

# MasterCourses 2010

taught in English





# MasterCourses 2010 taught in English

## Istituto Europeo di Design

### The most important international creative laboratory.

Today, the Istituto Europeo di Design is an international Network of creativity, which is constantly on the growth. Many enterprises are now accustomed to ask for the brilliant, creative solutions of the projects proposed by IED students. Istituto Europeo di Design, thanks also to its Research Centre (CRIED), boast a long history of international consultation to famous enterprises, universities and foreign governments.

### The only Network in Europe of fashion and design schools

IED has now ten seats: in Milan, Rome, Turin, Venice, Florence, Cagliari, Madrid, Barcelona, São Paulo and Rio de Janeiro. Each seat guarantees the same methodology and philosophy as the rest of the IED Group, while retaining an autonomous personality and individual character, which springs from the close relationship with the economic and social territory to which the seat belongs. For those students who wish to experience these different cultural realities in person, it is possible to attend a year of their course in another of the seats belonging to the Institute's network.

### The school of the project

The symbiosis between knowing and knowing how to do, (indispensable fulcrum for the growth and development of cultural, creative and critical skills), represent the key goal of IED training and the principle which inspires and characterises all its courses. Theory lessons are accompanied by daily workshops and practical exercises, both in the laboratories and in direct contact with participating partner enterprises.

All students learn not only the theory of design, but also have the opportunity to test out their creativity in the creation and realisation of design projects and finished products.

### The quality of the training offered and the role of the companies

The faculty is composed of experts and professionals in their sector, who are able to provide applied competencies and innovation, as they constantly update their knowledge and avail themselves of new tools, techniques and trends in fashions, tastes and of the market.

Courses are run in close contact and in collaboration with prestigious enterprises within the different sectors involved. Internships in companies are the natural prosecution of each course. A placement service will finally help students to find their preferred job.

### An incredible array of sophisticated laboratories

The most modern laboratories accompany students in their educational pathways: from the new lighting techniques laboratory or the fashion show theatre, to the fashion accessories and shoes laboratory or the rapid prototyping lab.

Large, specialised and updated libraries are at the disposal of students in each and every seat. In addition, the constant updating of technology and the availability of hardware and software, provide the best support for interactive learning.

### IED Master Courses taught in English

IED Master Courses taught in English are highly qualified full time in-depth study programmes devised for those who wish to spend about a year to reflect and grow professionally, looking for new stimuli and opportunities, and for those who want to build a future for themselves as a fully fledged designer.

In other words, IED Master courses will train people who want to get the awareness, courage and capacity to imagine and redesign technologies and products.

These Courses are run in English and taught by a highly qualified faculty and professionals with longstanding experience.

### Main features of the IED master courses taught in English are:

- a supervisor (project coordinator) as constant reference point during the course,
- dedicated workspaces and classrooms,
- simulated professional experience (design projects are developed in collaboration with companies),
- internships for the best students,
- intensive workshops and visiting professor conferences, visit to companies,
- final research project presentation,
- full time attendance,
- In the tuition fee of the Milan, Venice and Turin Design Master Courses is included a free Laptop. The PC will have the software necessary for the student for the development of projects during the academic year. At the end of the course the Laptop will remain to the student.



IED Milan



IED Rome



IED Turin



IED Venice

IED Venice



IED Madrid



IED Barcelona

# MasterCourses **in Design**

taught in English

- **Product Design** (Milan)
- **Packaging Design** (Milan)
- **Interior Design** (Milan)
- **Light Design** (Milan)
- **Fashion and Textile Design** (Milan)
- **Urban Design** (Rome)
- **Landscape Design** (Rome)
- **M.A. Transportation Design: work experience**  
(2 years) (Turin)
- **Advanced Design for Transportation**  
(1 year) (Turin)
- **Industrial Design for Sport: extreme design**  
(Turin)
- **Yacht Design** (Venice)
- **Photography and Digital Imaging** (Venice)
- **Interior Design for Commercial Spaces**  
(Barcelona)
- **European Design Labs (Visual Communication,  
Product Design, Fashion Concept)** (Madrid)

## product design (milan)

### Objective

This course focuses on the development of several design projects in close collaboration with market leading companies, and thus offers the possibility of carrying out research using the strategic and technical knowledge embedded within these companies.

### Programme and Projects

This course envisages three projects that will be developed in collaboration with enterprises from the industry and world renowned teachers. Their role lies in the commissioning of projects and as councillors offering know-how and technical support. Trips to production sites will be organized.

The 3 projects will be:

- Consumer product,
- Furniture,
- High-tech

On each projects there is a communication tutoring by the Co-ordinator: A didactic support offered to learn how to effectively communicate our ideas. Class will be working on Graphic layouts, multi-media presentations and oral presentation techniques.

Ongoing projects and slideshow or movies will be used as the main learning tool for these subjects.

Our 'skills' classes are provided to help students understand the basic tools of the industrial design profession and to allow the students a vehicle to visualise and

communicate their various projects.

### 1. Technical and operating themes

Rhinoceros, 3D Studio, Adobe Photoshop and Illustrator, Sketching

### 2. Specific Courses

Materials technology, Modelling Techniques, Marketing

### 3. Common lessons

Italian Design and Trends  
C.M.F. - colors, materials and finishings  
Professional guidance  
Italian course (optional)

### Professionals figure

This course allows students to acquire the necessary knowledge for market analysis, designing and implementing research on customer needs and consumer behaviour; scenario building and finally to develop and communicate their own design projects with particular emphasis on the specific values which could determine its success.

The Milan Design school has a big Modelling Lab.

### Partnership

In recent years: 3M, Whirlpool, Campingaz, JVS, TVS

**Duration:** 1 year



## packaging design (milan)

### Objective

The packaging of goods can be considered an unique industrial product in some respects: it has several functions (to contain, to protect, to inform, to have products recognized...), so that its technical characteristics have to be designed on purpose for every single kind of contents Packaging is also a design object that has to satisfy the advertisement needs of the product and its brand, and so playing a strategic role in the product's life.

### Professionals figure

This course aims to mould professionals that, at the end of the course, will be able to easily develop any kind of project in packaging design, and relate themselves to the different structures and figures of the producing chain of the "packaging product" (companies, material suppliers, distributor).

### Programme and Projects

This course envisages three projects that will be from the industry and world renowned teachers. Their role lies in the commissioning of projects and as councillors offering know-how and technical support. Trips to production sites will be organized.

The 3 projects will be:

- **1st project:** Paper Packaging
- **2nd project:** Plastic and Cosmetic Packaging
- **3rd project:** Sustainable Packaging



The course contemplates:

- The acquisition of an historical-critical knowledge of packaging;
- The examination of the role of packaging in the contemporary business communication;
- The acquisition of a technical knowledge of different materials (plastic, glass, metal, paper) and their productive processes;
- The study of regulations concerning packaging.

### • Technical and operating themes:

AutoCad, Rhinoceros, 3D Studio, Adobe Photoshop, and Illustrator, Sketching

### • Specific Courses:

Marketing, Technology, Modelling Techniques, 3D Design approach, 2D Design approach, Legislation, Semiotics

### • Common lessons:

Italian Design and Trends, C.M.F. - colors, materials and finishings, Professional guidance, Italian course (optional)

The Milan Design school has a big Modelling Lab.

### Partnership

In recent years: Nivea, Acqua Norda, Le vie del cotone,

**Duration:** 1 year

## interior design (milan)

### Objective

In the present global setting, where architecture finds it hard to balance the real standard of its use and the eagerness for recognizability, Interior Design is searching for new stories to tell. Stories made of re-assembled sentences, come out of new fragments, and of re-assembled words, put into different contexts to get new meanings.

### Professionals figure

This course aims to mould highly skilled professionals capable of organizing an original yet functional environmental setting (Vision Concept).

Interior Designers able to plan, control and simulate a coherent space, built through the coordination of all its operative phases into detail.

### Programme and Projects

This course envisages three projects that will be developed in collaboration with enterprises from the industry and world renowned teachers. Their role lies in the commissioning of projects and as councillors offering know-how and technical support. Visit to production sites will be organised.

The three projects will be developed in the area of

- **1st project:** Branding Retail;
- **2nd project:** Exhibit museum;
- **3rd project:** Office Furniture

On each projects there is a communication tutoring by the Coordinator: A didactic support offered to learn how to effectively communicate our ideas. Class will be working on Graphic layouts, multi-media presentations and oral presentation techniques. Ongoing



projects and slideshow or movies will be used as the main learning tool for these subjects.

The course contemplates:

- 4. Technical and operating themes**  
Rhinoceros, 3D Studio, Adobe Photoshop and Illustrator, Skectching, Modelling Techniques
- 5. Specific Courses**  
Technology, Lighting culture, C.M.F. - colors, materials and finishings
- 6. Common lessons**  
Italian Design and Trends  
Perception experience  
Professional guidance  
Italian course (optional)

The Milan Design school has a big Modelling Lab.

### Partnership

In recent years: Sacea, Volandia, Kenwood

**Duration:** 1 year

**Admission Deadline:** 30th of November

## light design (milan)

### Objective

In the last few years the use of light sources has become more refined and the lighting scheme has become fundamental in architecture and design. At the same time, the need of companies, public and private corporations and professional

studios for skilled professionals of lighting, able to design and measure the illumination of spaces and buildings has increased.

### Professionals figure

This course aims to mould skilled professionals, who are able to control and manipulate light, and to work in the research, design and marketing fields in connection with the Italian business system of companies that produce lighting devices.

### Programme and Projects

This course envisages three projects that will be developed in collaboration with enterprises from the industry and world renowned teachers.

Their role lies in the commissioning of projects and as councillors offering know-how and technical support. Visit to production sites will be organized.

The 3 projects will be:

- 1st project:** Light experience
- 2nd project:** Light in Interior
- 3rd project:** Light in the City: the theatre for tomorrow.

On each projects there is a communication tutoring by the Coordinator: A didactic support offered to learn how to effectively communicate our ideas. Class will be working on Graphic layouts, multi-media presentations and oral presentation techniques.

The course contemplates:

- The acquisition of an historical-critical knowledge of lighting design (Culture of light, history of illumination and the use of light in different application fields, from figurative art to Light Art,

from show business to domestic illumination, from Light Design to Design of lighting devices);

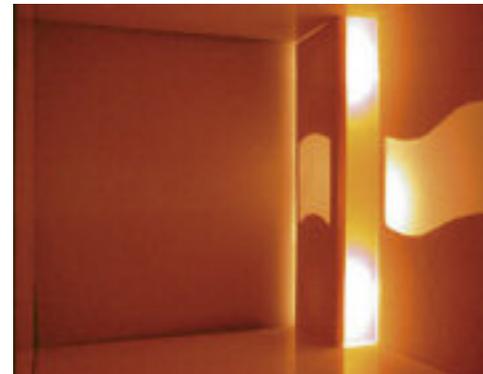
- The acquisition of knowledge of lighting techniques (Knowledge of sources, optical waves, devices, light-technical measurement, computer systems for simulation and measurement);
- The planning, the simulation and the measuring of the optical waves (Optical waves design, Electrical regulations and safety);
- The design of light bodies;
- The design and the measurement of light in interiors;
- The design and the measurement of light in exteriors.
- The Lighting Designers that attend the Master will be later able to relate themselves to all the companies of the Italian Lighting System, since their acquisition of skills will influence, directly or indirectly, the companies of the System
- Software: AutoCad, Rhinoceros, 3D Studio, Adobe Photoshop and Illustrator, Relux
- Light Sketching, Modelling Techniques.

The Milan Design school has a big Modelling Lab and a rich light lab.

### Partnership

In recent years: Ilti Luce, I Guzzini,

**Duration:** 1 year



## urban design (rome)

### Sustainable Urban Design

#### Objective

The objective of the course is to prepare designers for the complexities of the contemporary city through a practical programme promoting a new ecology of urban development. It thus encourages new relationships between: artificial and natural scenery, buildings and energy resources, locations that consume and those that produce, public and private spaces, landscapes and inhabitants, humans and other species. If in fact the challenge of the new millennium is to create a new architectural and city concept, able to sustain life and peaceful cohabitation on our planet, we must educate the next generation of designers to think of architecture as urban design that must breathe in a new way, drawing the energy it needs from the sun, wind and earth.

