IED SEMESTER
ACADEMIC YEAR PROGRAM

THE INTERNATIONAL HIGHER EDUCATION NETWORK
IN DESIGN, FASHION, VISUAL COMMUNICATION AND
MANAGEMENT OF CREATIVE INDUSTRIES
We know what it means to take an idea and nurture it until it comes to concrete fruition and that is what we teach to young creatives from all over the world.
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Welcome to the Istituto Europeo di Design

For more than forty years, Istituto Europeo di Design has been operating in the fields of education and research in the disciplines of design, fashion, visual arts and management of creative industries.

In 1966 the first IED opened in Milan, Italy. Over the next four decades the IED network would expand to include schools in Rome (1973), Turin (1989), Madrid (1994), Barcelona (2002), São Paulo (2005), Venice (2007), Florence (2008) and Cagliari (2009). In 2012, the Aldo Galli Academy in Como also joined the IED Group and in 2013 the courses have commenced in Rio de Janeiro, the second IED school in Brazil.

Today IED is the only private higher education academic network operating in the design area whose roots go deep into the authentic Italian culture of creativity, while also drawing on invaluable input from all over the world and always ensuring a holistic view of all the trends and innovations at work in these sectors.

IED offers its students a distinct competitive edge and international experience that accompanies them throughout their lives.

Students have the options of undergraduate degrees and master programs, training seminars and workshops, summer courses and continuing education programs which are offered in the local language of the school as well as many programs in English.
History, Mission and Vision

Since 1966 IED has developed an innovative didactic methodology focusing on the synergies between technology, experimentation, creativity, strategy, concentrated communication, market forces and new professional opportunities.

The connection between knowing and know how are indispensable for professional growth and the development of cultural, creative and critical capacities that are at the heart of an IED education.

Thanks to this effective didactic approach, the history of the IED is filled with alumni who have become innovators, professionals and leaders in the fields of design.

This success has contributed to official recognition and accreditation by the Ministries of Education and Research for many of the degree programs in the country in which they are held.

The foundation of the educational strategy of IED is partnerships with local and international companies and professionals. The recognition of the connection between academic preparation and professional experience is demonstrated by IED’s commitment to professional partnership. Every year IED schools work with over 200 companies on various projects and courses which enrich the educational and professional experience.

The IED international faculty is made up of over 1,900 professionals from diverse fields and backgrounds that bring experience and innovation to the classroom.

Industry experts take a leading role in workshops, seminars and labs that are specifically designed to develop projects and give practical experience in examining real-life situations as well as learning how to work autonomously.

The Schools of the IED System

IED has defined four distinct “schools” that represent the major fields of design. IED Moda, IED Design, IED Visual Communication and IED Management Lab are the academic pathways to the various creative professions that are rooted in design.

**IED Moda**
(School of Fashion)
Provides the necessary education and training for a career in fashion. Creativity, strategy, organizational studies, sales, marketing, communication, luxury products and accessories are all fundamental components of IED Moda programs.

**IED Design**
(School of Design)
Focuses on Italian design through an educational approach based on the “Made in Italy” culture by combining creativity, entrepreneurial initiative, technological innovation and market knowledge that Italian design and designers have come to be known for.

**IED Visual Communication**
(School of Visual Communication)
Represents communication through image. This school serves as a “creative laboratory” where the tools, linguistic and expressive codes, new techniques and latest technology are the basis for the creation of effective visual communication.

**IED Management Lab**
(School of Management)
Began in 2011 as both a school and laboratory focusing on creative management issues in industry as well as diverse methods for managerial and entrepreneurial needs in creative industries which are exemplified by Italian excellence worldwide.

IED is far more than a school: it is the melting pot where new generations of professionals are open to face and challenge the future.

History, Mission and Vision

The Schools of the IED System

IED is far more than a school: it is the melting pot where new generations of professionals are open to face and challenge the future.
IED: An International Network

In line with its international vocation, every year around 1800 foreign students enrol to IED courses.

International students account for 30% of the total student demographic. These students come from over 99 nations and attest to the IED’s international reputation as well as offer an invaluable resource. The main nationalities represented at IED are Brazil, Bulgaria, China, Colombia, France, India, Kazakhstan, Mexico, Russia, South Korea, Sweden, Switzerland, Turkey, United States.

IED is an active member of several international associations:

- **AIAP** - The Italian Association for Visual Communication Design
- **ADI** - The Italian Association for Industrial Design
- **CUMULUS** - International Association of Universities and Colleges of Art Design and Media
- **NAFSA** - Association of International Educators

*These nations represent 55% of the total international students. No one nationality accounts for more than 10% of the total of international students.*
Partner Universities

IED has developed partnership and student exchange agreements with more than 40 of the world’s leading universities in 21 countries.

EUROPE
- Aalto University School of Art And Design, Helsinki, Finland
- Coburg University of Applied Sciences, Germany
- Design Academy Eindhoven, The Netherlands
- Ecole Boule, PiAD, France
- Ecole De Design Nantes Atlantique, France
- ECV - Ecole De Communication Visuelle, France
- Esag Penningen, Escola Superior de Estudos Industriais e de Gestão, ESEIG, Portugal
- Fachhochschule Hildesheim / Holzminden / Göttingen, HAWK, Germany
- Fachhochschule Trier - University of Applied Sciences, Germany
- Gerrit Rietveld Academie, The Netherlands
- Gothenburg University - HDK, Sweden
- Groupe ESC Troyes, France
- Helsinki Metropolia University of Applied Sciences, Finland
- Hochschule Pforzheim University, Germany
- Iceland Academy of the Arts, Iceland
- ISEM - ESMOD, France
- Institut CREAD, France
- KEA - Copenhagen School of Design and Technology, Denmark
- Konstfack, Sweden
- Kymenlaakson, University of Applied Sciences, Finland
- Linnaeus University, Sweden
- Linköping University, Sweden
- University College of The Creative Arts, United Kingdom
- University of Applied Sciences Pforzheim, Germany - TAIK, Finland
- University of the Arts London, Chelsea, United Kingdom
- Utrecht School of The Arts - HKU, The Netherlands
- Via University College Denmark - TEKO Design, Denmark

NORTH AMERICA
- Emily Carr University of Art and Design, Canada
- FIDM Fashion Institute of Design and Merchandising, United States
- LIM College, United States
- MIAD Milwaukee Institute of Art and Design, United States
- Université De Montréal, Canada

MIDDLE EAST
- Bezalel Academy of Arts and Design, Israel
- Holon Academic Institute of Technology, Israel

OCEANIA
- AAD Australian Academy of Design, Australia
- Otago Polytechnic, New Zealand
- University of Canberra, Australia
Semester Programs at IED

The Istituto Europeo di Design (IED) offers Semester programs held in English in the Italian capitals of art and innovation: Milan and Florence.

Semester programs are open to current students, study abroad students, graduates and people seeking to define or acquire new skills and perspectives providing the opportunity to work directly with industry professionals as part of their academic experience or professional development.

Students have the option of following only one Semester or combine two of them into an Academic Year.

IED encourages students in spending a Semester or an Academic Year abroad by facilitating credit transfer in collaboration with the student’s home institution.

Semester-Academic Year courses are a good option for:
- Students coming from secondary education who want to have a short experience before committing to a 3-year Undergraduate program.
- Study abroad students already enrolled to a Undergraduate course in a related field who want to spend some time in close contact with the Italian Design Industry.
- Young professionals or Design passionate who want to spend some time in close contact with the Italian Design Industry.

Courses are offered in Milan and Florence following two different educational methodologies: in Milan Semesters are stand-alone courses while in Florence Semester students are integrated in the 3-year courses.

