

Motion Graphics & Video

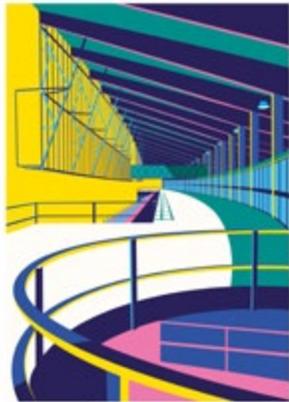
Study Plan

iedbarcelona.es

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



La Ricarda
Antonio Bonet



Canódromo
Antonio Bonet



Torre Urquinaona
Antonio Bonet



Terraza Palace
Antonio Bonet



Centro Cabrils
Antonio Bonet



Torre Cervantes
Antonio Bonet

Official Undergraduate Degree in Design Specialisation in Graphic Design, itinerary in Motion Graphics and Video

Official 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

+1,000 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

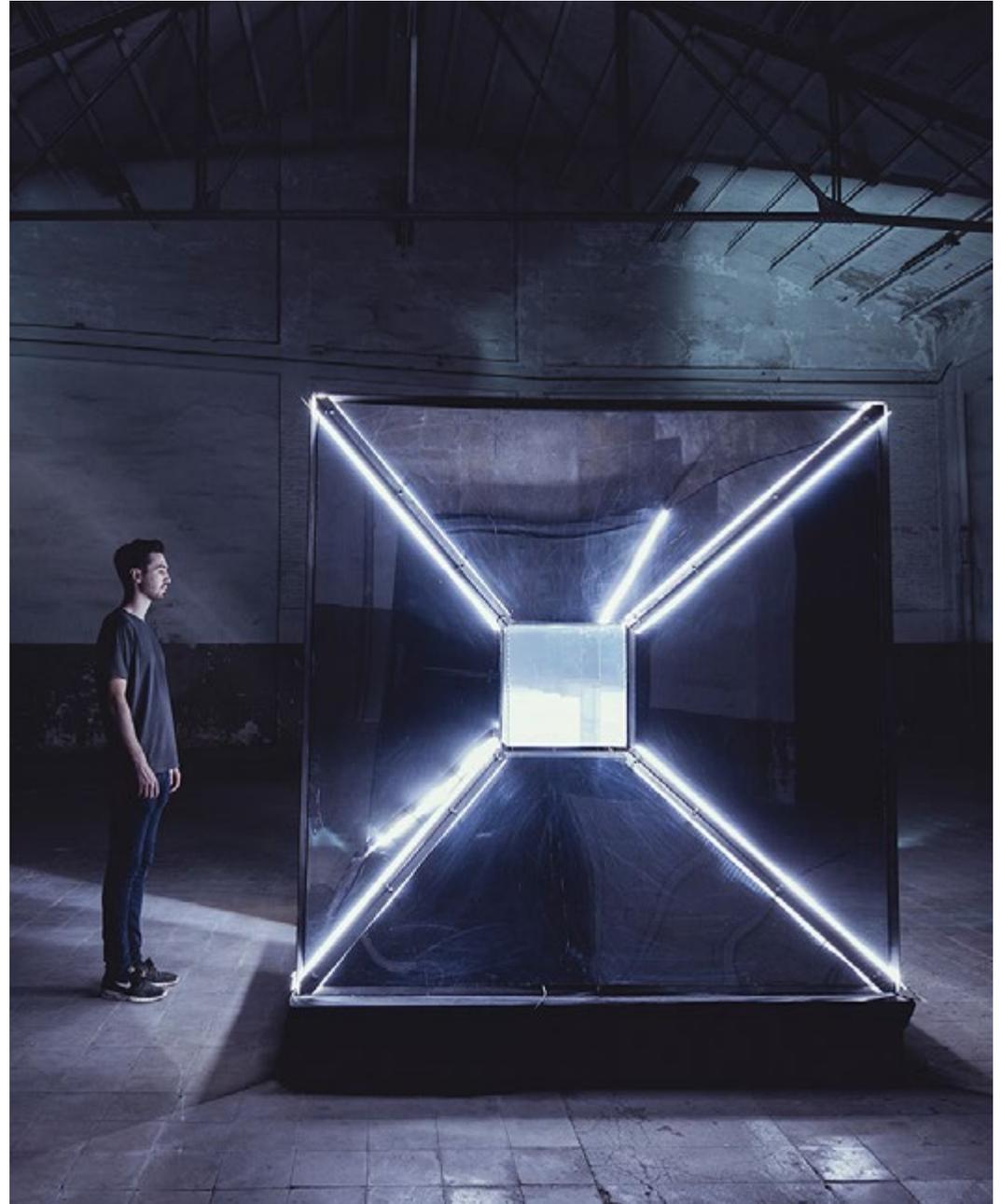
WORDS

