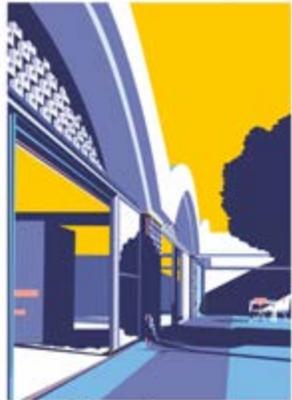IED
Barcelona
Escola Superior
de Disseny

UNDERGRADUATE DEGREE

GRAPHIC DESIGN

Study Plan

La Ricarda
Antonio Bonet

Canódromo
Antonio Bonet

Torre Urquinaona
Antonio Bonet

Terraza Palace
Antonio Bonet

Centro Cabrils
Antonio Bonet

Torre Cervantes
Antonio Bonet

Homage to the Catalan architect Antonio Bonet Santiago Restrepo Arias. Golden Laus Awards 2017

GRAPHIC DESIGN
Official Undergraduate Degree

Official University Degrees
lasting four years (240 ECTS).

IED Barcelona offers four-year Undergraduate Degrees in Design which are equivalent to University Degrees (240 ECTS) with the aim of transforming passion, talent and creativity into knowledge and skills that will enable future design professionals to develop their careers in the world of Design, Fashion, Visual Communication and Management.

+100 nationalities
50 years of experience
100% worldwide network
11 centres all over the world
10,000 students every year
+1000 agreements with companies

WTD?!
Visual identity by
Sara Ozvaldic.
Silver Laus Awards 2017

GENERAL INFORMATION

Language: English
Credits: 240 ECTS
Duration: 4 years
Schedule: Monday to Friday, full time
**Calendar:** September - June
Area directors: Rory Lambert and Enric Bajuelo

WORDS, interactive instalation
showed at Sónar+D 2017
by Junior Gonzalez, Danae
Fischer and Milena Roses

COURSE DESCRIPTION

"**Project culture is the leitmotif of the entire learning process. The school boasts a video and photography studio, a sound workshop, state-of-the-art audiovisual equipment and IT workshops.**"

