interesting design.

Lectures

will be held by designers and representatives of companies working in the design field.

Duration:

June 29th - July 17th 2009

Total hours: 84 hours

Language: English

Qualification for admission:

The course is opened to English

speaking students from around the world, newly graduated from high school, that are interested in approaching to design life.

Course schedule:

Monday to Thursday, all day.

Materials required:

basic equipment will be supplied by the school.

Cost:

Euro 3.100 full package

Euro 2.100 tuition fee

Euro 1.000 accommodation

FURNITURE DESIGN

Duration: 3 weeks

Course Objective

Milan is the heart of the Italian Design System: this is where cultural activities related to the evolution of design take place, where the furniture system's most celebrated businesses maintain a presence and where the most important designers from all over the world operate. This course therefore aims to introduce its participants to this System by informing them about current design trends and working with them to design scenarios for home decor with a substantial emotional, expressive and sensorial value, comprising furnishings, décor elements and accessories, such as rugs, ethnic elements and lighting elements. The course takes the form both of lectures held by practising designers and of analytical visits to leading manufacturers' showrooms. Students also have an opportunity to take part to workshops, where

they can develop integrated furnishing projects under the guidance of practising professional designers.

SYLLABUS

Material Technologies (12 hours)

Analysis of new materials with their application in the Italian design field. The course is going to present and analyse a review of different and new materials and their applications in furniture design (with a special eye on Italian manufacturers) both in classroom and with visits out of school with some real hands-on experience.

History of Furniture Design (12 hours)

The history of furniture design, contemporary trends and design languages with guided visits to industries in Brianza (major region of Furniture production in Italy).

Italian Design Contemporary Trends (12 hours)

Historical notes on how design and architecture have evolved from the 50's to present. Critical analysis of the main features of Italian design projects in relation to the social, the design and the fashion fields: objects, designers, materials, technologies, and companies...



Furniture Workshop (24 hours)

the practical lessons will reflect, in three dimensions, what students learn during the theoretical lessons. Everybody will be asked to realize, thanks to teamwork, different extempore projects. From the second week students will meet designers that will tutor them through out weeklong laboratory experience. The result at the end of the course will be a presentation of three-dimensional maquettes, drawings, and/or computer presentations, etc... according to students' capabilities and designing preferences.

Guided visits

to sales outlets, showrooms, companies and places characterised by particular interesting design.

Lectures

will be held by designers and representatives of companies working in the design field.

Duration:

June 29th - July 17th 2009

Total hours: 84 hours

Language: English

Qualification for admission:

The course is aimed to students attending the final years of University studies in Architecture, Interior Design and Industrial Design, or newly graduated.

Course schedule:

Monday to Thursday, all day.

Materials required:

Basic equipment will be supplied by the school.

Cost:

Euro 3.100 full package

Euro 2.100 tuition fee

Euro 1.000 accommodation

EXHIBITION DESIGN

Duration: 4 weeks

The essence of this 100 hour summer course is the development of the individuals' approach to design. Participants will have their own previous preferences and affiliations, and one of the principal teaching objectives is to reinforce this individual quality in order to assist each student in realizing their personal potential in the context of exhibit design. In addition to group seminars, intensive one-to-one studio tutorials are the main teaching technique, which form a part of an integrated interdisciplinary program of both theory and practice. Projects are devised as a means of communication and pay particular attention to circumstance and content, while providing a contrast between both scope and typology. Through wide-ranging discussions, debates, references and by encouraging research in varying fields from art to design, architecture to publicity, we achieve one of our main goals- the maximization of efficient communication.

Students will be guided from the initial stages of the design concept within the exhibit space, through the design process to the completion of the final project model, all the while focusing on expression and personal development in a rigorous and coherent manner.

PROJECT WORK

- Design an expressive space...

The interpretation of sentiment and emotion through interactive spaces allows us opportunity and confidence to answer the questions of general spatial planning. This leads to a comprehension of the poetics of structure aligned with those of spatial assembly, hierarchy



and sequence. The project will concentrate particularly on the use of colour (including lighting), scale, texture and surface to produce a maximum impact.

- A Perspective of Barcelona...

A promotional exercise in integrating object and spatial design, branding, corporate communication and visual merchandising. This project will involve first-hand research and targeted at attracting savvy, independent travellers who aim at enjoying a city the same way the residents do, with an emphasis on cool, offbeat and classic places. Project work will represent 50% of course hours.

Project work will represent 50% of course time

PROGRAM

Design methodology

Concept
Project development

Typologies:

Marketing products
Commercial Stands
Museum installations
Expressive installations

Historic & Cultural Context

Historic review
Contemporary trends

Technology

Construction techniques

Graphic techniques
Modelling techniques

Examining light- the interaction of light and space

An investigation of light in the context of its qualities and potential in spatial planning.

Looking and Seeing - an overview of exhibit design typologies

Exhibit design is presented as an incitation to 'look' and 'see' the exhibited material in a specific and controlled manner. This being said we have made a division between 'the observer' and 'the observed'. In the latter we analyse the means of manipulation of the material displayed to maximize its communicative content.

The Observer

Expectation - Sensation - Memory
Interaction

The Observed

Context - Scale -
Repetition/Multiplicity - Focus -
Systems/codification - Metaphor -
Constructive systems -
Procession/ritual - Ambience -
Graphics

Duration:

July 6th - 31th 2009

Language: English

Qualifications for Admission

Students must be either graduated

or currently attending the final two years of their studies in Architecture, Interior Design or Industrial Design. The school reserves the right to evaluate students coming from alternative studies.

Course Schedule:

5 days per week, 5 hours per day.

Cost:

Euro 3.400 full package
Euro 2.400 tuition fee
Euro 1.000 accomodation

COOLHUNTING AND FASHION TRENDS

Duration: 4 weeks

“Coolhunting”, a term defined in the 90’s as those that perform trend research. It is normally used in the industries related to design, fashion, technology, gastronomy, etc.



The results of these trend searches are transformed into a vital tool used by the companies that are always at the cutting edge in their market and ahead of their competition. This 100 hour course attempts to give its participants the coolhunting knowledge and tools associated with the design and production of the most avant-guard products on the market. Throughout the course the students will study both the origins of coolhunting and its theoretical routes. The participants will continuously practice coolhunting by converting into observers and investigators of upcoming trends.

PROJECT WORK

Briefing of the project

The course includes both “indoor” and “outdoor” work. The Outdoor portion consists of the students’ assistance of the Bread&Butter international fashion event (July ’08). Participants must study and analyze the event, perform a

consumer and brand psychological study, trend hunting and research, regularly report development and present a final project. Indoor work consists of the time spent in class working on the project, brainstorming and collaboration with both students and professors.

Outdoor:

This work will be realized during the Bread and Butter (July ’07) Location study and analysis

- Consumers and brands

- psychological study

- Trend hunting

- Report development and presentation

Indoor:

Brainstorming

PROGRAM

1. INTRODUCTION

1.1.- Concepts:

Cool. Coolsearching.

1.2.- The value of **Coolhunting** and the **Coolhunter** (Breaking, experimentation, personalization)

1.3.- Key items:

- Investigation Design

- Obtaining the information and quality control

- Information analysis and results interpretation

1.4.- Briefing of the Project

2.- COOLHUNTER ENVIRONMENT

2.1.- Marketing

- Basic concepts

- Marketing Plan

- Couple Market-Product Communication

- Communication methods

- New Communication Media

- Creativity and Strategy Branding

- Briefing

- Brand Placement and Brand Image

- Real facts: Harley Davidson, Nike and Jordan, Haagen Dazs, Honda,...

- Differences between brand and product. “Products are made in factories, brands, in minds” Walter Candor

2.2.- Market Analysis

- Introduction

- Investigation general sight

- How can investigation help to advertising market creation

- Consumer analysis

2.3.- Consumption Psychology

- Introduction to consumer psychology

- Setting the motivations, attitudes, perception and learning

- Sociological analysis:

- Consumer personality and life style

- Groups psychology and culture

- Sociological trends

2.4.- Cool hunters centres

- Structure and procedure

- Clients

- Services

2.5.- Urban Movements s.XXI.

3.- STREET-TRENDS

3.1.- Emergent Urban Tribes.

3.1.a.-Innovative, connector y mainstream

3.2.- The connection between different fields

- Globalization and Location

- Stylists, curators, artists (new contemporary trends), fairs, showrooms, grafitti

phenomenon, Hip-Hop, massive media: Internet (blogs, Youtube, flirck,...), PP RR’s...

3.3.- Social and cultural movements and new technologies:

3.3.a.- The trend and its influence

- Modern technology gives power to consumer

- Internet: Virtual is the cause and the effect to interactivity

BRIEFING (Project)

Outdoor:

This work will be realised out of the centre, and apart from the lessons of the program.

Study and analysis:

Current market situation.

a) Searching and obtaining relevant data

- **Consumer psychological study**

a) Needs detection and results analysis

- **Streethunting**

- **Report development and presentation** (overseen by the coolhunter/coordinator)

Indoor:

- **In the Lab: Brainstorming**

Ideas account, filtration and selected target adaptation.

(overseen by the creative/coordinator)

Qualification for admission

Students must be either graduated or currently attending the final two years of their studies in Fashion, communication, marketing or similar or people with more than two years of experience in these fields. The school reserves the right to evaluate students coming from alternative studies and jobs.

Duration:

July 6th - 31th 2009

Language:

English

Course Schedule:

5 days per week, 5 hours per day.

Cost:

Euro 3.400 full package
Euro 2.400 tuition fee
Euro 1.000 accomodation

ACCESSORIES DESIGN

Duration: 4 weeks

ACCESSORY DESIGN - The struggle between form and function

Accessories represent today an increasingly important dimension in

the fashion world: they are fundamental elements that define personality and individual taste. They have the ability to change our physical image: a face appears different with a hat on, shoes change the way we walk, a belt transforms the shape of the body. A silk scarf gives elegance to a simple suit, a colourful tie accents a grey one. Apart from expressing the uniqueness of a style through accessories, they have always been objects which serve a basic function. Accessories are worn as a jewel or used as a means of seduction. Others represent a symbol, a belief or a certain social prestige. Before people used clothes accessories already existed. Accessories mirror the lifestyle of the times.... This course intends to explore the world of fashion accessories from raw materials to the project, passing through cultural issues and trends. With the contribution of professionals who work every day in fashion, accessories will be designed and there will be a “mini” practical workshop.

PROGRAM

References

- History and Symbolism of female and male Accessories
- Anthropological and sociological discussion

Tecnics of Accessory Design

- Drawing/Sketching, Freehand, Photoshop, CAD
- This course introduces the various areas of accessory design, including handbags,



analyzed in terms of materials, construction, and presentation.

- Decorative techniques
- Human anatomy according to accessories

Jewellery

- From costume jewellery to unique pieces made of precious metals with precious stones.

- Jewellery as a fashion accessory.
- Jewellery and Haute Couture.
- STYLING
- Accessories in fashion events

gloves, shoes, hats, and belts.

- Drawing and use of Freehand /Photoshop and rendering of current materials and textures applicable to today’s market.
- Introduction of concept of three-dimensional sketching and how it relates to accessories design.

Collection, Design Concept

- Coordination and development of personal collection, to be designed throughout the course along with final presentation.

Trends/Research/ Coolhunting

- General fashion related investigation.
- Fashion trends, life style, and materials will be studied and analyzed following anthropological and sociological society changes.
- Techniques to predict upcoming trends.

Bags, Belts, Shoes (three separated projects)

- Various types of shoes, handbags, and belts are

Cominication & Marketing

Students are given the opportunity to make contact with the real world market through representatives of highly prestigious firms (e.g. Tous, Luis Vuitton, Loewe, Mango) in conferences given once a week.

Duration:

July 6th - 31th 2009

Language:

English

Qualifications for admission

Students must be either graduated or currently attending the final two years of their studies in Fashion, jewellery, complements, communication, marketing or similar or people with experience in these fields.

The school reserves the right to evaluate students coming from alternative studies and jobs.

Course Schedule:

5 days per week, 5 hours per day.

Cost:

Euro 3.400 full package
Euro 2.400 tuition fee
Euro 1.000 acomodation

FASHION DESIGN

Duración: 4 semanas

Objetivo del curso

El objetivo del curso es aproximar el alumno al mundo de la moda de una manera creativa, divertida y motivante con nuevos retos en las clases. El curso siendo conciso y claro tendrá como finalidad que el alumno salga con un proyecto bastante amplio. Durante la presentación del proyecto la última clase tendrá que tener:

- 1 Una prenda, con ficha técnica y muestra de tejidos
- 2 El patrón de prenda correctamente acotada
- 3 Un cuaderno visual con todo los brainstorming del curso
- 4 Ilustraciones de diversas épocas y con distintas materias
- 5 El estudio gráfico/visual de una marca

PROGRAMA

Diseño de Moda

Captar los distintos matices que desarrolla un diseñador desde la parte más creativa como el brainstorming de una colección, hasta la parte más técnica con sus fichas explicativas o la elaboración de futuras tendencias. La intuición en la que se mueve la moda tiene múltiples factores y el alumno tendrá que desarrollar una prenda reversible (ej. Una falda que se convierta en bolso). No solo tendrá que investigar el tejido más apropiado sino que además tendrá que presentar un diario visual a lo largo del curso donde se verá el proceso creativo desde el principio hasta el final, aportando también la ficha técnica y la ilustración.



Historia de la Moda aplicada a la Ilustración

Un recorrido a través del rito de la belleza y el arte de vestir, observando como su propio lenguaje ha ido evolucionando en estos últimos siglos. La moda y su historia, un viaje paralelo, vestir era todo un arte, un rito de seducción, un movimiento artístico (ej. Toulouse Lautrec y su reflejo del mundo femenino en el entorno social). Se elaborará un book donde se plasmará las las distintas morfologías del cuerpo durante estos últimos siglos y se aplicarán técnicas distintas y variadas para cada época: tinta china, acuarelas, retales, telas... creando la imagen que refleja cada una de las épocas.

Comunicación Creativa

Acercarse al lenguaje visual a través del cual se comunica la moda. Estudio de distintas marcas (desde las más conocidas a las de menor repercusión) que quieren transmitir como resultado final el acercamiento del consumidor a su propia realidad o sueño. El objetivo combinando clases teóricas y prácticas es reflejar una identidad comunicativa de una marca (ej. El Corte Inglés, una curiosa estrategia donde el lenguaje se convierte en un mensaje carente de glamour pero efectivo en el mensaje global)

Estilismo

El estilista es una pieza fundamental en el mundo de la moda ya que es quien crea un deseo hacia el consumidor a través de múltiples

propuestas siempre innovadoras. El deseo es uno de los componentes más fuertes que el alumno tendrá que investigar. Se estudiará el papel del estilismo, su entorno, las distintas sesiones de moda, los desfiles, publicidad, un lugar donde todo encaja, donde todo tiene una función determinada para su óptima realización. MODELAJE/ PATRONAJE Resolver las dudas del alumno en su proceso creativo, enseñar las distintas maneras de crear una prenda desde la manera más intuitiva como es el modelaje, a una visión más técnica como es el patronaje. Una materia básica para descubrir el diseño de moda y fundamental para la elaboración del mismo.

Presentación del Proyecto

Cada alumno tendrá la oportunidad de compartir y presentar su trabajo, en este caso la elaboración de una prenda reversible, junto con su diario visual, la imagen gráfica de una marca (comunicación creativa) y el trabajo de ilustración personalizado (hª de la moda aplicada a la ilustración).

Duración:

6 - 31 de Julio 2009

Calendario:

5 días a la semana, 5 horas al día

Idioma:

Español

Requisitos de admisión

El curso está abierto a estudiantes de escuelas de moda o para aquellos interesados en este campo

Tarifas:

Euro 3.400 pack curso+alojamiento

Euro 2.400 curso

Euro 1.000 alojamiento

(La escuela pone a disposición del alumno el taller de moda asistido 3 horas por la tarde para que el alumno pueda seguir trabajando en el proyecto.

La escuela proporciona el material específicamente necesario para el desarrollo de las clases.)

ILUSTRACIÓN DE MODA

Objetivos del curso

Se estudiaran los conceptos básicos de representación gráfica, instrumentos, técnicas, materiales y recursos prácticos para la creación original de ilustraciones. El objetivo principal es proporcionar al alumno los conocimientos básicos de representación gráfica (dibujo)

combinada con diferentes técnicas y un amplio abanico de procedimientos para desarrollar ilustraciones de moda, de forma personal y creativa.

Estructura

Se trata del aprendizaje de un proceso de diseño para la ilustración de moda mediante herramientas de técnicas de representación, croquis y estudio de la anatomía enfocado a la ilustración de moda con una grafica homogénea.

El curso se divide en 3 partes: Primero conocimiento de la base del dibujo. Segundo introducción a la ilustración de moda mediante técnicas de ilustración y aplicación de materiales experimentales-insólitos, y por ultimo conocimiento del dibujo digital.

Además del aprendizaje de las técnicas de dibujo se aplicara el proceso básico de diseño como saber documentase, análisis de los diferentes estilos de ilustración.

PROGRAMA

Tecnicas de dibujo

- Base del dibujo (Trazos, formas, sketch y bocetos, Volumen y acabados)
- Representaciones realistas, estilizaciones por épocas o ficciones, deformaciones y diferentes
- Ejercicios básicos color
- Ejercicios básicos collage

Ilustración de Moda

- Introducción a la ilustración de moda y su evolución desde finales del siglo XIX
- Introducción del cuerpo humano
- Estudio del figurín en movimiento.
- Personalización del figurín mediante la construcción del rostro.
- Prendas en movimiento.

- Tratamiento de la acuarela, de las transparencias, tejidos brillantes (satén, rasos y sedas o tul)
- Tinta china y con distintos tratamientos.
- Representación de tejidos

Dibujo Digital

- Ilustración digital
- Photoshop: Escaneado, retoque, y coloreado digital.
- Illustrator: Vectorización de dibujos, dibujo por ordenador.

Trabajo Final

Para concluir esta serie de ejercicios el alumno prepara un portfolio representando el desarrollo de una colección apoyándose en los distintos ejercicios vistos en clase y creando un portafolio de veinte ilustraciones en las con sus figurines se verán plasmados toda una serie de prendas perteneciendo a una misma colección.

Duración:

6 - 31 de Julio 2009

Calendario:

100 h, 5 días a la semana, 5 horas al día

Idioma:

Español

Requisitos de admisión

Se dirige a estudiantes de Diseño de Moda o similares, de Bellas Artes, a gráficos o a todos los profesionales que quieren desarrollar capacidades y aumentar sus herramientas en este campo.

Tarifas:

Euro 3.400 pack curso+alojamiento

Euro 2.400 curso

Euro 1.000 alojamiento



MODA Y VISUAL MERCHANDISING

Objetivos del trabajo

El objetivo del trabajo del visual merchandising y del escaparatista es aumentar la atracción de los consumidores hacia el punto de venta estimulando al cliente a comprar, pero sobretodo, a través de acciones de comunicación persuasivas, impulsar el deseo de regresar.

Objetivos del curso

El objetivo del curso es dotar a los alumnos de conocimientos y habilidades para poder proyectar un “punto de venta” mediante el análisis del producto, formas de presentación, estudio del montaje y la exposición de la mercancía. También se tratan los principios fundamentales de las estrategias del marketing y su aplicación, las pautas del “fashion marketing” y la figura del product manager.

