

DIPLOMA IED

# CREATIVE ADVERTISING & BRANDING

Study Plan



# CREATIVE ADVERTISING & BRANDING

## Three Year Course Diploma

IED Barcelona offers three year diplomas. These courses provide training on specific fields in Management for Creative Industries and Visual Communication. It is an exclusive education, focused on upcoming needs in today's market and are a clear sign of the school's prestige in the professional sector.

**+100 nationalities**

**50 years of experience**

**100% worldwide network**

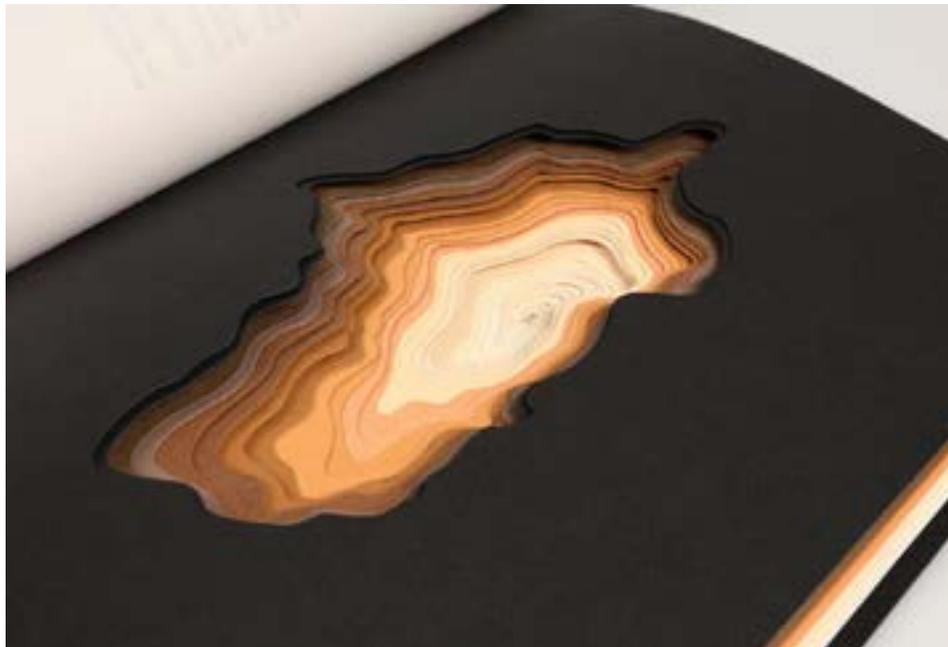
**11 centres all over the world**

**10,000 students every year**

**+1000 agreements with companies**



Project to raise awareness about female genital mutilation. Anna Hidayarova and Isabella Rood. Silver Laus Awards 2017



## GENERAL INFORMATION

**language:** English

**credits:** 180 IED Credits\*

**duration:** 3 years

**hours:** Monday to Friday, full time

**calendar:** October - June

**course coordinator:** Rory Lambert

\*The educational planning for all IED Diploma courses is aligned with the criteria established by the European Higher Education Area (EHEA). The IED Diploma program has adopted a credit structure that follows the European Credit Transfer System (ECTS). The IED Diploma is a private degree.