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

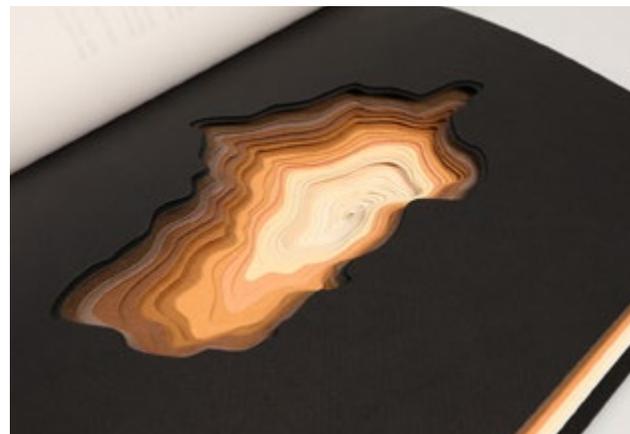
COURSE DESCRIPTION

“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 brands 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.



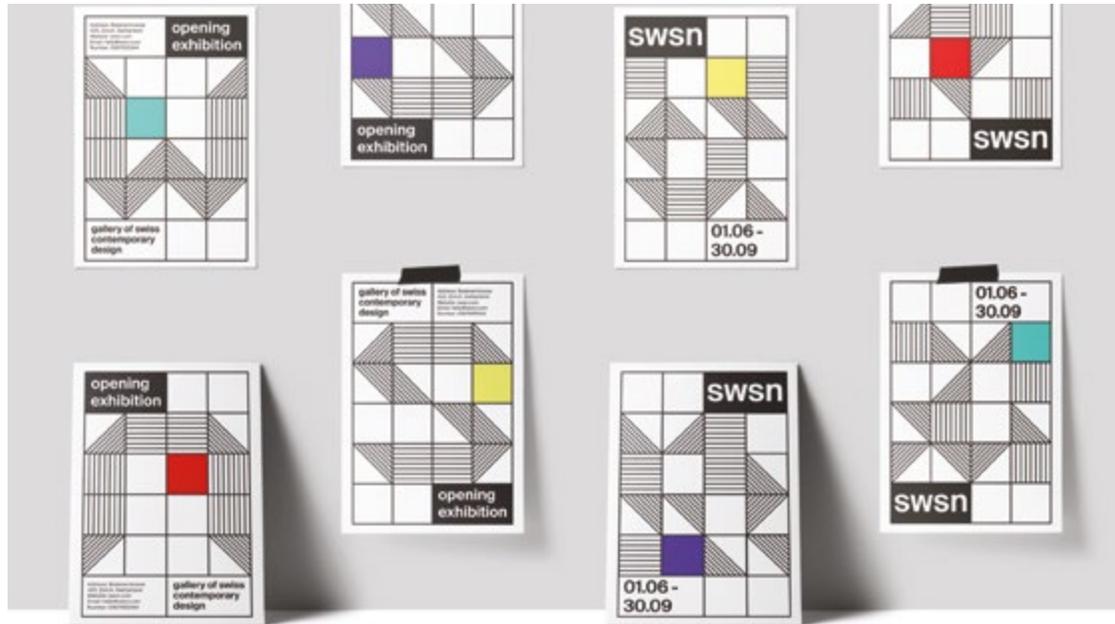
The purpose of the course is to train specialists in visual communication who are capable of conceptualising, structuring and developing effective communication thanks to their command of the methodology, technique and technology trinomial. A graphic designer should be an expert using static and motion 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.



The Stories of Silence
Project to raise awareness about female genital mutilation.
Anna Hudyarova, Isabella Rood and Adra Kandril. Silver Laus Awards 2017

WHO IS IT AIMED FOR?

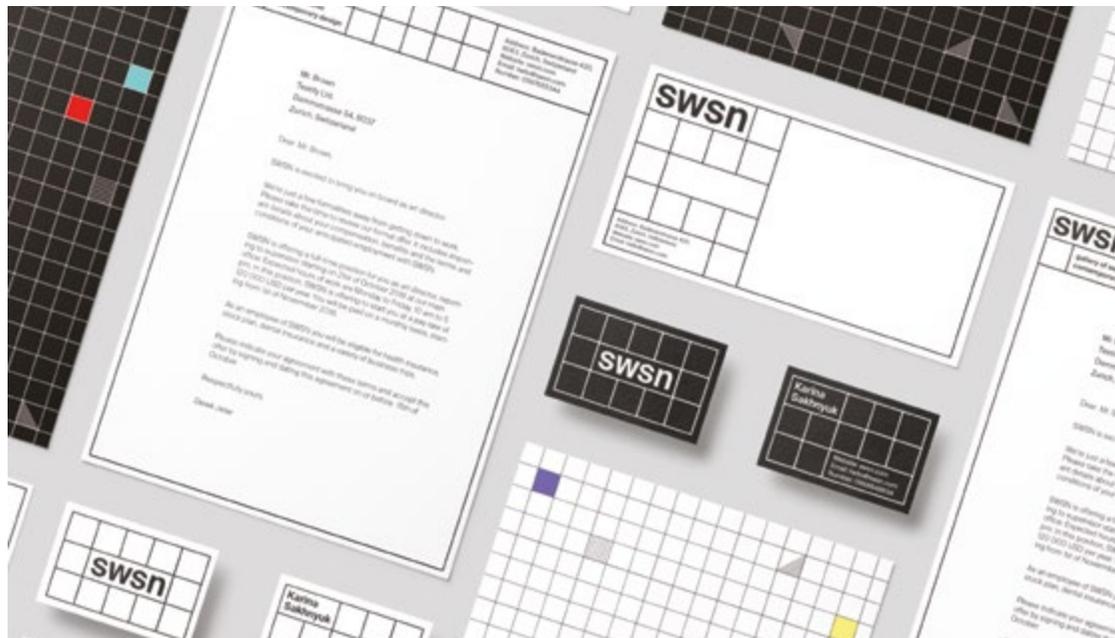
The Undergraduate Degree in Graphic Design intends to train professionals in the image and visual communication sector. It is essential to have a cross-sectional understanding of graphic communication and of all of the areas where it applies within industry and trade, and to see the project and the design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



SWSN

Corporate identity for an art gallery to show the work of swiss modern designers.

Karyna Sakhniuk
Bronze Laus Award 2019



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, etc.

FIRST YEAR

MOTION GRAPHICS AND VIDEO

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.

Sónar / Soñar
An editorial book/magazine to celebrate the 25th anniversary of Sónar.

Deborah Hasky
Bronze Laus Award 2019



FOUNDATION PROJECT 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.

REPRESENTATION TECHNIQUES I

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

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.

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.

COLOUR AND FORM

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

FOUNDATION PROJECT 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.

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.

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.

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.

VOLUME

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

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

MOTION GRAPHICS AND VIDEO

60 ECTS

First Semester

Credits

TOOLS II

INFORMATICS GRAPHIC DESIGN I	4
ANIMATION TECHNIQUES IN GRAPHIC DESIGN	4

CULTURE

GRAPHIC DESIGN WORKSHOP I	4
HISTORY OF GRAPHIC DESIGN	4
SEMIOTICS	4

GRAPHIC TECHNIQUES

GRAPHIC TECHNIQUES IN GRAPHIC DESIGN	4
PHOTOGRAPHY IN GRAPHIC DESIGN	4
TYPOGRAPHY I	6

Second Semester

ART DIRECTION

AUDIOVISUAL GRAPHIC DESIGN	6
DIGITAL COMMUNICATION I	4

MOTION GRAPHICS I

SCREENPLAY & STORYBOARD	4
VIDEO PRODUCTION	4
POST PRODUCTION I	4

INTERDISCIPLINARY PROJECT

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.



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.

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.

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.

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.

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.

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.

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.

AUDIOVISUAL GRAPHIC DESIGN

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

DIGITAL COMMUNICATION I

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

SCREENPLAY & 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.

INTERDISCIPLINARY 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.

THIRD YEAR

MOTION GRAPHICS AND VIDEO

60 ECTS

First Semester

Credits

STRATEGIC DESIGN

GRAPHIC DESIGN STRATEGY AND MANAGEMENT 4
WORKSHOP II 6

DESIGN & IDENTITY

CORPORATE IDENTITY PROJECT 8
POST-PRODUCTION II 4

DESIGN & BRAND CULTURE

PROJECT COMMUNICATION III 4
SHORTFILM WORKSHOP 8

Second Semester

MOTION GRAPHICS II

SOUND I 4
PROJECT I 4

EDITORIAL DESIGN

EDITORIAL PROJECT AND INTERACTIVE COMMUNICATION 8
CONTEMPORARY COMMUNICATION 4
PACKAGING PROJECT 4

MULTIDISCIPLINARY WORKSHOP 2

Candy Land
3D animation project.

Jili Jennerjhan



GRAPHIC DESIGN STRATEGY AND MANAGEMENT

Tackling strategy and resources for managing projects and organizations. Giving the necessary tools to manage the content of Graphic Design and Creativity learned in other subjects applied to the professional business world. Getting to know the resources, costs and planning of the professional activity.

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.

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.

POST-PRODUCTION II

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

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.

SHORTFILM 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.

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.

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.

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.

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.

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.

MULTIDISCIPLINARY WORKSHOP I

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

FOURTH YEAR

MOTION GRAPHICS AND VIDEO

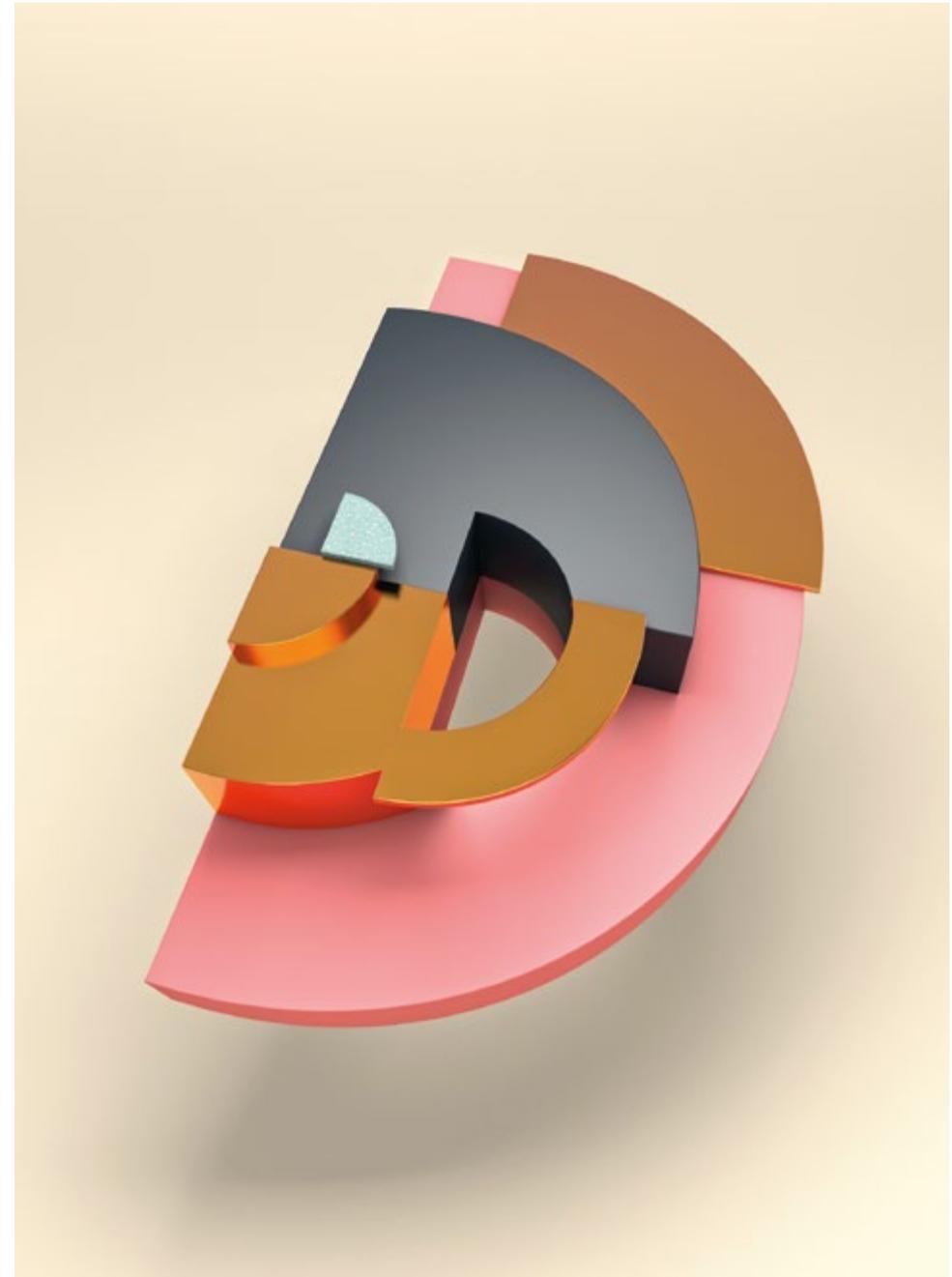
60 ECTS

First Semester Credits

MOTION GRAPHICS III	
POST-PRODUCTION III	4
DATA VISUALIZATION	
WORKSHOP III	4
POST-PRODUCTION IV	4
PROJECT CHALLENGE	
PROJECT II	4
SOUND II	4
PROFESSIONAL INTERNSHIP	6
MULTIDISCIPLINARY WORKSHOP II	4

Second Semester

FINAL PROJECT	30
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Design "D" for Design
3D lettering to celebrate creativity.
David Fiene
IED Barcelona Advertising Campaign

POST-PRODUCTION III

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

WORKSHOP III

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

POST-PRODUCTION IV

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

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.

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.

PROFESSIONAL INTERNSHIP

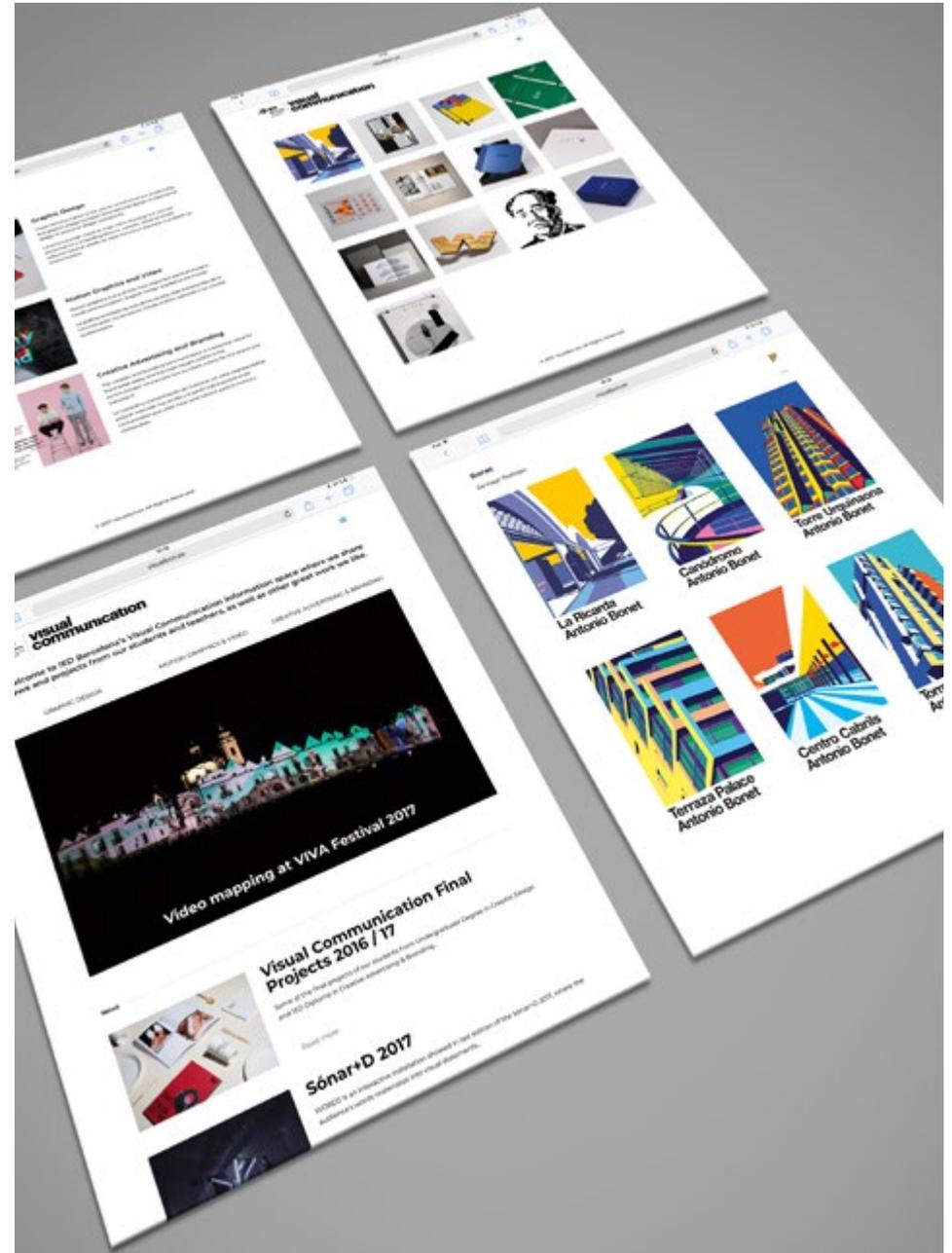
Gaining professional experience to apply the knowledge and skills acquired during the three previous years.

MULTIDISCIPLINARY WORKSHOP II

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

FINAL PROJECT

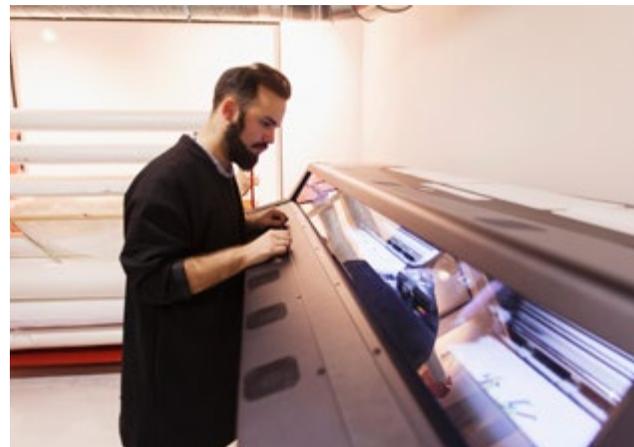
Applying visual and written concepts. Research techniques. Teamwork and individual research. Putting the stages of research, development and production into practice during the project. Presenting the project before the examination board. Presenting the project before the client.



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.



THE STUDENTS
WORK OR
WORKED WITH:

Atlas Design, Art of Many, Eumogràfic, Firma Design, Folch Studio, Hangar, Hoet&Hoet, Inoxcrom, Landor Associates, Lékué, Lo Siento, MTL, Metropolitan Magazine, MCI Group, Red Antler, *relajaelcoco, Rebel Communications, Saatchi & Saatchi, *S,C,P,F, Solo Studio, Sarai Jacobs, Shackleton Barcelona, TBWA, Vasava, Zuluz.tv, among others.



NOTES:



Este es un papel reciclable, ayúdanos a preservar el medio ambiente.