# Short Course Information Form

## PERSONAL DETAILS

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family name (as per passport)</td>
<td></td>
</tr>
<tr>
<td>Given names (first names)</td>
<td></td>
</tr>
<tr>
<td>UC ID number</td>
<td></td>
</tr>
<tr>
<td>Date of birth</td>
<td>DD / MM / YYYY</td>
</tr>
<tr>
<td>Gender</td>
<td>Male ✔️  Female ✔️</td>
</tr>
<tr>
<td>Are you an international student?</td>
<td>Yes ✔️  No ✔️</td>
</tr>
</tbody>
</table>

## CONTACT DETAILS

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Contact No.</td>
<td></td>
</tr>
</tbody>
</table>

## SHORT COURSE DETAILS

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas Course</td>
<td></td>
</tr>
<tr>
<td>Date of Commencement</td>
<td>DD / MM / YYYY</td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>How did you hear about this course?</td>
<td></td>
</tr>
</tbody>
</table>

What type of course:
- ✔️ Aim Overseas Course - Please hand in your Acceptance Letter from your Host University and Course Credit Transfer Agreement, with this form to the Study Abroad and Exchange Office
- ✔️ Faculty Led Course
- ✔️ Independent Course

## UC PROGRAM INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which course are you currently enrolled in</td>
<td></td>
</tr>
<tr>
<td>Current Year of Studies</td>
<td>YYYY</td>
</tr>
<tr>
<td>Major/s</td>
<td></td>
</tr>
<tr>
<td>Minor/s</td>
<td></td>
</tr>
<tr>
<td>Are you studying</td>
<td>Full time ✔️  Part time ✔️</td>
</tr>
<tr>
<td>When do you intend to graduate from UC?</td>
<td></td>
</tr>
</tbody>
</table>
## Personal Information

Please send this Pre-Admission Form to IED International Office:
Fax: 0039 02 545 85 17
Email: int.info@ied.it

You will soon be helped to complete the admission process.

Surname: [Surname]
Given name: [Given name]
Gender: [□ Male □ Female]
Nationality: [Nationality]
Date of birth: [Date of birth]
Place of birth: [Place of birth]
Address: [Address]
City: [City]
Country: [Country]
Zip code: [Zip code]
Tel. home: [Tel. home]
Tel. mobile: [Tel. mobile]
e-mail: [e-mail]

Specify previous studies:
[□] HIGH SCHOOL  [□] UNIVERSITY  [□] COMMUNITY COLLEGE

Name of School Attended: [Name of School]
Specify previous studies in the field of the chosen Summer Course:

## Language Proficiency

- **INTERMEDIATE**
- **ADVANCED**
- **MOTHER TONGUE**

## Summer Courses 2012

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>COURSES</th>
<th>LANGUAGE</th>
<th>PERIOD</th>
<th>WEEKS</th>
<th>ATTENDANCE</th>
<th>LEVEL</th>
<th>TUITION FEE</th>
<th>ACCOMMODATION</th>
<th>FULL PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milan</td>
<td>Fashion Design</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Fashion Stylist</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Fashion Marketing</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Jewelry Design</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Photography and Portfolio</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Interior and Showroom Design</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Italian Product Design</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td>Rome</td>
<td>Rome Architectural Sketchbook</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 1,600</td>
<td>€ 1,000</td>
<td>€ 2,600</td>
</tr>
<tr>
<td></td>
<td>Video Production</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Language and Design Experience</td>
<td>Italian</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td>Venice</td>
<td>Venice Architectural Sketchbook</td>
<td>English</td>
<td>June 4th - 29th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 1,600</td>
<td>€ 1,000</td>
<td>€ 2,600</td>
</tr>
<tr>
<td></td>
<td>Museum and Gallery Development and Design</td>
<td>English</td>
<td>June 4th - 29th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td>Florence</td>
<td>Visual Merchandising for the Fashion Industry</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Fashion Events and P.R.</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Italian Leather Design</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Graphic Design and Portfolio</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td></td>
<td>Painting Restoration</td>
<td>English</td>
<td>June 4th - 29th</td>
<td>4</td>
<td>Full time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 1,000</td>
<td>€ 3,500</td>
</tr>
<tr>
<td>Cagliari</td>
<td>Digital Marketing</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 1,600</td>
<td>€ 1,000</td>
<td>€ 2,600</td>
</tr>
<tr>
<td>Madrid</td>
<td>Personal Shopper</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Decoración y Estilismo de Interiores</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Introducción al Diseño Gráfico</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Introducción a la Fotografía</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Community Manager</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Patrocinios y Eventos: Herramientas Estratégicas</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Total Design</td>
<td>Spanish</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td></td>
<td>Total Design</td>
<td>English</td>
<td>July 2nd - 20th</td>
<td>3</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,300</td>
<td>€ 850</td>
<td>€ 3,150</td>
</tr>
<tr>
<td>Barcelona</td>
<td>Community Management: Redes Sociales y Medios de Comunicacion</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Diseño de Interiores</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Dirección de Arte y Publicidad</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Moda y Visual Merchandising</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Asesoría de Imagen y Personal Shopper</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Diseño de Moda</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Eco Design</td>
<td>Spanish</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Introductory</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Coolhunting and Fashion Trends</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
<tr>
<td></td>
<td>Creative Illustration</td>
<td>English</td>
<td>July 2nd - 27th</td>
<td>4</td>
<td>Part time</td>
<td>Advanced</td>
<td>€ 2,500</td>
<td>€ 850</td>
<td>€ 3,300</td>
</tr>
</tbody>
</table>

I received this Pre-Admission form:

Have read the information and I agree with the general conditions.

Signature: ____________________________
**General Information**

**IED ITALY**  
Summer programs will take place in June and/or July and courses run for a total of four weeks with classes in the morning and/or the afternoon. Students may combine a June and July course. Enrolment to two combined courses will grant a 10% discount.

**IED SPAIN**  
Summer programs will take place in July, in Barcelona courses run for four weeks and in Madrid for three weeks.

**Language**  
In Italy all Summer programs are conducted in English, except for Language and Design Experience in Rome conducted in Italian. In Spain programs may be held in Spanish or English, please check the course listing for IED Madrid and Barcelona.

Students should have a high intermediate level of the teaching language in order to understand the lessons and successfully complete the courses. IED can provide courses in other languages for groups of at least 15, for an additional fee of 300 Euro per participant.

**Level**  
Summer programs are either introductory or advanced. Introductory courses are intended for students at all levels of experience, including absolute beginners. No specific skills are required. Applicants should also show curiosity, passion and motivation. Advanced courses are aimed at qualified applicants, such as university students who have completed at least two years of college, and professionals interested in enriching their personal knowledge. Applicants also need to show strong motivation and the ability to work in groups.

**Attendance**  
Summer programs are either full time (all day; morning and afternoon) or part time (half day; morning or afternoon). Please note that some visits and project work may occur outside of regular class time.

**Limited Enrolment**  
There is a limited enrolment number. IED shall not accept applications exceeding the given number of places. Limited enrolment for all courses, early application and registration is strongly suggested.

**Application Deadline**  
Enrolment starts November 15, 2011 and closes on May 15, 2012 (June courses) and June 11, 2012 (July courses).

**Accommodation**  
Accommodation reserved through IED varies as per location. IED programs use a combination of students’ residences and apartments for summer housing with single (limited availability) and double rooms.

**Fees**  
The “full package” includes: all courses tuition and chosen accommodation. The following are “not included” in the package price: all transportation costs, personal expenses, school supplies, meals etc. Students are advised to bring any equipment or materials that are required for their course and final project.

All prices quoted are in Euro (€). Summer courses on request: Groups may request “private” summer courses in July based on a minimum of 15 students. The deadline for “on request” courses is May 15, 2012.

**Payment Procedure**  
All fees (tuition and housing) are due by May 15, 2012 (June courses) and June 11, 2012 (July courses). Payments should be made by wire transfer or credit card (please visit www.ied.edu for details).

**Cancellation**  
Students who withdraw before May 15, 2012 (June courses) and June 11, 2012 (July courses) will have a refund, less 25% of cancellation fee. No refunds will be made after the stated dates.

**Visa**  
Students should check with the local consulate in their country of residence regarding visa requirements for a one month stay in Italy or Spain (Schengen). If a visa is required, IED will provide the appropriate certificate of enrolment (following payments of all fees) to present to the consulate of destination.

**Admission**  
The Admission process is web based, please visit www.ied.edu, or contact us for further details.
University of Canberra
Institute of Educational Design
Short Term Programs

**IED Summer and Winter Programs**
- These courses are suitable for 2nd and 3rd year students. Students in their 1st year should start planning and apply next year.
- If you have any questions about accommodation, course structure, costs please contact the university directly
- 10% discount until the 15th May for Courses in Florence

**Gaining Course Credits**
- You will need to book an appointment with your convener or student liaison officer to discuss possible gaining credits for these courses
- You should take the course description if available
- It is **NOT** up to your convener to research this for you. You are to present as much information as possible so that your convener may make an informed decision
- You must fill in the course credit transfer agreement attached. If you are not sure how to fill this out please contact the exchange office

**Things to Keep in Mind**
- All international course paperwork is to be handed to the Exchange Office. **NOT** to the Student Centre
- Students will need to investigate visas for their travel experience
- This course is an independent study option. Flights spending money and visas are not included in the prices. It is expected students participating in these courses are comfortable travelling on their own and have done a risk and travel assessment for their trip. See www.smartraveller.gov.au
Applying for Funding

OSHELP: www.goingtouni.gov.au

OS-HELP is a loan that assists eligible students, who are based in Australia, to undertake some of their study overseas. Students may receive one loan per six-month study period for one or two overseas study periods. These loans will help students with a range of expenses, such as airfares and accommodation. (The Department of Education, Employment and Workplace Relations (DEEWR))

- You Can Apply for OSHELP (If Eligible)
  - Once you are accepted into your host university (acceptance email or letter)
  - Have Completed your CCTA
  - Made an appointment with Exchange Office to complete an OSHELP application form

Please Note: OSHELP for UC students can only be processed through the Exchange Office.

- Eligibility: Goingtouni.gov.au
  - Commonwealth Supported
  - Have completed 1 EFTSL of study in Australia that counts towards their course of study. (24cp or 8 units)
  - Have 1 full time semester (12cps or 4 units) of studies to return to in their UG degree
  - Be enrolled in an undergraduate course of study.

Application Deadline

- Once accepted students can apply for the assistance at any time up until the deadline
- Short Term and Summer Program Students commencing overseas study in January: December 1st
- Short Term and Summer Program Students commencing overseas study in June/July: May 1st

University of Canberra
Study Abroad and Exchange Office
Building 1C152
Ph: (02) 6206 3839
Email: jess.bromhead@canberra.edu.au
# International exchange student program course credit transfer agreement

## STUDENT INFORMATION

<table>
<thead>
<tr>
<th>Student name</th>
<th>UC ID number</th>
<th>UC course</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name of host University

## UNITS

### HOST UNIVERSITY UNITS

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject name</th>
<th>Credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### UNIVERSITY OF CANBERRA UNITS

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject name</th>
<th>Credit points</th>
<th>Level</th>
<th>Unit convenor’s signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## CERTIFICATION

I understand that I must inform the exchange student coordinator and my course convenor of any alterations to the agreement.

Student Signature

Date

DD / MM / YYYY

UC Course Convener Signature

Date

DD / MM / YYYY

Study Abroad Officer Section (This section to be completed by Study Abroad and Student Exchange staff member)

### Study Abroad & Exchange Manager Signature

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject name</th>
<th>Credit points</th>
<th>Semester/s</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>S1</td>
<td>S1</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td>S1</td>
<td>S2</td>
</tr>
</tbody>
</table>

Date

DD / MM / YYYY
# Study Abroad and Exchange Program

## Emergency Contact Details

### STUDENT DETAILS

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of birth</td>
<td>DD / MM / YYYY</td>
</tr>
<tr>
<td>UC ID number</td>
<td></td>
</tr>
</tbody>
</table>

**Australian residential address**

<table>
<thead>
<tr>
<th>No. and Street</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Suburb</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Postcode</td>
<td></td>
</tr>
</tbody>
</table>

### AUSTRALIAN BASED EMERGENCY CONTACT

| Name |  |
| Relationship | Mobile |
| Email |  |

**Australian residential address**

| No. and Street |  |
| Suburb |  |
| City |  |
| State |  |
| Postcode |  |

### OVERSEAS CONTACT DETAILS

| Host University |  |
| Mobile |  |
| Email |  |

**Overseas residential address**

| No. and Street |  |
| Suburb |  |
| City |  |
| State |  |
| Postcode/ZIP |  |
| Country |  |

### CERTIFICATION

| Student Signature | Date DD / MM / YYYY |
Summer in Spain 2012
June/July 2012 · Madrid, Spain

Spend this summer perfecting your Spanish and studying design with IED Madrid.

We have prepared a special two month program for students from the University of Canberra, filled with an intensive Spanish course, cultural activities all over Madrid and the Total Design Summer Course (English).

**Activities**
Prado Museum + Toledo + Reina Sofía Museum + Caixa Forum + Tour de Madrid PHOT0ESPAÑA + And much more...

---

**Option 1: Intensive Spanish Course + Cultural Activities**

<table>
<thead>
<tr>
<th>When?</th>
<th>June 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where?</td>
<td>Madrid</td>
</tr>
<tr>
<td>What?</td>
<td>Intensive Spanish Course + Cultural Activities</td>
</tr>
<tr>
<td>How much?</td>
<td>950 €*</td>
</tr>
</tbody>
</table>

**Option 2: Intensive Spanish Course + Cultural Activities + Total Design Summer Course (English)**

<table>
<thead>
<tr>
<th>When?</th>
<th>June + July 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where?</td>
<td>Madrid</td>
</tr>
<tr>
<td>What?</td>
<td>Intensive Spanish Course + Cultural Activities + Total Design Summer Course (English)</td>
</tr>
<tr>
<td>How much?</td>
<td>3100 €*</td>
</tr>
</tbody>
</table>

* This price does not include housing and/or living costs.
International Design Network

For further Information:
Istituto Europeo di Design
International Affairs Office
summer@ied.it
Tel: +39 - 02 55192963
Fax: +39 - 02 5468517
An International Creative Lab

The place where thoughts get new shapes

IED owes its establishment in 1966 to the intuition of its President Francesco Morelli. Through time, it has become a 100% Made in Italy international network of excellence operating in the fields of training and research, in the disciplines of Design, Fashion, Visual Arts and Communications. Above all, IED is an evolving educational system with capability and dedication to reinventing itself on a daily basis. Its mission is widespread and clear: to offer young creatives a thorough training - both theoretical and practical – and hand them the ‘Design Knowledge and Mindset’ that will accompany them throughout their lives. IED is far more than a school: thanks to its unwavering commitment to innovation, it is the melting pot where new generations of professionalism are constantly unfolded.