# COURSE DESCRIPTION

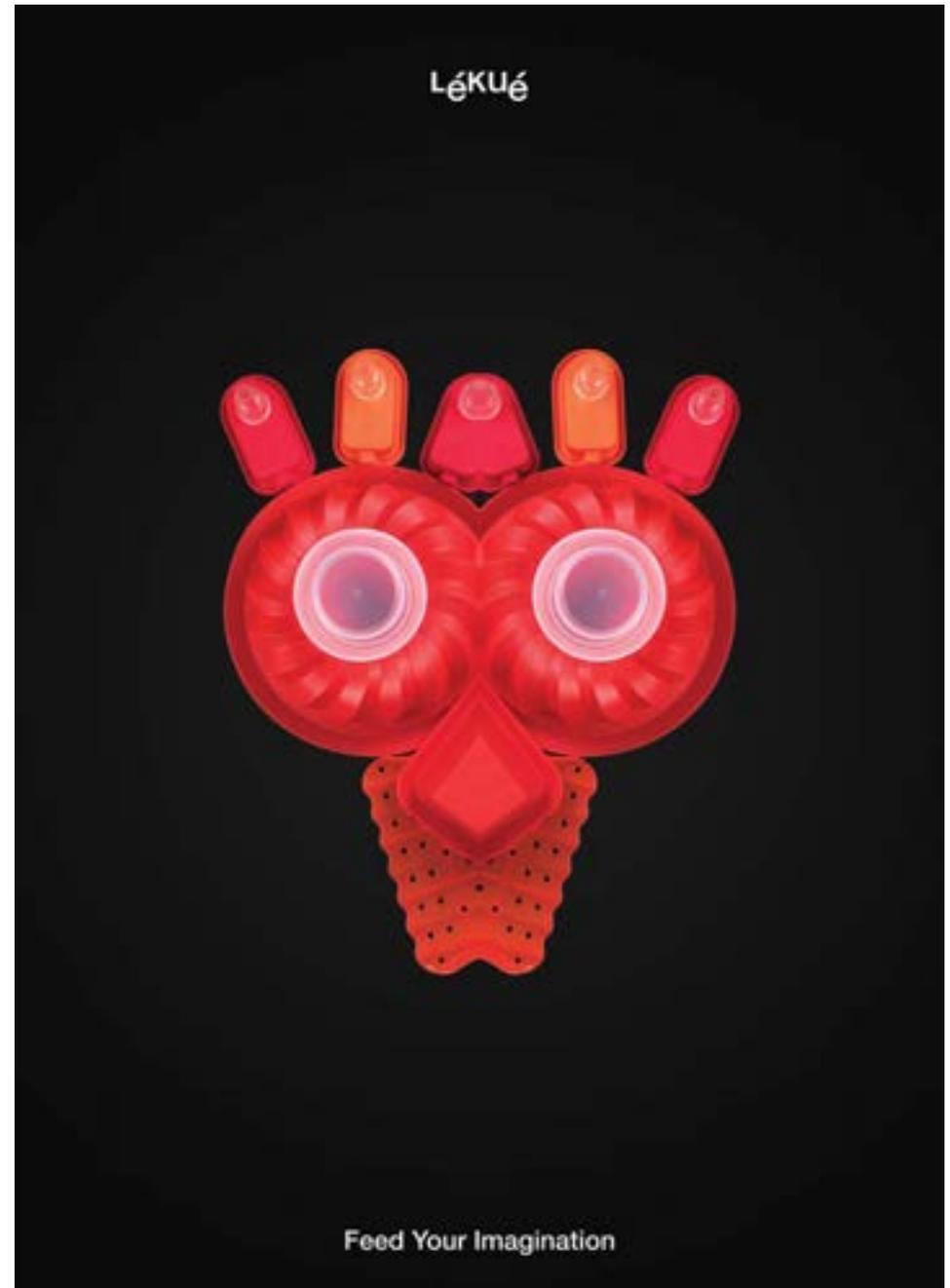
**Creative Advertising & Branding is about bridging the gap between creativity, communication, advertising and branding to educate and form future creative professionals.**

Creative Advertising & Branding is IED Barcelona's educational response to the challenges of a global creative market where companies and agencies need creative professionals with new skills and competencies to differentiate and position brands, products and services.

Creative Advertising & Branding is about bridging the gap between creativity, communication, advertising and branding to educate and form future creative professionals, able to develop, coordinate and implement effective and innovative communication projects with advertising and branding strategies that guarantee memorable consumer experiences in both the real and digital world, critical for the success of any brand, product or service.

This diploma gives students an exciting opportunity to develop themselves in a very creative, practical, studio-like and interdisciplinary "learning by doing" approach, together with teachers who are all practitioners, real companies and agencies during their course. This is the perfect environment to develop a clear communication methodology and create a mature portfolio to successfully enter the creative industries.

The Red Line,  
communication campaign  
for Lékué by Ari Motomiya



# WHO IS CREATIVE ADVERTISING & BRANDING FOR ?

Applicants should have a genuine interest in Creativity, Advertising, Design, Social Media, Digital Branding and personal growth as well as the wish to bring openness to interdisciplinarity and cultural diverse teamwork. Their passion for creativity, art, design, communication and interest in studying in an international environment with the industries' top professionals and top companies is the right motivation and makes them ideal candidates.



Communication campaign for Barcelona's City Council with a specific end goal to celebrate the World Refugee Day 2017. Artem Nikolaev and Gudmundur Hilmar



Corporate Identity for Bicentenario de las Fiestas de Gràcia, Sara Ozualdic



## JOB OPPORTUNITIES

Copywriter / Art Director  
Content Developer / Creative Director  
Account Executive / Communication  
Consultant / Advertising Manager  
Digital Advertising Strategist  
Brand Manager  
Social Media Strategist Brand Consultant  
Strategic Planning  
Public Relations

# FIRST YEAR

focus on

## CREATIVITY, DESIGN AND TECHNOLOGY FOUNDATIONS

**TOTAL IED CREDITS: 60**

1ST SEMESTER

### CULTURE

**History of Visual Communication** - 4 credits

**Project Development** - 4 credits

**Copywriting I** - 4 credits

1ST SEMESTER

### FOUNDATIONS

**Introduction to Marketing** - 4 credits

**Photography** - 4 credits

**Branding** - 6 credits

2ND SEMESTER

### TOOLS I

**Image Editing** - 2 credits

**Vector Graphics Editing** - 2 credits

2ND SEMESTER

### SOCIAL SCIENCE

**Sociology** - 4 credits

**Semiotics** - 4 credits

**Design Thinking I** - 6 credits

### PROJECT CHALLENGE I

**Strategic Research** - 4 credits

**Art Direction** - 6 credits

**Project I** - 6 credits

# CULTURE

**Enrich students' cultural and aesthetic repertoire by studying the history of visual language, relating it to today's communication. Introduce them to all the aspects of project development, from organisation to concept development, and also using design thinking applied to an art direction project where students have to understand how to unify different disciplines into one final solution.**

## HISTORY OF VISUAL COMMUNICATION

Students are introduced to essential references from our visual culture and the relationship between them, earning essential knowledge on a compendium of visual communicators and some of their major pieces. Based on this, students will learn to understand and develop proposals from visual references, as well as getting a solid grasp of different genres and existing visual worlds and fundamental communication and aesthetic codes.

## PROJECT DEVELOPMENT

Learning work processes that make up a design professional. Through practical projects, we will learn the basics of graphic design as the briefing, the conceptualization of ideas, implementation, typesetting and composition, and presentation of projects work.

## COPYWRITING I

Learn how to use language to find, develop and transmit creative concepts. Understand the thinking behind great headlines and slogans.



**La Ricarda**  
Antonio Bonet



**Canódromo**  
Antonio Bonet



**Torre Urquinaona**  
Antonio Bonet



**Terraza Palace**  
Antonio Bonet



**Centro Cabrils**  
Antonio Bonet



**Torre Cervantes**  
Antonio Bonet

# FOUNDATIONS

Provide a basic understanding of branding and its relevance for most business through some practical cases and theoretical readings. Understand how language constructs specific universes and see how this is applied to communication. See how photography plays a part in building brand images.

## INTRODUCTION TO MARKETING

Learn about different work areas of marketing, as well as the main applicable tools to each of them. Case analysis: principles, tools and application. Offer an overview of marketing analysis and planning.

## PHOTOGRAPHY

Provide the most relevant notions of photography for advertisers, in order to face any advertising project related to photography. Acknowledge the most relevant aspects that come into play in conceptualization process, image capture and postproduction for advertising.

## BRANDING

Provide a basic understanding of branding and its relevance for most business through some practical cases and theoretical readings. Brand in-depth analysis and development of a feasible brand action plan.



Redesigning Grindr, by Ari Motomiya

# TOOLS I

**Understand art direction to undertake a global creative project. See how language serves a specific purpose in the development and concretion of creative proposals and see how creative professionals interact with clients, developing professional relationships.**

## IMAGE EDITING

Achieve a good skill level in Adobe Photoshop, applied to picture retouch and the creation of compositions intended to communicate an idea, by theoretical classes and regular exercises to be done home.

## VECTOR GRAPHICS EDITING

Achieve a good skill level on working with Adobe Illustrator, applied to graphic design, vector artwork and advertising illustration.



Johanna Margret Halldorsdottir,  
The Viceversa Project for Vice

# SOCIAL SCIENCE

**Understand, learn and create qualitative and quantitative sociological tools within the communication sphere. Get a fundamental knowledge of marketing and planning. Discover the power of writing to unlock and develop creative ideas.**

## **SOCIOLOGY**

Examine the main sociological theories in relation with design. Discover useful microtheories that can be applied to daily reality. Enable students to understand and create qualitative and quantitative sociological tools. Understand the different types of society in order to realize how do they work. Acquire resources to discuss, create and present ideas.

## **SEMIOTICS**

Comprehend that all human activity is based on language. It deals with the concept of language, fundamental codes and systems of semiotics in order to achieve a critical point of view when viewing the world of design, art, society and culture. Analyze multiple design examples from a semiotic point of view, from modern age to nowadays, to develop a major conscience of structures and communication systems.

## **DESIGN THINKING**

Acquire a specific design problem-solving methodology. How to organize time, research into a subject, explore references, and create and develop concepts.



Editorial project for Plate Selector by Mariana Barrientos

# PROJECT CHALLENGE I

**Acquirement of technical skills in the most important digital tools in visual communication.**

## STRATEGIC RESEARCH

Strategic research is a problem solving approach that rests on a series of specific methods and tools that provide the necessary factual, objective and evidence-based arguments for a successful design process.

## ART DIRECTION

Enforcement of the skills learned in Typography I, Photography and Design Thinking in a global Art Direction Project.

## PROJECT I

Introduction to the link between creative professionals and companies: that is, the relationship between creative design & communication studios. Understand how that relationship evolves into creative output via introducing students to a client brief and the performance of the tasks it establishes.



WTD?! a visual identity  
by Sara Ozvaldic  
Silver Laus Awards 2017

# SECOND YEAR

focus on

BRANDING, CREATIVITY,  
COMMUNICATION AND CRAFT

TOTAL IED CREDITS: 60

1ST SEMESTER

## TOOLS II

**Digital Layout - 2 credits**

**Animation Basics - 2 credits**

1ST SEMESTER

## COMUNICATION

**Copywriting II - 4 credits**

**Communication Technology - 4 credits**

**Public Speaking - 4 credits**

**Intellectual Property - 2 credits**

1ST SEMESTER

## BRAND SKILLS I

**Brand Management - 4 credits**

**Social Media Communication - 4 credits**

**Project II (Branded Content) - 6 credits**

2ND SEMESTER

## STRATEGY AND COMMUNICATION I

**Creativity - 4 credits**

**Design Thinking II - 5 credits**

**Strategic Planning - 5 credits**

**Elevator Pitch - 2 credits**

2ND SEMESTER

## STRATEGY AND COMMUNICATION II

**Consumer Touch Points - 4 credits**

**Screen & Storyboard - 4 credits**

**Postproduction - 4 credits**

# TOOLS II

**Acquirement of technical skills and craft using the most important digital tools in visual communication.**

## DIGITAL LAYOUT

Achieve a good skill level in Layout design using Adobe InDesign, applied to different types of documents and situations present in the Advertising and Graphic Design industry.

## ANIMATION BASICS

Acquire basic skills level on digital, applied to advertising and graphic design.



# COMMUNICATION

**Study of communication systems and technologies. Comprehend that all human activity is based on language. It deals with the concept of language, fundamental codes and systems of semiotics in order to achieve a critical point of view when viewing the world of communication. How to adapt creatively to this specific medium, as well as how to adapt the “brand voice” of the brands to the retail space. Exploring new formats, above and below the line, for the next big communication challenge.**

## COPYWRITING II

Continue the development of the use of language in communication, understanding why words matter and how they can be used to focalise and maximise creativity.

## COMMUNICATION TECHNOLOGY

From Oculus to mapping, an introduction into the new technologies and how they can become creative. New cultural spaces now depend on technology to attract audiences, but technology without creativity is sterile.