IED Visual Communication trains professionals to be capable of developing strategic, creative and artistic aspects of audiovisual communication, thus shaping a profile known as a 'visual designer', according to sector trends. Multimedia design, creating visual experiences and strategic gaming design are just some of the subjects students will learn about before they successfully enter the professional market in the fields of communication and visual creativity, advertising and new digital platforms. The school has ongoing collaborations in place with visual communication firms and institutions in the sector, and all of its teachers are working professionals (video designers, graphic designers, illustrators, multimedia animators, brand managers...). Project culture is the leitmotif of the entire learning process, and the school boasts a video and photography studio, a sound workshop, state-of-the-art audiovisual equipment and IT workshops.
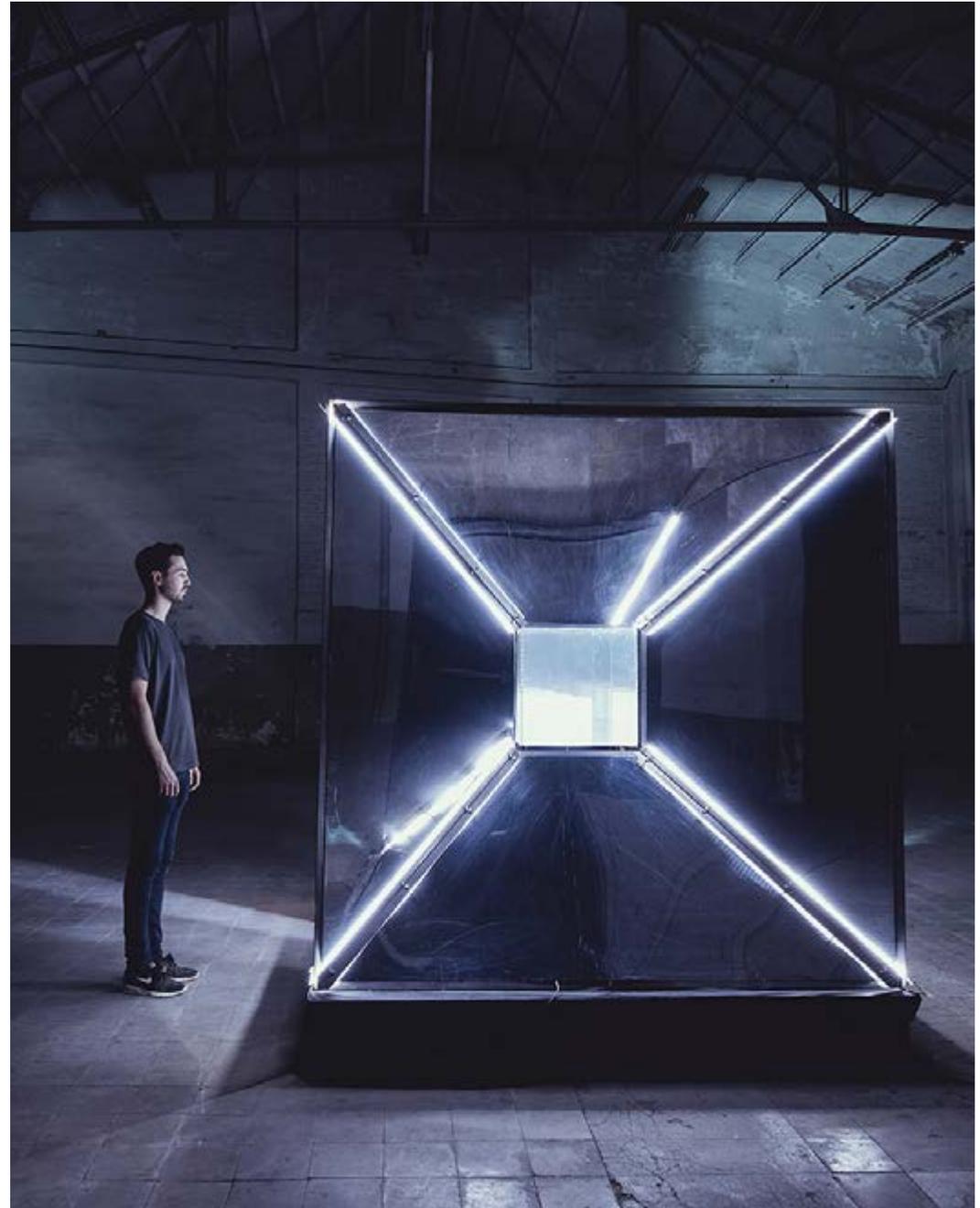
The purpose of the course is to train specialists in visual communication who are capable of conceptualising, structuring and developing effective communication thanks to their command of the methodology, technique and technology trinomial. A graphic designer should be an expert using static and motion graphic arts in order to develop a company's corporate branding and identity, as well as designing specific applications such as posters, packaging and signage.
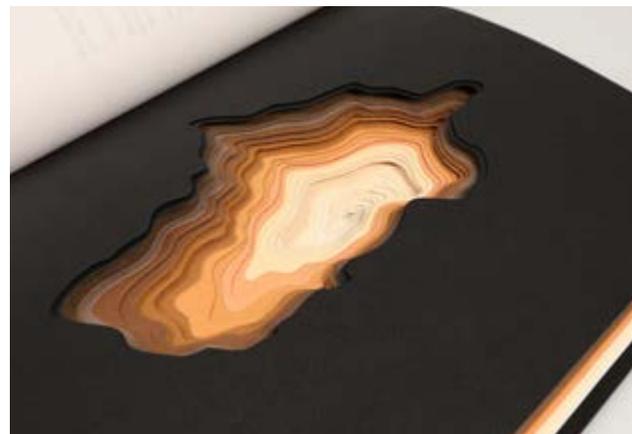
Project to raise awareness about female genital mutilation. Anna Hudayarova and Isabella Rood. Silver Laus Awards 2017

WHO IS IT AIMED FOR?

