

UNDERGRADUATE DEGREE

PRODUCT DESIGN

Study Plan



Meetube, urban furniture project for the Primavera Sound festival by students Jordi Gaspar, Manon Berlioz and Gabriel Rodríguez.

PRODUCT DESIGN

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



Desislava Danova, Kosen Lightning.

GENERAL INFORMATION

Language: English

Credits: 240 ECTS

Duration: 4 years

Schedule: Monday to Friday, full time

Calendar: September-June

Area directors: Raffaella Perrone and Oriol Guimerà

COURSE DESCRIPTION

“IED Design trains designers to be capable of anticipating and catering for the needs of society and individuals in their interaction with objects and spaces.”

Both interior designers and product or transport designers have the goal of providing innovative and efficient solutions with a commitment to sustainable development. Studying at IED Design gives students the chance to work with design companies and institutions in the sector, as well as innovation centres. All of the teachers are working professionals, and the school's workshops are brand new and equipped with the best tools and materials for developing projects.



Anthony Leonis, Andriana in collaboration with Artesania de Catalunya.

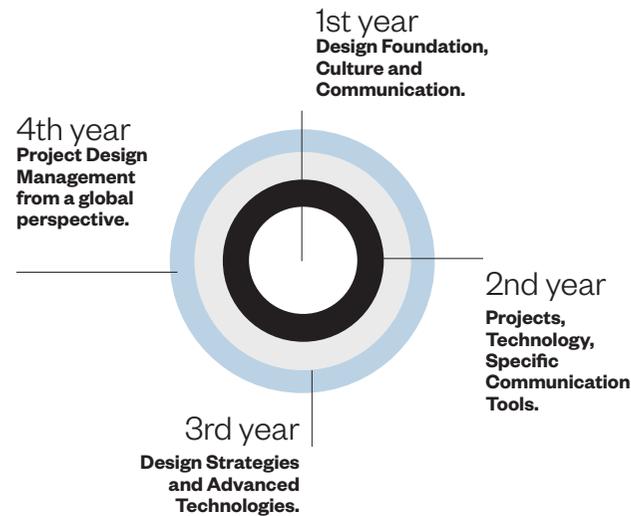




Catalina Rubio, Platearum, jewellery collection in collaboration with Artesanía de Catalunya.

PRODUCT DESIGN

The course trains students to become product designers who are capable of anticipating market needs. Product designers who graduate from IED Design are versatile and backed by multidisciplinary training based on the skills needed to develop creative thinking, multi-sensory perception, good command of technology and materials, an understanding of the aesthetic-emotional dimension, and management and innovation skills.



WHO IS IT AIMED FOR?

The Undergraduate Degree in Product Design provides future professionals with the knowledge and skills they need to design products bearing in mind the user and their surroundings, ergonomics, social value, technology and the materials needed to create a "good design". The course covers various fields such as lighting, consumer electronics, wearables, packaging, personal accessories, utensils, furniture, domestic appliances, food, service design and more.

EMPLOYMENT OPPORTUNITIES

Working as a freelance product designer or in the design, development, marketing, colour&trim or R&D department of a design, engineering or architecture company or studio. Other options include working as a materials researcher, 3D modeller and visual recorder, project manager at companies dedicated to innovation and strategy, creative or artistic director for specialised sector advertising agencies or magazines.

Exhibition: Designing Bathroom 2050 for Roca.



FIRST YEAR

PRODUCT DESIGN

BASIC TRAINING: 60 ECTS

First Semester	Credits
DESIGN FOUNDATION 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	Credits
DESIGN FOUNDATION II	6
REPRESENTATION TECHNIQUES II	4
PROJECT COMMUNICATION II	6
TECHNICAL DRAWING I	4
SOCIOLOGY	4
VOLUME I	3
Annual	Credits
HISTORY OF ARTS AND DESIGN	6

1 ECTS = 25 total hours of work.

Total hours of work = lecture hours (in the classroom) + 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.



Zhanna Ee, Droog - na - Droog

DESIGN FOUNDATION 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 the 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. Mathematics, physics and chemistry applied to design. Methodologies for appraising the environmental impact of processes and materials. Sustainable development. Reuse processes.

COLOUR AND FORM

Introduce the student in the perception, structure and psychology of color. Colour models and standardisation. Significance of colour. Colour in design.

DESIGN FOUNDATION 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

Learning to use instrumental techniques in structure, expression, and 2D and 3D 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 I

Carrying out a variety of tasks in order to understand the possibilities that each material offers. Going from 2D to 3D using materials such as cardboard and PVC. Modelling with the right materials. Constructing volumes using the method of removing elements (by cutting, emptying, filing, piercing) with the right materials. Carrying out a final assignment to formalise an idea conceived by the student that has been worked on in the Project subject.

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

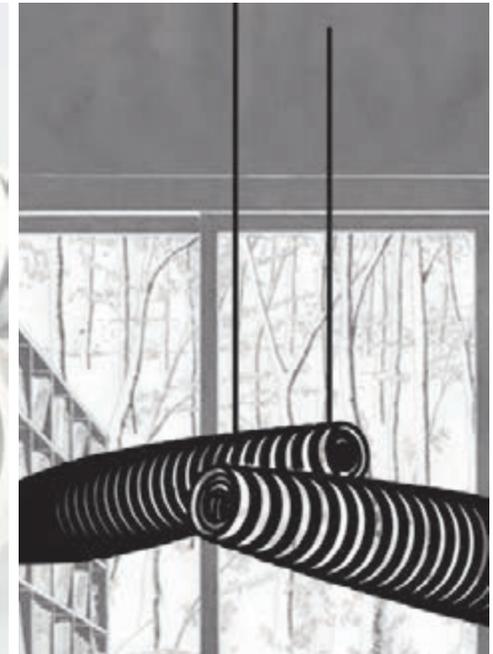
PRODUCT DESIGN

60 ECTS

First Semester	Credits
MULTIDISCIPLINARY WORKSHOP I	2
TECHNOLOGY FOR PRODUCT DESIGN I	6
PACKAGING MODULE	
SEMIOTIC	4
PACKAGING PROJECT	6
NEW TECHNOLOGIES MODULE	
REPRESENTATION TECHNIQUES FOR PRODUCT DESIGN I	4
TECHNICAL PROJECT	4
TECHNICAL DRAWING FOR PRODUCTS DESIGN I	4

Second Semester	Credits
INTERDISCIPLINARY PROJECT	4
COMPUTER TOOLS FOR PRODUCT DESIGN	6
HOME MODULE	
HISTORY OF PRODUCT DESIGN	4
VOLUME FOR PRODUCT DESIGN	3
DOMESTIC PROJECT	4
STYLING MODULE	
ERGONOMICS PROJECT	3
STYLING PROJECT	6

Alberto Martínez Castro, Light Project.



MULTIDISCIPLINARY WORKSHOP I

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

TECHNOLOGY FOR PRODUCT DESIGN I

Offering the student a global perspective of the materials used in product design obtaining skills for analysing and making constructive details, in the knowledge that they are part of the communication language used in this field.

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.

PACKAGING PROJECT

Learning to use the types of packaging on the market and recognise the most commonly used materials. Becoming familiar with the tasks involved in applying graphics to packaging. Studying the brand. Innovation in the sector (new materials, new typologies, new utilities and ecology).

REPRESENTATION TECHNIQUES FOR PRODUCT DESIGN I

Using sketches and inspiration boards in order to communicate the first ideas of a project clearly and stylishly. Introduction to freehand drawing. Developing sketching skills and better defining the proportions of elementary objects. Furthering sketching skills and defining conical perspective, vanishing point and side view. Rendering using a marker pen. Introduction to image editing software as a means of altering and perfecting drawings.

TECHNICAL PROJECT

Carrying out an assignment linked to the technical definition of the product. Studying the producibility of the item in every aspect.

TECHNICAL DRAWING FOR PRODUCTS DESIGN I

Broadening the student's knowledge of 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.

INTERDISCIPLINARY PROJECT

Introduce a global and interdisciplinary vision of the design project in which you work a topic from different perspectives. Exercise creativity, motivation and group work

COMPUTER TOOLS FOR PRODUCT DESIGN I

Familiarize the students in the use of graphic software mainly for the application of technical drawings and the production of three-dimensional virtual models.

HISTORY OF PRODUCT DESIGN

Introducing the student to the history of design as a tool for analysing, interpreting and trend-setting.

VOLUME FOR PRODUCT DESIGN

Carrying out a variety of tasks in order to understand the possibilities that each material offers. Going from 2D to 3D using materials such as cardboard and PVC. Modelling with the right materials. Constructing volumes using the method of removing elements (by cutting, emptying, filing, piercing) with the right materials. Carrying out a final assignment to formalise an idea conceived by the student that has been worked on in the Project subject.

DOMESTIC PROJECT

Understand and integrate the functional and emotional dimension in the design of elements of domestic equipments and furniture, thinking of the home of the future.

ERGONOMICS PROJECT

Understanding the relationship between ergonomics and design. Temporal-spatial design. Human-machine system. Anthropometry. Muscle-skeleton system. Ergonomics of posture. The cardiovascular, respiratory and metabolic system. Ergonomics of physical strain.

STYLING PROJECT

Understanding innovation in product formalisation. A complete analysis of each of the item's outer elements.

THIRD YEAR

PRODUCT DESIGN

60 ECTS

First Semester	Credits
PROJECT COMMUNICATION FOR PRODUCT DESIGN I	6
IN TRANSIT MODULE	
TWO WHEELS PROJECT	4
LAB FOR PRODUCT DESIGN I	6
LIGHTING MODULE	
LIGHTING PROJECT	4
LAB FOR PRODUCT DESIGN I	6
COMPUTER TOOLS FOR PRODUCT DESIGN II	4

Second Semester	Credits
MULTIDISCIPLINARY WORKSHOP II	2
URBAN FURNITURE MODULE	
TECHNOLOGY FOR PRODUCT DESIGN II	6
URBAN MATERIALS PROJECT	6
TRENDS	4
NEW CRAFTS MODULE	
MARKETING FOR PRODUCT DESIGN	4
TEXTILE-MOBILE PROJECT	4
PERSONAL DEVELOPMENT PROJECT	4



Campana Coadia for Frecan by Joan Marc Farré, Antonio Valle and Maria Vergés, displayed on the Cologne Living Kitchen Fair 2012.



PROJECT COMMUNICATION FOR PRODUCT DESIGN I

Using sketches and inspiration boards in order to communicate the first ideas of a project clearly and stylishly. Introduction to freehand drawing. Developing sketching skills and better defining the proportions and views of elementary objects. Furthering sketching skills and defining conical perspective, vanishing point and side view. Rendering using a marker pen. Introduction to image editing software as a means of altering and perfecting drawings.

TWO WHEELS PROJECT

Understanding the development and difficulties of a project dedicated exclusively to vehicles on two wheels.

LAB FOR PRODUCT DESIGN I

Familiarize the students in the use of three-dimensional modeling and representation tools and sketches. Provide the students an advanced knowledge of rendering, representation and realization of three-dimensional animations of spaces and objects both analogically and digitally.

LIGHTING PROJECT

Experiment with materials in the lighting sector. Realization of a prototype of light in which technology is integrated.

COMPUTER TOOLS FOR PRODUCT DESIGN II

Advanced modelling. Performing a complex analysis of the object: measurements, thickness, nuts and bolts. Importing from other software to create advanced scenes. Export parameters. Lighting. Rendering: applying advanced textures and lighting to the design.

MULTIDISCIPLINARY WORKSHOP II

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

TECHNOLOGY FOR PRODUCT DESIGN II

Provide the necessary tools to the students so that they can decide which are the most suitable materials and industrial processes. To achieve the skills to analyze and develop technical details, understanding that they are a part of the communication language of the profession.

Carry out exercises to put into practice the technical knowledge within the public and private vehicle's industry.

URBAN MATERIALS PROJECT

Taking a practical approach towards urban space design or design using a specific material. Researching how content is communicated in a given space. Teaching the student about the potential of working with students from other specialities.

TRENDS

Providing the student with the right tools for identifying the elements that are currently popular in the world of products and design. Providing the student with a critical approach towards new trends.

MARKETING FOR PRODUCT DESIGN

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 a practical take on marketing analysis and planning.

TEXTILE MOBILE PROJECT

Researching, developing and executing a project using textile or ductile material.

PERSONAL DEVELOPMENT PROJECT

Give the opportunity to the student to freely investigate an area of design of his interest and choice. The initial research process provides a starting point, for a later development of the personal brief, of an open nature and of a specific product.

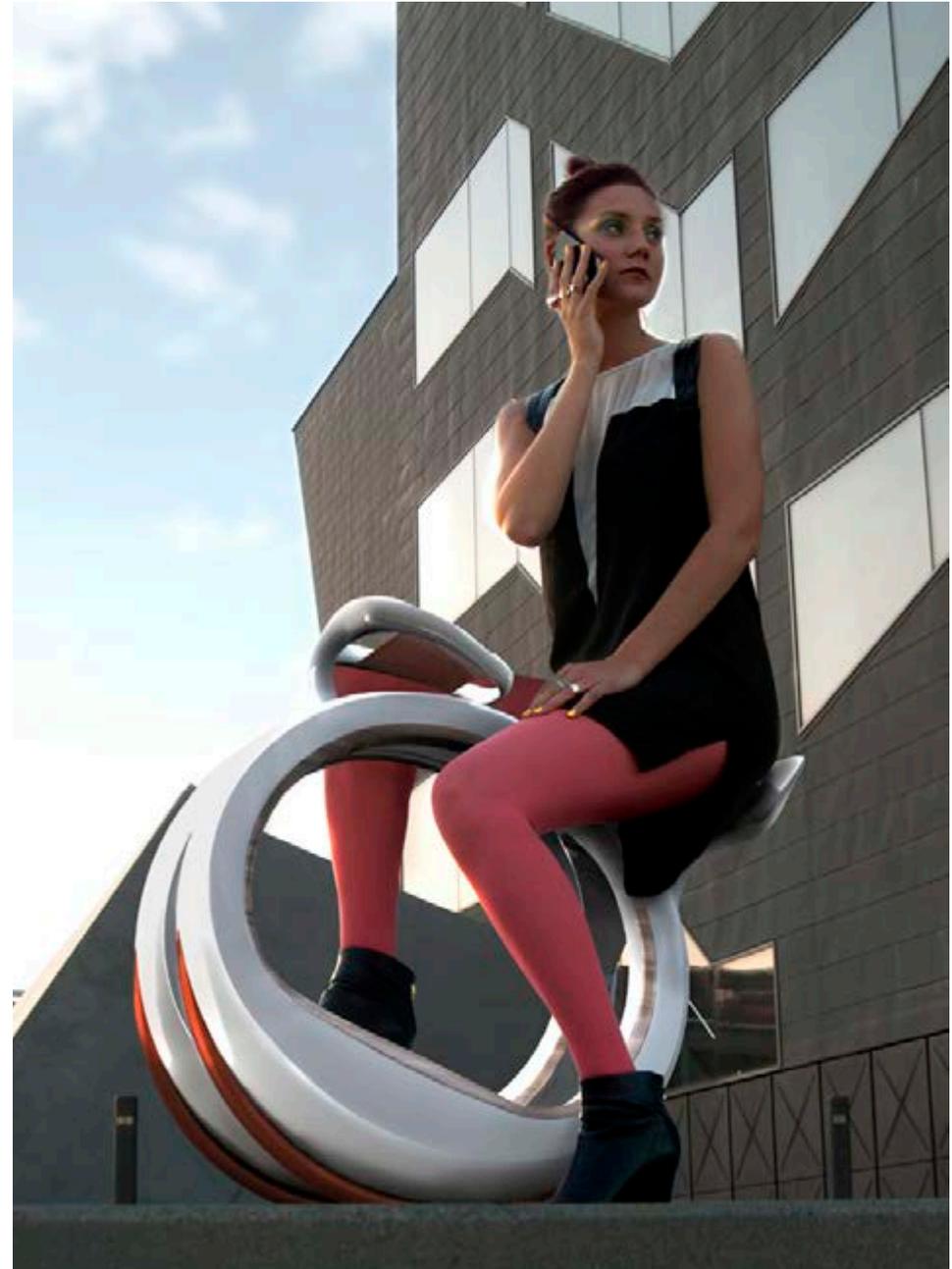
FOURTH YEAR

PRODUCT DESIGN

60 ECTS

First Semester	Credits
PROFESSIONAL INTERNSHIP	4
DESIGN MANAGEMENT PROJECT	6
PROJECT COMMUNICATION FOR PRODUCT DESIGN II	4
EPHEMERAL PROJECT	4
MOBILITY PROJECT	4
LAB FOR PRODUCT DESIGN II	4
MULTIDISCIPLINARY WORKSHOP III	2
Second Semester	Credits
FINAL PROJECT	30

Pasprang, in collaboration with Bertone, by Alessandra Colella and Sama Völker.



PROFESSIONAL INTERNSHIP

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

DESIGN MANAGEMENT PROJECT

Introducing the student to the stages of research, product definition and conceptualisation prior to the final development of the design project. Teaching students to define one or more products by identifying a market opportunity, based on their understanding of the brand and their observation of the users' needs. A positive aspect to be assessed is the student's critical ability to analyse the information that is generated during the project, as well as their verbal and visual communication skills. An assessment is also made of the issues of sustainability and social impact in the project proposal.

PROJECT COMMUNICATION FOR PRODUCT DESIGN II

Explain the importance of a good presentation of the projects and develop the realization of the personal portfolio. The student is required to prove the skills they have acquired by making a presentation before a board made up of teachers and sector professionals.

EPHEMERAL PROJECT

A practical approach to designing ephemeral spaces. Introduction to remodelling ephemeral spaces, always seeking to fulfil more than one purpose. Introduction to field research on citizens' needs. Understanding the importance of human beings as users. Researching how content is communicated in a given space. Teaching the student about the potential of working with students from other specialities.

MOBILITY PROJECT

Awaken the creativity to investigate, think and develop new transportation systems.

LAB FOR PRODUCT DESIGN II

Strengthen the students in the use of three-dimensional modeling and representation tools and sketches. Provide the students an advanced knowledge of rendering, representation and realization of three-dimensional animations of spaces and objects both analogically and digitally.

MULTIDISCIPLINARY WORKSHOP III

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

FINAL PROJECT

Defining a product that could be brought to market considering its financial coherence, functionality and aesthetics. Knowing how to apply the technical knowledge acquired and the right materials, bearing in mind an environmental sustainability study. Controlling all phases of the design process, from initial research to the project's formalisation and communication. Underlining the importance of defining the user and brand identity the project is aimed for. The project will be carried out in collaboration with a company, which means students will need to follow the brief given and propose innovative ideas to the company.

ADMISSION AND REQUIREMENTS

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



ALUMNI (STUDENTS WORK OR HAVE WORKED WITH): **Barcelona Design Week, BM Light Lighting Design, BMW, Capmar, Cazaly Sylvain, Ferrari, FICO Cables, Gama Ubica, Home Design, Hyundai, Ibisland Invest, Lamborghini, Llum Bcn, McLaren, Mercedes-Benz, MID i Disseny per viure al Museu del Disseny de Barcelona, MTL Brands, Orbitel, Projeckta, SA Mobilities, Scutum Logistics, Seat, Telefónica I+D, Tous, Volvo, VMoto Europa, Zicla, etc.**

NOTES:

