FASHION
CREATIVE
DIRECTION
Technical file

Credits:

60

Language:

English

Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

Duration:

from September 22th 2020
to April 28th 2021.

The enrolment will be active from September 1st 2020, until the official submission of the student’s records, which will be executed on December 31st, 2021.

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.
Introduction

You come across a jogger in the street. You notice his or her sports apparel. You quickly recognize the brand; Nike’s “swoosh” is unmistakable. It represents much more than a name; it is synonymous with effort, motivation, and challenge. A reminder of a suggestion: “Just do it.”

Branding is much more than a logo, as it comprises all the values associated with a brand, all the things that cannot depend solely on the product. And above all, it defines the identity of the wearer. The concept of “fashion” is likewise not limited to clothing. What makes a sneaker stronger than another sneaker? The story it tells, the values it conveys and its creativity all imbue it with a strong identity that creates a feeling of belonging to a group, not simply customers.

The person in charge of the direction of a brand, its values, messages and personality is the creative director. Creativity, leadership and branding are the three core values around which his or her professional performance revolves. The creative director is therefore responsible for establishing a conceptual universe and leading all creative, decision-making processes in the contact channels between the brand and its public: from collection concept to communication campaigns, fashion shows, digital environment, social media, spaces or events.

The Master in Fashion Creative Direction focuses on the intangible yet essential part of a product for it to be successful: the emotional value of fashion brands and use of creative tools to devise innovative solutions that can define them, make them desirable and connect with their audience.
#3 General course objectives

- To conceptualise a brand and the values defining it.
- To develop a brand universe in all its communicative aspects (visual identity, verbal identity, look & feel and content).
- To identify and learn about trends in today’s social context. Aesthetic, artistic and cultural movements as well as technological innovations that can help students to design from the present and acquire competitive advantages in the short-, medium- and long-term future.
- To create an offline and online brand community by understanding the influence and use of social media as a driving force behind the feeling of belonging to a group.
- To acquire creative tools in order to confront a brief from beginning to final production.
- To learn to work with and lead multidisciplinary teams.

Learning outcomes

By course’s end students are able to:

- Lead and manage the creative process from start to finish.
- Transfer a concept to all the brand’s points of contact with its audience (publications, websites, apps, social media, shop, events, installations, influencers and/or prescribers, sponsorship and patronage).
- Have an overview of all the aspects that make up a brand’s identity. Develop a brand’s conceptual, formal universe and connect with its audience.
- Develop a fashion lifestyle brand’s communication strategy.
- Manage multidisciplinary teams.
### Target Audience

- Fashion designers, professionals or start-ups aiming to develop their own brand.
- Fashion sector professionals or those interested in fashion who want to expand their horizons by undertaking creative leadership roles.
- Professionals in the field of marketing, communication or advertising.
- Enterprising professionals with innovative, disruptive thinking interested in developing their career in the world of fashion.

### Career outlook

By course’s end, and depending on the student’s profile and prior experience, some of his or her possible career opportunities are as follows:

- Freelance or in-house editors and artistic directors in the media.
- Advertising and PR agencies specialising in consumer fashion, luxury, technology and lifestyle brands.
- Start-ups focused on the field of fashion.
- Digital communication departments in fashion companies.
IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historical and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macro trends and we keep a watchful eye on the changes that our cities and surroundings must adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face future needs: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but also create and drive innovation. We want our students to take responsibility for their training paths and learn how to steer through them with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force, where they can be free to experiment and create.

The training programme of our Master courses comprises both specific and common modules.

**Specific module:** Own set of Master content through which professional specialisation is developed by combining theoretical and practical classes, visits, conferences or workshops.

**Common module:** This module promotes a common culture within the IED Barcelona community. It comprises classroom subjects around communication tools and personal promotion and online subjects that address the foundations and cultural and methodological aspects of design culture.

The Master in Fashion Creative Direction combines an introduction to the knowledge and tools of creativity, strategy and leadership with their application in projects. The course includes theoretical classes as well as case studies, masterclasses and workshops. It expounds on various topics, such as the creative process, sociocultural trends, branding, communication strategies, storytelling, the role of social media, creation of communities and leadership of creative teams.

It also provides various visits to studios and also local and international brands so that students can discover the most important realities in the sector. Other visits and activities are focused on broadening the cultural background that creative directors must have as a foundation for their creative proposals.