IED is a powerhouse of ideas that develops creativity through its range of:

• Undergraduate and Postgraduate courses
• Masters courses
• Advanced training courses

IED Summer Courses 2011

Every year IED offers intermediate and advanced courses in the fields of Fashion, Design and Visual Arts held in Milan, Rome, Venice, Florence, Cagliari, Barcelona and Madrid. Courses are held either in English or Spanish and generally last from two to four weeks. They are a perfect solution for those who desire to combine their spare time during holidays with a new stimulating experience. Following a precise methodology and guided by professors from the chosen field, students will experience the development of a project specific to their interests.

IED reserves the right to change any information contained herein without notice.
**Interior & Showroom Design**

**Language:** English - **Level:** Advanced

**COURSE OBJECTIVE:** Introducing participants to Italian design system and current trends in interior design; developing layouts for high-level showrooms and shops with an essential expressive value. During the course, students examine thoroughly Italian interiors and commercial space design. “Interior” refers to key spaces for improving everyday living: places to eat, shop, read and other public spaces. A 360° vision of Italian—in particular, Milanese—reality and design methodology, is made possible by the synergy between lectures and practical training, both of which are supported by conferences and tours to famous showrooms, shops, and exhibitions.

**SYLLABUS:** Visual Merchandising; History and Evolution of Commercial Spaces; Italian Design Contemporary Trends; Interior and Shop Design Workshop; Guided visits and designer lectures.

**ADMISSION REQUIREMENTS:** Students with at least two years of college experience and professionals. Applicants need to have skills in representation techniques; visual communication, model making and verbal communication.

**DURATION:** 3 weeks

**DATES:** July 4th – 22nd

---

**Product Design - Houseware**

**Language:** English - **Level:** Advanced

**COURSE OBJECTIVE:** Introduction to Italian design system and current design trends. The aim is to acquire skills to develop scenarios for household goods with a substantial emotional, expressive, and sensorial value, including furnishings, décor elements, and accessories. During the course, participants delve into Italian design and its products, with a special focus on Milanese reality. It offers a chance to explore diverse trends thanks to the synergy between lectures and practical training, both of which are supported by conferences and tours to famous showrooms, shops, and exhibitions.

**SYLLABUS:** Material Technologies; History of Design; Italian Design Contemporary Trends; Design Workshop; Guided visits and designer lectures.

**ADMISSION REQUIREMENTS:** Students with at least two years of college experience and professionals. Applicants need to have skills in representation techniques; visual communication, model making and verbal communication.

**DURATION:** 3 weeks

**DATES:** July 4th – 22nd
Photography
Language: English · Level: Introductory

**COURSE OBJECTIVE:** The aim of the course is to give an introduction to training as a photographer and communicator of style by analysing stylistic, expressive, and mediation aspects connected to communication through photographic images, with specific reference to the analysis of imagery used in the fields of advertising, fashion design, and styling.

**SYLLABUS:** Introduction to Professional Photographic Technique; Expressive Technique in the Use of Postproduction Systems; Photographic Images in the Communication of Fashion, Lifestyle, and Advertising.

**ADMISSION REQUIREMENTS:** Students at all levels of experience. No specific skills are required, but applicants need to have basic skills in representation techniques, visual communication, photography and verbal communication.

**DURATION:** 3 weeks
**DATES:** July 4th – 22nd

---

Fashion Marketing
Language: English · Level: Introductory

**COURSE OBJECTIVE:** Developing the required skills to operate in marketing - an essential part of the fashion system - according to the specific role of each professional. The preliminary part is an introduction to the Italian fashion system. This is followed by the analysis of marketing brand management (target, positioning and brand values, definition), trends and lifestyles research, distribution channels, communication and advertising strategies, visual merchandising, and sales techniques.

**SYLLABUS:** Fashion System; Marketing and Marketing Intelligence; Fashion Brand Management; Trends and Sociology; Technology of Materials; Communication and Advertising; Web marketing; Distribution Channels; Visual Merchandising; Sales Techniques.

**ADMISSION REQUIREMENTS:** Students at all levels of experience. No specific skills are required, but applicants need to have basic skills in representation techniques, visual communication, photography and verbal communication.

**DURATION:** 3 weeks
**DATES:** July 4th – 22nd

---

Fashion Design & Fashion Stylist
Language: English · Level: Introductory

**COURSE OBJECTIVE:** Obtaining the specific tools and guidelines related to the professional areas of fashion designing and fashion styling. Introductory investigation of the fashion scene, of the most influential designers, styles, emerging personalities, fashion weeks, online fashion culture, current events, and future trends. The fashion design major teaches students how to design and coordinate a fashion collection, including the study of important pattern and tailoring techniques, in addition to textile. The fashion stylist major introduces styling, its aspects and requirements, with particular emphasis to visual culture and key elements of the fashion world’s signs and images.

**SYLLABUS:** History of Fashion; Trends and Research. Fashion Design Specialization: Collection Design and Coordination; Fashion Drawing/Pattern Making and Tailoring/Technology of Materials; Fashion System; Milan Ground Research; Fashion Stylist Specialization: Styling Techniques; History of Fashion Photography; Trends and Milan Ground Research; Fashion Publications; Shooting.

**ADMISSION REQUIREMENTS:** Students at all levels of experience. No specific skills are required, but applicants need to have basic skills in representation techniques, visual communication, photography and verbal communication.

**DURATION:** 3 weeks
**DATES:** July 4th – 22nd
OBIETTIVI: Language and Design Experience è un corso estivo che porta gli studenti in un viaggio attraverso le icone e i tesori del design italiano. Gli studenti verranno informati sui principali temi attraverso lezioni frontali, ma soprattutto visite ai luoghi di produzione e distribuzione, dove potranno toccare con mano le icone del design italiano. L’intenzione è quella di lavorare per passare dal cliché a una conoscenza approfondita del design italiano nelle sue molteplici forme, dal luogo comune sull’italianità percepita dagli stranieri all’autenticità dell’italianità raccontata dagli italiani. I partecipanti acquisiranno una conoscenza e una capacità critica sui temi del design resa ancor più completa dall’esperienza diretta. Gran parte delle 40 ore previste di lezione saranno infatte condotte fuori dalle aule dello IED, direttamente nei laboratori, rivenditori, musei, aziende. Le lezioni seguiranno un percorso di alfabetizzazione con ordine di materie e temi dalla A alla Z. Gli studenti saranno chiamati a tenere una sorta di diario o, meglio, a realizzare un personale Dizionario Design Italiano.

SYLLABUS: Italian Product e Furniture Design; Food Design; Transportation Design; Introduzione alle discipline collateral: cinema, arte, grafica, architettura.