**TWO CITIES OPTION**

Students can enroll in any two consecutive Semester programs between MILAN and FLORENCE, provided that they meet course’s prerequisites.

**IED MILANO**

**Spring Semesters**

These courses are designed for students with no prior knowledge or experience in the discipline. Theory lessons are accompanied by creative workshops, visits to firms, trade fairs and industrial events and meetings with practicing professionals. The result is an effective concentrate of experiences, ideal for both independent participants and study abroad students.

Introductory courses are an excellent way to start the education experience in the field of design as a transition to a IED Undergraduate program. In Milan after the Spring semester students will be able to join the 1st year of the Undergraduate program in October.

**Fall Semester**

These courses are specifically intended for students who already have academic or professional experience in the area of study and are interested in developing their skills and professional portfolios. The courses are focused on developing technical skills through project-works.

After the Fall semester (starting in September) students may be able to join the 1st year of the Undergraduate program at the second semester.

**IED FIRENZE**

**Spring and Fall Semesters**

IED Firenze Fashion Semester programs are focused on the central role of communication in the fashion industry. The theme is developed through 4 different semesters. Each Semester will be made of 4 to 7 subjects offered in the Fashion Communication Undergraduate Course and will include theoretical courses, visits and projects with partner companies, final project-work. After each Semester or Academic Year students may join the Undergraduate program.

**Fall Semester**

These courses are specifically intended for students who already have academic or professional experience in the area of design and are interested in developing their skills and professional portfolios. The courses are focused on developing technical skills through project-works.
ACADEMIC YEAR PROGRAMS

- Interior Design
  Milan | February/December
- Fashion Design
  Milan | February/December
- Fashion Communication and Marketing
  Florence | February/December
- Fashion New Media and Communication
  Florence | September/May
- Fashion Marketing and Communication
  Florence | September/May
- Italian Contemporary Design and Trends
  Milan | Spring - February/May
- Interior and Spatial Design
  Milan | Fall - September/December
- Fashion Design - Building a Collection
  Milan | Spring - February/May
- Fashion Design - Creative Collections
  Milan | Fall - September/December
- Fashion Jewelry
  Milan | Spring - February/May
- Fashion Communication
  Florence | Spring - February/May
- Fashion Stylist
  Florence | Spring - February/May
- Fashion Marketing
  Florence | Fall - September/December
- Fashion New Media
  Florence | Fall - September/December

SEMESTER PROGRAMS

- Interior Design
  Milan | February/December
- Fashion Design
  Milan | February/December
- Fashion Communication and Marketing
  Florence | February/December
- Fashion New Media and Communication
  Florence | September/May
- Fashion Marketing and Communication
  Florence | September/May
- Italian Contemporary Design and Trends
  Milan | Spring - February/May
- Interior and Spatial Design
  Milan | Fall - September/December
- Fashion Design - Building a Collection
  Milan | Spring - February/May
- Fashion Design - Creative Collections
  Milan | Fall - September/December
- Fashion Jewelry
  Milan | Spring - February/May
- Fashion Communication
  Florence | Spring - February/May
- Fashion Stylist
  Florence | Spring - February/May
- Fashion Marketing
  Florence | Fall - September/December
- Fashion New Media
  Florence | Fall - September/December
Instruction Method and Learning Strategy

Lectures remain an important means of communicating information and achieving educational goals. The curriculum employs both tactical and explicit knowledge in order to provide for both traditional classroom lecture and the focus on “learning by doing” in the form of completing projects. Individual projects challenge students to understand the whole process of designing, including briefing, research, conceptualization, evaluation, prototyping and production. Cooperative learning situations and collective critiques stimulate critical thinking and their awareness of multiple perspectives.

IED faculty and lecturers are noted professionals in their field of expertise.

IED project-based learning provides a unique environment in which students experiment and innovate using the latest tools, training and technology.

LECTURES: Are the foundation of IED academic courses and modules conducted by instructors and industry professionals serving as guest lecturers.

SEMINARS: Student-based group discussions and critiques used as part of company-based coursework and special projects.

WORKSHOPS: Intimate vocational-based group forums.

TUTORIALS: One-to-one sessions with the teaching team to review student progress, concerns and development.

INDEPENDENT STUDY: Student-defined and directed research projects conducted outside of official course time.

PEER LEARNING: Working together using activity-based discussion methods students share and prosper from intellectual discourse and exchange.

The course skills strategy is designed to encourage new perceptions and enhance understanding and involvement of the student on numerous levels, not only to ensure that they are provided with advanced technical knowledge and techniques but also the other skills necessary to achieve a high level of professionalism and be able to compete in the fashion and design industry upon graduation. The course skills strategy is organized under five headings that reflect the Dublin Descriptors of the Bologna Process (2004).

KNOWLEDGE AND UNDERSTANDING: These skills are designed to develop the students’ conceptual insight and analysis, focusing on research skills, theoretical and practical methods and how they are applied. They are the starting point for the other skills.

APPLYING KNOWLEDGE AND UNDERSTANDING: These skills provide students with the expertise necessary to implement their technical, cultural and project awareness from the base skills to higher training in the specific areas related to design.

COMMUNICATION SKILLS: These skills are designed so that students develop the confidence and originality needed to successfully communicate their ideas verbally, visually and in writing reflecting knowledge of the marketplace and in an appropriate language according to a specific context.

MAKING JUDGMENTS: These skills encourage students to develop an individual point of view, being able to critically evaluate their own work and that of others with confidence.

LEARNING SKILLS: These skills support students’ development working both independently and as part of a team. They encourage students to analyze, manage and take risks, and develop a unique style and leadership skills.

IED supports teaching and learning to be responsive to students’ needs and prepare them to face challenge independently.
The Credit System

IED uses credits (CF) to measure the student workload. The credit system takes into account the various components of the learning experience: in-class lecture with teacher/lecturer, lab activities, and individual study outside of class. Students receive CF by completing the necessary course work and passing the relevant exams as established by the IED didactic department.

IED follows the European Credit Transfer System that define one credit (CF) as 25 “course hours” which include lecture, labs, project work and individual study time. For further information please read carefully the chapter Keep On Studying at page 134.
Milan is the home of Made in Italy, where design in its broadest sense of creative culture, ranging from the Decorative arts and industrial products to jewelry and food design, is one of the leading industries. The city where creativity converts into opportunities capable of generating new wealth and intellectual property: patents, copyright, brand names, registered designs. The work done in Milan by the design industry is so intense here that it acts as a driving force, even for traditional manufacturing activities. Milan is the creative and commercial center for designers, stylists, architects, and creatives of all genres, as well as entrepreneurs whose mutual contributions are engrained in Italian culture. Today Milan is the center of publishing and advertising, of Italy’s hi-tech businesses and of all the entrepreneurial activities triggered by the development of new technologies. It is within this cultural and manufacturing context, deeply rooted in the Made in Italy philosophy, that Francesco Morelli founded the Istituto Europeo di Design in 1966. A Design School founded for the objective of training young talented creatives to learn theory and practice with passion, open mind and enthusiasm, to make their dreams come true, designing the products and the shapes of the future focusing on the fields of visual communication, design, fashion and management in an atmosphere of creative liberty and experimentation.

Every year IED Milano welcomes students from over 90 nations.

Semester Programs IED Milano
IED Milano has a diverse student body representing over 90 nationalities. The campuses have been specifically designed with the needs of the creative student in mind. Great attention and detail has been given to the learning and working spaces which feature technologically advanced classrooms, communal working areas, computer, product design and fashion laboratories, and a professional photography studio that foster an atmosphere of creativity, personal development and professional “launching” pad.