Various exercises and projects are completed during the Master and these lead to a Master’s Final Project (MFP) that includes a real project to consolidate and assimilate all the knowledge and tools acquired during the course.

Studying Fashion Creative Direction at IED provides students with a broad human-centric view of brand creation.
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 Module 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 the Master in Fashion Creative Direction
The specific Module of the Master in Fashion Creative Direction is divided into the following blocks:

CONCEPTUAL THINKING block
This focuses on conceptualising, devising and designing the brand’s message to be transmitted.

The conceptualisation stage analyses the brand’s context, environment and competitiveness, as well as the values that define it, with the aim of transferring this concept into a product by identifying macro and micro cultural trends and their use for strategic purposes.

Brand construction is defined through the creation, consolidation and provision of a visual and verbal identity.

CREATIVE DIRECTION AND COMMUNICATION block
A creative director manages conceptualisation, idea and message by defining creative processes and resources to provide added value, as well as managing teams and environments from brief to final product.

This block defines the relationship of the creative director with other teams in order to build the brand and develop its communication strategy through advertising campaigns, publications, websites, events, facilities, social media, etc.
PROJECT block
Projects are developed from initial idea to execution and implementation in the market. The MFP is based on a real brief to consolidate and assimilate all the knowledge and tools acquired during the course.

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 is specifically designed as been specifically devised to be in line with the aims 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 includes the professional and the academic experience and shows the student’s personal branding.

Online Common Module: Design Culture
IRESOURCES FOR INFORMATION SEARCH
The objective is to provide students with the fundamental elements to establish the theoretical and practical foundations of the organization and retrieval of information, especially in the field of electronic or digital documentation. In this sense, the subject will address two vital points: the search and retrieval of information and the citation rules.

DESIGN PROCESS
In this subject, fundamental concepts are introduced in the design activity such as divergence-convergence, the exploration of alternatives, the reflexive analysis, the progressive definition of solutions or empathy with the users.

SOCIAL DESIGN AND SUSTAINABILITY
The sustainability variable will be taken into account when planning any project, providing a clear added value to any business model. Through a practical case, the student will analyze a business model that is committed to differentiation and success through sustainability, taking into account associated environmental and social impacts. As a final result, the student learns to carry out projects with more optimized results, obtaining more benefits of time and money, paying special attention to the materials used in the process.

COMMUNICATION TOOLS FOR PROFESSIONAL PROFILE
The main objective of the subject is to help students understand and prepare the necessary material to communicate their projects at all levels (online, offline, press, public presentations and visual and digital presentations), in order to differentiate and build your own career.

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.
#8

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona’s teaching department. The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

Coordinator

ISABEL MARTÍNEZ

Creative Director with over 14 years of experience working in creative agencies such as DDB Barcelona, SCPF, JWT NY. Awarded in Cannes Lions, Clio Awards, Webby Awards, El Sol, Inspirational, D&AD, Effie Awards. In 2011 she started @IsabelitaVirtual. In 2015 Kevin Systrom, the co-founder of Instagram, revealed to I-D Magazine that Isabelita Virtual was one of his three top Instagram fashion accounts. She has collaborated as content creator with Coach, Tiffany, Hermès, & Other Stories, W Magazine, Dior, Vogue Italia, Viktor&Rolf, Kenzo, Inditex, Sony, Louis Vuitton Foundation and The Moscow Ballet. In 2015 she was included in the 23 Most Influential Spanish Women in PR&Communication’s list by El Mundo along with the Director of Facebook Spain and Google’s Director of Strategy for Asia Pacific. In 2018 she was named Webby Award Honouree for Best Social Content in Art & Culture. (Hailed as “the Internet Highest Honor” by The New York Times). Currently Isabel is represented as Digital Creative Director by CXA, the artists representation agency that represents fashion designer Iris Van Herpen, filmmaker Gia Coppola, photographer David LaChapelle, socialité Daphne Guinness and illustrator Alex Trochut between others.

Teaching Staff

The teaching staff comprises sector professionals from various leading fields.
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**

60 creditos

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**

30 creditos

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
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.
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, 6 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.

IEDTOOLS
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®, Adobe Illustrator®, 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.

WGSN
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, from computers in the school, can freely access to Material Connexion, the world’s leader database in material innovation.

Emerald
The whole IED Community has an unlimited Gmail account.
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.

Fees

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