The master's is located in Rome, a city that embodies the concept of public space in its world renown squares such as the piazza San Pietro (symbol of religious life), piazza di Spagna (spectacular stage), and the Campo de' fiori (market place and meeting point), and it acts as a focal point for the

programme, studied both for its individual achievements and as a paradigm of the complexity of the contemporary city.

The master's is also centred in this city because of its professional resources: the programme was conceived, in fact, to provide a central location for the most fascinating professional Roman practices of international renown.

#### Programme

The master's supplies integrated expertise in urban design and city history, methodologies for the study and analysis of a region characterized by its dynamic and social environments and the technology for sustainability and the energy optimization of buildings. Through an interdisciplinary approach with educational modules on architecture, sociology, biology and engineering as well as real design projects, the master's develops proficiency in systematic thinking and design, offering designers an innovative experience, advantageous both for small scale structures and on the large scale of a city.

#### Candidate Requirements

Candidates for the course should have a degree, either three-year or specialization, in Architecture, Urban planning or Landscape design.

## landscape design (rome)

### Contemporary Landscape: Visual Research and Design

#### Objective

The Contemporary Landscape: Visual Research and Design Master's program aims to create a new professional figure that unites proficiency in



contemporary art aesthetics and theory with technical and functional skills in architecture and urban design. The birth and rapid spread of the city system has produced a series of extraordinary transformations in the meaning of a landscape: from the new rapport between natural and artificial to the idea of modern day archaeology, from large self-help housing systems cropping up low income areas worldwide to the so called temporary cities that host large-scale provisional and interim events. In interpreting these relatively recent macro and microscopic phenomena, new expertise is required to analyze them from a theoretical and historical point of view as well as to develop functional projects for this new vision of the land.

The Contemporary Landscape Designer, will thus be able to unite both the aesthetic and functional evolution of a world that is ever more precisely defined as glocal: rooted in historical and local traditions and values while at the same time being inevitably launched into a global context. A central element in this concept of landscape transformation in the Twentieth century, is the indestructible link with contemporary visual and performing art that has defined a new way of seeing for all the visual contexts of today: from Land Art to photography, site specific works to Situationism, from the soundscape to the bodyscape. This Master's program thus aims to instill a transversal professionalism able to combine a high level of aesthetic skill, based specifically on visual and performing landscape art, with solid

and innovative skills in project design. In this context, Rome is the ideal location for the Master's due to its art history.

#### Programme

The Master's will employ two closely integrated teaching methods: basic theoretical lessons that supply students with an historical-critical foundation in the study of contemporary landscape, referencing architecture and urban planning as well as visual and performing art; workshop instruction that will include the development of a local project, carried out in two phases: one dedicated to research in the field related to the site or subject being developed, and one dedicated to project design focusing on execution and function.

The project will be arranged with a local institution or organization based near Rome, which will allow students to gain experience that is as real and productive as possible. For the entire project, students will work in small groups gaining experience in a real work environment, and each of them will have the possibility to specialize further in subjects already studied in previous university courses, all the while learning and cultivating additional abilities and skills.

#### Candidate Requirements

Candidates for the course should have a degree, either three-year or specialization, from Accademia di Belle Arti, or in Architecture, Urban planning, Landscape design or Art History.



## M.A. transportation design: work experience (2 years) (turin)

The first year is composed of 750 total hours: 420 tuition hours and 330 free lab aimed at the development of one or more projects. In the second year there will be a total of 1500 hours: 470



tuition hours, 550 hours of free lab aimed at the development of one or more projects and 480 hours of internship in a company.

### Programme

The Master of Arts in Transportation Design – work experience has for main aim the granting of a training that will result in a winning tool when facing the defies of the modern job market, and the expectancies of companies and style centres. In two years, through a full time engagement, this training path will have the main task of developing the analitical and methodological capacities that enables the perception of innovative concepts. During the first year great stress will be devoted to the development of theoretical and projectual skills aimed at the creation of 1:4 scale models.

These models will represent the final project of the first part of the master. Great details will be given to the main representation techniques, both manual and digital, ergonomy, vehicle architecture, marketing, modelling techniques.

During the second year students will perform as a truly work team, dealing with all processing phases and problems of a style centre, equipped with the most innovative computer tools, dealing with all

processing phases and problems of a style centre, until they perform a 1:1 scale model.

### Admission requirements

Are admitted those with three year or five year degree in design or similar subjects; those with private diploma at university level in design or similar areas and professionals with at least two years experience in this field. It is also possible to be admitted directly at the second year of the master for those having a three year or five year diploma or degree in Transportation Design.

**Maximum number of accepted students for each year:** 18.

## advanced design for transportation (1 year) (turin)

**Duration:** 9 months of tuition and project development, 3 months of company internship (for a total of 1500 hours)

**Attendance:** full time attendance is required.

The total 1500 hours is made of training activities, internship and individual or team project development. Total duration will be about 40 weeks with a full time attendance of 35\40 hours per week (of which from 8 to 20 hours per week of tuition).

### Programme

The Istituto Europeo di Design of Turin through this new training path set's itself the objective of training



those designers who are required to analyse possible future scenarios and design solutions for the moving of people and goods. Over the last few years we have

witnessed major changes in the transportation world owing to problems strictly linked to traffic, pollution and safety. In this context it is no longer possible not to take into consideration the new opportunities that design can offer. Starting with researches conducted by sociologists, psychologists, marketing experts, experts of new technologies, students are required to analyse new consumer needs, scenarios and trends, and to come up with design proposals for the means of transportation of the future, based on in depth market research.

The Master revolves around research and theoretical\practical lessons through which students will learn the various 2D and 3D drawing techniques, with particular emphasis being placed on Alias Wavefront and Bunkspeed and to use the various technologies to test their own ideas, using virtual reality as a tool to create highly innovative solutions.

The Master will include workshops, first hand reports, focused researches and analysis and will be completed through the development of a final year thesis

based on a brief from an external commissioning body.

### Admission requirements

Are admitted those with three year or five year degree in design or similar subjects; those with private diploma at university level in design or similar areas and professionals with at least two years experience in this field.

**Maximum number of accepted students for each year:** 18.

## yacht design (venice)

Yacht Design master is tailored to train professionals capable of governing the process of designing and building a boat, from concept to shipyard construction, mastering every step of the executive phase. This master, (intended for graduates in architecture, design and engineering), will function as a dynamic workshop: training will be focused on providing both a solid technical and cultural background in the yacht area (theoretical and technical tools), and skills related to the design process itself and to experimentation with new materials.



### Thematic areas

Intended to cover the various disciplines implicated in yacht design and marine lifestyle, they include: Materials and Technologies, Construction Methods and Systems, Environment and Sustainability, Regulations and Certification, Computer Aided Design and most important Design trends.

Granted the theme and interlocutors, that will comprehend designers, companies, exponents and representatives of the yachting world, important space will be given to seminars, lectures, visits

and workshops, whose aim is to complement and complete the course curriculum, as well as offer opportunities of discussion.

### Skills

History of naval industry and yacht design, Technical drawing, Sketching and rendering, Materials technology, Equipment, manoeuvres and technologies, Systems, plants and technologies, Naval regulations and certification, Ergonomics, Model making and prototype techniques, AutoCAD, Rhinoceros, Maxsurf, Flash.

### Projects

The course envisages four main projects alongside shorter design

experiences.

The projects will be: small cruise boat design, regatta sailing boat design, powercraft design and working boat design.

## photography and digital imaging (venice)

The Master program will take place in an “environment” specially created for the purpose, where research and production, individual or collective, are measured on

flexible learning phases, alternated with meditation times.

The Certosa Island's microcosm provides a perfect environment within which each lecturer can bring his or her personal story and where participants are influenced by the macrocosm of knowledge that mutates in relation to modern fruition possibilities. The didactic proposal will be an intense and precious experience that will radically change participants' outlook and horizons.

The program of this Master course is the result of a complex know-how and of an international vision that will to not only provide the participants with the specific and technical preparation for a career in professional imaging, but will inspire them to widen and integrate their knowledge with an in-depth understanding of the professional prospectiveness. All these factors influence individual identity and its expressive potentiality, the latter ensures the creation of an image and the communication through it. Participants will become true connoisseurs of modern visual culture and will have to prepare themselves to becoming leading actors in the design and creation of images in widened professional fields.

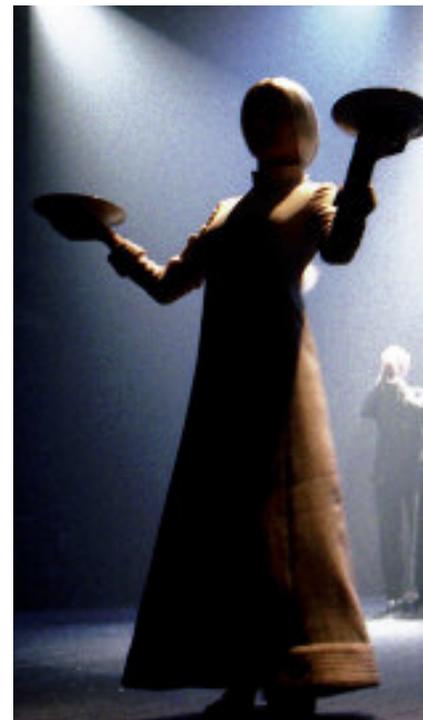
The Master does not intend to provide participants with a single profession, but wants to give them a strong personal basis upon which each individual can build his or her own path within the diversified world of professional imaging. Leading figure of the Master will be Edward Rozzo, supported by two professional image makers as Silvia Lelli and Roberto Masotti. Rozzo will guide participants in the journey that will include the analysis of the essential themes of the didactic program, conferences on

contemporary and historic photographers, group discussions, in-depth study of professional and personal philosophy, and of recent events.

Full immersion days on theoretical and technical aspects will be alternated with free time during which participants can develop the assigned themes, so as to prepare them to face technical and expressive problems in a professional perspective. The Master program includes not only the presence of field professionals and technicians, but that of personalities of related disciplines such as art historians, directors, set designers, video-artists, musicians who will guide participants through the Venetian territory with competence and naturalness.

### Thematic areas

Art; Expression; Light; Laboratory; Communication; Management.



## interior design for commercial spaces (barcelona)

This Master will be awarded jointly by IED and IL3-UB (University of Barcelona)

### Objective

This Master aims to train highly prepared professionals who can easily enter the area of interior design projects, in close contact with the local and European industrial context. These will be professionals who are aware of the rapid evolution the consumer market is undergoing, thereby obliging interior designers to differentiate their offer from that of their competitors.

### Program

The didactic programme consists of two distinct phases: the objective of the first phase is to transmit historical knowledge; the second phase deals with the technical aspects and the technology required to develop the project.

### Target

Students are welcomed from different backgrounds: Industrial or Product Designers, graduates in Architecture or Engineering. The Master is also conceived for professionals who can demonstrate more than two years of professional development in the sector and who want to specialise in interior design projects.

### Course details

The course is taught in English.  
Duration: 500 hours  
CREDITS: 60 ECTS  
Dates: January 2010 - July 2010  
Timetable: Monday to Friday, 18.30 - 22.30



## european design labs (madrid + other european cities)

European Design Labs is the only Master course in the fields of **Product Design, Fashion Concept and Visual Communication** which is carried out throughout Europe. The program is based in Madrid and includes activities, workshops and **visits to Europe's design centres**. In this way students travel through the continent to meet and work with **internationally recognized companies and designers**. In a cross-over approach, European Design Labs proposes a series of experimental spaces to stimulate the creative capacity in each student and feed their personal research Project. Its development will be the student's main goal during the year. European Design Labs' main purpose is to offer an innovative and outstanding programme which goes beyond what the infinity of existing master courses propose. Being in the avant-garde of design means being aware of new networks and trends.

In this context, European Design Labs stands for a strategic approach to the design environment from concept to product development, production and its introduction in the market. By doing so, it positions



each student within the reality of a globalized world. Due to its **transversal nature**, European Design Labs is open to design graduates, or to any person who shows interest and experience in these disciplines, willing to explore new opportunities and research about society's future demands.

### In past editions...

**Visits:** London, Milano, Venice, Treviso, Berlin, Amsterdam, Eindhoven, Stockholm, Malmo, Lisboa, Porto, Mallorca, Barcelona, Copenhagen, Franckfurt, Paris, Boisbouchet, Istanbul, Linz, etc.  
**Projects with companies:** Ikea, Vitra, BTicino, Missoni, Camper, Fabrica (Benetton), Metalarte, Fritz Hansen, Muji, , Pocko, Fun&Basics, Ao Sol Energias Renováveis, Metalarte, Renfe, Canal +, Gédéon, etc.

## fashion and textile design (milan)

### Objective

The aim of the master in Research, which is geared towards graduates and those who already work in the fashion pipeline, is to create fashion and textile designers: explorers of fashion tendencies, creative professionals able to bring together theoretical notions, innovative insight and both organisational ability to liaise with the world of production. This course aims therefore at creating a professional figure who will gain the ability to develop drawings and research into design trends, while remaining true to the market concept, guaranteeing quality for the final product with awareness in production costs.

### Programme

Every part of the creative process will be analysed on an individual basis with professors, who are well-known experts, designers and journalists, playing a significant role



within the Italian Fashion System. In order to carry out his role, a fashion designer must be able to work in a team, collaborating closely with the diverse sectors of the textile and clothes manufacturing industries. Thus the training pathway will cover all parts of the creative process: the vision, the research, the sketches, colours, textiles, cost evaluation, prototypes and collections. Modern & Contemporary art & Milan Ground research. Fashion Culture & Lecture. Made in Italy system & Visiting. Computer. Materials. Personal Design. T.R. Lab Man. T.R Lab Woman. Knitwear collection. Flash project.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least two year experience in the sector will be eligible for enrolment upon the Master course.

### Professionals figure

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 communication processes linked to the "fashion" phenomenon, being always willing to receive a continuous updating and a constant growth of his/ her competencies.

The Milan Design school has a big Modelling Lab.

### Partnership

In recent years: Puma, CP Company, Slam Jam

## industrial design for sport: extreme design (turin)

**Duration:** 9 months of tuition and project development, 3 months of company internship (for a total of 1500 hours)

### Programme

The Istituto Europeo di Design of Turin through this new training path set's itself the objective of training those designers who are particularly able to interpret and turn sportmen's needs into product.

This master trains designers particularly able to interpret and turn sportsmen's needs into product.

The Master will develop 3 projects , (each one of 7 weeks) which, from the experimental and creative exploration, will reach the tangibility of operating models.

The Master will be completed through the development of a final thesis based on a brief from an external commissioning body. The 3 Projects will be propedeutical to the comprehension of the extreme in sport, of athletes needs, and of the equipments that help the athletes in their performance. The final thesis will be the outcome of this didactic path: bringing together in a single projectuality all the acquired competencies.

An exciting journey into the extreme aimed at catching its secrets and fascination, transforming them in a project for the company.

This approach will turn the classroom into a research lab on extreme sport, where each student will be free to express his creativity and simultaneously will not neglect the project bindings and the attention to the reference market. During this course, students will also study some technical subjects



such as planning methods, industrial product technology planning, ergonomics, production technologies, composition of materials, representation techniques, models, the main softwares used.

Through a professional simulation, students will acquire not only specific competencies but also the capacity to manage all the project criticalities, from the working team interaction, to the management of external providers, from the budget bindings to the delivery times. In the previous editions the master has been realized in cooperation with Exploring Group, Ferrino, Fiat Free Style, La Sportiva, Loose, Grivel, Vibram, Next, Tropicaltube, Lizard. Students participated to a three days workshop on the Mont Blanc accompanied by professional alpine guide and world champion Anna Torretta.

### Admission requirements

Are admitted those with three year or five year degree in industrial design, Architecture, Engineering or similar subjects; those with private diploma at university level in design or similar areas and professionals with at least two years experience in this field.

**Maximum number of accepted students for each year:** 18.

# MasterCourses in Management

## RSP Master Courses in Management

IED can now boast the most complete selection of Master Courses in the Management of design and fashion related fields; Design Management, Graphic Design Management, Fashion Marketing, Luxury Marketing Management; Brand Management, Fashion Communication and so on. In a more and more competitive world, design can play a key role in adding value to a product; the implementation of “design related strategies” in a company becomes, therefore, of essential importance.

The Master courses in design management aim at training future managers who want to experience the design business field in order to conceive successful products and to efficiently manage all production processes.

The concepts explored will help students understand the design Value Chain (from concept development to product delivery) and its relationship with management decisions, capabilities and resources. In other words: how to integrate Design into Strategic Management Processes, and help brands improve market positioning.

taught in English

- **Fashion Communication and Styling** (Milan)
- **Fashion Communication and P.R.** (Milan)
- **Fashion Marketing and Retail Management** (Milan)
- **Fashion Marketing and Fashion Buyer** (Venice)
- **Arts Management** (Venice)
- **Brand Management and Advertising Communication** (Milan)
- **Luxury Marketing Management** (Rome)
- **Luxury and Fashion Management MBA** (Paris - Milan)
- **Design Management** (Barcelona)

## fashion communication and styling (milan)

### Objective

Fashion Styling is one of the most creative and contemporary processes of communication. Today every product is accompanied and exalted by communication in its functional as well as in its emotional qualities. Communication is a tool which attracts major attention in today's social and economical culture. Communication makes the product sensitive and desirable, it covers it with an aura that often adds a plus to its intrinsic qualities. To communicate means to trace the route of a possible dialogue. It means to tell a story of an object, a person or an event to inform, suggest, propose and seduce. The course aims at training professionals in fashion styling able to face new challenges in the fashion system.

### Programme

The Master is structured in complementary modules providing the deepening of different actions and scenarios: from the analysis of the bases of Fashion Communication and Fashion Marketing to the study of the world of Fashion Photography, Web Communication, Fashion Editor and Music and Video Culture; from the experience of Photo Set to the production of styling for fashion shootings. In line with the needs of the present market, the course comprises also a **specialisation stage** in fashion communication and Stylist. Fashion culture. Marketing basics. Fashion economics. Fashion communication. History of fashion photography. Publishing



companies. Music culture. Video Culture. Budgeting. Web communication. Theory of graphic & image analysis. Fashion Editor . Photo set. Iconographic research. Textiles. Tailoring . Fashion brand management. Writing on fashion. Fashion trends. Styling & shooting man. Styling & shooting woman. Styling & shooting still life.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least two year experience in the sector will be eligible for enrolment upon the Master course.