CRITERI DI AMMISSIONE: studenti con diverse esperienze, compresi coloro che non hanno alcun background specifico. Non sono richieste competenze particolari ma è richiesta una abilità di base nelle tecniche di rappresentazione, nella comunicazione visiva, nella fotografia e nella comunicazione verbale.

DURATA: 3 settimane
PERIODO: 1° edizione: 4 – 22 Luglio
2° edizione: 29 – 16 Settembre
**Visual Merchandising**

*COURSE OBJECTIVE:* Providing a practical overview of visual merchandising in a fashion retail context. Teaching its basic principles such as increasing in-store customer traffic and guiding customers to browse through merchandise placement and store layout. Lifestyle interiors and window-dressing provide the start point for students to acquire an understanding of design concepts, design skills, presentation, company branding and practical techniques, while learning practical skills, using methods and products for presentations, display compositions and consumer communication. The final project will be an installation design for a shop in central Florence.

*SYLLABUS:* Visual Language & Creativity Technique; Communication and Fashion; Visual Merchandising Lab; Branding; Final Work.

*ADMISSION REQUIREMENTS:* None.

*DURATION:* 3 weeks

*DATES:* July 4<sup>th</sup> – 22<sup>nd</sup>

---

**Leather Design**

*COURSE OBJECTIVE:* Teaching traditional Florentine leather craft techniques to enable participants to think creatively and customize their work. The students are able to work on a variety of simple projects which could include simple bags, purses, laptop cases, iPod cases, make-up/coin purses, pencil cases, belts, purses, tablemats and coasters. The course involves creating at least one finished piece for a capsule collection, plus a sketchbook of ideas.

*SYLLABUS:* Week 1 | IED Florence Campus: Technology of Color and Materials, Fashion Illustration, Introductions to CAD Design, Shoe & Bag design, tours to craft studios and leather shops in and around Florence. Weeks 2-4 | Workshops with master craftsmen in the Scuola del Cuoio. Tools use and care; Differentiating leathers, their qualities, uses and suitability; Pattern-cutting techniques; Components preparation; Standard and sectional pattern production; Leather needlecraft.

*ADMISSION REQUIREMENTS:* None.

*DURATION:* 4 weeks

*DATES:* June 28<sup>th</sup> – July 22<sup>nd</sup>
Graphic Design
Language: English - Level: Introductory

COURSE OBJECTIVE: obtaining knowledge on Italian graphic design, learning the use of the designer's toolkit, experiencing a design workshop, thus providing an incisive experience of Visual Communication in Italy. Study of Italian graphic design history by relating it to the International scene, IT evolution and connected visual languages (web, video and multimedia design). Includes studio tours, meetings with graphic designers and case histories. Use of professional software for drawing, image management, layout, interactive presentations and animation. Participants rediscover manual skills essential to the designer's profession: relation with objects, materials and full-scale dimensions. Design workshop featuring input from Italian and International graphic designers on how to build an up-to-date development strategy for the Italian case. Communication for promoting regional identity.

SYLLABUS: Colour; Introduction to typography and page layout; Elements of general semiotics; History of Graphics and Design.

ADMISSION REQUIREMENTS: no specific skills required, but an interest in visual communication is helpful.
DURATION: 3 weeks
DATES: July 11th – 25th

Introduction of Restauration and Art History
Language: English - Level: Introductory
In collaboration with Accademia di Belle Arti “Aldo Galli” di Como

COURSE OBJECTIVE: the course, developed together with Istituto per l’Arte e il Restauro - Palazzo Spinelli, introduces participants to basic restoration techniques to preserve and protect art heritage sites. The course of painting techniques in restoration provides the essential knowledge and tools of ancient painting techniques, involving both fresco painting and canvas painting, in order to provide a chance for beginners to try stretching gold or test themselves in graffiti art, mosaic, or fresco painting. A theoretic background on essential art history, iconography and the restoration will be provided. The last three days will be dedicated to guided tours to restoration workshops/shipyards and some cultural heritage.

SYLLABUS: Frescos; History of Restoration; Art history; Iconology; Iconography; Archeology.

ADMISSION REQUIREMENTS: students at all levels of experience.
DURATION: 3 weeks
DATES: June 7th – 24th

Fashion Events and PR
Language: English - Level: Introductory

COURSE OBJECTIVE: providing an overview on all processes involved in staging a fashion show and the required PR skills to build and co-ordinate a communication strategy. Students develop a wide understanding of promotion in the fashion industry, fashion as a means of cultural communication, professional organization of fashion promotion and its specific language and techniques. Participants train these skills in the final event. A Fashion Event Manager is involved in planning events such as runway shows, launch of new products or brands, store openings, corporate events. But is also trained to establish connections with consumers and fashion, accessories, style, apparel and market editors at top trade magazines, worldwide media.

SYLLABUS: Communication and fashion; Fashion writing; PR; Advertising and communication; Fashion events; Branding; Final work.

ADMISSION REQUIREMENTS: none.
DURATION: 3 weeks
DATES: July 4th – 22nd
OBIETTIVI DEL CORSO: IED Venezia offre un corso intensivo di 3 settimane in italiano in una delle capitali dell’arte, crocevia di culture e simbolo del patrimonio cinematografico, turistico e architettonico mondiale. Il corso propone un’intensa esperienza collegata ai settori dell’arte. I partecipanti possono apprendere la lingua italiana e al contempo sviluppare il proprio personale punto di vista sulle più famose discipline turismo culturale, fotografia, arti visive e film making.

PROGRAMMA: Arte e cultura italiana contemporanea; Tecniche di comunicazione visiva; Progetto sulle risorse territoriali veneziane; Visite guidate a musei, Gallerie e patrimonio storico – culturale veneziano.

REQUISITI DI AMMISSIONE: nessuno.

DURATA: 3 settimane
DATE: 4-22 Luglio
**COURSE OBJECTIVE:** learning the key strategies of communication challenges of the contemporary world. Participants learn to locate a target, speak their same language, share the same media and efficiently and productively use them to maximize profit on investment. Covered topics are the use of creative communication strategies, the use of new media or traditional media in unconventional ways; exploring co-marketing possibilities; customer retention through community web; content customization; creation of strong, appealing messages that will not go unnoticed; working on a low budget.

**SYLLABUS:** Means and strategies of business communication; WebMarketing; Media planning; Promotion and Sponsorship; New Media Theory and Techniques; Web Adaptation; Web Writing (email marketing); Web TV and web content management.

**ADMISSION REQUIREMENTS:** students at all levels of experience, including absolute beginners. No specific skills are required, but applicants need to have basic skills in representation techniques, visual communication, photography and verbal communication.

**DURATION:** 2 weeks

**DATES:** July 4th – 15th
Total Design Summer

Language: English - Level: Introductory
Language: Spanish - Level: Introductory

**COURSE OBJECTIVE:** students learn the methodology of the design process and how to use the necessary tools to carry out a multidisciplinary project, familiarising themselves with the different steps of a multidisciplinary creative process. Students will develop their creative abilities through practical workshops in fashion design, product design and graphic design, conducted by experts, who instill students with the necessary knowledge to develop creative projects. As part of the program students will attend guided visits to the city’s best museums: the Prado Museum, the Reina Sofia Art Centre and the Thyssen-Bornemisz Museum, complementing their education in design.