IED Milano is strategically located with campuses in via Sciesa, via Bezzecca and via Pompeo Leoni. The presence of IED has had a positive and creative effect on the neighborhoods due to the presence of young design students and numerous creative initiatives sponsored by the IED Milano which has also led to a greater presence of similar activities and events taking place.

The IED philosophy utilizes projects and course work and collaboration with leading companies and industry professionals in order to give students real-world experience and know-how.

This unique learning environment is the true advantage of the IED education.

Work Spaces and Professional Laboratories
Calendar and programs

**Academic Calendar 2016**

**SPRING SEMESTER PROGRAM CALENDAR**
- Tuesday, February 9th, 2016: Orientation Opening Program and first day of the program.
- Classes Monday to Friday, morning and afternoon based on course schedule.
- Easter Break: from Friday, March 25th 2016 to Tuesday, March 29th 2016.
- Liberation Day Holiday: Monday, April 25th 2016
- Tuesday, May 31st 2016: Program closure

**FALL SEMESTER PROGRAM CALENDAR**
- Tuesday, September 6th, 2016: Orientation Opening Program and first day of the program.
- Classes Monday to Friday, morning and afternoon based on course schedule.
- All Saints: November 1st, 2016
- Sant'Ambrogio and Immaculate Conception: From Wednesday 7th of December 2016 to Thursday 8th of December 2016
- Tuesday December 20th, 2016: Program closure.

*Please note: Academic Year Programs are structured with both the Spring and Fall term calendar.*

**LIST OF ALL SEMESTER PROGRAMS**
- Interior Design: Italian Contemporary Design and Trends - Spring Semester
- Interior Design: - Fall Semester
- Fashion Design: Building a Collection - Spring Semester
- Fashion Design: Creative Collections - Fall Semester
- Fashion Jewelry: Spring Semester
- Fashion Jewelry Design - Fall Semester

**LIST OF ALL ACADEMIC YEAR PROGRAMS**
- Interior Design - Spring and Fall Semester
- Fashion Design - Spring and Fall Semester
Faculty profiles

ALESSANDRA BRUNO, applies her education and training in the fine arts and painting as a muralist, interior decorator, furniture designer, professional textile colorist, paper decorator and art consultant. Alessandra has taught color classes at IED since 2003.

ANNA COSTELLA, holds a degree in Architecture from the Politecnico di Milano and also completed a Masters in Design and Management. She currently works as an independent consultant and interior designer.

RACHEL DOBSON holds degrees from Middlesex University in Fashion and Textiles and the Scottish College of Textiles with a post-graduate diploma in Textile Design. She designs fabrics in her own studio and works as a freelance textile consultant. She has taught at IED since 2007.

ALESSIA FARDOIN has extensive and international experience working as a fashion designer. She teaches accessories and menswear collection at IED in the One Year course.

VERONICA FOSCHI is an architect and primarily works in graphic illustration and photography and owns her own design studio in Milan.

ALFONSO GRANIERI trained as a graphic designer at IED Milano and began his professional career as an art director. Currently Alfonso’s work centers on creating advertising campaigns for private clients; focusing on corporate identity and fashion. His past clients include ING Direct, Reebok, Memine and Killer loop.

Michele Guazzone holds a degree in Sociology and Communication. He has worked in trend research, design publication, and has a long experience as project manager for design related events, lectures and festivals.

EMMA HOLBOROW graduated from Winchester School of Art with a Degree in Textile Design Specialization Knitted Textiles. Since she has worked as men’s and women’s knitwear consultant and designer with major companies such as Prada, Fendi, Studio Ferre, and has taught at IED, Masters RSP, One Year and Three Year Courses since 2007.

RUNA LAZZARINO is an honorary fellow and professor at the Politecnico di Milano and Università Bicocca, her background is Anthropological and Ethnological Sciences. She has lectured and published extensively and founded the Dynamoscopio, a cultural association in 2010 and is involved in trend research. She has been teaching at IED since 2008 in Three Year, One Year and Master RSP courses.

ALBERTO MARCHESINI, graduated in Arts and Humanities at Università degli Studi di Pavia. He has worked as a licensed guide in Italy. He has published several essays especially focusing on the relationship between pictorial arts and cinema. He currently teaches Art at IED as well as at several other schools in Milan.

MATTEO MENOTTO, graduated in Architecture from IUAV and Design at Politecnico di Milano, has worked in architecture firms and freelance in the areas of illustration and graphic and web design. He divides his time between Berlin and Milan. Matteo teaches Personal Design at IED Milano and is a research fellow with Politecnico di Milano, and also works as a fashion illustrator with “ESMOD Berlin”.

LUCA MINORA graduated with a degree in fashion design, he started working as tailor for men and women’s collections for Costume National and C/N/C, both in Milan and Paris. His working experience in that company was based on fitting sessions, the creation of special garments for fashion shows, and other specific requests, like special customer outfitting. His pattern-making grounding started with working collaborations with Carol Christian Poell and J. Lindeberg (both in Milan and Stockholm). His occupation during those years was to create prototypes and sample garments for small companies, designers, and private customers. He presented a personal collection as a special guest designer for Spring Magazine and Foundation World in Tokyo.

LIA MONDINA has a degree from Saint Martin’s School of Art, London, BA (hons) Fashion Design and Textiles with specialization in knitwear. She has designed for Giorgio Armani and Max Mara’s knitwear collections. Lia has also developed knitwear stitches for industrial knitting machines.

ANGELO MONTANINI graduated in Painting from Accademia di Belle Arti di Brera, he has a yearlong experience as teacher and as didactical coordinator first at Istituto Artistico Marangoni Milan and then at IED, as teacher of fashion drawing courses held in Italian and English (Three Year and One Year courses). Furthermore, he has been working as freelance consultant and illustrator for different companies related to the fashion world and the field of illustration in the editorial market. Angelo Montanini, trained in Painting at the Accademia di Belle Arti di Brera, works as a freelance consultant and illustrator focusing on fashion and publishing. Angelo teaches fashion drawing at IED Milan.
FACULTY PROFILES

GIOVANNI OTTONELLO graduated in Architecture from Genoa University. He has a long experience working in fashion and exhibition design. Giovanni teaches courses in graphic, design, fashion, cinema, photography and contemporary art at IED Milano and recently launched a new course on Costume Design.

MATTIA PARLANGEI holds degrees in Industrial Design and Graphic Design Management from IED Milano. He is the founder and director of Bureaucracy.ws Design Company which specializes in art direction, type direction, and corporate and editorial design.

FRANCESCA PERANI trained as an architect at the Politecnico di Milano and has extensive and international experience working as an architect. She is the founder of francescapieranienterprise, a studio practicing in the fields of interior architecture and graphic design.

MARTA PETRI graduated in Industrial Design from IED Milano and has worked internationally as an independent consultant, specifically in development and research projects with the Lego Company. She uses several different drawing techniques and is the author of the drawing manual “Free Hand Design” about drawing as an important support of design.

MARTINA PRON is a Jewellery designer and maker from Torino. She studied Visual Arts at O.C.H.S.A. in California, Jewellery Design at IED, and Creative Academy in Milan and learned to work at the bench from Cesare De Vecchi. She also interned as product designer at I.W.C. Watches in Shaaffhausen. In 2009 she founded her brand: “Holy Crap” realizing unique pieces in gold and silver with traditional techniques and many other small collections using unconventional materials, often collaborating with fashion designers. In 2012 she tutored at C.A. of the Riechomont Group and from 2013 is teacher at IED Moda in Milano. Martina is now living in Torino where she runs her own laboratory.

VITTORIO PIERONI graduated in Interior Design at IED Milano. He has collaborated with Hot Lab and has been involved in the development and interior design of yachts and hotels. He runs a design studio specialized in interior, product and graphic Design.

