DESIGN FOR URBAN ENVIRONMENT

Strategic design for actual and future needs in the urban context.
Credits: 60
Language: English
Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.
Duration: from January 16th 2020 to July 24th 2020
The enrolment will be active from January 7th 2020, until the official submission of the student’s records, which will be executed on December 31st 2020.
Timetable: Monday to Friday from 6.30pm to 10.40pm
Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master’s degrees.

The city is one of humanity’s most important inventions and it is facing basic challenges for the future in the 21st century.

Against this backdrop, design is an essential tool for improving the social, cultural and economic fabric of the urban contexts in which we live. Through a knowledge and understanding of past and present urban environments and by projecting for the future, we will be able to design new proposals that can adapt to the changes that the future holds with those people living in and managing them.

The main areas of work to be covered are:

- **SUSTAINABILITY**
  Design for sustainable development.

- **SOCIAL INCLUSION**
  Empowering citizens to confront social challenges.

- **GOVERNANCE**
  Cooperation, e-democracy, open data, transparency.

- **MOBILITY**
  Design to solve the challenges of urban mobility.

- **SAFE CITIES**
  Design to contribute to the safety of people.

The future urban design specialist will have to:

- Conduct research into places and people, analysing and understanding the physical, social, political and economic context of spaces and users.
- Manage and visualise data to provide accurate diagnoses about situations and make well-informed decisions.
- Help citizens to participate actively in transforming their urban environments, developing critical judgments and transferring their opinions to technicians and elected officials, empowering them to take a shared responsibility in decision-making.
- Promote and preserve the city’s own identity.
- Optimise the city’s efficiency: accessibility, exchange, plurality and coexistence for balanced, harmonious growth or renovation and to improve the living conditions of all citizens.
- Create distinct urban identities, contributing to preserve heritage and building future city models committed to the democratic values of a respect for interculturality and sustainable, solidarity-based development.
- Provide advice on the design of urban regeneration projects.

Habitat III, the third United Nations Conference on Housing and Sustainable Urban Development, renewed the global commitment to building sustainable, prosperous, safe, resilient and inclusive cities through the adoption of a New Urban Agenda that allows governments to plan goals and implement strategies that respond to the challenges of an increasingly urbanised era. www.habitat3.org

Ugo Valenti, director of Smart City Expo, claims that “the role that citizens will play in the near futures will be crucial. Top-down governance approaches are gone for good and we need to shift the relation between city governments and residents”. www.smartsities.com/en/

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General course objectives

- To train new professional profiles with the skills to act in urban contexts from a collaborative design perspective based on the needs of various actors/stakeholders.
- To provide students with a global, interdisciplinary and integrating vision of the experiences taking place within the urban environment in order to propose relevant, consensual and sustainable design solution actions.
- To provide students with specific tools and knowledge to complete projects related to the urban environment.
- To train students to acquire the language and role of a designer/facilitator profile in order to co-create urban environment solutions.

Learning outcomes

On completing the course, students will acquire the skills to understand urban environments from different yet directly interrelated perspectives:

- Ability to analyse critically the urban environment
- Ability to diagnose strategically urban environments
- Ability to plan strategic solutions for urban environments
- Ability to act as an interlocutor and mediator in urban environments
- Ability to generate and implement solutions in the urban environment

Target Audience

Professionals and recent graduates who are interested in continuing their studies in order to acquire skills in strategic urban design and become involved in urban design projects from a multidisciplinary and cross-disciplinary perspective.

Product, visual communication and interior designers, architects and management/marketing professionals, among others, will be able to update their knowledge and acquire new skills in areas of urban design that are not part of their expertise. Professionals interested in exploring the intersection of design, social innovation and public policies.

Career outlook

Graduates are qualified to join different kinds of projects in the urban context with tools that can help them to interpret from an overall perception of design. They face the challenges posed by current urban problems and citizen needs, expanding their knowledge to work with multidisciplinary teams and coordinating a design approach in urban projects.

They will be able to work in public/private entities in some of the following areas/functions:

- Lead urban regeneration processes
- Urban design consultancy
- Urban design process management

Collaboration with companies

For the students to develop the Master’s Final Project in the real context of the labour market, we have the collaboration of companies selected by IED Master. Barcelona City Council. Metropolitan Area of Barcelona (AMB)

- Conduct studies related to the urban environment
- Prepare guidance and statements
- Site and area design and/or mobility design
- Facilitate collaborative processes for design in the urban environment
- Visualise and communicate data in urban design processes.
IED Barcelona Master methodology

IED Master is the continuing studies school of IED Barcelona that provides professional training and specialization to keep you updated in all aspects of design, founded by the historical and cultural heritage of Italian design.

In our strategy for the future, we take into account macro trends at a social, environmental and economic level, and the changes to which society and our environments will have to adapt during the next 30 years.

We believe that we can provide answers and solutions by training professionals who, thanks to the culture and tools of design, can face these changes as promoters and creators of innovation.

We propose our training offer from 4 scenarios designed to meet the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

We understand IED Master as a laboratory for research, experimentation, innovation, and entrepreneurship where students take responsibility for their training path and choose how to build it with the support and tutoring of experts.

Specific course methodology

Observation, analysis and experimentation are an essential part of learning. The course proposes intense theoretical/practical immersion in the urban context of the city of Barcelona, which is why both its theoretical classes and projects are backed by outings led by the teachers of the Master’s degree.

The course proposes five interrelated lines of action that are structured upon various types of subjects.

THINKING: Learning to think actively in order to be the authoritative authors of our thoughts, guiding ourselves through complex data collection processes and generating personal, rigorous, creative strategies that can underpin projects.

DOING: Doing in order to acquire tools that can help us to be ready to respond physically, aesthetically and intuitively to complex problems that go beyond purely rational understanding.

PROJECTING: Projecting to apply creation logics and strategies in a complex, long term process, from collecting data to generating something new, different and better.

LISTENING: Listening actively and critically to the proposals and experiences of recognised practitioners in order to incorporate these into our reference cartography, as constructed throughout the Master’s degree according to each student’s chosen affinities.

COMMUNICATING: Communicating to explain, transmit and convince, ensuring that our proposals efficiently reach users, clients, institutions and companies: in short, reaching a society that is not always predisposed to transformations.

The subjects taught are based on the following formats:

- Classes to acquire technical research tools that will provide students with the knowledge and skills to implement them at various stages of global projects. The goal is to strengthen thought, produce content through the physical construction and intuition of the trade and also to promote communication skills.

- Short, intensive projects in which students test and develop their ability to respond quickly and non-linearly to unexpected proposals concerning specific topics as developed by professionals of renowned prestige, forcing students to respond to an intense work rhythm by exploring methodologies to provide a quality response to complex requirements.

- Active listening: Talks in which professionals from a variety of disciplines will offer their views on contemporary problems related to the topics of the Master’s degree. The sessions will be complemented by discussions or exercises that will allow students to provide an in-depth analysis of each of the topics discussed in order to shape a variety of content that students will need to process. The final goal is to construct a document that includes what has been learned and reflects the personal views of each student.

- Master’s Final Project: A long-term project in which students must confront the various stages and difficulties of the creative process by applying the knowledge and tools they have acquired in the different subjects. It addresses a complex problem arising from real needs and open to a multitude of proposals. One important aspect of the Master’s Final Project is the relationship with clients and/or users. The Project is structured into four stages, beginning with the collection of data, continuing with the creative synthesis and development of the proposal and concluding with its communication. Each stage will be presented as it is completed in order to be assessed by the teaching staff.
Teaching programme content

The teaching programme is divided into 1 Specific Module and 2 Common Modules.

The Specific Module is the proper course and develops the professional specialization. The Common Modules are shared by all Master’s degree courses because they lay the groundwork of a common culture for the entire IED Barcelona community.

Specific Module of the Master in Design for Urban Environment

The Specific Module of the Master in Design for Urban Environment provides students with:

- Tools for the critical analysis of urban environments, understanding which macro-fundamental contexts operate in urban environments, such as geographical, political, historical, cultural, social and economic. Helping to identify and analyse the morphology and physical components of historical and current cities in order to project futures around specific elements of environment and landscape, mobility/accessibility, spaces, urban elements and materials... Understanding the factors related to specific people and human communities in relation to the uses of the city: coexistence, mediation, associations, safety and health, as well as elements related to services such as energy, sustainability, recycling, telecommunications or management.

- Tools to be able to make strategic diagnoses on the deficits and opportunities of urban environments by learning methodologies that can detect these and exercises that can develop the ability to identify and express potential design solutions applicable to addressing deficits by taking advantage of opportunities.

- Tools for planning proposals related to design by anticipating factors of non-viability and being aware of the vectors of complexity related to the singularity of the context, multiplicity and heterogeneity of the actors involved and the times and uncertainties inherent in urban environment projects.

- Tools to conduct work as a positive element in the complex mechanisms of new urban environment governance, understanding the role and functions that correspond to designers at each stage of the projects in which they are involved, both as a part of teams and in relation to the other actors involved, with the ability to be able to mediate and design suitable material for each stage and team.

- Tools to propose and implement specific design solutions adapted to prior requirements and planning in order to create fair, adequate, new/updated, different and better urban environments.

Classroom Common Module: Communication tools and personal promotion

DESIGNING FOR THE MANY

This is an educational innovation project set within the framework of courses at the IED Master Barcelona school that has been developed to conduct research into the capacity, strategies and impact of design in constructing our society, raising questions about its cultural, productive, economic or political aspects. The work is conducted under research records that are not only theoretical but also practical and linked to proposals of productivist, critical or speculative design through interdisciplinary groups using creative, experimental practices.

DESIGN TOUR

Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim of the master course.

PUBLIC SPEAKING

Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING

The portfolio resumes the progress and competences acquired during the course. It’s a communication tool that incudes the professional and the academic experience and shows the student’s personal branding

Online Common Module: Design Culture

SOCIAL DESIGN AND SUSTAINABILITY

Completion of projects that ensure a balance between economic growth, environmental stewardship and social welfare, taking into account the environmental impact of any proposal during each of its phases.

ITALIAN DESIGN CULTURE AND HISTORY

Acquisition of knowledge about the precedents of world design with a special emphasis on Italian culture, which is an integral part of the IED Barcelona ethos.

DESIGN PROCESS

Visualization, knowledge of the different steps driven to the creative problem solving

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.
Coordinator

Bet Cantallops
She has developed heterogeneous projects related to the nature of her discipline inside Saeta Estudi, with her partner Pere Ortega Andreu. Saeta is an architecture studio open to any experience related to design and contemporary art. Since 1994 Saeta’s philosophy of work, modern, crafty and honest seeks to surround the studio with all kinds of professionals with whom to build relationships of partnership and creative empathy. Combining the practice of private architecture, institutional and urban design and ephemeral installations, the common denominator in all Saeta’s work is the almost obsessive interest in the use of “light” as reflected in their creations “Light House” for Layetana Real Estate, and “The White City” for Roca. She has been an advisor to the Culture Department of COAC. 2002-2006. She wrote several articles for architectural magazines as Quaderns (Barcelona), Jornal de Arquitectos (Lisbon) and texts for exhibition catalogues as ¡Hogar! the image of architecture in ¡Hello! Magazine. A founding member of What is A? an association that worked for art education, she created and managed design workshops for children. www.saetaestudi.com

Teaching Staff

The teaching staff comprises sector professionals from various leading fields.

Raffaella Perrone
Raffaella Perrone is architect by the Politécnico de Milán and in 2011 she qualified as a Doctor at the ETSAB - Universitat Politècnica de Catalunya UPC, School of Architecture of Barcelona, Polytechnic University of Catalonia. Developing his professional activity in Barcelona as part of Saetaestudi (www.saetaestudi.net) as a founding member along with Elisabet Cantallops. Part and founding member of the study group of color trends in design “The Color Community” between 2010 and 2014 she was co-editor of the international university journal on design theory ELISA VA Temes de Disseny Coordinadors. Curro Claret Diseñador industrial. Su trabajo ha estado publicado en diversos medios y en el libro Retrato imperfecto de Curro Claret, por Oscar Guayabero y Ramón Úbeda, GG, 2015. www.curroclaret.com

Pere Ortega
Licensed Architect and a graduate by Universitat Politècnica de Catalunya UPC, School of Architecture of Barcelona, Polytechnic University of Catalonia. He is the patron of FAC (Fundación Arquitectura Contemporánea) and the co-founder and Creative Director of Bianco & Co., a new brand that focuses in developing textile accessories.

Roman Bianco
Roman Bianco combines his teaching in IED working as an Art Director & Chief Designer from CreativeAffairs, a design studio based in London and Barcelona dedicated to elevate brands. He’s also the co-founder and Creative Director of Bianco & Co., a new brand that focuses in developing textile accessories.

Sebastián Alberdi
Diploma in Product Design at Istituto Europeo di Design. Since then he has worked in a number of international projects related to the design of household products and interior design. In 2006 he founded the design studio Outofstock with offices in Barcelona, Singapore and Buenos Aires. Working for different companies such as Fundry, Environment, Bola or Ligne Roset among others.

Victoria Garriga

Adwait Shinde
Outofstock with offices in Barcelona, Singapore and Buenos Aires. Working for different companies such as Foundry, Environment, Bola or Ligne Roset among others.

Claret, por Oscar Guayabero y Ramón Úbeda, GG, 2015. www.curroclaret.com


www.saetaestudi.com


At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.

**Masters**
Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

**Postgraduates**
An opportunity for all kinds of design professionals to become better qualified.

**Continuing Study Programs (CSP)**
These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

**Summer Courses**
In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student’s profile: Professional, Advanced and Introductory.

The opportunity to combine courses is available for Masters, Postgraduates, and Continuing Study Programs.
Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them.

All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.

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IED Barcelona has collaborated with more than 100 national and international companies and institutions.
**IED community services**

**STUDENT CENTER**
The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible.

**CAREER SERVICES**
This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

**PERSONAL COACHING**
Possibility of personal and confidential assistance by an expert psychologist.

**FACILITIES**
Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school's facilities include: 26 classrooms, 8 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

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**IED TOOLS**
Exclusive tools for the IED Community.

- **Adobe**
  School's students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school's computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®

- **Office**
  All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint

- **AUTODESK**
  School's students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.

- **Emerald,**
  Another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

**WGSM**
The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

**Vogue Italia**
Harper's Bazaar
Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

**Material ConneXion**
The whole IED Community has an unlimited Gmail account.

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**Fees**
Enrolment fee: 3.900€
Tuition fee: 11.300€
Total: 15.200€

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.

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**General entry requirements**
Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.