ONE YEAR COURSE

GLOBAL DESIGN

Study Plan

Smoothie: Aleksandra Klimowitz

ONE YEAR IN GLOBAL DESIGN
Introductory Course

IED Barcelona offers the One year course in Global Design to all those interested in getting an introduction to the several disciplines of design and it is a help for students in choosing which will become their career. All throughout the year students acquire the essentials on creation and design.

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

Dentelles d'existence, Jewelry collection: Justyna Antczak

GENERAL INFORMATION

Language: English

Credits: 60 IED credits

Duration: 1 year

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

Calendar: September - June

PRESENTATION

"The One year course in Global Design is addressed to all those interested in getting an introduction to the several disciplines of design. "

The One year course in Global Design is addressed to all those interested in getting an introduction to the several disciplines of design (such as product, interiors, fashion, graphic, management or marketing). It is a help for students in choosing which will become their career. All throughout the year students acquire the essentials on creation and design process.

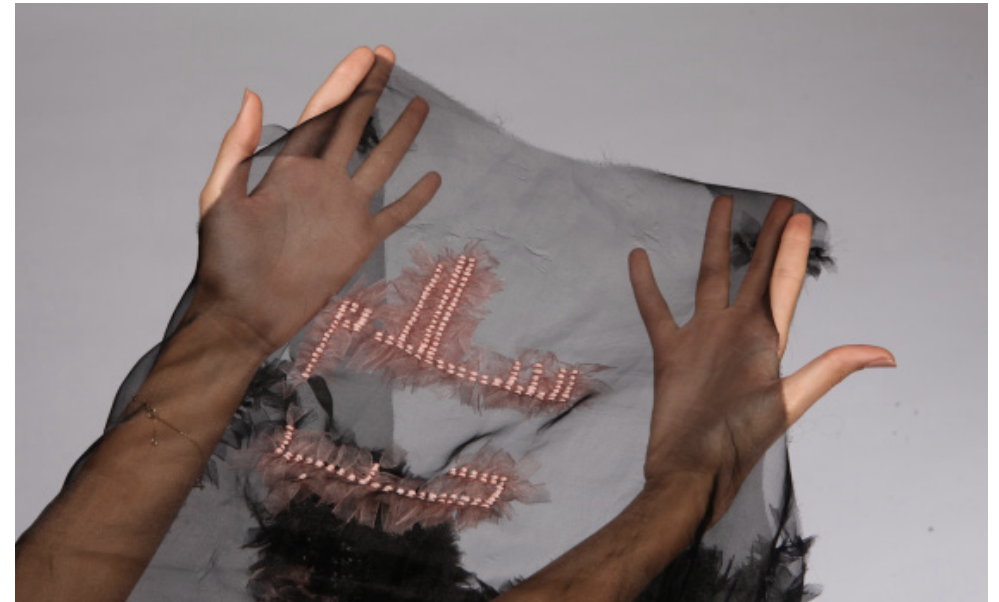Accessible Recycling and Tactile Signing: Dorottya Szabo
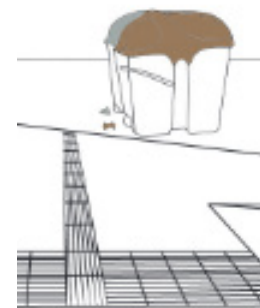
GLOBAL DESIGN /
PROGRAMME

First Semester

FUNDAMENTALS OF DESIGN
REPRESENTATION TECHNIQUES I
PROJECT COMMUNICATION I
INTRODUCTION TO MARKETING
SCIENCE APPLIED TO DESIGN
COLOUR AND FORM
HISTORY OF ARTS AND DESIGN I

Second Semester

REPRESENTATION TECHNIQUES II
PROJECT COMMUNICATION - PORTFOLIO
TECHNICAL DRAWING
SOCIOLOGY
VOLUME
VIDEO AND STORYTELLING
HISTORY OF ARTS AND DESIGN II
FINAL PROJECT

The Dress: Tradition and Typography, Ouissal Kadi

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.

Mà a Mà: artistic exploration in rehabilitation therapies. Renata Colmenero, with Fundació Hospitalitat.

GENERAL COURSE OBJECTIVES

Acquiring the essentials of creation and design process.

Finishing the course with their own work portfolio, an essential tool in the world of design that captures the practical abilities of a designer, who can show it to future clients or other design schools or institutions.

1st Semester
common to the Undergraduate Design Courses, acquiring the design fundamentals and designers vision

2ndSemester
focused around a Final Project and Portfolio

SPECIFIC METHODOLOGY OF THE COURSE

The methodology of the One Year Global Design is based on the project culture and the learning by doing methodology. Different methodologies in creative world and innovation are applied through Project Based Learning.

FUNDAMENTALS OF DESIGN

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 the project.

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.

PROJECT COMMUNICATION I

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

SCIENCE APPLIED TO DESIGN

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

TECHNICAL DRAWING

Introducing the student to plane and descriptive geometry. Technical graphic language and its communicative significance in the field of design.

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.

REPRESENTATION TECHNIQUES II

Learning to use instrumental techniques in structure, expression, and 2D and 3D representation. Construction, composition and transmission of ideas, thoughts and information. Video and photography in the design project.

PROJECT COMMUNICATION

AND PORTFOLIO

Graphic representation using digital technology. Digital devices and strategies. Trends for controlling and communicating information. Developing a portfolio.

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.

SOCIOLOGY

Becoming familiar with the main sociological theories linked to design and 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.
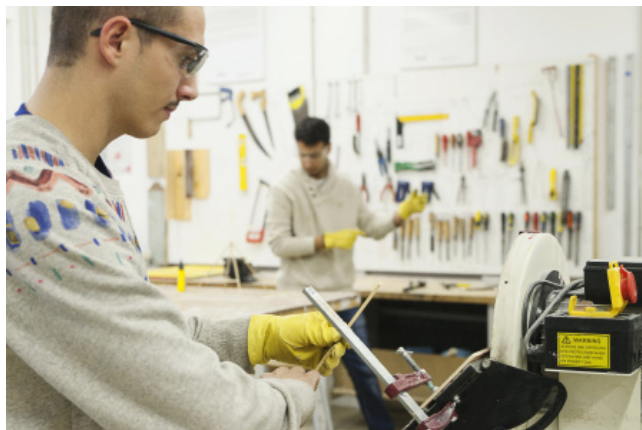
VIDEO AND STORYTELLING

The aim of this subject is to provide the students the understanding of light with a theoretical background and a practical experience, they will get as well the ability to broaden the storytelling through video techniques. This course will introduce the students to the use of light for photography and video and the classic structure of storytelling, and basic video techniques, including recording and editing.

FINAL PROJECT

Defining a design concept that could be brought to market. Applying knowledge acquired during the course. Controlling the design process, from initial research to the project's formalisation and communication.

ADMISSION AND REQUIREMENTS

COURSE	REQUIREMENTS	ADMISSION PROCESS
INTRODUCTORY COURSE (1 años, 60 IED credits)	**HAVING COMPLETED SECONDARY SCHOOL** (any A-levels or advanced vocational training)	**ADMISSION TEST** And an interview with the orientation and admissions department.

NOTES: