

Dear future student,

First of all, we would like to welcome you to the Istituto Europeo di Design (IED), the international school of design, fashion, visual arts and communication in Barcelona.

We are delighted to have you here and we know that you must be nervous before taking the admissions test. We would also like to take this opportunity to wish you good luck. Keep in mind that passing this exam would mean a huge step forward in your career, be this in design, fashion, visual arts or communications.

Please, take your time when filling in this document and answer all the exercises to show us why we should accept you.

Are you ready to take the first step to entering IED Barcelona? Then go for it, we wish you the best of luck.

IED Barcelona Management Team

RESOLUTION EDU/2054/2021, of June 29, which establishes the bases of the specific tests for access to higher artistic education.

Annex 5.

Bases of the specific admission test for official undergraduate degrees in Design.

1. Parts and exercises. Tests are common to all specialties and have two parts, A and B.
2. Part A has 1 exercise.
3. Part B has 3 exercises.
4. Both parts of the test must be passed.

Part B. Exercise 1: Representation exercise.

*The purpose is to detect the candidate's spatial interpretation, representation and technical capabilities.
Choose one of the following two options:*

*Option I: Two-dimensional representation (drawing).
Option II: Three-dimensional representation (volume).*

The evaluation will be based on the following:

- c.1. How realistic the representation is compared to the model. (3 points).*
- c.2. The skill shown in the use of the technique applied. (2 points).*
- c.3. The proportionality and metrics of the representation. (3 points).*
- c.4. Neatness in the presentation of the result. (2 points).*

d) You will have two hours for the exercise.

e) Weighting. This exercise will compute a third of the mark of part B.

Score of this exercise:

10 points

Weighting:

1/3 of section B

Part B. Exercise 2: Reinterpretation

a) Reinterpretation of a design that forms part of the Cultural Heritage of Catalonia and can be found in its museums.

b) The proposal must conceptually suggest the topic proposed in these three sections:

- Making a minimum of 3 sketches that explain the work process.
- Doing written justification. In the written justification, of a maximum of 100 words, it will be necessary to argue the ideation of the formal representation (materials, colors, composition ...).
- Making the final proposal which must explicitly state the criteria set out in the proposal.

c) **The applicant will be assessed:**

- c.1 the justification of the process followed,
- c.2 The final result,
- c.3 the capacity of expression,
- c.4 the communication of the proposed idea.

d) **The duration of the exercise will be two hours.**

Exercise grade: **10 points**
Weighting: **1/3 of section B**

Make a reinterpretation of the following design by Rafael Marquina, a work of the Cultural Heritage of Catalonia and which you can find in the Design Museum of Barcelona.

Characteristics of the design that must be taken into account: It will be especially valued that the reinterpretation in addition **to having a different function, different materials and different colours, it has the same form and ergonomic.**

To do this, follow the work script and the following observations:

Process: Make a minimum of 3 sketches that explain the work process. Think about the shape, structure, sizes, type of finish of the material, color, texture ... (DIN A4 paper). Accompany the sketches with brief comments.

Written justification: Written justification will be a brief explanation where it will be necessary to argue the ideation of the formal representation (materials, colors, composition) and the technical and functional aspects. (maximum: 100 words). (DIN A4 paper).

Final Proposal: Represent in free technique your proposal of finality. (DIN A3 paper) The criteria set out above must be explicitly stated.