## PUBLIC SPEAKING I

Provide effective communication skills to prepare a presentation and how to deliver it in front of a public.

## INTELLECTUAL PROPERTY

Provide students with the necessary skills to investigate further into the most important legal issues in advertising and their application.



Looking back to go further for Vice by Javier Mangas

# BRAND SKILLS I

**Explore the communication possibilities of brands in contemporary communication. Understand the basics of social media communication and how to create digital strategies. Learn not only to develop creative work but how to present it effectively, ensuring that concepts are understood and assimilated by audiences.**

## BRAND MANAGEMENT

Learn how a brand can speak at all levels in different supports in a world where brand identities are more than just images on packaging and advertisements.

## SOCIAL MEDIA COMMUNICATION

Gain an understanding of how to use social media in communicating brands and how to develop specific strategies and social media plans.

## PROJECT II (Branded Content)

Why make a TV ad when my product can talk for itself? Exploring design as another part of the communication process for products and giving them a more active voice. Designing and creating products that communicate and initiate a dialogue with consumers.



Freelances Magazine,  
Bergny Steinsdottir and  
Sopho Sukhiashvili

# STRATEGY AND COMMUNICATION I

**This module is designed to give students the tools and abilities to face projects from a strategic point of view. They will learn and understand that the entire thinking process that takes place before and around a final communication idea is what gives it coherence and consistency.**

## CREATIVITY

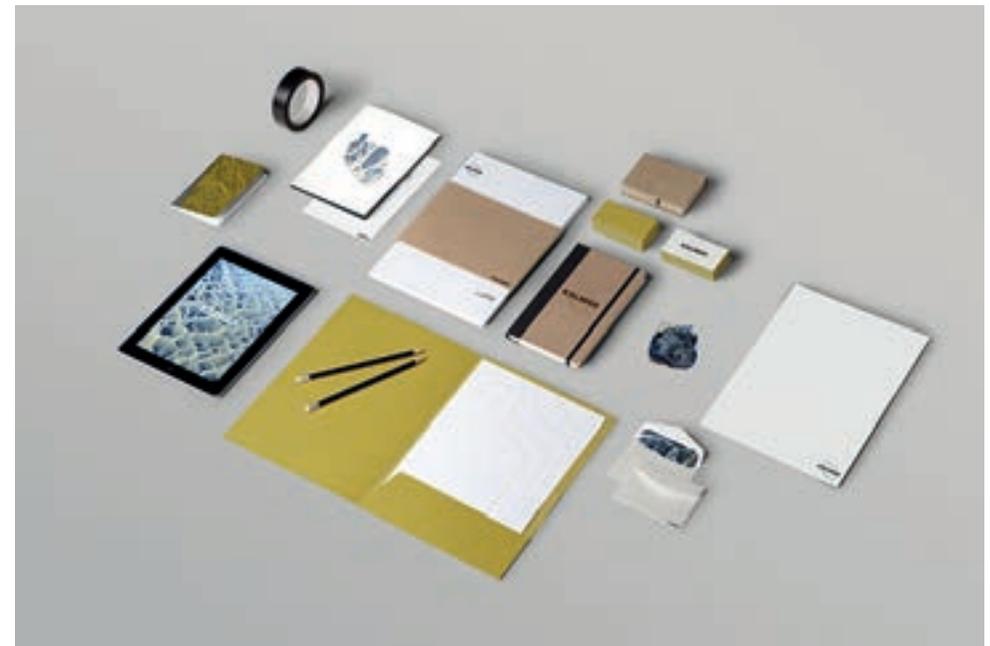
Developing the student's understanding of the different aspects involved in the creative process. Learning the methodology applied by creative minds within an agency in order to develop the student's creative skill.

## DESIGN THINKING II

Acquire a specific design problem-solving methodology. How to organize time, research into a subject, explore references and create and develop concepts. Ultimately, learn how to successfully create professional and coherent solutions to creative and design problems.

## STRATEGIC PLANNING

Where do ideas come from? Understand the groundwork prior to the creative process. Learn the importance of the role of strategic planning to define brand routes and to fully explore the relationship between brands and consumers.



