IED Smart Creativity

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IED Smart Creativity is a collection of 150 videos with IED Faculty and IED Alumni, for a total duration of more than 20 hours on key disciplines of creativity: fashion, interior, product and graphic design, and a selection of cross-disciplinary subjects. IED Smart Creativity is a free-of-charge exclusive content dedicated to students enrolled in IED Courses.

The videos are designed to help you build a foundation in the creative fields, or to broaden and develop your knowledge in different areas of creativity, with self-paced learning.

All together and along with many supplementary handouts, links and resources, they will form the backbone of your design knowledge that you can use for further development of your own creative project ideas.

What is creativity and why is it important?
Creativity is the capacity to perceive things in different ways, to develop new and original ideas, to make connections between things or seemingly unrelated disciplines and come up with new solutions. It's associating, questioning, observing, experimenting, innovating.

How can subjects different from the one I am interested in help my study/career path?
- Creativity often requires cross-disciplinary knowledge!
- Develop integrated knowledge by crossing disciplinary boundaries!
- Think of these four disciplines as complementary to each other!
- Take elements from other domains to further understand your favourite subject.
- Connect and integrate knowledge and apply it to your future projects!

Step outside of your creativity comfort zone and try something completely new!
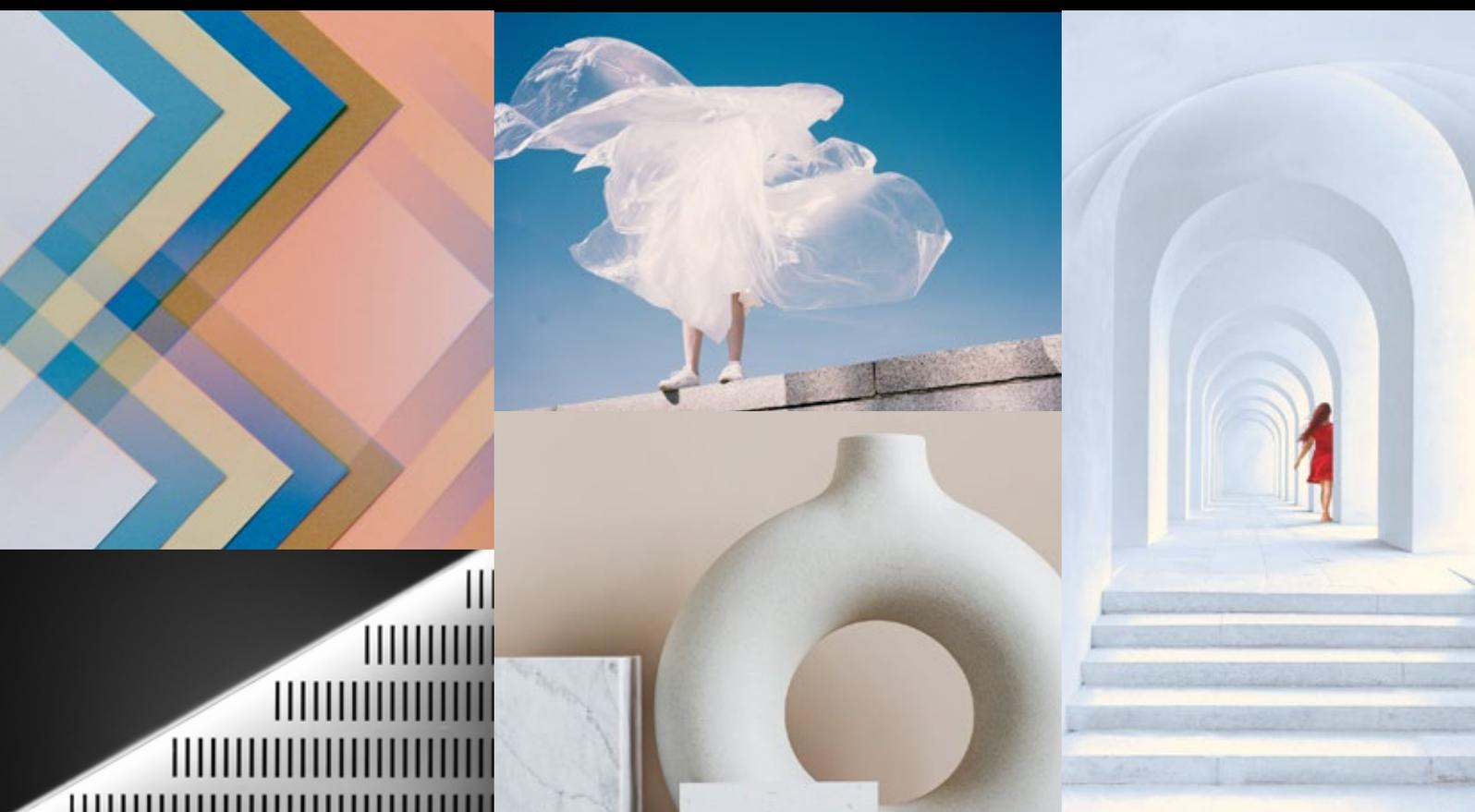
What do the modules speak about?