**ADMISSION REQUIREMENTS:** none.

**DURATION:** 3 weeks

**DATES:** July 4th – 22nd

**OBJETIVO DEL CURSO:** el curso se divide en tres áreas donde el alumno aprende la metodología de los procesos de diseño y el manejo de las herramientas necesarias para abordar un proyecto transversal de diseño de moda, diseño industrial y diseño gráfico, y conoce los diferentes pasos que conlleva un proceso creativo multidisciplinar.

**PROGRAMA:**

I. Talleres prácticos impartidos por expertos profesionales que inculcan al alumno los conocimientos necesarios para el desarrollo del proyecto creativo.

II. Visitas culturales a los mejores museos de la ciudad como complemento a su formación en las áreas de diseño.

III. Proyecto final: se realiza un trabajo común entre las diversas áreas creativas. Diferentes equipos con un mismo objetivo profundizan en el proceso metodológico para crear un proyecto mucho más profundo y conceptual.

**REQUISITOS DE ADMISIÓN:** ninguno.

**DURACIÓN:** 3 semanas

**FECHAS:** del 4 al 22 de Julio
**Personal Shopper**  
*Language: Spanish - Level: Introductory*

**OBJETIVO DEL CURSO:** la figura del Personal Shopper surge ante la creciente demanda de particulares que, por falta de tiempo o por sentirse perdidos ante la enorme oferta en el vestir y la presión por estar a la última, se ven en la necesidad de contratar a un profesional que encontrará el estilo adecuado o la prenda más exclusiva. La estética y el estilo personal se han convertido en la tarjeta de presentación que nos puede situar en posición favorable tanto en el ámbito interpersonal como en el profesional. El realizar una compra satisfactoria con unos objetivos estéticos y de imagen estudiados, nos adentra en el apasionante mundo del personal shopper, una profesión con gran futuro que se encuentra entre las más demandadas y con una de las más altas remuneraciones del sector del estiloismo y la moda. La metodología del curso está basada en la práctica desde el primer día.

**REQUISITOS DE ADMISIÓN:** ninguno.  
**DURACIÓN:** 3 semanas  
**FECHAS:** del 4 al 22 de Julio

---

**Introducción a la Escenografía**  
*Language: Spanish - Level: Introductory*

**OBJETIVO DEL CURSO:** idear y resolver la creación de un espacio escenográfico. Realizar la documentación necesaria para llevar a cabo un proyecto y transmitir el diseño visual y verbalmente de una forma clara y estructurada al resto del equipo artístico. Adquirir y aplicar el vocabulario técnico específico para la comunicación con los demás sectores implicados en los proyectos escenográficos. En la Escenografía, arte y técnica confluyen sobre el espacio escénico de los espectáculos en vivo, instalaciones, exposiciones, etc. Concebir una escenografía requiere del escenógrafo no sólo una lectura propia sino la capacidad de estructurarla visual y verbalmente puesto que tendrá que saber transmitirla al resto del equipo artístico (director, iluminador, figurinista etc.) y al equipo técnico que construya y realice esa idea.

**REQUISITOS DE ADMISIÓN:** ninguno.  
**DURACIÓN:** 3 semanas  
**FECHAS:** del 4 al 22 de Julio

---

**Jewellery Design**  
*Language: English - Level: Advanced*

**COURSE OBJECTIVE:** understanding research and manufacturing as processes connected to jewellery design. Students will face design challenges arising from environmental needs – regardless of whether they are familiar with the techniques of craftsmanship and industrially-manufactured jewellery – while maintaining a competitive balance between quality and price.

**SYLLABUS:** the creation of jewellery has become increasingly relevant to industrial and fashion design, evolving from using expensive materials (precious stones and metals) to less costly materials that can become very attractive when modified using a variety of technologies, due to innovations in design, manufacturing and production techniques.

**ADMISSION REQUIREMENTS:** preferably graduates in fashion design, fine arts, product engineering and craftsmanship interested in jewellery creation and innovation.  
**DURATION:** 3 weeks  
**DATES:** July 4th – 22nd

---

**Introducción a la Fotografía**  
*Language: Spanish - Level: Introductory*

**OBJETIVO DEL CURSO:** los alumnos aprenden el manejo de las herramientas básicas para desarrollar sus capacidades fotográficas además de conocer de manera práctica los diferentes campos del mundo de la imagen. El objetivo final es dar una visión global de la fotografía y de cómo es la profesión del fotógrafo actual. Desarrollo de las capacidades creativas a través de seminarios teóricos y de talleres prácticos. Los alumnos aprenderán los fundamentos de la fotografía, la concepción de una idea, la investigación, la utilización de la cámara, accesorios, y otras herramientas. Realización de proyectos de moda, publicidad, belleza, arte, reportaje y retrato.

**REQUISITOS DE ADMISIÓN:** ninguno.  
**DURACIÓN:** 3 semanas  
**FECHAS:** del 4 al 22 de Julio
Community Manager

OBJETIVO DEL CURSO: adquirir los conocimientos básicos, herramientas, estrategias y tácticas de la figura profesional de Community Manager. Las redes sociales se han convertido en un lugar donde las marcas interactuan con su público objetivo y representan una gran oportunidad para participar en la vida de sus clientes. Por ello, las empresas han integrado los medios sociales en su estrategia global de comunicación. El Community Manager, embajador de la marca en internet, ha de ser un comunicador con experiencia que, además de generar contenidos y gestionar comunidades, debe ser experto en social media y monitorizar todo lo que de la marca se dice en la red usando herramientas y métricas concretas que le permiten elaborar informes precisos que reporta a los directores de Comunicación y Marketing. Metodología teórico-práctica, con el estudio de los casos más relevantes de las redes sociales.

REquisitos de admisión: ninguno.
DURACIÓN: 3 semanas
FECHAS: del 4 al 22 de Julio

Introducción al Diseño Gráfico

OBJETIVO DEL CURSO: adquirir las nociones esenciales en Diseño Gráfico necesarias en muchas de las áreas profesionales de la actualidad. Aprende a respaldar y mejorar la estética y eficacia comunicativa de tus proyectos personales y profesionales con el conocimiento y dominio de las herramientas del Diseño Gráfico. A lo largo del curso aprenderás, de manera práctica, a manejar los programas específicos necesarios para resolver, de forma autónoma, la correcta y más eficiente presentación de tus trabajos: CS6, Creative Suite Adobe: Photoshop, Illustrator, InDesign. Se realizará un proyecto personal o profesional que necesite respaldarse con el uso adecuado de las herramientas del Diseño Gráfico a través de clases con destacados profesionales, paralelamente al desarrollo práctico de un proyecto final.

REquisitos de admisión: ninguno.
DURACIÓN: 3 semanas
FECHAS: del 4 al 22 de Julio

Diseño Urbano

OBJETIVO DEL CURSO: las ciudades están sometidas a continuos cambios y se generan continuas carencias y necesidades tanto en los espacios públicos como en la vida de los ciudadanos. A través de clases teórico/prácticas y desde la óptica del diseño, se realizará un estudio de distintas áreas urbanas y sus áreas de influencia: analizaremos mediante una visión crítica los espacios públicos para poder plantear una alternativa a los usos que actualmente existen: propondremos nuevas actuaciones, intervenciones, etc. que mejoren la relación del ciudadano con su entorno, plantearnos nuevas opciones de mobiliario/objetos urbanos que mejoren la calidad de vida en la ciudad.