Corporate identity for Kalmar,  
María Camila Rodríguez  
and Katya Lazareva.  
Silver Laus Awards 2015

# STRATEGY AND COMMUNICATION II

**How can graphic design strengthen advertisers skills and on what different levels can a brand talk to its target? This module combines visual design knowledge with brand understanding so that students obtain better narrative abilities and possibilities.**

## CONSUMER TOUCH POINTS

Introduction into a more global vision of brand communication to understand how brandstalk to consumers at all levels of brand contact with them. See how consumer engagement is more than just a promise, but a commitment that can be fulfilled in many different ways. Show that the key to a holistic view of the brand voices requires a profound understanding of brands.

## SCREEN & STORYBOARD

Introduce students to the idea of the script. Learn how to write scripts, putting one's ideas down on paper and looking for the best way to explain the story using all the forms of audiovisual narration.

## POSTPRODUCTION I

Students acquire the principles and essential tools to edit and post-produce an audiovisual piece.



Poster by Junior González

# THIRD YEAR

focus on

CONCEPT, CREATION,  
STRATEGY, BRANDING AND CRAFT

TOTAL IED CREDITS: 60

1ST SEMESTER

## CREATIVE LEADERSHIP

**Tools for Cultural Change** - 4 credits

**Creative Agency Management** - 4 credits

1ST SEMESTER

## BRAND SKILLS II

**Social Responsibility** - 4 credits

**Brand Consultancy** - 4 credits

**Big Data & Communication** - 4 credits

1ST SEMESTER

## PROJECT CHALLENGE II

**Interactive Communication** - 4 credits

**Project III** - 6 credits

2ND SEMESTER

## FINAL PROJECT

30 credits

Mandatory to obtain the Diploma Degree.

The students should work throughout 3 phases: Research, Development and Delivery on a project commissioned by a renowned company or institution.

# CREATIVE LEADERSHIP

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**Students gain insights into how creative communication is increasingly more important in generating awareness and change in social areas. They also learn the basics in organising managing creative ideas from conception to final implementation.**

## **TOOLS FOR CULTURAL CHANGE**

The creative community is becoming increasingly more aware of its responsibility and potential in social communication. Students acquire tools to understand their own role in creating cultural change regarding contemporary issues surrounding them.

## **CREATIVE AGENCY MANAGEMENT**

Making ideas happen either as a freelancer or within an agency is almost as important as coming up with them. Students learn the basics of small agency management, such as working with clients, organising workflows, team management and budgeting.



# BRAND SKILLS II

**Discover how communication strategies for brands are evolving thanks to the increasing amounts of real-time data which can be used to understand trends and behaviours in consumers and in society in general.**

## **SOCIAL RESPONSIBILITY**

Social responsibility is an increasingly relevant communication area for companies, as consumers are becoming more exacting of brand values and the hands they put their trust in. Students will learn why a company should have a social responsibility plan, how to define a plan for an enterprise and make it relevant and consistent with the brand positioning.

## **BRAND CONSULTANCY TOOLS**

When an enterprise hires a communication professional, it is hiring a brand expert. Students will learn to assess and understand brand positioning and detect gaps in it, and how to strengthen and build a brand.

## **BIG DATA AND COMMUNICATION**

New technologies are bringing and creating new valuable sources of information that can be exploited by the world of communications. Students will learn how to fathom this recent resource and apply it to their brand strategies.