The Undergraduate Degree in Graphic Design intends to train professionals in the image and visual communication sector. It is essential to have a cross-sectional understanding of graphic communication and of all of the areas where it applies within industry and trade, and to see the project and the design as a communicative experience geared towards the user. Students will be able to specialise in graphic design, motion graphics and video, illustration and animation.

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

EMPLOYMENT OPPORTUNITIES

graphic designer, creative director,
art director, typographer,
specialist in branding,
corporate image, publishing, packaging,
signage, posters, infographics, web pages motion
graphics, storyboard, short films, video art,
sound, illustrator, 2D animator.

FIRST YEAR
GRAPHIC DESIGN / MOTION GRAPHICS

60 ECTS*

First Semester	Credits
FOUNDATION PROJECT I	6
REPRESENTATION TECHNIQUES I	6
PROJECT COMMUNICATION I	4
INTRODUCTION TO MARKETING	4
SCIENCE APPLIED TO DESIGN	4
COLOUR AND FORM	3

Second Semester

TOOLS I

FOUNDATION PROJECT II	6
REPRESENTATION TECHNIQUES II	4
PROJECT COMMUNICATION II	6
TECHNICAL DRAWING I	4
SOCIOLOGY	4
VOLUME	3

Annual

HISTORY OF ARTS AND DESIGN	6

*** 1 ECTS** equals to 25 total hours of work.
Total hours of work equals lecture hours (in the classroom) plus work at home.

The management of the Istituto Europeo di Design reserves the right to alter the syllabus depending on the needs arising in terms of educational objectives.

Public Menu, a project developed by Sara Ozvaldic for Plate Selector

FUNDAMENTALS OF DESIGN I

Introduction to the basics of design: structure, form, colour, space and volume. Analysis of form, composition and perception. Design critique from an inter-disciplinary point of view. Theory, methodology, ideation and conception of a project.

FUNDAMENTALS OF DESIGN II

Introducing the student to anthropometry, ergonomics and bionics. Theory and methodology, ideation and conception of the project. Research and experimentation methods typically applied in the design process.

COLOUR AND FORM

Introducing the student to the perception of colour. Colour models and standardisation. Significance of colour. Colour in design.

REPRESENTATION TECHNIQUES I

Using drawing as a form of observation, expression and representation. Analysing form and space. Appreciating and representing light. Memorisation and motion.

SCIENCE APPLIED TO DESIGN

Understanding and applying the scientific method. Analysis and simulation methods. Research and experimentation in science applied to design. Basics of mathematics, physics and chemistry applied to design. Methodologies for appraising the environmental impact of processes and materials. Sustainable development.

TECHNICAL DRAWING I

Introducing the student to plane and descriptive geometry. Research and experimentation methods typically applied in this field. Technical graphic language and its communicative significance in the field of design.

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REPRESENTATION TECHNIQUES II

Knowing how to use instrumental techniques involving structure, expression and two- and three-dimensional representation. Construction, composition and transmission of ideas, thoughts and information. Drawing in the design project.

PROJECT COMMUNICATION II

Graphic representation using digital technology. Managing information. Digital devices and strategies. Trends for controlling and communicating information.

VOLUME

Researching volume and spatial conception. Research and experimentation methods typically applied in this field.

PROJECT COMMUNICATION I

Introducing the student to the construction, composition and transmission of ideas, thoughts and information, composition and visual perception.

INTRODUCTION TO MARKETING

Becoming familiar with the various fields of work involved in marketing, as well as the main essential tools applied in each of those fields. Applying principles and tools to case analysis. Offering an overall vision of marketing analysis and planning.

SOCIOLOGY

Becoming familiar with the main sociological theories linked to design. Becoming familiar with useful micro-theories applicable to everyday life. Enabling the student to grasp and create qualitative and quantitative sociological tools. Learning about the different types of society to understand their general mechanisms and development. Becoming familiar with tools to discuss, create and present ideas.

HISTORY OF ARTS AND DESIGN

Providing the student with the right tools to discover the artistic elements of the past that live on today. Linking concepts from the history of art to the professional field of design. Reflecting on the interaction between artistic production and its context. Learning to recognise institutional and alternative spaces in artistic practice. Knowledge, analysis and meaning of art. History of arts, architecture, design and fashion. Society and art.

SECOND YEAR
GRAPHIC DESIGN / MOTION GRAPHICS

60 ECTS

First Semester	Credits
COMMON SUBJECTS	
TOOLS II	
INFORMATICS GRAPHIC DESIGN I	4
ANIMATION TECHNIQUES IN GRAPHIC DESIGN	4
CULTURE	
GRAPHIC DESIGN WORKSHOP I	4
HISTORY OF GRAPHIC DESIGN	4
TYPOGRAPHY I	6
GRAPHIC TECHNIQUES	
GRAPHIC TECHNIQUES IN GRAPHIC DESIGN	4
GRAPHIC DESIGN PHOTOGRAPHY I	4
SEMIOTICS	4

Second Semester	
COMMON SUBJECTS	
ART DIRECTION	
AUDIOVISUAL GRAPHIC DESIGN	6
DIGITAL COMMUNICATION I	4
INTERDISCIPLINARY PROJECT	4
GRAPHIC DESIGN PROGRAMME	
GRAPHIC DESIGN I	
INFORMATICS GRAPHIC DESIGN II	4
TYPOGRAPHY II	4
DIGITAL COMMUNICATION II	4
MOTION GRAPHICS PROGRAMME	
MOTION GRAPHICS I	
VIDEO PRODUCTION	4
STORYBOARD	4
VIDEO PRODUCTION I	4

Video mapping for VIVA Festival 2017 made by Kateryna Lazareva, Tom Swissa, Alejandra Segón, Jili Jennerjahn, David Fiene, Cameron Harnish, Nikita Mishin, Julia Sobrón, Adriana Argemi, Nina Sibir, Luiza Lacava and Danae Fisher

TYPOGRAPHY I

Learning about the history, construction, classification and drawing techniques of typographic characters. Using expressive typographic elements applied to designing typographic characters, alphabets, monograms and typography-derived symbols.

INFORMATICS GRAPHIC DESIGN I

Introducing the fundamental elements involved in learning the logics of vectorial design and applying them in the context of a project.

PHOTOGRAPHY IN GRAPHIC DESIGN

Taking an in-depth look into the use of tools and sensitive materials in professional digital photography. Analysing photographic images in terms of grammatical and syntactical elements: focus, points of view, light and time. Basic knowledge of photographic genres and the rhetorical figures of image.

GRAPHIC TECHNIQUES GRAPHIC DESIGN

Studying the history and technical characteristics of the main printing systems. Analysis of paper: production, characteristics and binding. Analysis of the different production systems.

ANIMATION TECHNIQUES

Learning about the motion technique and the relationship between space and time. Observing and representing believable and realistic reality in the eyes of the viewer.

DIGITAL COMMUNICATION I

Understanding the basic digital techniques in order to apply them when developing graphic projects.

GRAPHIC DESIGN WORKSHOP I

Proposing and developing a project from a conceptual, technical and formal perspective in the field of graphic design following a project methodology.

HISTORY OF GRAPHIC DESIGN

Studying graphic as a communication system. Analysing the major landmarks that shaped 20th century design.

AUDIOVISUAL GRAPHIC DESIGN

Acquiring theoretical and practical knowledge linked to the creation and understanding of audiovisual language.

MULTIDISCIPLINARY PROJECT

Studying and dealing with design projects from a multidisciplinary perspective and carrying out processes in multidisciplinary teams, observing the surroundings and how they are interpreted in the modern world.

TYPOGRAPHY II

Learning how to organise and use typographic elements in general, with a special focus on text volumes.

INFORMATICS GRAPHIC DESIGN II

Learning to use computer software in order to optimise page layout tools and use them in the process of creating and producing a graphics project.