### Professionals figure

The stylist is the professional figure that within the communication system of fashion is in charge with the choice of the garments and of the composition of the outfits for the presentation of the fashion collections. The stylist is a real "journalist and visual reporter" as well as the ring that links the manufacturing world of fashion to the fashion consumer and the fashion magazines' reader.

### Partnership

In recent years: What's Up Magazine, Max, C'NC, Babilonia Magazine

**Duration:** 1 year

## fashion communication and P.R. (milan)

### Objective

Today every product is accompanied and exalted by communication in its functional as well as in its emotional qualities. Communication is a tool which attracts major attention in today's social and economical culture. Communication makes the product sensitive and desirable, it covers it with an aura that often adds a plus to its intrinsic qualities. The competitive scenario of the Italian Fashion System has recently faced remarkable changes: competition has become more aggressive and global, while distribution has turned into a real strategic discipline. The course aims at training professionals in fashion management able to face these new challenges.

### Programme

The Master is structured in complementary modules providing the deepening of different actions and scenarios: from the analysis of the bases of Fashion Communication and Fashion Marketing to the study of the world of Fashion Photography, Web Communication and Fashion Show; from the experience of writing on fashion to the detailed analysis of the Fashion Trends. In line with the needs of the present market, the course comprises also a **specialisation stage** in fashion communication and P.r. Fashion culture. Marketing basics. Fashion economics. Fashion communication. History of fashion photography. Publishing companies. Music culture.

Video Culture. Budgeting. Web communication. Theory of graphic & image analysis. Fashion show . Trade fairs. Press office. Media strategy. Textiles. Fashion brand management. Writing on fashion. Fashion trends. Communication plan.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least two year experience in the sector will be eligible for enrolment upon the Master course.

### Professional Figures

The P.R. expert is the figure that conceives, coordinates and produces the communication strategy in every single aspect and allows the fashion brand to get in touch with its public and to transfer a sense. The main strength of this Master is its capacity to combine theoretical preparation, study and analysis of the most successful manufacturing case studies with solid experience carried out in collaboration with companies within the sector.

### Partnership

In recent years: Aigner, Vintage 55, Romeo Gigli, Extè

**Duration:** 1 year



## fashion marketing and retail management (milan)

### Objective

Fashion is inspiration, image, creativity as well as strategy, management and organisation: in fashion all these elements must operate in harmony.



The competitive scenario of the Italian Fashion System has recently faced remarkable changes: competition has become more aggressive and global, while distribution has turned into a real strategic discipline. The course aims at training professionals in fashion management able to face these new challenges.

### Programme

The Master is structured in complementary modules providing the deepening of different actions and scenarios: from the analysis of the Fashion System to the study of fashion marketing and communication techniques, from the detailed analysis of the different aspects of brand

management up to the knowledge of the contemporary distribution scenario. In line with the needs of the present market, the course comprises also a **specialisation stage in Retail Management** that allows to deal with the various challenges of contemporary distribution in a detailed way. Fashion culture. Fashion economics. Distribution channel. Licensing. Import – export techniques. Sales and negotiation techniques. Visual merchandising. Textiles. Graphic design. Fashion Marketing project. Fashion Communication project. Fashion Buyer & retail management. Consumer watching project. Consumer analysis. Brand Management project.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least

two year experience in the sector will be eligible for enrolment upon the Master course.

### Professional Figures

**Fashion Buyer:** interprets the market trends for his/her own clients and defines the purchase plan of collections.

**Retail Manager:** monitors and leads the performance of the stores in his/her own area

**Visual merchandising manager:** in charge of the brand image and the presentation of the collections within the point of sale.

### Partnership

In recent years: Marni, Max Mara, LVMH (Luis Vuitton)

**Duration:** 1 year

## fashion marketing and product management (milan)

### Objective

Fashion is inspiration, image, creativity as well as strategy, management and organisation: in fashion all these elements must operate in harmony. The competitive scenario of the Italian Fashion System has recently faced remarkable changes: competition has become more aggressive and global, while distribution has turned into a real strategic discipline. In order to be able to compete in such a different competitive environment, it is necessary to master a specific managerial knowledge able to build a coherent and winning marketing strategy. The course aims at training professionals in fashion management able to face these new challenges.

### Programme

The Master is structured in complementary modules providing the deepening of different actions and scenarios: from the analysis of the Fashion System to the study of fashion marketing and communication techniques, from the detailed analysis of the different aspects of brand management up to the knowledge of the contemporary distribution scenario. In line with the needs of the present market, the course comprises also a **specialisation stage in Product Management** that allows to deal with the development and management of a range of products. Particular attention is paid to the specific features of Luxury products. Fashion culture. Fashion economics. Distribution channel.

Licensing. Import – export techniques. Sales and negotiation techniques. Visual merchandising. Textiles. Graphic design. Fashion Marketing project. Merchandising plan. Consumer watching project. Consumer analysis. Brand Management project. Marketing of luxury goods.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least two year experience in the sector will be eligible for enrolment upon the Master course.

### Professional Figures

**Product manager:** follows the entire development process of collections and interacts with the creative office, the pattern making labs, the production division or the sales office.



### Partnership

In recent years: Procter & Gamble (D&G/Gucci Parfums), LVMH (Givenchy Parfums)

**Duration:** 1 year

## fashion marketing and fashion buyer (venice)

### Objective

To shape professionals able to handle the development of a project's realization process in the fashion field.

To mould creativity and sensibility towards the product using analytical capacities inherent to the on going market.

To generate team work in order to achieve a common goal.

The annual full-time formula allows one to penetrate in a complete theoretical and practical experience coming in contact with Venice and the surrounding territory: an environment rich in both Made in Italy and history.

### Programme

Within the programme it is possible to identify 5 macro areas: Trends and Visual culture, Marketing



Intelligence, Brand Management, Fashion Buyer and Communication. The aim being to have a global view of the fashion system inside marketing.