MARIAGRAZIA RODI completed a degree in Jewelry Design at IED Milano. She is the winner of the De Beers contest “The new Diamonds Creations”. She now works with the World Gold Council and teaches design methodology internationally. She has been a faculty member at IED since 1994.

ANTONIO ROMANO holds a degree in Industrial Design from La Sapienza, Roma. He is an expert in yacht design and founder of Hot Lab, an internationally acclaimed yacht design studio.

PAOLA ROSSI holds a degree in Industrial Design. She works in concept design and material research, some of her past accounts include: Indesit, Fiat and Samsung.

CRISTINA SILVA holds degrees Visual Arts, Art History and Drawing and Pictorial Techniques from the Brera Academy of Fine Arts in Milan. She works with museums and exhibitions and teaches Arts in the middle and high schools.

ASTRID SPEER graduated in Fashion Design from FH Bielefeld, Germany. She works internationally as a freelance designer in development of women’s underwear. She is researching colors, trends and product positioning on the market and owns her own studio in Milan since 1998. In 2007 she began teaching at IED Milano.

GISELLA VERONESE is an Architect and also completed a PhD in Interior and Set Design at Politecnico di Milano, and in Industrial Design Engineering at Brunel University West London. She taught in many international design workshops and worked in architectural studios, art galleries and PR agencies. At IED Milano she teaches in the areas of interior design, design history, and trends in interior and industrial design.

MARCO VICINANZA holds an architecture degree from Politecnico Milan. He gained extensive experience collaborating with diverse architecture firms in before opening his own studio in Milan. Marco has designed for offices and public spaces as well as restoration and renovation projects for residential spaces. In addition he also designs custom-made furniture.

FRANCESCA VIGNA has international experience working in the fashion trend and research field. She opened a fashion store that works with numerous Italian and foreign brands. In addition she works on special workshops and student projects at IED Milan.

### Interior Design Semesters

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*IED Semester and Academic Year Programs 2016*
Italian Contemporary Design and Trends (Spring Semester)

LEVEL AND PREREQUISITES
The Spring Semester provides an educational experience in the system and culture of Italian design, with particular attention to contemporary trends, and more specifically on design languages. Courses are aimed at passionate applicants with no previous field studies or experience and qualified applicants, such as university students and professionals whom wish to acquire new skills and perspectives. The IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology. In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at
http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Programs student applicants must meet the following requirements in order to be eligible for the program:
• be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
• have basic knowledge on art history and design culture;
• have basic Microsoft Office skills.

LEARNING OUTCOMES
• Gain cultural and analytical skills.
• Develop and implement graphic and communication skills.
• Understand the latest trends of Italian design; the Italian furniture industry and major firms.
• Understand new material trends and finishing.
• Gain and improve team-working skills.

THE PROGRAM
The Italian Contemporary Design and Trends semester is structured around the main international trade shows held in Milan including: the Salone del Mobile furniture show in Milan and the Design Week that follows; the Salone Satellite, Euroluce, International Bathroom Exhibition and the International Home Furnishings Expo. Throughout the semester, students will be engaged in developing technical and critical skills in the classroom and inside the main trade fairs that highlight the Italian design experience. The objective of the “trend” semester is to deepen the students’ understanding of the “Italian design system” from the management and design methodology perspective. Course content and site visits focus on building a solid analytical and theoretical base, in order to interpret and understand trends.
**COURSE DESCRIPTIONS**

**CONTEMPORARY DESIGN**
Explores contemporary trends and design languages, which will be investigated via showroom visits and lectures. Lectures will focus on the contemporary domestic life, initially deepening various typologies of houses which underline different lifestyles. The purpose of this first assignment is to understand that the design of a physical space influences the mental state of the occupants. Attention will be focused on contemporary furniture trends, which define the needs and desires of the occupants, not only from a practical and functional point of view but also an emotional one. The physical environment will be read through the analysis of the contemporary production of furniture and design languages, focusing on shapes and forms, colors, textures, materials. Students will create a book of trends: magazines, catalogues, showrooms tours will be used as research tools for the final presentation.

**CONTEMPORARY ART**
The instructor will introduce, analyze, compare, contrast, and juxtapose the profile and the work of painters, photographers, sculptors, performance and video artists who use a variety of media, materials, tools, and processes to create their work. Lectures will be complimented by site visits to galleries and exhibitions.

**DESIGN TRENDS I**
Provide students with the analytical, cultural and economic tools needed to identify and analyze trends in design. The course prepares students for the Milano Design Week by providing an investigative methodology. The course includes a theoretical section, to define methods of analysis and verification of the main macro and micro trends in design and interior design. The final exam is a research project focused on a single brand of the furniture industry considered a “trend setter”.

**GRAPHIC DESIGN**
Focuses on the basic principles of graphic design and composition of diverse elements with attention to the balance between them. As well differences in developing a layout for printing or relative to a presentation in digital format will be addressed. The course also introduces the fundamental understanding of information technology for good developing software skills and file management. Students will acquire the basic concepts for managing creative and technical digital images using Adobe Photoshop. Adobe Illustrator training will address the graphic layout of the tables.

**MATERIALS TRENDS**
Explores the impressive choice of materials available to designers, analyzing new materials and surface finishes in the workshop and visiting the showrooms of the most important Italian producers.

**ITALIAN LANGUAGE**
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.

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**Course Descriptions Table**

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<tr>
<td>Italian Language</td>
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**Course Objectives**

**CONTEMPORARY DESIGN** 4 CF

**CONTEMPORARY ART** 4 CF

**DESIGN TRENDS I** 6 CF

**DESIGN WORKSHOP** 4 CF

**GRAPHIC DESIGN** 4 CF

**MATERIALS TRENDS** 4 CF

**ITALIAN LANGUAGE** 4 CF
Interior and Spatial Design (Fall Semester)

LEVEL AND PREREQUISITES
The Fall Semester provides an educational experience in the culture of Italian design, with a specific focus on experimentation on design methodology and student research and project skill implementation. Courses are aimed at qualified applicants, such as Spring Semester students as well as university students and professionals whom wish to acquire new skills and perspectives. The IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology.

In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Programs, student applicants must meet the following requirements in order to be eligible for the program:

- be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
- have knowledge on contemporary art and design history;
- have knowledge on current design trends and materials;
- have visual communication skills such as computer graphics and basic photography and representation techniques.

LEARNING OUTCOMES

- Understanding and use of Italian research and design methods.
- Improvement of capacity to develop a project according to the "Italian design methodology".
- Implementation of the knowledge of the latest trends of Italian design system.
- Greater appreciation and understanding of new material technologies and design techniques.
- Improve ability to work as part of a multinational student team as part of the final project.
- Learn new and improve time management skills.

THE PROGRAM
The Interior and Spatial Design semester is structured around the major international Fall trade shows in Italy including: the Salone della Nautica (Genoa Boat Show) and the two most important building fairs, the MADE (Architecture and Building Show) in Milan and the SAIE (International Building Exhibition) in Bologna. The "project work" semester is structured around courses that introduce the Italian design system, understanding company and marketing dynamics, and analyzing current trends in interior design in terms of language, form and materials. Students will use their analytical skills and theoretical knowledge to develop and complete a hands-on conceptual design project as a final semester work.
**COURSE DESCRIPTIONS**

**DESIGN TRENDS II**
During the course will discuss the trends regarding the scope of yacht and interior design. Projects will be analyzed together both in terms of technique and materials paying particular attention to new types of materials and finishes used in various fields. Attention is also paid to the values of brand-related design and analysis of the lifestyle offered in the site or catalog. An integral part of the course will be visits to trade fairs that will enable students to make a critical analysis of current trends.

**DESIGN WORKSHOP I**
In this workshop students will design an exhibition stand for the MADE Expo (Milano Architettura Design Edilizia). The projects will examine dimensional and functional problems as well as the value of exhibiting brands. The design phase will focus on the use of reusable and recyclable materials.

**DESIGN WORKSHOP II**
In this workshop students will design a yacht for a target defined medium and for a given builder. In the design phase consideration should be made not only the target but also the brand values of the site. The final layout should emphasize the use of sustainable materials while being visually impressive.

**MATERIALS TECHNOLOGY**
Provides a solid foundation in material behavior which is fundamental to transforming an idea into reality as well as understanding the expressive potential of traditional and experimental materials. Teaching is approached from the standpoint of technical-scientific and technological history. The physical and morphological characteristics of materials are examined as well as processing technologies, industrial processes, and craftsmanship. The course covers the structure of a building in all its aspects, analyzing technological processes and technical properties of building components. This includes study of natural and artificial materials used in defining an interior space with particular reference to the aesthetic and technical.

**SKETCHING**
Provide students with the tools and methods for understanding and representing architecture and environment. The course covers topics related to graphic techniques (manual and instrumental) and different systems of representation. Students will become familiar with the tools of design and be introduced to the main software-aided design and image processing applications. Students will become proficient in the use of Autodesk SketchBook. Works produced will demonstrate new skills in reading and summary of the morphological, functional, material and typological architectures and environments investigated, and know how to properly represent.

**TECHNICAL DRAWING**
Introduces the student to graphic communication in the traditional sequence, with the addition of new innovations in the design process in order to develop self-expression. It provides experiences with greater depth in drawing problems, skills and techniques. Students will become proficient with the use of Autodesk Autocad.

**ITALIAN LANGUAGE**
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.
Interior Design Academic Year Program
**Interior Design**

*Spring Semester and Fall Semester*

**LEVEL AND PREREQUISITES**

The Interior Design Academic Year Program provides an educational experience in the system and culture of Italian design, with particular attention to contemporary trends, and more specifically on design languages and their development within a project.

Courses are aimed at motivated applicants with no previous field studies or experience and qualified applicants, such as university students and professionals whom wish to acquire new skills and perspectives. The IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology.

In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Programs, student applicants must meet the following requirements in order to be eligible for the program:

- be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
- have basic knowledge on art history and design culture;
- have basic Microsoft Office skills.

**LEARNING OUTCOMES**

- Improve cultural and analytical skills.
- Develop and employ graphic design and communication skills.
- Identify trends in design and industry.
- Recognize new material trends and finishing.
- Develop and improve working as part of a team.
- Demonstrate capacity to develop and manage projects using the "Italian design methodology."
- Understanding of the Italian design system.
- Appreciate and understand new material technologies and design techniques.
- Improve ability to work as member of a student team for the final project.

**THE PROGRAM**

The Academic Year program is intended as an intensive experience in the "Italian Design Culture" in all of its scopes. The program is structured around the major international trade shows in Italy which provide insight on the latest contemporary trends and become starting point for a broader debate on design and its current languages, formal and expressive.

Visiting trade shows and showrooms, as well as active participation in lectures, discussions and confrontation with faculty and peers will allow students to raise their cultural awareness, while the project-based experiences will provide the analytical, the technical and technological skills and competences to develop design concepts and execute them into a project proposal.

The course is divided in two semesters meant to underline the importance of Italian design key elements and current trends and the most significant features of its worldwide acknowledged development:

- the Spring term, focused on the cultural background related to design, enables students both to acquire knowledge on Italian design and deepen their understanding of its formal, materic and sensorial aspects while gaining the basic techniques of representation and communication;
- the Fall term, dedicated to understanding design methodology while developing and improving their project-based skills and competences.
Lectures will focus on the investigated via showroom visits and design languages, which will be explored contemporary design courses focusing on the basic principles of contemporary domestic life, initially houses which underline different lifestyles. The purpose of this first assignment is to understand that the occupants, not only from a practical point of view but also an emotional one. The physical environment will be read through the analysis of the contemporary production of furniture and design languages, focusing on shapes and forms, colors, textures, materials. Students will create a book of trends: magazines, catalogues, showrooms tours will be used as research tools for the final presentation.

**CONTemporary ART**
The instructor will introduce, analyze, compare, contrast, and juxtapose the profile and the work of painters, photographers, sculptors, performance and video artists who use a variety of media, materials, tools, and processes to create their work. Lectures will be complemented by site visits to galleries and exhibitions.

**DESIGN TRENDS I**
Provides students with the analytical, cultural and economic tools needed to identify and analyze trends in design. The course prepares students for the Milano Design Week by providing an investigative methodology. The course includes a theoretical section, to define methods of analysis and verification of the main macro and micro trends in design and interior design. The final exam is a research project focused on a single brand of the furniture industry considered a "trend setter".

**Design Workshop I**
The course objective is to structure a comprehensive research project on a major macro and micro trend that emerged during the Milan Design Week. Beginning with an analysis of what was presented during the course is developed through classroom exercises intended to develop a complete mapping of the main design and interior design trends. The areas analyzed will focus on home design, retail shop and design, entertainment design. At the end of the course students will present a comprehensive trend book relating encompassing these experiences.

**Graphic Design**
Focuses on the basic principles of graphic design and composition of diverse elements with attention to the balance between them. As well differences in developing a layout for printing or relative to a presentation in digital format will be addressed. The course also introduces the fundamental understanding of information technology for good developing software skills and file management. Students will acquire the basic concepts for managing creative and technical digital images using Adobe Photoshop. Adobe Illustrator training will address the graphic layout of the tables.

**MATERIALS TRENDS**
Explores the impressive choice of materials available to designers, analyzing new materials and surface finishes in the workshop and visiting the showrooms of the most important Italian producers.

**Design Trends II**
During the course will discuss the trends regarding the scope of yacht and interior design. Projects will be analyzed together both in terms of technique and materials paying particular attention to new types of materials and finishes used in various fields. Attention is also paid to the values of brand-related design and analysis of the lifestyle offered in the site or catalog. An integral part of the course will be visits to trade fairs that will enable students to make a critical analysis of current trends.

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**DESIGN WORKSHOP II**  
In this workshop students will design a yacht for a target defined medium and for a given builder. In the design phase consideration should be made not only the target but also the brand values of the site. The final layout should emphasize the use of sustainable materials while being visually impressive.

**MATERIALS TECHNOLOGY**  
Provides a solid foundation in material behavior which is fundamental to transforming an idea into reality as well as understanding the expressive potential of traditional and experimental materials. Teaching is approached from the standpoint of technical-scientific and technological history. The physical and morphological characteristics of materials are examined as well as processing technologies, industrial processes, and craftsmanship. The course covers the structure of a building in all its aspects, analyzing technological processes and technical properties of building components. This includes study of natural and artificial materials used in defining an interior space with particular reference to the aesthetic and technical.

**SKETCHING**  
Provide students with the tools and methods for understanding and representing architecture and environment. The course covers topics related to graphic techniques (manual and instrumental) and different systems of representation. Students will become familiar with the tools of design and be introduced to the main software-aided design and image processing applications. Students will become proficient in the use of Autodesk Sketch Book. Works produced will demonstrate new skills in reading and summary of the morphological, functional, material and typological architectures and environments investigated, and know how to properly represent.

**TECHNICAL DRAWING**  
Introduces the student to graphic communication in the traditional sequence, with the addition of new innovations in the design process in order to develop self-expression. It provides experiences with greater depth in drawing problems, skills and techniques. Students will become proficient with the use of Autodesk Autocad.