DIGITAL COMMUNICATION II

Introduction to web language and the series of tools needed to design, develop and execute a web application in which the data architecture and multimedia design are established as reference points.

STORYBOARD

Introducing the student to the storyboard concept. Learning how to write storyboards, place an idea on it and develop that idea by seeking the best way to tell the story using audiovisual narrative formulas.

VIDEO PRODUCTION

Studying the basic techniques and the theory of photographic direction. Learning about controlling colour and light using motion pictures.

POST-PRODUCTION I

Providing the student with the fundamentals and basic digital tools needed for editing and post-producing an audiovisual piece.

SEMIOTICS

Understanding that all human activity is based on language. Grasping the concept of language, codes and fundamental systems of semiotics in order to achieve a critical point of view bearing in mind the world of design, art, society and culture as a system of codes. Performing a semiotic analysis of different examples of design, from the dawn of modern times to the present day in order to gain greater awareness of communication structures and systems.

THIRD YEAR
GRAPHIC DESIGN / MOTION GRAPHICS

60 ECTS

First Semester	Credits
COMMON SUBJECTS	
STRATEGIC DESIGN	
GRAPHIC DESIGN STRATEGY AND MANAGEMENT	4
WORKSHOP II	6
GRAPHIC DESIGN PROGRAMME	
DESIGN & IDENTITY	
CORPORATE IDENTITY PROJECT	8
EDITING TECHNIQUES	4
DESIGN & BRAND CULTURE	
PROJECT COMMUNICATION III	4
PROJECT I	4
MOTION GRAPHICS PROGRAMME	
DESIGN & IDENTITY	
CORPORATE IDENTITY PROJECT	8
POST-PRODUCTION II	4
DESIGN & BRAND CULTURE	
PROJECT COMMUNICATION III	4
SHORTFILM WORKSHOP	8

Second Semester	
GRAPHIC DESIGN PROGRAMME	
GRAPHIC DESIGN II	
CREATIVITY	4
CALLIGRAPHY, SERIGRAPHY & ENGRAVING WSP	8
MOTION GRAPHICS PROGRAMME	
MOTION GRAPHICS II	
SOUND I	4
PROJECT I	4
COMMON SUBJECTS	
EDITORIAL DESIGN	
EDITORIAL PROJECT AND INTERACTIVE COMMUNICATION	8
CONTEMPORARY COMMUNICATION	4
PACKAGING PROJECT	4
MULTIDISCIPLINARY WORKSHOP	2

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 PROJECT

Providing students with theoretical and practical knowledge on how to carry out traditional and interactive editing projects. Getting the student involved in an advanced design project focusing on creating innovative multimedia products capable of interacting with the user.

PACKAGING PROJECT

Introducing the students to the world of packaging by asking them to carry out several projects in different fields. Getting used to applying a project methodology. Learning the terminology and processes involved in packaging.

EDITORIAL PROJECT AND INTERACTIVE COMMUNICATION

Providing students with theoretical and practical knowledge on how to carry out editing projects. Getting the student involved in an advanced design project with a methodology that focuses on creating innovative multimedia products capable of interacting with the user.

GRAPHIC DESIGN STRATEGY AND MANAGEMENT

Introducing the students to the professional world by providing them with the essential theoretical information and methodological resources they need to carry out a design project.

MULTIDISCIPLINARY WORKSHOP

Carrying out hands-on workshops to cover topics that will help boost the student's creativity and motivation.

PROJECT COMMUNICATION III

Developing the student's expressive ability to produce a portfolio based on the research carried out in their own projects. Teaching the student how to formally communicate these projects.

CALLIGRAPHY, SERIGRAPHY & ENGRAVING WORKSHOP

Introducing the students to the professional world by providing them with theoretical information and methodological resources in the field of calligraphy, serigraphy & engraving in order to develop a design project or typographical creation.

SHORT FILM WORKSHOP

Introducing the students to the professional world by providing them with theoretical information and methodological resources in the audiovisual field in order to develop a short film project.