Metodología

El programa consta de dos grandes partes: Una parte conceptual, con las intervenciones de los diversos

profesionales que toman parte en el proceso de elaboración de un visual merchandising y, paralelamente, una parte práctica en la que se desarrollará un caso de estudio donde los alumnos aplicarán los conocimientos que vayan adquiriendo. A lo largo del programa se realizarán clases fuera de la escuela como complemento a determinadas materias.

PROGRAMA

Historia de la moda del siglo XX

Introducción a la moda del siglo XX a partir de los acontecimientos históricos y los movimientos sociales que configuraron la identidad de cada periodo, recorrido década a década de los “looks”, siluetas, volúmenes, tejidos, materiales, colores y prendas que marcaron cada etapa característicos que triunfaron considerando el entorno social que los propició.

Marketing de Moda

Introducción a los conocimientos básicos del Marketing como metodología de trabajo y como complemento del proceso creativo en el mundo de la moda y del Visual Merchandising.

Brand y comunicación de la Marca

Conceptos básicos de la Propiedad Intelectual y de su protección legal, en particular la protección de las marcas en distintos países (a nivel nacional, internacional y comunitario) y en distintos sectores de mercado. Gestión y explotación de una marca, en particular el análisis de los distintos métodos de evaluación de la Propiedad Intelectual y licencias de marcas.

Producto de Moda

La figura del Product Manager como función determinante a la hora de diseñar y coordinar los planes de las colecciones, la orientación al marketing y la relación con la parte comercial y puntos de venta.

Arquitectura comercial

Estudio de los elementos adoptados para la realización de un prototipo de tienda y del desarrollo de la colaboración entre la figura del arquitecto y la del visual merchandiser. Esta asignatura quiere dar a los alumnos una visión de la arquitectura del retail con sus diferentes aspectos, empezando por la importancia del concepto y el briefing y reflexionar de cual es realmente el espacio más apropiado para la marca y el producto.

Iluminación

Esta asignatura pretende aportar al alumno los conocimientos generales del arte de la iluminación, como una de las partes más importantes del visual merchandising, desde un punto de vista histórico, técnico y estilístico.

Visual Merchandising y Escaparatismo

La propuesta de esta asignatura se centra en la nueva visión del “Punto de venta”, en las herramientas y el método necesarios para un proyecto de tienda de futuro.

Duración: Duración:

6 - 31 de Julio 2009

Calendario: 100h, 5 días a la semana, 5 horas al día

Idioma: Español

Tarifas:

Euro 3.400 pack curso+alojamiento
Euro 2.400 curso
Euro 1.000 alojamiento

ADVERTISING DESIGN

4 semanas

Objetivos del curso

Nunca ha habido una clara distinción entre el diseño gráfico y la gráfica publicitaria. Uno de los ámbitos de aplicación de la identidad visual de una empresa se encuentra principalmente, debido a su misma esencia, en el soporte publicitario las compañías. La identidad visual de la empresa va más allá de los límites de la aplicación gráfica en los modelos que se diseñan previamente. La colaboración entre los profesionales especializados en la creación de la identidad visual y los creadores de mensajes publicitarios se está convirtiendo en algo cada vez más útil y necesario.

Este curso está pensado con esta concepción y su objetivo es el de establecer puentes entre algunos aspectos específicos como:

- el uso de una guía de la identidad visual
- la dirección artística del reportaje fotográfico
- las distintas formas para traducir los valores y los aspectos que se definen en un Programa dentro del ámbito publicitario.

PROGRAMA

La Identidad i Imagen de una Empresa para las Agencias de Publicidad

Definición de "Imagen de empresa o "Corporate" y su traducción en el campo visual. El proceso de creación de la identidad o imagen de una empresa.

Creación Publicitaria para Diseñadores Gráficos

Estrategias publicitarias.



Organización del trabajo en las agencias publicitarias.

Requisitos de los medios de comunicación y del tiempo de producción.

Producción Gráfica

Conocimiento básico de las artes gráficas y de los varios sistemas de impresión. Cuando un símbolo se convierte al tridimensional. Cómo se usan las marcas en las campañas publicitarias o en las actividades de merchandising.

Producción Gráfica

Definición del estilo corporativo o estilos. Fundamentos para el uso de técnicas fotográficas. El impacto de las cámaras digitales en el proceso de producción fotografías originales. Los distintos estilos de la fotografía artística.

Presentación de Algunos Casos de Estudio

Los soportes digitales. Diseño de páginas web para empresas. Cómo incluir la publicidad corporativa en el mundo digital. La relación entre la publicidad tradicional y la e-publicidad.

Soportes Digitales

Diseño de páginas Web para empresas. La relación entre la publicidad tradicional y la e-publicidad. Presentación de

algunos casos de estudio.

El proyecto

Los participantes al curso formarán parte de equipos de destrezas de publicidad y diseño y realizarán una e-campaña corporativa en su totalidad que será publicada.

Duración:

6 - 31 de Julio 2009

Calendario:

5 días a la semana, 5 horas por día.

Idioma: Español

Tarifas:

Euro 3.400 pack curso+alojamiento
Euro 2.400 curso
Euro 1.000 alojamiento

INTRODUCTION TO ECO DESIGN

Objetivos del curso

El curso tiene como objetivo definir los elementos básicos del diseño sostenible.

Los estudiantes aprenderán a concebir el producto según criterios de diseño, elaboración, uso y disposición final, cuando su vida útil termina, que consideren el impacto medioambiental y optimicen los recursos naturales y artificiales, el bienestar y la calidad de vida.

PROGRAMA

- 1 Que es diseño sostenible? (y que no)
- Introducción al concepto de diseño sostenible
- Historia del diseño sostenible
- 2 Lenguaje de diseño sostenible
- 3 Herramientas diseño sostenible
- La huella ecológica y las 5 Rs del diseño sostenible
- Análisis de ciclo de vida (ACV) e introducción al diseño del ciclo de vida (DCV)
- El concepto del Cradle to Cradle (de la cuna a la cuna) y su aplicación.
- “Las leyes de la simplicidad”
- 4 Responsabilidad social, ética, el rol del diseñador,...
- Consumo e responsabilidad del diseñador.
- Biónica
- “Los eco materiales no existen”
- 5 Aplicar el diseño sostenible
- Proyecto

Duración:

6 - 31 de Julio 2009

Calendario: 100h, 5 días a la semana, 5 horas al día

Idioma: Español

Requisitos de admisión

El curso está abierto a estudiantes de diseño industrial, arquitectura, ingeniería, Bellas Artes o profesionales que quieren desarrollar capacidades y aumentar sus herramientas en este campo.

Tarifas:

Euro 3.400 pack curso+alojamiento
Euro 2.400 curso
Euro 1.000 alojamiento

DISEÑO DE INTERIORES

4 semanas

Introducción al diseño de espacios interiores contemporáneos: espacios - objetos - superficies

Este curso intenta proporcionar un acercamiento a las principales herramientas de investigación y reflexión, tanto teóricas como prácticas, sobre las múltiples y profundas relaciones que vinculan al ser humano con el espacio interior contemporáneo.

Desde la más amplia perspectivas que ofrece la cultura actual, desde las diversas plataformas que en el diseño intentan aglutinar los fragmentos de las experiencias artísticas más novedosas con las herramientas más específicas que se desarrollan en el diseño, este curso de especialización, pretende superar los antiguos esquemas desarrollados bajo el concepto de “decoración de interiores” para abordar desde la perspectiva de **LABORATORIO** una investigación que pretende ser creativa, actual y abarcativa sobre el **DISEÑO DE ESPACIOS INTERIORES**.

Para ello proponemos una



introducción sobre los conceptos teóricos que consideramos

principales en la práctica actual y una serie de herramientas prácticas que pueden ayudar a develar diferentes posibilidades y caminos profesionales posteriores.

El curso se articula a partir de tres ámbitos de investigación proyectual que se van introduciendo en forma autónoma pero que, al mismo tiempo, van sumando la experiencia desarrollada en cada una de las etapas anteriores: el primero de ellos intenta ser una investigación sobre diferentes formas de interpretar y producir el **ESPACIO** interior contemporáneo; el segundo pone énfasis sobre las posibilidades que los **OBJETOS** autónomos poseen para modificar las cualidades del espacio anteriormente analizado y, por último, el tercero intentará analizar las diferentes posibilidades que se generan a partir de la concreción material, desde la utilización de diferentes **SUPERFICIES** que terminen de definir los espacios y objetos que se generaron con anterioridad.

Todas estas propuestas se desarrollarán bajo el concepto de **LABORATORIO**, en el que se intentará potenciar y promover las

posibilidades creativas más amplias y libres.

ASIGNATURAS

MOMENTO 1 - Espacios

Conceptos del diseño y diseñadores contemporáneos I
Laboratorio proyectos I: Espacio
Análisis visual
Interiores accesibles
Entender el interior desde el arte
Conferencia
Presentación de diseñadores
Empresa

MOMENTO 2 - Objetos

Conceptos del diseño y diseñadores contemporáneos II
Laboratorio proyectos II: Objeto
Imagen digital
Interiores accesibles
Entender el interior desde la fotografía
Conferencia
Presentación de diseñadores
Empresa

MOMENTO 3 - Superficies

Conceptos del diseño y diseñadores contemporáneos III
Laboratorio proyectos III:
Superficies
Gráfica interior
Diseñar con los sentidos: luz, color, texturas
Entender el interior desde el cine
Conferencias
Presentación de diseñadores
Empresa

Duración:

6 - 31 de Julio 2009

Calendario:

5 días a la semana, 5 horas por día.

Idioma: Español

Tarifas:

Euro 3.400 pack curso+alojamiento
Euro 2.400 curso
Euro 1.000 alojamiento

PERSONAL SHOPPER

Duración: 3 semanas

Objetivos del curso

Ofrecer una formación muy especializada para posicionarse dentro de un mercado que tiende cada día más a que el cliente sea atendido con exclusividad y protagonismo. Preparar al alumno para que pueda trabajar de manera independiente (free lance) o para una empresa, abriéndole un abanico de salidas profesionales.

La estética y el estilo personal se han convertido en la tarjeta de presentación que, si acertamos en la elección, nos sitúa en posición favorable tanto en el ámbito interpersonal como en el profesional. La figura del PERSONAL SHOPPER surge ante la demanda, cada día, de más particulares que, por falta de tiempo o por sentirse perdidos ante la enorme oferta en el vestir y la presión por estar a la última, se ven en la necesidad de contratar a un profesional que encontrará el estilo adecuado o la prenda más exclusiva. El realizar una compra satisfactoria con unos objetivos estéticos y de imagen estudiados nos adentra en el apasionante mundo del personal shopper, una profesión con gran futuro que ya se encuentra entre las más demandadas y con una de las más altas remuneraciones del sector del estilismo y la moda.

La metodología del curso está basada en la práctica desde el primer día. A través de tres proyectos se tocarán todos los sectores especializados y se alternarán las clases con el trabajo de campo y la práctica.

Duración:

del 30 de junio al 17 julio (60 hours)

Horario: cinco tardes a la semana,

posibilidad de alguna actividad puntual en fin de semana.

Idioma: Español

Dirigido a:

profesionales que quieran ampliar sus conocimientos, estilistas, diseñadores, expertos en protocolo y relaciones públicas. A todas aquellas personas interesadas en la imagen personal, la moda y las tendencias que quieran conocer los circuitos de moda de Madrid. Personal relacionado con tiendas de ropa, hoteles y centros de belleza que deseen prestar a sus clientes un servicio exclusivo y de atención personal.

Tarifas:

Euro 2.100 pack curso+alojamiento

Euro 1.400 curso

Euro 700 alojamiento (opcional)

GESTIÓN E IMPLEMENTACIÓN DE PATROCINIOS Y EVENTOS

Duración: tres semanas

Objetivos del curso

el aprendizaje de las técnicas organizativas y de explotación de eventos en sus distintas facetas. Capacitación para la gestión integral del evento.



Formación de un profesional con visión global y estratégica de la organización de eventos.

La organización de un evento, independientemente de su tamaño y configuración, exige una gestión integral de de su desarrollo teniendo en cuenta las distintas fases y áreas que comprende. Desde su proyección hasta su implementación, el evento debe planificarse tanto a nivel estructural y de producción como a nivel de marketing, teniendo en cuenta tanto los aspectos comerciales y de explotación (patrocinio), como los comunicacionales y de imagen (proyección mediática convencional y publicity). Con este curso el profesional alcanzará la visión global necesaria del evento y su gestión para obtener los objetivos planteados.

La metodología del curso está basada en clases teórico-prácticas interactivas, workshops, el análisis de proyectos, campañas y acciones de comunicación reales. Participarán profesionales referentes del mundo de los medios y la empresa.

Duración:

del 30 de junio al 17 julio (60 hours)

Horario: cinco tardes a la semana, posibilidad de alguna actividad

puntual en fin de semana.

Idioma: español

Dirigido a:

alumnos de 2º ciclo de universidades y de estudios superiores. Diplomados o Licenciados en Comunicación, Publicidad y RR.PP., Marketing y Ciencias de la Información. Profesionales de la Comunicación, Publicidad, o el Marketing y también del deporte, cultura u otras disciplinas con necesidad de ampliación, actualización y/o especialización profesional.

Tarifas:

Euro 2.100 pack curso+alojamiento

Euro 1.400 curso

Euro 700 alojamiento (opcional)

DECORACIÓN Y ESTILISMO DE INTERIORES

Duración: tres semanas

Objetivos del curso

la adquisición por parte del alumno de las herramientas teóricas, tecnológicas y proyectuales necesarias para enfrentarse al trabajo profesional en el campo de la arquitectura de interiores y la decoración.

Los diseñadores nos ocupamos del espacio, la luz, el color, el orden, la proporción... Nos ocupamos, en realidad, de la búsqueda de un espacio ideal para una función específica. “Moldeamos el espacio, ese lugar donde el ser humano desarrolla múltiples relaciones con el entorno inmediato”. La investigación y la reflexión sobre las múltiples relaciones del sujeto con su entorno espacial permitirá proyectar espacios, prototipos, elementos propios de Arquitectura Interior.

PROGRAMA

- Dibujo artístico relacionado con el interiorismo. El alumno conseguirá tener concepción volumétrica, de escala y de proporciones mediante técnicas bidimensionales del espacio.
- Historia del mueble y las artes aplicadas. Análisis de los distintos movimientos estilísticos y arquitectónicos aplicados al interiorismo.
- Diseño grafico. Aplicaciones informáticas útiles para el desarrollo y presentación de proyectos de interiorismo.
- Autocad. Nivel de iniciación pro para poder desarrollar futuros proyectos en soporte informático.
- Tecnología. Teoría y técnica constructiva del interiorismo. Revestimientos y materiales. Se trata de que el alumno conozca los distintos aspectos de construcción dentro de un proyecto así como las herramientas útiles para desarrollar dichos proyectos.
- Paisajismo. Introducción al paisajismo urbano haciendo mayor énfasis en aplicaciones proyectuales dentro del urbanismo.
- Proyecto. Aplicación de los conocimientos adquiridos en un proyecto.

La metodología aúna los conocimientos teóricos con la práctica, haciendo uso del análisis, la valoración y la reflexión como instrumentos del proceso creativo. Investigar y experimentar con los elementos para establecer relaciones espaciales y funcionales, realizando aplicaciones prácticas en el ámbito proyectual.

Duración:

del 29 de junio al 17 julio (80 hours)

Horario: cinco tardes a la semana, posibilidad de alguna actividad puntual en fin de semana.

Idioma: español

Dirigido a:

todas aquellas personas interesadas en adquirir conocimientos básicos en estilismo de interiores, fundamentados en términos creativos, flexibles y prácticos.

Tarifas:

Euro 2.600 pack curso+alojamiento

Euro 1.900 curso

Euro 700 alojamiento (opcional)

TOTAL DESIGN SUMMER

Con Arnaud Maillard, Tomás Alía, Bernard Bréchet y Diego Abad

Duración: tres semanas

Objetivos del curso

el alumno adquirirá la metodología de los procesos de diseño y el manejo de las herramientas necesarias para poder abordar un proyecto transversal y tener la posibilidad de conocer los diferentes pasos que conlleva un proceso creativo multidisciplinar.

El alumno desarrollará su capacidad creativa a través de talleres experimentales dentro de las siguientes áreas: diseño de moda, diseño de interiores y de producto, y artes visuales, que englobaría a su vez comunicación y publicidad.

EL CURSO SE DIVIDE EN TRES ÁREAS:

1 Workshops

se realizarán tres talleres experimentales intensivos que tendrán una duración de 15 horas cada uno durante tres días. Los workshops serán impartidos por expertos profesionales, quienes

inculcarán al alumno los conocimientos necesarios para el estudio y el desarrollo del ejercicio creativo.

2 Visitas culturales

el alumno efectuará una serie de visitas guiadas durante los fines de semana a los mejores museos de la ciudad como complemento a su formación en las áreas de diseño. Madrid posee uno de los más importantes itinerarios museísticos del mundo: el Museo del Prado, el Centro de Arte Reina Sofía y el Museo Thyssen-Bornemisza.

3 Proyecto

como proyecto final se realizará un trabajo común de 20 horas de duración entre las diversas áreas creativas. Se crearán diferentes equipos con un mismo objetivo y se profundizará en el proceso metodológico para crear un proyecto mucho más profundo y conceptual.

Duración:

del 29 de junio al 17 julio (80 hours)

Horario: cinco tardes a la semana y visitas culturales los sábados por la mañana.

Idioma: español

Dirigido a:

todas aquellas personas interesadas en complementar y enriquecer su formación artística a través de la mano de grandes profesionales, así como desarrollar su creatividad de forma práctica e intensiva a través de proyectos transversales.

Tarifas:

Euro 2.600 pack curso+alojamiento

Euro 1.900 curso

Euro 700 alojamiento (opcional)

PRODUCT DESIGN

Course objectives

This course is set out as an intensive experience, aimed at placing students within a project studio atmosphere. The course proposes 3 concentrated, diverse workshop experiences, each lead by a different project leader, an expert designer that will guide students through the process, from the concept to the final model, on to the communication strategy and product launch. Each workshop will take into consideration a different design issue, bringing students to confront themselves with different targets, materials and production techniques. The projects will be supported by analysis on material technology and innovation, trend research, computer aided design and model making laboratories. The course also includes conferences, insitu visits and visiting professors, to allow students to gain complete acquaintance of Italian productive reality, rich in history and promoter of the most skilful contemporary realisations.



SOME OF THE SKILLS:

- Designer: New Icons of Contemporary Design, Material Technology and Innovation
- Marketing: Analysis and Strategies
- Rendering - Project Communication
- Modelling Laboratory - Contemporary Trends - Project 1 - Project 2 - Project 3

Admission requirements

All students wishing to apply must have a university degree or must currently be in their final or one year from their final year in Industrial Design, Interior Design or Architecture. The school however reserves the right to consider the admission of students from other study backgrounds.

Course dates:

6th - 24th July 2009

Course language:

English

Course timetable:

Monday to Thursday all day

Total course hours:

75

Fees:

Euro 3,700 full package
Euro 2,800 course fees
Euro 900 accommodation

FASHION AND LUXURY DESIGN

Course objectives

This course aims to conduct the students along a learning path based on the Italian fashion system. Following the initial part of the course in common for all students, which will guide them through the major stages of Made in Italy, you may choose whether to create your own collection in line with the

schemes and trends of contemporary fashion, using the acquired know-how, or whether to concentrate on luxury design and its specific dynamics and production (accessories, menswear and womenswear, jewellery). Venice represents the perfect setting, a three-dimensional scenario capable of providing all the necessary elements for the development of a project: textile, glass, marble or water. Museums, art galleries, events and Venice itself will enable students to explore their emotions and grant them unique stimuli. During the course, the projects will be supported by trend research, colour analysis and study, material innovation, new designers; a journey through a city that has always been a synonym of Fashion and Luxury, to comprehend what they are today and how they will evolve in the future. Both themes will then be analysed from a marketing point of view and related communication strategies, alongside leading companies of the territory eager to confront themselves with new creativity.

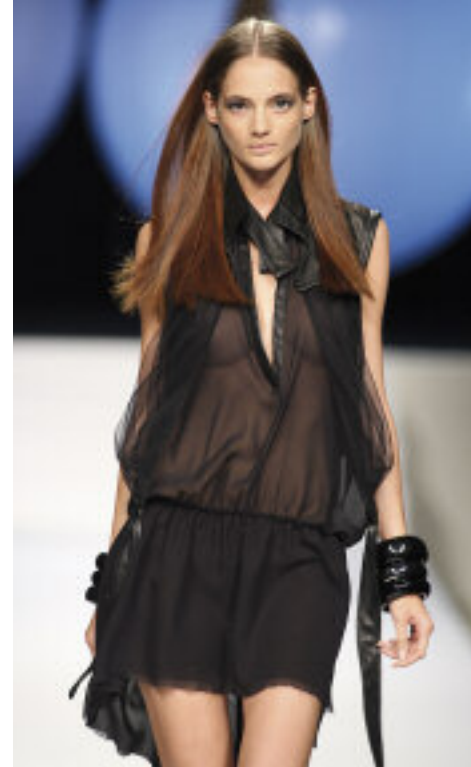
SOME OF THE SKILLS:

- History of Fashion - Textile: new materials - Design: A collection from idea to form - Fashion Buyer and Retail - Trend Portfolio and Colour Sheets - Fashion Designer: New Icons of Contemporary Fashion - Venice through Art, Design and Fashion - Luxury: how to recognise it - Marketing: Luxury positioning - Jewellery Design - Accessories: Forms and Materials.

Admission requirements

You must have completed your further education or attend a university or school course specifically aimed at the world of fashion.

The school however reserves the right to consider the admission of



students from other study backgrounds.

Course dates:

6th - 24th July 2009

Course language:

English

Course timetable:

Monday to Thursday all day

Total course hours:

75

Fees:

Euro 3,700 full package
Euro 2,800 course fees
Euro 900 accommodation

GRAPHIC DESIGN

Course objectives

The course wants to be a concise yet comprehensive experience on Visual Communication in Italy, and will develop along three parallel paths.

The first is a journey into Italian Graphic Design, to understand its

most significant aspects, and analyse its relation to the International scenario. A historical course through the players of the most prolific period, from the world war to the seventies, onto the next generations to reach an overview of contemporaneity with its IT revolution and recent contamination with similar languages such as web design, video, multimedia. Visits, meetings with graphics designers, case-histories will be the stages of this journey.

The second journey wants to provide and deepen the knowledge of the designers' tools. Professional software to draw, for image

management, lay out, and for the development of interactive presentations and animation will be taught. Participants will also be guided to the rediscovery of manual ability as it is a necessary and essential component of a designer's profession: relationship with objects, materials, life scale dimensions

The third and final journey will be a design laboratory that foresees the contribution of various graphic designers on a strategic and up-to-date theme for the development of a country like Italy: communication for the promotion and improvement of a territory, its distinctiveness, its values, its roots and traditions, its vocation and development perspective. Venice, with its history, art, charm and atmosphere will grant the perfect stimuli and scenario.

SOME OF THE SKILLS:

- History: Recent past and present day - Methodology - Software laboratory - Project 1.

Admission requirements

No specific qualifications needed. An interest and perception for visual communication however may help.

Course dates:

6th - 24th July 2009

Course language:

English

Course timetable:

Monday to Thursday all day

Total course hours:

75

Fees:

Euro 3,700 full package
Euro 2,800 course fees
Euro 900 accommodation

PHOTOGRAPHY

Course objectives

The aim of this course is to learn a "work method", in order to then make strategic moves in the varicoloured world of photography. Starting from a understanding of its traditional foundations, photography today must be studied in relation to the modern, digital technology which has been introduced in this field in recent years. The lessons will therefore



concentrate on video and cd rom imaging as well, and will host several renowned specialists in this field. Full-immersion days, where technical and theoretical aspects will be discussed, will be alternated with workshop days, where the students will be assigned projects, in order to become accustomed to the technical and expressive problems within the professional field. The course must be perceived as an intense and valuable experience, set in unique surroundings to enhance and influence individual perception.

SKILLS

Area 1 - Image and its history

Photography: history of a young art. Study of the Aesthetic and Mass media; cinema and video in relation to web.

Area 2 - How to develop a visual culture

Different exploration: relationship between individual, society and art/ visual arts/ avanguardie/ performing arts/ photography, the international situation

Area 3 - Project

Idea: developing, elaboration and production. Presentation and individual discussion of the project with peers and lecturers.



Area 4 - Image/Expression
Introduction to photography and its language. Analysis and practice of the different expressive modes: portrait, fashion, industrial reportage, performing arts and entertainment, architecture and landscape.

Area 5 - Lab
Digital image management, formats, shooting, post-production, frame professional acquisition, reproduction, fine-art inkjet printing.

Area 6 - Management
Digital Archives. Image use and distribution on the web. Privacy and copyright; legislation.

Admission requirements

No specific qualifications needed. An interest and perception for photography however may help.

Course dates:

6th - 24th July 2009

Course language: English

Course timetable:

Monday to Thursday all day

Total course hours: 75

Fees:

Euro 3,700 full package
Euro 2,800 course fees
Euro 900 accommodation

CONTEMPORARY VENICE: ART, FASHION AND DESIGN
3 weeks, 4 projects

Course objectives

The course intends to be an intense and broad experience on Design and its connections with the city: in this case the city of Venice.