**DESIGN WORKSHOP III - IED FOR FUTURE**  
IED Academic Year students have the opportunity to participate in an extra-curricular project in collaboration with IED Centro Ricerche. IED FOR FUTURE is a three-year initiative that begins in 2012 and will conclude with the 2015 Universal Exposition in Milan. The project brings together the resources of IED Centro Ricerche, local institutions and companies, researchers and students. IED FOR FUTURE involves students of interior and fashion design who will work together as a team in order to exploit their combined talents, skills and creativity. The focus is on the use of creative design solutions as a response to contemporary realities that young people face and how a new generation can be a catalyst for social innovation. The main themes of the study include youth, housing, mobility, learning, time, food culture and the concept of “sharing”.

Students of the Academic Year programs will address the issues of youth and housing in a metaproject on the phenomenon of co-housing. The project will address the phenomenon of shared living spaces, specifically the contemporary reality of un-related people living together; such as students, young professionals as well as people residing in urban areas where accommodation is at a premium. Students will combine the design and use of interior space and décor to enhance and enable a peaceful and practical usage of the shared home.

The startup date is September of 2012 and the project will conclude with a publication in conjunction with the Universal Expo in Milan from May to October 2015. All students participating in this unique initiative will be credited as contributors.

**ITALIAN LANGUAGE**  
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.
### Fashion Design Semesters

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<td>FASHION DRAWING</td>
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<td>HISTORY OF FASHION AND ACCESSORIES</td>
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#### SEMESTER IN BUILDING A COLLECTION

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<th>PATTERN MAKING AND TAILORING TECHNIQUES</th>
<th>PERSONAL DESIGN + PORTFOLIO</th>
<th>DESIGN METHODOLOGY</th>
<th>WOMEN'SWEAR COLLECTION</th>
<th>MEN'SWEAR COLLECTION</th>
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**IED Semester and Academic Year Programs 2016**
Fashion Design - Building Collection (Spring Semester)

**LEVEL AND PREREQUISITES**
The Spring Semester provides an educational experience in the system and culture of Italian design, with particular attention to contemporary trends, and more specifically on design languages.
Courses are aimed at passionate applicants with no previous field studies or experience and qualified applicants, such as university students and professionals whom wish to acquire new skills and perspectives. IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology. In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at [http://www.ied.edu/study-in-italy/international-students/continuing-education](http://www.ied.edu/study-in-italy/international-students/continuing-education), student applicants must meet the following requirements in order to be eligible for the program:
- be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
- have basic knowledge on art history and design culture;
- have basic visual communication skills such as computer graphics and basic photography.

**LEARNING OUTCOMES**
- Identify trends, designers and leaders of Italian fashion industry.
- Describe and distinguish historical periods and movements of art and fashion.
- Combine technological skill and creative expression to produce computer generated designs for outfit prototypes.
- Employ the creative process in order to carry out specific project goals.
- Demonstrate new time and project management skills by working independently.

**THE PROGRAM**
The Fashion Design - Building a Collection Semester is conceived and structured as a comprehensive overview on the Italian protagonists in fashion design: professionals, companies, events and trade fairs connected with the world of style. Students will be introduced to the unequalled atmosphere of Italian Fashion World: with its continuous innovations in style, its unrivalled number of style production connected companies, its worldwide famous fashion shows, and it’s incredible concentration of worldwide famous fashion boutiques.

To allow a complete development of project skills, the study pathway begins with the introduction to the key problems linked to the use of color, an appraisal of color management methods, considered as a project tool.

At the same time, particular emphasis will be given to the main techniques of representation of works: both fashion drawing, containing an explanation and realization of the basic female/male drawing with a particular attention on anatomy proportions, and computer design applications, the study and use of the software tools for the design and the communication of a collection, developing various techniques applied to fashion designing. In addition to this, the cultural module related to art in fashion, history of fashion and of accessories will highlight the importance of visual communication and the evolution of style as the core knowledge to identify the connection between art, fashion culture and trends in society.
**COURSE DESCRIPTIONS**

**DESIGN METHODOLOGY**
Introduces contemporary trends and designers in order to gain consciousness about one’s identity and positioning vis-a-vis fashion. This serves as the foundation for the following course components and projects: research, detection and analysis of a concept, stylistic knowledge of the sector and of trends; idea development; key elements of the moodboard; realization of a book of materials and colors; application of the individual working and presentation of a final book.

**INTRODUCTION TO COLOR**
Discussion of the key issues linked to the use of color; appraisal of color management methods, considered as a project tool; the Chromatic system; color physics and chromatic harmony; the perception and the social use of color; color matching techniques; the reading of Loesche psychological test; demonstrations and practical exercises on color matching and color board development.

**COMPUTER DESIGN APPLICATIONS**
Mastery of Photoshop and Illustrator in order to complete projects. Introduction to the software tools used for the design and the communication of a collection, developing various techniques applied to fashion designing.

**FASHION DRAWING**
Gaining knowledge and mastery on the realization of correct proportions for fashion drawing. The program contains an explanation and realization of a basic female/male drawing, with a particular attention on anatomy proportions. Consequently, students will analyze basic images expressly studied for fashion fabrics rendering. Human proportions explanation, dynamic body movement; explanation and demonstration of the chance to make a figure drawing look like a walking top model on “defile” [frontal vision], movement evolution. The development of a walking “dummy” by creative solution (tracing figure and different proposals for legs positions); chromatic representation techniques; light and shadow; introduction to the correct use of markers, color pencils and other tools for fashion rendering; study and development of graphic-chromatic techniques, draping and patterns of main fabrics and fashion materials; studies targeted to the human figure and consequent graphic rendering, stylistic and formal synthesis for dress designing; illustration and rendering techniques.

**HISTORY OF ART AND ART IN FASHION**
An historical and critical analysis of modern and contemporary artistic movements including artists of the 19th and 20th century Impressionism, Post Impressionism, Art Nouveau, Expressionism, Cubism, Surrealism will all be covered. Site visits including relevant historical sites, museums and exhibitions are an integral part of this course.

**HISTORY OF FASHION AND ACCESSORIES**
The fashion world and its evolution from the second part of the 19th century to today; introduction to the most significant rudiments of history of costume from the Italian Renaissance to Napoleon; the relationships between political and social changes and costume development; the fundamental role of fashion designers and accessories designers in these changes, the ability to translate all with their own abilities and understanding of fashion.

**DRESSING AND SELF-DECORATING COMMUNICATION**
How “dressing” is a means of individual, social and cultural communication. Clothing and accessories are filters and junctions for the articulation of the dynamic dialogues amongst me, myself, my body, the others, my culture, and my expectations. Analysis will focus on the different communication levels mediated by clothes; communicating myself: work on the different communication levels mediated by clothes; cultural background; decorating the senses; keywords and mood boards. Project work will consist of producing a fashion/jewelry/accessories collection and book project.

**ITALIAN LANGUAGE**
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.

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<td>INTRODUCTION TO COLOR</td>
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**Course Descriptions Text**

**DRESSING AND SELF-DECORATING COMMUNICATION**

How “dressing” is a means of individual, social and cultural communication. Clothing and accessories are filters and junctions for the articulation of the dynamic dialogues amongst me, myself, my body, the others, my culture, and my expectations. Analysis will focus on the different communication levels mediated by clothes; communicating myself: work on the different communication levels mediated by clothes; cultural background; decorating the senses; keywords and mood boards. Project work will consist of producing a fashion/jewelry/accessories collection and book project.
Fashion Design - Creative Collections (Fall Semester)

LEVEL AND PREREQUISITES
The Fall Semester provides an educational experience in the culture of Italian design, with a specific focus on experimentation on design methodology and student research and project skill implementation. The course is aimed at those who already have a basic knowledge in Fashion design, as Spring Semester students, or to those candidates who can demonstrate their competence in the use of graphics software, in Fashion History and the basic techniques of freehand drawing. IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology. In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Programs, student applicants must meet the following requirements in order to be eligible for the program:
• be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
• have knowledge on contemporary art and fashion history;
• have an understanding of color and its application;
• have visual communication skills such as computer graphics, drawing skills and basic photography.

LEARNING OUTCOMES
• Get a solid basic education in the disciplines of project design, the methodology used and the most important technical operations aspects.
• Obtain specific knowledge of design project basis. Particular attention in this sense will be employed in the learning of pattern making and tailoring techniques, technology of fabrics and the methods of project design and coordination of the collections of women’s, men’s and knitwear clothing.
• Encourage the development of personal attitudes and style in the design and illustration field.

THE PROGRAM
The Fashion Design - Creative Collections will give the necessary instruments to approach to the fashion design process, based upon the interdisciplinary connection of the main outcomes students achieve in the technical area, focused on the textile manufacturing, the detailed representation of an outfit and the basic patternmaking and dressmaking techniques necessary to create designed garment. In addition, the methodology module will introduce students to the correct development of a fashion design project, divided into three main areas: womenswear, menswear and knitwear collection project, each of them considered and analyzed in all of its specific and relevant features. The final part of the course will represent an opportunity to enable students to find their own personal style in drawing and will end with the preparation of a book containing a selection of the best year’s projects.
Course Descriptions

Design Project I: Women’swear Collection
Introduction to the fundamentals of designing a coordinated collection of women’s clothing. Research on trends and fabrics for the chosen theme, in order to find the right ideas and the inspiration, which will be developed afterwards. Main topics include: realization of a book, starting from the choice of the concept; the presentation of the moodboards for atmosphere; the colors and the inspiration key words and images, focusing then on single theme. The course concludes with a final presentation of a collection book consisting of figure designs, details in the style, colors, fabric swatches with the description of the yarns, quality, supplier, art, number etc.

Introduction to Knitwear and Knitwear Lab
The course will enable students to explore the various knitting techniques, to experiment with yarn and color directly on the machines in order to acquire new skills and knowledge. This course introduces the field of knitwear by focusing on the following main topics: analysis of knitwear design, research and experimentation. Emphasis on use of color, texture and the ability to create new knitwear forms. Learn how to exploit diverse techniques and combinations of techniques, use of yarns to achieve the effect best. In addition students will examine various knitting techniques, experiment with yarn and color directly on the machines in order to gain processual and technical know-how.

Personal Design and Portfolio
This is concerned with improving confidence and ability in drawing and examines a variety of approaches that can be used in fashion illustration. This is the basis for the creation of a final personal portfolio. Main course topics include: research preliminary to mood-boards; technical drawing for fashion and the representation of student's collection items; study of the main techniques experimented in illustrations; study of the more innovative and experimental illustration techniques (such as media, spray art, collage and performance) aiming at leading every student to the development of a personal drawing language; realization of a personal portfolio that will be submitted for the exam.

Technical Drawing
Develops new skills and mastery of flat drawing techniques necessary for garment representation, in a clear and detailed way in order to comply with market requirements and product management. Main topics covered in the course include: technical details (size, fastening, folding, buttoning), sense of the proportions in reference to the symmetries, perspective and
projection; stylization of the ideal outline for proportions of croquis.

TECHNOLOGY OF MATERIALS AND TEXTILE PATTERN DRAWING
Module 1 - Technology of Materials
This course gives the students a foundation of all aspects of fabric - from the fiber to the finish in order to develop a technical knowledge of the textile manufacturing process and also an understanding of the different types of fabrics. Students will prepare a ‘textile book’ where each type of fabric must be identified with a sample along with a definition (both technical and descriptive) and a photographic example of the type of fabric made up in a garment. Main topics covered in this course include: general introduction (natural and synthetic fibers); fabric structures: woven; dyeing and printing processes; fabric finishing; suitability of fabrics to specific garment shapes; identification and analysis of fabrics - individual research.

Module 2 - Textile Pattern Drawing
This course focuses on how to experiment with textile techniques of construction, embellishment and print so as to become aware of the possibilities of expression by means of the fabric. Main course topics and students works include: understanding of the characteristics of the materials used; analysis of textile pattern and texture techniques within a chosen trend; development of a visually exciting collection of textile designs relevant to the chosen trend; creation of a stimulating impact exploring creative sense of style developed in various pattern making techniques.

ITALIAN LANGUAGE
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.
## Fashion Design Academic Year Program

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Fashion Design
(Spring Semester and Fall Semester)

LEVEL AND PREREQUISITES
The Fashion Design Academic Year Program provides an educational experience in the system and culture of Italian design, with particular attention to contemporary trends, and more specifically on design languages and their development through a design project.

Courses are aimed at passionate applicants with no previous field studies or experience and qualified applicants, such as university students and professionals who wish to acquire new skills and perspectives.

IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology.

In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Programs, student applicants must meet the following requirements in order to be eligible for the program:

- Be in good academic standing and good standing in student conduct matters at the time of application and when the program starts.
- Have basic knowledge on art history and design culture.
- Have basic visual communication skills such as computer graphics and basic photography.

LEARNING OUTCOMES
- Develop skill set to identify and forecast trends.
- Identify leading Italian fashion industry designers and personalities.
- Understanding of the role of culture, history, fashion and art as related to modern fashion.
- Produce a garment utilizing the tools of illustration, computer design, and pattern and tailor making.

- Use the principles of project design as part of the “Italian design system”.
- Learn pattern making and tailoring techniques, technology of fabrics and the methods of project design and coordination of the collections of women’s, men’s and knitwear clothing.
- Improve and produce new works as part of a personal professional portfolio.
- Develop good time management and teamwork skills as part of group project work.

THE PROGRAM
The Fashion Design Academic Year Program is conceived and structured as a comprehensive overview on the Italian protagonists in fashion and textile design: professionals, companies, events and trade fairs connected with the world of style.

Students will be introduced to the unequalled atmosphere of Italian Fashion World, with its continuous innovations in style, its unrivalled number of style production connected companies, its worldwide famous fashion shows, and its incredible concentration of worldwide famous fashion boutiques. The course is divided in two semesters meant to underline the importance of Italian design key elements and current trends and the most significant features of its Western society.

The program begins with the introduction to issues related to the use color and the basics of visual representations. This includes a review of basic male / female anatomical design, fashion drawing and the introduction of computer-based design applications. The subjects of art and fashion history are covered as well to allow students to draw parallels and contrasts between art, fashion, popular culture and trends. The second half of the program focuses on the fashion design process and is divided into three main areas: womenswear, menswear and knitwear collection project. Each specific area is reviewed and analyzed (textile manufacturing and the basic patternmaking and dressmaking techniques necessary to create designed garments). The course concludes with students defining and expressing their own personal style in their final project. A selection of projects will be highlighted in a special
Fashion Design

**COURSE DESCRIPTIONS**

**INTRODUCTION TO COLOR**
Discussion of the key issues linked to the use of color, appraisal of color management methods, considered as a project tool; the Chromatic system; color physics and chromatic harmony, the perception and the social use of color; color matching techniques; the reading of Loesche psychological test; demonstrations and practical exercises on color matching and color board development.

**COMPUTER DESIGN APPLICATIONS**
Mastery of Photoshop and Illustrator in order to complete projects. Introduction to the software tools used for the design and the communication of a collection, developing various techniques applied to fashion designing.