PROJECT I

Carrying out a project that is relevant to the academic programme chosen, using visual communication as an integrating language by delivering a brief.

WORKSHOP II

Developing an experimental audiovisual communication project that provides a solution to the requirements presented in the initial brief. The creative process is divided into three specific stages: Research, Development and Production.

EDITING TECHNIQUES

Learning about the techniques, media and processes used in editing with new technologies in the field of graphic arts.

CONTEMPORARY COMMUNICATION

Analysing and reflecting as to the evolution of communication and the audiovisual world, and its impact on the 20th and 21st century. Observing the latest trends from a cross-sectional and critical perspective. Reflecting as to their impact on cultural, stylistic and social needs. Understanding the role they have played in the evolution of 20th century history and their projection in the 21st century.

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.

SOUND I

Understanding the importance of sound and providing the digital tools needed to enhance the sound possibilities in an audiovisual environment. Working on the theoretical and practical fundamentals needed to produce and direct an audio signal.

POST-PRODUCTION II

Providing the student with the digital tools needed for editing and post-producing an audiovisual piece.

YEAR FOUR
GRAPHIC DESIGN / MOTION GRAPHICS

60 ECTS

First Semester	Credits
GRAPHIC DESIGN PROGRAMME	
GRAPHIC DESIGN III	
MOTION GRAPHICS	4
DATA VISUALIZATION	
WORKSHOP III	4
ECO-DESIGN	4
PROJECT CHALLENGE	
WORKSHOP III	4
DIGITAL COMMUNICATION III	4
MOTION GRAPHICS PROGRAMME	
MOTION GRAPHICS III	
POST-PRODUCTION III	4
DATA VISUALIZATION	
WORKSHOP III	4
POST-PRODUCTION IV	4
PROJECT CHALLENGE	
POST-PRODUCTION III	4
POST-PRODUCTION IV	4
COMMON SUBJECTS	
PROFESSIONAL INTERNSHIP	6
MULTIDISCIPLINARY WORKSHOP II	4

Second Semester	
FINAL PROJECT	30

Feat, editorial project for
Plate Selector by Olga Pipnik

PROFESSIONAL INTERNSHIP

Gaining professional experience to apply the knowledge and skills acquired during the three previous years.

PROJECT II

Carrying out an advanced project that is relevant to the academic programme chosen, using visual communication as an integrating language by delivering a brief.

WORKSHOP III

Exploring graphic design-specific professional fields in greater depth by following a project methodology.

ECO-DESIGN

Guiding the student in the fulfilment of a design project that can only be completed as a result of a coherent process including environmental improvements and sustainability criteria that will be expressed in the various phases of the product's life cycle.

DIGITAL COMMUNICATION III

Furthering the student's knowledge of the tools needed to conceptualise and design innovative multimedia applications.

MOTION GRAPHICS

Learning to make efficient and attractive audiovisual communication using motion graphics.

MULTIDISCIPLINARY WORKSHOP

Carrying out hands-on workshops to cover topics that will help boost the student's creativity and motivation.

POST-PRODUCTION III

Furthering the student's knowledge of digital techniques and post-production video tools in order to reach an advanced level.

POST-PRODUCTION IV

Furthering the student's knowledge of digital techniques and post-production video tools in order to reach expert level.

SOUND II

Encouraging the student's creative sound skills by learning about digital tools used to create advanced level sounds and how to use them.

FINAL PROJECT:

Applying visual and written concepts. Research techniques. Teamwork and individual research. Putting the stages of research, development and production into practice during the project. Presenting the project before the examination board. Presenting the project before the client.
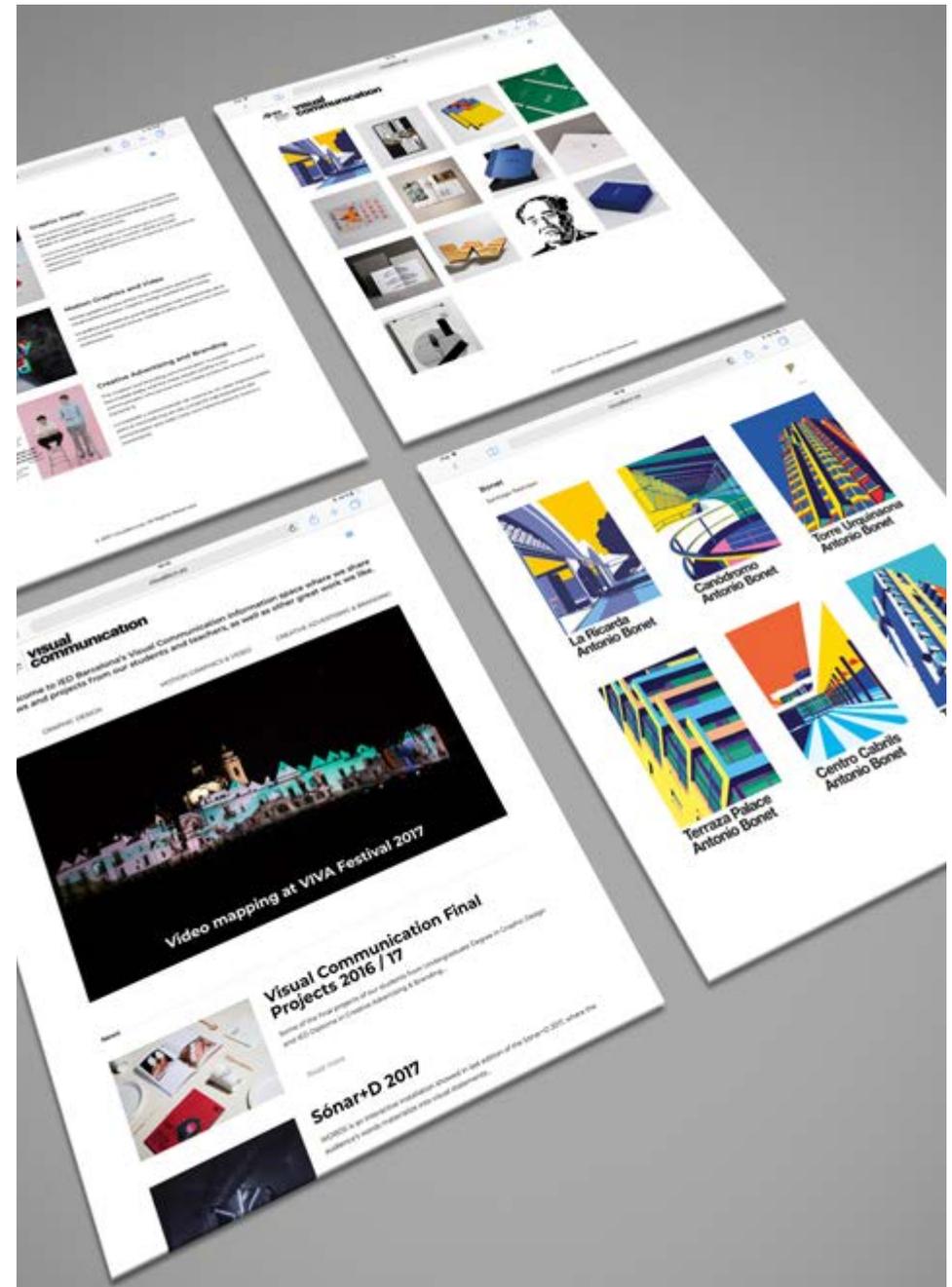
www.visualbcn.es
IED Barcelona's Visual Communication school blog where we share news and projects from our students and teachers, as well as other great work we like

ADMISSION AND REQUIREMENTS

COURSE	REQUIREMENTS	ADMISSION PROCESS
UNDERGRADUATE DEGREE (4 years, 240 ECTS)	**HAVING COMPLETED SECONDARY SCHOOL** (any A-levels or advanced vocational training)	**ADMISSION TEST** And an interview with the orientation and admissions department.

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 :