Each branch is structured in a theoretical part followed by a concrete project realization assignment allowing for the application of the acquired instruments and notions. Several projects will be developed in collaboration with local firms (from the briefing to the final presentation).

The lecturer, professionals of the field, coming from different complementary areas, will present case histories relative to their specific line of work.

### Professional Figures

Fashion Buyer, Product Manager, Brand Manager, License Manager, Retail Manager, Visual Merchandising Manager, Cool Hunter

### Didactic Areas

Fashion History - Visual culture - Sociology and trends - Project: Fashion Trends & Visual Culture - Fashion Economics - Fashion product - Technology of materials - Fashion marketing - Consumer Intelligence & Consumer Watching - Project: Marketing Intelligence - Brand Management - Licencing - Marketing of Luxury goods - Project: Brand Management - Distribution channel - Franchising - Retail Management & E-Retailing - Fashion Buyer - Project: Fashion Buyer & Retail Communication - Communication, advertising & PR - In store communication - Project: Communication

### Skills development

Budgeting techniques - Sales & negotiation techniques - Graphic Design - Tutoring

### The Milan fashion scenario

4 visits to Milan are scheduled, to understand and live Made in Italy (fashion districts, fashion shows, fashion companies).

### Italian language course

A basic Italian course during the year to enable students to communicate and understand the Italian way of life. Lectures are held in English or in Italian with translation.

## arts management (venice)

### Objective

Providing specific techniques in the organisation, management and promotion of the arts and cultural heritage while creating two specific professional figures, the Museum Director and the Marketing Director of a Corporate Foundation. The participants will apply the acquired competence to

design and manage cultural activities and events in the fields of performing arts, entertainment, visual communication, music and figurative art.

Venice, with its world-wide recognition as city of art and culture, represents the perfect setting for a concrete relation with the art market. Direct collaboration with the Art World is guaranteed by the support

and partnership of important Institutes, galleries, museums and boards, both private and public

### Thematic Areas

**Management:** Genesis of a Museum, Museum and Territorial Community, Communicating the Museum, Museum Administration, Fundraising and Legal Affairs, Museum Marketing, Brand, Retail, History of a Collection,

**Corporate Foundations:** From Venetian Schools to world leading Companies, Similarities and differences, Case Studies

**Museum Management:** Museum Archives, Museum Didactics, Museum Marketing, Historical Aspects, Membership, Case Studies



### Skills

Art and Culture, Mission and Vision of Cultural Organisations, Museums Management (organization and structure, strategic planning, business planning, organizational Development, Feasibility Study), Culture Marketing and Communication, (Service Marketing, Commercial Activities, Merchandising, Event Management, Fundraising and Cultural Sponsorship, Financial Aspects

## brand management and advertising communication (milan)

### Objective

This Master responds to the specific needs of the highly competitive challenges coming from the international job markets, and trains a new interdisciplinary professional role: with integrated skills and competences capable of organizing and planning complex communication projects.

Economic and cultural scenarios of the current society will be analyzed, giving a special emphasis on the strategic aspects of Communication, on marketing tools and on all the several advertising steps required. Giving the right focus on Advertising is definitely a must of nowadays.

### The importance of studying Advertising in Italy:

Advertising can be definitely be considered one of the most relevant fields of Italian job market.

The secret of this success is strongly due to the historical creative background of Italy: a Country worldwide famous in Design, Art, Fashion, Architecture, and other creativity related fields.

Italian artistic background is the root of the Italian creativity, known as the **"Made in Italy"** throughout the world. Considering that creativity and sensitiveness are the basics of Advertising, it is now clear why Advertising is so successful in our country.

### Programme

Participants will deeply explore the processes of the different aspects of the project of a strategic brand communication, through the study of the different roles skills. This course will provide students with tools and techniques used in developing advertising and branding



concepts, including creative thinking and visualising, advertising theory and practice, principles of marketing, and brands and branding. The above tools will help the students to learn how to identify the final consumer behaviour, how to define the product market, how to work out strategies and, finally, how to realize an integrated communication plan, through the market research. Real advertising campaign, live project briefs and advertising campaign simulation will take place in the classroom: from the strategic thought of the brand, up to the creative realization of a project work to be shared with the client Company or Agency. IED is one of the 40 University / Institutes accredited by the IAA (International Advertising Association) in the world. Thanks to this accreditation all attending students will receive an IAA Diploma opening them all the doors of the International advertising markets of the 76 countries where IAA is present.

### Participants Profile

Graduates from similar fields, those with diplomas from private, university-level schools, or professionals with at least two year of experience in the sector will be eligible for enrolment upon the Master course.

### Professional Figures

Brand Manager, Account Executive, Strategic Planner, Media Research Planner.

**Duration:** 1 year

## luxury marketing management (rome)

Italy has a patrimony of culture and craftsmanship, all the basis for luxury goods started here: the first silk production in Europe (in Lombardy near the Como lake), the perfumery (in Florence), the jewellery craftsmanship, the stones cutting technique... had their origin here, before to be exported in the Courts of Europe.

Nowadays the Worldwide Luxury Business requires new managerial skills and techniques: a strong and varied knowledge of the market's potential, of the luxury products customer behaviour, and a clear analysis of its specific distribution system, beside a knowledge of the style, the culture as a paradigm that is at the base of the luxury products.

### Objectives

The aim of the Master is to breed managers able to operate in luxury goods companies and luxury service providers. The Master offers a perfect knowledge of the market, of the commercial potential, of competition and development, it's

threats and opportunities beside a comprehension of the dynamics in place and the consumer's attitude. The master's participants will acquire the capability to analyse and interpret the evolutionary scenery.

### Participants profile

The course is dedicated to graduate people and to professionals with a good cultural inclination and a strong professional ambition for business communication, fashion and strategic marketing; is destined to who is intentioned to acquire a specialist knowledge in luxury brands

### Program

**Marketing** (market focus, marketing strategy, behaviour analysis, marketing plan)

**Branding** (identity, image and brand positioning, brand strategies, brand management, brand diagnosis)

**Budgeting** (business pla, budget, financial communication)

**Brand equity**

**Creativity management** (mental maps, lateral thinking)

**History of art**

**Fine art / museum marketing**

**Brands history**

**Project work**



## MBA in luxury & fashion management (paris - milan)

October 2009 - January 2010 in EBS Paris  
February - June 2010, IED Milan

EBS and IED have decided to create in partnership a unique MBA, specialized in Luxury & Fashion Management. The program aims at developing both management skills and fashion product development skills, in order to enter with success into the fashion & luxury industry.