Qualification of the exercise

- | | |
|------------|---|
| 2.5 points | The justification of the process followed |
| 2.5 points | The final result |
| 2.5 points | The ability to express |
| 2.5 points | The communication of the proposed idea |



Object name	setter
Title / Proper name	marquina
Autors / participants	Rafael Marquina (11-3-1921 - 6-6-2013) / designer / Barcelona: c.1970 - 1991 Mobles 114 / producer / Barcelona: 2000 - 2016 Dedior / producer / Barcelona: c.1961 - 1962 Special Designs / producer / Barcelona: c.1970 Nani Marquina. Design and Promotion. SL / producer / Barcelona: from 2017
Dating	1961
Material	glass

Part B. Exercise 3: Design evaluation

Exercise grade: **10 points**
Weighting: **1/3 of section B**

*The purpose is to see your ability to reflect on an object's design and identify functional, symbolic and communicative aspects. Briefly analyse the formal (volume, size, colour, texture...), functional (ergonomics, transportation, protection...) and communicative characteristics of the following image. **Consider the functions shown in the picture.***

*You must make a written analysis and commentary regarding the specific features of the design of the proposed object, in **no more than 100 words**. You will have a maximum of **one hour for the exercise**.*

The evaluation will be based on:

- a. the ability to capture formal aspects of design (2 points);*
- b. the ability to capture functional aspects of design (2 points);*
- c. the ability to capture communicative aspects of design (2 points);*
- d. critical assessment of the object, its aspects that you consider well resolved in a contextual way and / or others that you consider to be improveable. (4 points).*



Part A. Exercise 1: Text analysis

The aim is to assess your comprehension and ability to associate the content of the text, your critical and argumentative skills and the correct use of the language.

*You must make a critical analysis of a topical issue related to the field of **design (150 words max.)**. The duration of the exercise is one hour and fifteen minutes.*

The evaluation will be based on the following aspects:

- d.1. Ability to conceptually associate the content of the text. (3 points).*
- d.2. Understanding the topic and the message of the text. (3 points).*
- d.3. Clarity in organizing ideas and consistency in expressing them. (3 points).*
- d.4. Spelling and syntax. (1 point).*

The assessment of part A will be Pass or Fail

Those who have passed the university entrance exams (PAU) are exempt from taking part A.

Efficient design that takes advantage of waste. ALEX FERNÁNDEZ MUERZA. August 22, 2008

The "Cradle to Cradle" system, used in both buildings and furniture or clothing, proposes a new industrial revolution based on nature. What do Ford, Nike, Basf, Google, Chicago City Council or the Spanish real estate company Habitat have in common? They all have "Cradle to Cradle" style buildings. Its design is based on nature, with a life cycle that uses waste as a new raw material, and avoids the use of polluting systems and energies for its production and maintenance.

From cradle to cradle: What does it consist of? The planet needs a new industrial revolution in harmony with nature. This is what the American architect William McDonough and the German chemist Michael Braungart are promoting with their "From Cradle to Cradle" system. This curious terminology serves its leaders to claim that the current progress of humanity is based on a wrong design, a "Cradle to Grave" in which nature is mistakenly considered a inexhaustible source and that its resources end up destroyed and turned into unusable garbage. In this sense, they recall, we only need to look at the ever-increasing volume of waste generated, or concepts such as the ecological footprint, which confirm the unsustainability of current human development. Faced with this fact, McDonough and Braungart advocate not only respecting nature, but being inspired by it and its life cycle. By analogy, they use a cherry tree: its flowers, when they fall to the ground, serve as food for other living things and produce oxygen, trap CO₂, sweat water and are beautiful. In this way, the waste is no longer rubbish, becoming a completely usable product. However, they distinguish between "supra-recycling", which gives rise to more valuable materials, and "under-recycling", in which the materials lose quality.

For this reason, to the classic three errs of environmentalism (reduce, reuse and recycle), they add a fourth, "regulation". Thus, they emphasize that the current recycling system is actually an "infra-recycling" that only manages to slow down the destructive cycle, a way to degrade raw materials until they become unusable, and even a process that can produce toxic waste. extra. For example, when different types of plastics are mixed, another lower quality material is produced; similarly, paper recycling, in addition to producing toxins, achieves an increasingly worse product, until it can no longer be taken advantage of.

These are some of the questions that can guide you to make your comment (maximum 150 words):

How would you define the concept "Cradle to Cradle"? Do you think that recycling and greening have improved since 2008?