Fashion Design
The Fashion Design creative process includes research, experimentation and development, on different aspects such as volume, silhouettes, colour and fabrics. It is all about expressing your proposals,daring and risking, to represent your inspiration through the application of specific techniques.

Graphic Design
From the core foundations of graphic design such as typography, colour and composition to the advanced notions of branding. Learn how to present your project to a client, and interpret the feedback received.

Product Design
All that we touch and interact with is a product. It does not matter if it is a toy, a chair, or a tool: everything is designed by someone. Learn how an idea becomes an object and how it impacts on the people, the economy and the planet. *Welcome to the world of product design*.

Interior Design
Understanding the whole process of an Interior design project means considering its strong impact on our health and wellbeing. Learn about the bodily experience of Interior Design thanks to a holistic approach.

Cross Disciplinary Design
Everything is connected, find out how some key topics like Technology, Ethics, Trends and Tools are essentials for any creative project, making design an holistic profession with boundless fields of action.

Upon completion of each module you'll be able to participate in challenges on our social media channels and receive feedback from the lecturers.
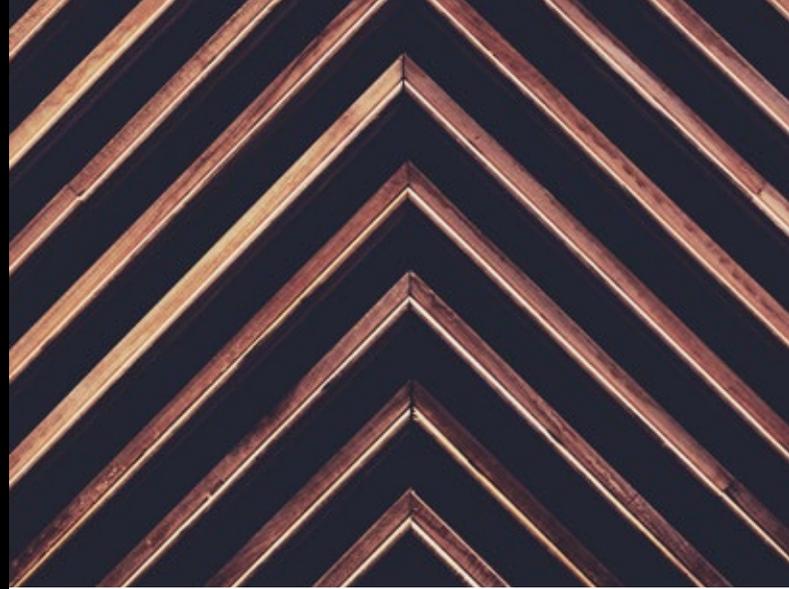
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