### Objectives

The main objective is to give students the opportunity to develop their fashion culture and knowledge in the 2 leading countries in the fashion industry. Students will work concretely on different projects, developing their ability to create strong concepts, and their personal skills: creativity, team work in an international environment, organization and presentation skills.

### Professional Profile

The professional profile for this master is the Fashion Project Manager. Responsible for managing an entire product line, capable to monitor new trends, consumer 's habits and competition. The Fashion Project Manager will work together with fashion designers and buyers to develop margins and market targets.

### Program

The students will learn how to read and interpret the macro-scenario, how to segment and monitor the market and the competition, how to anticipate and analyse the changes

in the market, facing new challenges or opportunities. The MBA also offers a unique opportunity to connect with various professionals and renowned brands. The positions targeted in the Luxury & Fashion industry are in the marketing, communication and sales field: product management, licensing, visual merchandising, retail, export and communication.

### FASHION & LUXURY CULTURE

#### Fashion & Luxury history

History of contemporary fashion.

#### Sociology and trends

Social phenomena and purchase-related behaviours, with particular attention to lifestyle issues: the fashion trends.

### FASHION PRODUCT

#### Fashion product

Introduction to the fashion production process, starting from the collection project all the way to the merchandising plan.

#### Technology of materials

Study of natural, artificial and man-made fibres and yarns: general features, classifications, typologies and production methods.

#### Development of luxury collections

Innovation research in the Fashion System: creation of new collections.



Sketch, pattern: analysis and techniques.

#### Project: Collection brief and Merchandising plan

### MARKETING INTELLIGENCE

#### Fashion System

process of production - transformation - distribution. Relationships among the different sectors: fibres, textiles, clothing and distribution.

#### Fashion Economics

Introduction to the fashion market, by analyzing the pipeline, the professional figures, the competitive system, the fairs.

#### Consumer Intelligence

Research results and consumers' methodologies in the fashion sector from the social-demographic analysis up to the lifestyles. Project: Consumer Intelligence

### MARKETING & BRAND MANAGEMENT

#### Fashion marketing

From the definition to the launch of the product, the steps of the marketing plan, focusing on the specific features of the fashion product.

#### Project: Marketing Plan Brand Management

How to position, communicate and strengthen the brand, and create a distinctive brand identity. Brand equity. Brand extension.

#### Licensing

Advantages, risks, critical factors and organizational issues of the different licensing professions.

#### Marketing of Luxury goods

The luxury markets. Specificities of Luxury goods. Analysis of the mix and Key success factors.

Project: Luxury brand strategy

### SALES & BUSINESS MANAGEMENT

#### Business Plan & Budgeting

How to implement a business plan. How to define and update a budget.

### Sales & negotiation techniques

Effectively manage all the negotiation steps: from the first contact with the client up to the conclusion of the negotiation.

### Import & export techniques

Commercial contracts, international payment terms, exportations, importations, transfers within EU.

### RETAIL MANAGEMENT

#### Distribution channel - Franchising

The different channels: multi-brand stores, monobrand store, department stores, outlets and company stores, etc...

The franchising system, advantages and risks: case histories.

#### Retail Management

Management of a point of sale: managing the sales, clients' relations, team management, merchandising and PR and promotional activities.

#### E-Retailing

Specificities of the virtual stores. Management techniques. Case histories.

#### Fashion Buyer

Buying techniques. How to draft a proper buying plan.

### COMMUNICATION

#### Communication, advertising & PR

Communication strategies and techniques. Investments, creative strategy and media planning. Role of the press office, media relations, fashion shows.

#### Project: Communication plan

#### Visual merchandising

How to enhance the specificity of the brand's visual identity. Store layout and optimization of the product's display. concepts, ideation and practice of visual selling strategies.

#### Project: Visual Merchandising Plan Visual Design

In computer lab, use of an image processing software (Photoshop) and Illustrator to create flyers, presentations, PR releases , etc..

## design management (barcelona)

### Objectives

The course in Design Management aims to provide students with a broad range of management skills, methods and tools and to discover the roles, functions and tasks of the company department. It also enables design, marketing and business professionals to bridge the gap between these different areas, to become key drivers of the creation, management and development of their own brands.

### Program

The Master will consist of two parts: one theory and one practical. The first part will focus on project management, elements of strategic programming, business strategy, marketing and sales, and finance and human resources, among other topics. The second part will include different workshops, historical case studies and the final project.

### Project Management

(Project cost management, project profitability, project budgeting and staff scheduling - Cross-functional project teams leadership and management)

### Strategy

(The key elements of a strategic planning, business strategy and business development planning - Develop competitive strategies to increase their presence within selected markets - Identify long-term revenue goals and target markets to reach these goals - Internationalization decisions: entry into new markets - Comparative analysis of various diversification plans: risk and opportunities)

### Marketing & Sales

(Client and customer understanding, targeting and segmentation. Market research and Data Base analysis - Competitive analysis - Commercial organization design and implementation - Distribution model definition, evaluation and implementation - Retail strategy)

### Finance

(Financial needs assessment and action planning - Backlog analysis, scheduling and cash flow projections - Annual operating profit plans (budgets/strategic action plans)

### Human Resources

(Human resource planning and goal-setting - Understanding culture)

### Information Systems

(Project management tools learning: scheduling and resources planning - Enterprise Management tools training: market studies analysis, data base analysis, financial forecasting, budgeting)

### Target

Designers interested in coordinating interdisciplinary projects.  
Designers that want to acquire a

profound knowledge of the design business field in order to conceive successful products and to efficiently manage all the production processes.

Designers that already run a studio or own a small brand and want to expand. People coming from general business and management areas and who are interested in the design field.

### Course details

The course is taught in: English.

**Frequency:** Full-time

**Dates:** February 2010 - December 2010 (holiday in August)



For further information:

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