REquisitos de admisión: estudiantes o graduados en disciplinas artísticas, arquitectura, cualquier disciplina del diseño, ingeniería, etc.
DURACIÓN: 3 semanas
FECHAS: del 4 al 22 de Julio

Serigrafía, Impresión y Diseño Textil

OBJETIVO DEL CURSO: conocer los fundamentos del diseño y la estampación aplicada a textiles. Aprende a transformar imágenes y diseños en un all-over pattern, conoce de manera práctica las diversas técnicas de impresión textil, serigrafía, stamping, procesos de reserva, teñido, stencil, pinturas transfer, aplicaciones, etc. El programa comenzará diseñando en plano para continuar trabajando con volumen y texturas. Imprimirás sobre tejidos y prendas como camisas, vestidos, camisetas, ropa de bebé, fundas de cojín o pantallas de lámpara, etc. y terminarás con un portfolio de impresiones textiles experimentales.

REquisitos de admisión: ninguno.
DURACIÓN: 3 semanas
FECHAS: del 4 al 22 de Julio
**Diseño y Programación Web**

**OBJETIVO DEL CURSO:** formar al alumno en el mundo del diseño Web, desde la base conceptual y creativa, desarrollando maquetas conceptuales y prototipos, pasando por el diseño visual, la maquetación de páginas según los últimos estándares XHTML, CSS o la generación de contenidos multimedia mediante Flash.

**REQUISITOS DE ADMISIÓN:** diseñadores, diseñadores gráficos, digitales y audiovisuales que necesitan actualizar y potenciar sus conocimientos de Flash, una de las herramientas de programación e interacción web más empleadas y solicitadas en este mercado.

**DURACIÓN:** 3 semanas

**FECHAS:** del 4 al 22 de Julio

---

**Arquitectura y Diseño en Madrid y Barcelona**

**OBJETIVO DEL CURSO:** estudiar y visitar los hitos arquitectónicos y del diseño de Madrid y Barcelona, ciudades donde han dejado su huella arquitectos y diseñadores de la categoría de Herzog y de Meuron, Rafael Moneo, Richard Rogers, Jean Nouvel, Philip Stark y Jaime Hayón, entre otros. El curso se desarrolla durante la primera semana en Madrid y tras viajar en el AVE (tren de alta velocidad) continúa una semana más en Barcelona. La didáctica de este curso de verano combina aspectos teóricos con experiencias basadas en visitas a diversos espacios y estudios, teniendo la oportunidad de conocer de primera mano, con reconocidos profesionales del sector, el panorama de cada ciudad y la importante transformación que ambas han vivido en los últimos años.

**REQUISITOS DE ADMISIÓN:** estudiantes o graduados en disciplinas artísticas, arquitectura, cualquier disciplina del diseño, ingeniería, etc.

**DURACIÓN:** 2 semanas

**FECHAS:** del 4 al 15 de Julio

---

**Introducción al Arte, Cultura y Diseño en Madrid y Barcelona**

**OBJETIVO DEL CURSO:** conocer de primera mano las ciudades de Madrid y Barcelona a través de su arte, cultura y diseño. El curso se desarrolla durante la primera semana en Barcelona y tras viajar en el AVE (tren de alta velocidad) continúa una semana más en Madrid. El curso cuenta con una parte teórica (seminarios, conferencias...) que introduce al estudiante en el contexto del arte, la cultura y el diseño de cada ciudad, y un programa de visitas guiadas por reconocidos expertos del sector en las principales instituciones culturales de interés internacional, museos, fondaciones, y nuevos espacios alternativos que son referencia entre los profesionales del diseño.

**REQUISITOS DE ADMISIÓN:** ninguno.

**DURACIÓN:** 2 semanas

**FECHAS:** del 4 al 15 de Julio
**COURSE OBJECTIVE:** conveying basic tools for community managers to build, monitor and moderate communities on online brands and to develop a social media strategic plan. Firms are now realizing that online social conversations are increasingly relevant and thus demand for professionals who can understand online communication, use new communication channels through social tools. The program includes lectures focused on the basic tenets of the community manager and on specific communication tools in the social media network. The course also aims at creating a social business plan which leads and gathers all the needs and input of brand (client) and community (costumer & user).

**SYLLABUS:** Social network and new media; Communication techniques in the social media; Client, brand and community; Products and services; Web marketing; Social Media planning.

**ADMISSION CRITERIA:** students with background in communication and edition, and with basic studies in marketing.

**DURATION:** 4 weeks

**DATES:** July 4th - 29th

---

**Community Manager**

*Language: English - Level: Advanced*

---

**COURSE OBJECTIVE:** companies that hire cool-hunting and market research agencies are searching for professionals who can help them to stay on the cutting-edge of their market and ahead of their competitors. These figures provide their client with current trends and even predict future ones, thanks to a sharp eye, neutrality, excessive curiosity. The course gives participants the knowledge and tools needed to work as freelancers or in-house cool-hunters capable of investigating, analyzing, interpreting and presenting trends to clients. Students will learn the terms and theory related to the subject, but most importantly they will practice its methods on the streets of Barcelona, one of the world’s “coolest” cities.

**SYLLABUS:** DIY (do it yourself) trends and mass customization; History of Fashion Culture; 20th Century Icons of Cool; Eco-Fashion Trends; Communication below the lines; Creativity and Visual Trends; Micro and macro trends in communication and society; Branding; Coolhunting Reports and Presentation Techniques; Coolhunting and collaborations; Investigation Techniques and Research Procedures; Introduction to analysis of objects, concepts and context; Semiotics and photo analysis.

**ADMISSION REQUIREMENTS:** a background in fashion, textile or other areas of design is recommended.

**DURATION:** 4 weeks

**DATES:** July 4th - 29th

---

**Coolhunting & Fashion Trends**

*Language: English - Level: Advanced*
Dirección de Arte y Publicidad

Language: Spanish - Level: Introductory

**OBJETIVO DEL CURSO:** el objetivo de este curso es compartir, entender y elaborar el trabajo publicitario de la mano de profesionales del sector de primer orden. No es sólo conocer las experiencias de los docentes, sino también aplicarlas en un proyecto con un cliente real y representativo de la ciudad. Es trabajar y experimentar la comunicación publicitaria y el diseño gráfico en la escuela y en la calle. El curso está estructurado alrededor de un proyecto para un cliente real. Las asignaturas, teóricas y prácticas, refuerzan los conocimientos de las áreas fundamentales de la comunicación publicitaria.

**SYLLABUS:** Dirección de arte y diseño gráfico en las campañas; Concepción y desarrollo de las estructuras visuales; Criterio publicitario a la hora de elegir una fotografía; Valor de la imagen como potenciador de la comunicación; La fuerza del texto, su poder de convicción, su valor en el anuncio; La creatividad como gran diferenciador de la publicidad; Las técnicas para desarrollarla; El pensamiento publicitario.

**REQUISITOS DE ADMISIÓN:** estudiantes de publicidad o diseño gráfico; así como también a profesionales de estos sectores que deseen profundizar en el conocimiento de los aspectos relacionados con el mundo de la comunicación.

**DURACIÓN:** 4 semanas

**FECHAS:** del 4 al 29 de Julio

---

**Diseño de Moda**

Language: Spanish - Level: Introductory

**OBJETIVO DEL CURSO:** el curso proporciona una visión novedosa del diseño a través de lecciones prácticas y teóricas con un enfoque creativo y estimulante. Su objetivo es aproximar el alumno al mundo de la moda de una forma motivadora y divertida, con nuevos retos para la experimentación y la finalidad de desarrollar un proyecto amplio y claro. La estructura del curso se basa en trabajar alrededor de un tema desarrollándolo en una prenda, su propia construcción, patrón, posterior realización, al mismo tiempo viene arropado con clases de introducción a las tendencias, la visión del estilismo en la moda, la ilustración con técnicas mixtas y la elaboración de un visual diary.

**SYLLABUS:** Diseño de moda; Modelaje; Estilismo; Trendsetting; Ilustración; Encuadernación artística; Presentación del proyecto.

**REQUISITOS DE ADMISIÓN:** el dirige a estudiantes procedentes de las Escuelas de Diseño de Moda, o que quieren tener una relación cercana en el sector.

**DURACIÓN:** 3 semanas

**FECHAS:** del 4 al 22 de Julio

---

**Moda y Visual Merchandising**

Language: Spanish - Level: Introductory

**OBJETIVO DEL CURSO:** el trabajo del visual merchandising y del escaparistero es necesario para aumentar la atracción de los consumidores hacia el punto de venta estimulando al cliente a comprar, y para impulsar el deseo de regresar a través de acciones de comunicación persuasivas. El objetivo del curso es dotar a los alumnos de conocimientos y habilidades para organizar un “punto de venta” mediante el análisis del producto, formas de presentación, estudio del montaje y la exposición de la mercancía. También se tratan los principios fundamentales de las estrategias del marketing y su aplicación, las pautas del “fashion marketing” y la figura del product manager.

**SYLLABUS:** Historia de la moda del siglo XX; Marketing de Moda; Brand y comunicación de la Marca; Producto de Moda; Arquitectura comercial; Iluminación; Visual Merchandising y Escaparistería.

**REQUISITOS DE ADMISIÓN:** el curso está dirigido a todos los interesados que tengan conocimientos, estudios de moda y marketing, experiencia laboral en el campo de la moda, en tiendas o afines.

**DURACIÓN:** 3 semanas

**FECHAS:** del 4 julio al 22 julio

---

**Dirección de interiores contemporáneos**

Language: Spanish - Level: Advanced

**OBJETIVO DEL CURSO:** el curso es un acercamiento teórico y práctico a las principales herramientas de investigación y reflexión sobre las múltiples y profundas relaciones que vinculan al ser humano con el espacio interior contemporáneo; trata de superar el concepto de “decoración de interiores” para abordar una investigación creativa y actual sobre el diseño de espacios interiores. Se articula a partir de tres ámbitos de investigación proyectual que se introducen en forma autónoma y suman la experiencia de las etapas anteriores: las diferentes formas de interpretar y producir el espacio interior contemporáneo, los objetos autónomos en el espacio interior y los atributos que generan para modificarlo, los diferentes superficies materiales y objetos que se generaron con anterioridad.

**SYLLABUS:** Espacio interior contemporáneo; Teoría y conceptos del diseño y diseñadores contemporáneos; Interiores accesibles; Iluminación interior; Instalaciones interiores; Análisis visual; Diseño gráfico de interiores; Fotografía de interiores; Marketing para interioristas; Laboratorio de proyectos; Taller de maquetas.

**REQUISITOS DE ADMISIÓN:** se pide conocimientos de diseño a nivel profesional o académico y conocimientos básicos de AUTOCAD y tratamiento de imagen.

**DURACIÓN:** 4 semanas

**FECHAS:** del 4 julio al 29 julio
Introducción al Eco Design

*Language: Spanish - Level: Introductory*

**OBJETIVO DEL CURSO:** si el diseño sostenible es el que minimiza los impactos ambientales, nos conviene conocer como producimos impacto sobre el medioambiente. El curso tiene como objetivo definir los elementos básicos del diseño sostenible y transmitir a los alumnos la comprensión de la relación entre diseño, ecología y sostenibilidad. Los estudiantes aprenderán a concebir el producto según criterios de diseño, elaboración, uso y disposición final (cuando su vida útil termine), teniendo en cuenta el impacto medioambiental y la optimización de los recursos naturales y artificiales, el bienestar y la calidad de vida.

**SYLLABUS:** Introducción al concepto de diseño sostenible; Historia y lenguaje del diseño sostenible; La huella ecológica y las 5 Rs del diseño sostenible; Análisis de ciclo de vida (ACV) y diseño del ciclo de vida (DCV); El concepto del Cradle to Cradle (de la cuna a la cuna) y su aplicación; Responsabilidad social, ética, el rol del diseñador; Consumo e responsabilidad del diseñador; “Los eco materiales no existen”; Desarrollo de un proyecto de eco diseño y diseño sostenible.

**REQUISITOS DE ADMISIÓN:** estudiantes del campo de diseño (gráfico, industrial, etc.), técnicos, artistas y profesionales interesados en despertar una visión crítica sobre el impacto de los productos que diseñan y adquirir herramientas necesarias para conciliar diseño, ecología y sostenibilidad.

**DURACIÓN:** 3 semanas

**FECHAS:** del 4 Julio al 22 Julio

---

Image Consultant and Personal Shopper

*Language: English - Level: Introductory*

**COURSE OBJECTIVE:** although shopping is a popular activity around the world, many people decide to entrust this task to a professional. This is because we live in a society which is increasingly busy and in which people have more social and work commitments. Nowadays the image we deliver can make a big difference in our personal and professional future. This course gives students fundamental tools an image consultant needs to assist clients to define and express their identity or to enhance visual appearance and personal presentation.

**SYLLABUS:** Brief history of fashion and clothing; The profession of a personal shopper; Color Psychology; Body language and non-verbal communication; Elegance and style; Image & Personal Care; Coolhunting and trends.

**ADMISSION REQUIREMENTS:** students with an interest in personal image, fashion and trends that want to get to know the fashion circuit of Barcelona. Professionals associated with clothing stores, hotels and beauty centers wishing to provide their customers a unique service and personal attention.

**DURATION:** 3 weeks

**DATES:** July 4th - 22nd

---

Creative Illustration: Idea, Concept and Image

*Language: English - Level: Advanced*

**OBJECTIVE:** developing the ability to interpret ideas and concepts with images through the most creative solutions in imaginative illustrations. The students experiment various techniques to create work with an emphasis on their personal style. Starting with a brainstorming session and with a focus on experimental rough sketches and the use of creative inventive media, the course closes with the digitalization of the projects that have been carried out. The course is divided into:

a) The review and analysis of significant illustrations, learning to assess the theoretical and creative aspects of this artistic discipline.

**SYLLABUS:** Illustration History; Illustration in media communication and advertising; Symbolic aspects in illustration; Illustration workshop; pencil, ink and collage; Digital illustrations; Assessment of the various aspects of a commission: pricing, deadlines, project delivery, outlines, creating a visual archive.

**ADMISSION REQUIREMENTS:** students from an illustration background or from fine arts studies with an interest to develop professional skills to work in illustration. Basic techniques of representation are required.

**DURATION:** 4 weeks

**DATES:** July 4th - 29th
**IED Location Addresses**

<table>
<thead>
<tr>
<th>Campus</th>
<th>IED MODA LAB</th>
<th>IED DESIGN</th>
<th>IED ARTI VISIVE</th>
<th>IED COMUNICAZIONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IED MILANO</strong></td>
<td></td>
<td></td>
<td></td>
<td>Via Amatore Sciesa, 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 02 5796951</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 02 54101493</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@milano.ied.it">info@milano.ied.it</a></td>
</tr>
<tr>
<td><strong>IED MODA LAB</strong></td>
<td></td>
<td></td>
<td></td>
<td>Via Pompeo Leoni, 3</td>
</tr>
<tr>
<td>20141 Milan - Italy</td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 02 5830561</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 02 5839660</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info.modlab@milano.ied.it">info.modlab@milano.ied.it</a></td>
</tr>
<tr>
<td><strong>IED ROMA</strong></td>
<td></td>
<td></td>
<td></td>
<td>Via Alcamo, 11</td>
</tr>
<tr>
<td>00182 Rome - Italy</td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 06 7024025</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 06 7024041</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@roma.ied.it">info@roma.ied.it</a></td>
</tr>
<tr>
<td><strong>IED MODA LAB</strong></td>
<td></td>
<td></td>
<td></td>
<td>Via Giovanni Branca, 122</td>
</tr>
<tr>
<td>00153 Rome - Italy</td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 06 5716561</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 06 57305476</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info.modlab@roma.ied.it">info.modlab@roma.ied.it</a></td>
</tr>
<tr>
<td><strong>IED TORINO</strong></td>
<td></td>
<td></td>
<td></td>
<td>Via San Quintino, 39</td>
</tr>
<tr>
<td>10121 Turin - Italy</td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 011 541111</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 011 5170167</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@torino.ied.it">info@torino.ied.it</a></td>
</tr>
<tr>
<td><strong>IED VENEZIA</strong></td>
<td></td>
<td></td>
<td></td>
<td>Palazzo Querini Stampalia</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Campo Santa Maria Formosa</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Castello 5252 - 30131 Venezia</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ph. +39 041 2771164</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 041 2770825</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info.venice@ied.it">info.venice@ied.it</a></td>
</tr>
<tr>
<td><strong>IED FIRENZE</strong></td>
<td></td>
<td></td>
<td></td>
<td>Casa della Creatività</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Vicolo Santa Maria Maggiore 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50123 Firenze - Italy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ph. +39 055 2676311</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 055 2645685</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info.florenc@ied.edu">info.florenc@ied.edu</a></td>
</tr>
<tr>
<td><strong>IED CAGLIARI</strong></td>
<td></td>
<td></td>
<td></td>
<td>Viale Trento, 39</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>09123 Cagliari - Italy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tel. +39 070 273505</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +39 070 2080466</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@cagliari.ied.it">info@cagliari.ied.it</a></td>
</tr>
<tr>
<td><strong>IED MADRID</strong></td>
<td></td>
<td></td>
<td></td>
<td>Palacio de Altamira</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Calle de la Flor Alta, 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>28004 Madrid - Spain</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Info Tel. 902 998 483</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +34 91 4401223</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@madrid.ied.es">info@madrid.ied.es</a></td>
</tr>
<tr>
<td><strong>IED BARCELONA</strong></td>
<td></td>
<td></td>
<td></td>
<td>Torrent de Lolla, 208</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>08032 Barcelona - Spain</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tel. +34 93 2385889</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +34 93 2385995</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@bcn.ied.es">info@bcn.ied.es</a></td>
</tr>
<tr>
<td><strong>IED SÃO PAULO</strong></td>
<td></td>
<td></td>
<td></td>
<td>Faculdade de Tecnologia IED</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rua Maranhão, 617</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>São Paulo - SP - Brazil</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tel. +55 19 36608000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fax +55 19 36608000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:info@ied.edu.br">info@ied.edu.br</a></td>
</tr>
<tr>
<td><strong>IED RIO DE JANEIRO</strong></td>
<td></td>
<td></td>
<td></td>
<td>av. João Luiz Alves, 13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>22291-070 Rio de Janeiro - Brazil</td>
</tr>
</tbody>
</table>

*FOR FURTHER INFORMATION VISIT:*
WWW.IED.EDU
WWW.IED.TV
GENERAL INFORMATION
Classes will take place generally 4/5 days a week, Monday through Thursday. All Fridays are free except last week (Italy).

LANGUAGE
Summer Courses 2011 are conducted in English in Milan and Florence, in Italian with English language tutor in Rome and Venice, and in Spanish or English in Madrid and Barcelona. A high intermediate level of language is sufficient to understand the lessons. Groups of at least 15 students speaking the same language can request the course in their chosen language for an additional fee of 300 Euros per student.

LIMITED ENROLMENT
There is a limited enrolment number. IED shall not accept applications exceeding the given number of places.

APPLICATION DEADLINE
Enrolment starts November 1st 2010 and closes June 11th 2011.

ACCOMMODATION
Participants who reserve the “full package” (course and accommodation) will stay at a student residence in the city. Depending on the city, accommodation may include a bed in a single or double room, private bathroom, kitchenette (except for IED Venice) and air conditioning. Accommodation in Florence will be in apartments.

FEES
Full package fee includes: all classes, lectures, and accommodation in single or double room. The fees do not include: airfare costs, airport transfer and meals, any specific additional equipment required. Students are recommended to bring their personal technical equipment for the project experience.

EARLY BIRD DISCOUNT
A 10% Tuition fee discount will be granted in case of early enrolment. In order to get the discount the tuition payment must be done within March 31st 2011.

SUMMER COURSES ON REQUEST
It is possible to hold summer courses on request (15 people min. number).

DEADLINE FOR COURSES ON REQUEST:
May 10th 2011

PAYMENT PROCEDURE
Tuition fee must be paid no later than June 11th 2011. The payment should be made either by wire transfer (see bank details on the application form), or with credit card or directly at the school.

CANCELLATION
A refund of the tuition fee will be made only if the Administration receives an official withdrawal letter before June 11th 2011. No refund will be issued after June 12th 2011.

NOTICE
IED reserves the right to cancel courses before June 11th 2011 (this date refers to summer courses only). Courses may be cancelled due to particular conditions. If you have signed up for a course that is being cancelled you will be notified by telephone or mail and will have the option to transfer to another course or request a full refund of the tuition and accommodation fees.

VISA
Please check with the local consulate in your country if a visa is required to enter Italy and Spain for one-month stay. If so, please contact us and we will provide you with a certificate of enrolment to present to your local consulate (the certificate of enrolment will be issued after the payment of the tuition fee).

PLEASE CONTACT:
Istituto Europeo di Design
www.ied.edu
e.mail: admissions@ied.it
Tel: +39 02 55192963
Fax: +39 02 5488117

IED reserves the right to change any information contained herein without notice.