A city worldwide famous for its monuments, the richness of its history and of its culture and all the consequent connections with design, fashion and art. The program of the course will envisage an extremely personal path around the city allowing an approach with its most hidden and unknown facets, and consequently presenting innovative ideas and projects that will increase the creativity of the participants. The final project will consequently be a macro project about the city and for the city. A macro project in which photography, fashion, design and graphic, all together will cooperate in the study of the potentialities of the city, its characteristics, the richness of its past and the richness of its present. During the three weeks students will have the possibility of visiting extremely interesting places and meet professionals from several areas thus helping them to understand whats happening in the contemporary world of creativity.

Admission Requirements

No specific qualification needed. An interest and perception for design however may help.

Course dates:

6th - 24th July 2009

Language: English

Course Timetable:

Monday to Thursday all day

Total course hours: 75

Fees:

Euro 3,700 full package
Euro 2,800 course fees
Euro 900 accommodation

FASHION STYLING

This course aims to train professional fashion stylists, who work in one of the important and upwardly mobile sectors of the fashion industry. Their function of acting as a “filter” between the fashion house and the press, their network of contacts with photographers, modelling agencies and producers. The significant role they play in building fashion’s image as a tool for communicating with the public. The course is planned so as to feature both cultural and practical creative training and will enable students to approach the diversified situations at work in fashion by interacting with lecturers who operate at international level. Students will have the rare opportunity to acquire field experience, using a photography studio, and to put together the portfolio that is indispensable to making their way in the working world.

Introduction to the Course

What is styling and an introduction to the different categories of styling.

1st WEEK - Publishing Styling

Publishing styling for the glossy magazines: a complete introduction to what it means to work as a stylist for a fashion magazine. Studying and analysing the monthly magazines. Who are the people that count in a magazine. How to put an editorial team together; how to go about the process of conceiving an editorial. From fashion shows to noting ideas for publishing projects for the whole season, storyboards, photographic sets and post-production. Project launches. Weekends: shooting.

A - Interpreting the Fashion System

The course analyses and comments on the most interesting collections, highlighting their fundamental features, their structures and what they mean in terms of fashion trends.

B - Visual Language

An historical and critical analysis of the leading modern and contemporary artistic movements, illustrating how they influence developments in society and culture. References to the history of fashion photography.

2nd WEEK - Newspaper Styling

Styling for non-monthly periodicals: how the approach is more immediate in a newspaper that does not work to deadlines set three months in advance, as the glossies do. Understanding the different market targets. Understanding the different methods used to search out the material to photograph: outlets and showrooms. Similarities between different newspapers and methods of styling. Trend analyses reported by today’s newspapers in relation to the current fashion season. The importance of using the Internet and the web for research. Project launches. Weekend: shooting.

A - The Semiotics of Fashion

Studying the “sign”, the essential element of every form of communications. Fashion is interpreted as a narrative regulated by its own code that makes it different from every other communications phenomenon.

B - Trends

Analysing new trends and defining the professional profile of the cool hunter.

3rd WEEK - Commercial Styling

What is commercial styling. Studying the various categories of commercial styling and their importance in relation to fashion. “Stills”: how they are used in fashion campaigns, on CD covers and in catalogues. The significance of the relationship between the stylist and advertising agencies. Styling for pop videos, the relationship between the stylist and the production unit. Fashion shows: the stylist’s importance for the designer. Styling for television, the importance of a make-over and the difference between styling for TV and styling for printed media. Weekend: shooting.

Image and Communications

The language of communications, strategies and messages in fashion. International concepts, words and trends. Analysing communication tools: events, fashion shows, happenings, photographic images, the media. Fashion as a tool of mass communications.

4th WEEK - Personal Styling - Optional

Personal styling. How the profile of the personal stylist is developing. Relating to the private client. The importance of the web in setting up your own business as a personal stylist and shopper. The importance of public relations. Studying a personal image. Launching a project to complete the student’s portfolio. Weekend: shooting.

Course dates:

6th - 24th July 2009

Language: English

Course Timetable:

Monday to Thursday all day

Total course hours: 75

Fees:

Euro 3,000 full package
Euro 2,100 course fees
Euro 900 accommodation

VISUAL MERCHANDISING

The aim of this course is to provide an introduction to the profession of the Visual Merchandiser, who is capable of combining analytical marketing capacities with a strong creative ability and extensive product knowledge. By observing the social reality of the market and trends in consumption, the visual merchandiser derives the ability to construct the ideal context around the product, maximising its visual impact by interpreting the brand’s distinctive codes and values.

Visual Language

An historical and critical analysis of the leading modern and contemporary artistic movements, illustrating how they influence developments in society and culture.

Branding

Branding as a process from an ethical and aesthetic standpoint. The chain of communications. The tools for managing brand aesthetics.

Fashion Marketing

Analysing Guerrilla Marketing and Temporary Stores.

Visual Merchandising

Managing image at the point of sale. Optimising product display.

Creativity and Technique

Analysing the shop window: decoration, display design and elements of illumination.

Computer

Basic elements for the composition test.

Communications and Semiotics

Communications and image. Analysing distinctive elements.

Visual Merchandising Lab

Practical construction of an installation.

Guided Tour

Visit to the most important multi-brand outlet in Florence - Luisa Via Roma.

Final Work

Presentation of an installation project related to a benchmark brand.



Course dates:

6th - 24th July 2009

Language: English

Course Timetable:

Monday to Thursday all day

Total course hours: 75

Fees:

Euro 3,000 full package
Euro 2,100 course fees
Euro 900 accommodation



LL'design - torino

For further information:

Istituto Europeo di Design

International Affairs Office

summer@ied.it

Tel: +39 - 02 55192963

Fax: +39 - 02 5468517

IED MILAN

Via Amatore Sciesa, 4
20135 MILAN - ITALY
Tel. +39 02 5796951
Fax +39 02 54101493
summer@milano.ied.it

IED BARCELONA

Torrent de L'Olla, 208
08012 BARCELONA - SPAIN
Tel. +34 93 2385889
Fax +34 93 2385909
info@bcn.ied.es
www.ied.es

IED MADRID

Palacio De Altamira
Calle De La Flor Alta, 8
28004 MADRID - SPAIN
Info Tel. +34 91 4480 444
Fax +34 91 4480122
info@madrid.ied.es

IED VENICE

Isola della Certosa
30100 VENICE - ITALY
Tel, +39 041 2771164
Fax +39 041 2770825
info.venice@ied.it

IED FLORENCE

Casa della Creatività
vicolo Santa Maria Maggiore 1
50123 FIRENZE - ITALY
Ph. +39 055 2645 685
Fax +39 055 26 76 311
infoflorence@ied.edu

Milan

Rome

Turin

Venice

Florence

Madrid

Barcelona

São Paulo

www.ied.edu