Freelances Magazine,  
Bergny Steinsdottir and  
Sopho Sukhiashvili

# PROJECT CHALLENGE II

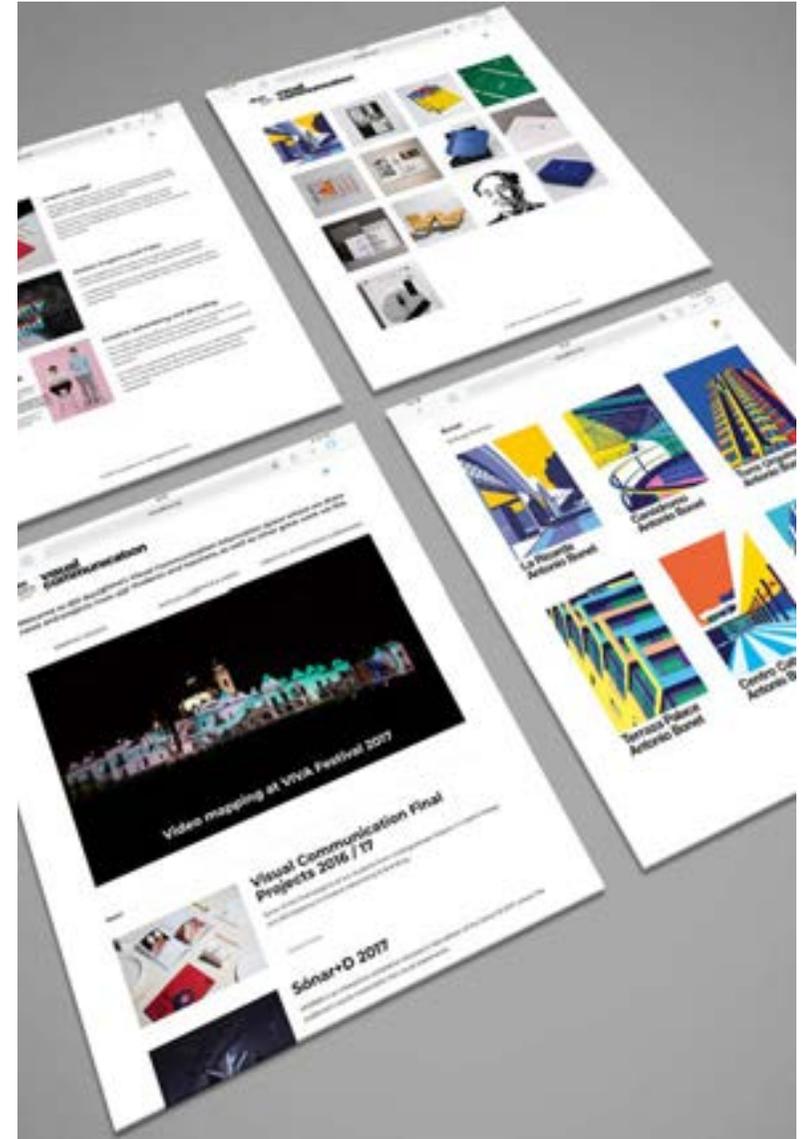
**Explore new and innovative ways of connecting with targets, with special emphasis on research and strategic thinking, in order to come up with surprising communication solutions. These projects serve as initiation to the final project where students gradually are given greater autonomy to direct their work as they see fit in order to discover their own way to come up with creative and strategic answers to the communication problems posed.**

## INTERACTIVE COMMUNICATION

Development of a social communication project that solves every necessity presented in an initial brief. Three main phases consolidate the creative process: research, development and production. The idea behind the project will be the application of creativity to interactivity to create innovative social solutions.

## PROJECT III

Why make a TV ad when my product can talk for itself? Exploring design as another part of the communication process for products and giving them a more active voice. Designing and creating products that communicate and initiate a dialogue with consumers.



[www.visualbcn.es](http://www.visualbcn.es)  
IED Barcelona's Visual Communication school blog where we share news and projects from our students and teachers, as well as other great work we like

# ADMISSION AND REQUIREMENTS

DIPLOMA	REQUIREMENTS	ADMISSION PROCESS
<p><b>IED DIPLOMA</b> (3 Years)</p>	<p><b>HIGHSCHOOL</b> (Diploma or Equivalent)</p>	<p>Interview with the Orientation and Admission Department together with the Area Director (in person, Skype or phone). Submission of a portfolio via email.</p>



**ALUMNI** (STUDENTS WORK OR HAVE WORKED WITH): **Atlas Design, Art of Many, Eumogràfic, Making Waves, Firma Design, Folch Studio, Hangar, Hoet&Hoet, Inoxcrom, Landor Associates, Lékué, Lo Siento, MTL Brand Ideas, Metropolitan Magazine, MCI Group, Red Antler, relajaelcoco, Rebe Communications, Saatchi & Saatchi, \*S,C,P,F..., Solo Studio, Sarai Jacobs, Shackleton Barcelona, TBWA, Vasava, Zuluz.tv, etc.**

**NOTES:**