**FASHION DRAWING**
Gaining knowledge and mastery on the realization of correct proportions for fashion drawing.

**INTRODUCTION TO KNITWEAR AND KNITWEAR LAB**

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<th>COURSE DESCRIPTIONS</th>
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<td>ITALIAN LANGUAGE</td>
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The program contains an explanation and realization of a basic female/male drawing, with a particular attention on anatomy proportions. Consequently, students will analyze basic images expressly studied for fashion fabrics rendering. Human proportions explanation, dynamic body movement, explanation and demonstration of the chance to make a figure drawing look like a walking top model on “defilé” (frontal vision); movement evolution. The development of a walking “dummy” by creative solution (tracing figure and different proposals for legs positions); chromatic representation techniques, light and shadow; introduction to the correct use of markers, color pencils and other tools for fashion rendering; study and development of graphic-chromatic techniques, draping and patterns of main fabrics and fashion materials; studies targeted to the human figure and consequent graphic rendering; stylistic and formal synthesis for dress designing, illustration and rendering techniques.

**HISTORY OF ART AND ART IN FASHION**
An historical and critical analysis of modern and contemporary artistic movements including artists of the 19th and 20th century Impressionism, Post Impressionism, Art Nouveau, Expressionism, Cubism, Surrealism will all be covered. Site visits including relevant historical sites, museums and exhibitions are an integral part of this course.

**HISTORY OF FASHION AND ACCESSORIES**
The fashion world and its evolution from the second part of the 19th century to today; introduction to the most significant rudiments of history of costume from the Italian Renaissance to Napoleon; the relationships between political and social changes and costume development; the fundamental role of fashion designers and accessories designers in these changes, the ability to translate all with their own abilities and understanding of fashion.

**DRESSING AND SELF-DECORATING COMMUNICATION**
How “dressing” is a means of individual, social and cultural communication. Clothing and accessories are filters and junctions for the articulation of the dynamic dialogues amongst me, myself, my body, the others, my culture, and my expectations.

Analysis will focus on the different communication levels mediated by clothes; communicating myself work on the different communication levels mediated by clothes; cultural background; decorating the senses; keywords and mood boards. Project work will consist of producing a fashion/jewelry/accessories collection and book project.

**DESIGN METHODOLOGY**
Introduces contemporary trends and designers in order to gain consciousness about one’s identity and positioning vis-a-vis fashion. This serves as the foundation for the following course components and projects: research, detection and analysis of a concept; stylistic knowledge of the sector and of trends; idea development; key elements of the moodboard; realization of a book of materials and colors, application of the individual working and presentation of a final book.
DESIGN PROJECT I: WOMENSWEAR COLLECTION
Introduction to the fundamentals of designing a coordinated collection of women’s clothing. Research on trends and fabrics for the chosen theme, in order to find the right ideas and the inspiration, which will be developed afterwards. Main topics include: realization of a book, starting from the choice of the concept; the presentation of the moodboards for atmosphere; the colors and the inspiration key words and images, focusing then on single theme. The course concludes with a final presentation of a collection book consisting of: figure designs, details in the style, colors, fabric swatches with the description of the yarns, quality, supplier, art, number etc.

DESIGN PROJECT II: MENSWEAR COLLECTION
Introduction to the fundamentals of designing a coordinated collection of men’s clothing. Research on trends and fabrics for the chosen theme, in order to find the right ideas and the inspiration, which will be developed afterwards. Main topics include: realization of a book, starting from the choice of the concept; the presentation of the moodboards for atmosphere; colors and the inspiration key words and images, focusing then on single theme. The course will conclude with a final presentation of a collection book consisting of: figure designs, details in the style, colors, fabric swatches with the description of the yarns, quality, supplier, art, number etc.

INTRODUCTION TO KNITWEAR AND KNITWEAR LAB
The course will enable students to explore the various knitting techniques, to experiment with yarn and color directly on the machines in order to acquire new skills and knowledge. This course introduces the field of knitwear by focusing on the following main topics: analysis of knitwear design, research and experimentation. Emphasis on use of color, texture and the ability to create new knitwear forms. Learn how to exploit diverse techniques and combinations of techniques, use of yarns to achieve the effect best. In addition students will examine various knitting techniques, experiment with yarn and color directly on the machines in order to gain processual and technical know-how.

PATTERN MAKING AND TAILORING TECHNIQUES
Covers the basics pattern making and tailoring techniques. Particular emphasis will be given to the womenswear and menswear coordinated collections and their realization. Concepts of pattern cutting and sewing, with a specific glossary of terms necessary to develop the technical ability to make garment patterns and prototypes will be covered. A detailed analysis of the technical terms and design for the creation of the following patterns: skirt, trouser, bodice, corset, dress, t-shirt, sleeves, collars, pockets, buttoning and fastening, zippers and cutting placement.
PERSONAL DESIGN AND PORTFOLIO
is concerned with improving confidence and ability in drawing and examines a variety of approaches that can be used in fashion illustration. This is the basis for the creation of a final personal portfolio. Main course topics include: research preliminary to mood-boards; technical drawing for fashion and the representation of student’s collection items; study of the garment representation, in a clear and drawing techniques necessary for development of a personal drawing language; realization of a personal portfolio that will be submitted for the exam.

TECHNICAL DRAWING
Develops new skills and mastery of flat drawing techniques necessary for garment representation, in a clear and detailed way in order to comply with market requirements and product management. Main topics covered in the course include: technical details (size, fastening, folding, buttoning); sense of the proportions in reference to the symmetries; perspective and projection; stylization of the ideal outline for proportions of croquis.

TECHNOLOGY OF MATERIALS AND TEXTILE PATTERN DRAWING
Module 1 - Technology of Materials
This course gives the students a foundation of all aspects of fabric - from the fiber to the finish in order to develop a technical knowledge of the textile manufacturing process and also an understanding of the different types of fabrics. Students will prepare a ‘textile book’ where each type of fabric must be identified with a sample along with a definition (both technical and descriptive) and a photographic example of the type of fabric made up in a garment. Main topics covered in this course include: general introduction (natural and synthetic fibers); fabric structures: woven; dyeing and printing processes; fabric finishing. Suitability of fabrics to specific garment shapes; identification and analysis of fabrics - individual research.

Module 2 - Textile Pattern Drawing
This course focuses on how to experiment with textile techniques of construction, embellishment and print so as to become aware of the possibilities of expression by means of the fabric. Main course topics and students works include: understanding of the characteristics of the materials used; analysis of textile pattern and texture techniques within a chosen trend; development of a visually exciting collection of textile designs relevant to the chosen trend; creation of a stimulating impact exploring creative sense of style developed in various pattern making techniques.

DESIGN WORKSHOP III - IED FOR FUTURE
IED Academic Year students have the opportunity to participate in an extra-curricular project in collaboration with IED Centro Ricerche.
IED FOR FUTURE is a three-year initiative that begins in 2012 and will conclude with at the 2015 Universal Exposition in Milan. The project brings together the resources of IED Centro Ricerche, local institutions and companies, researchers and students. IED FOR FUTURE involves students of interior and fashion design who will work together as a team in order to exploit their combined talents, skills and creativity. The focus is on the use of creative design solutions as a response to contemporary realities that young people face and how a new generation can be a catalyst for social innovation. The main themes of the study include: youth, housing, mobility, learning, time, food culture and the concept of “sharing”.
Students of the Academic Year programs will address the issues of youth and housing in a metaproject on the phenomenon of co-housing. The project will address the phenomenon of shared living spaces, specifically the contemporary reality of un-related people living together, such as students, young professionals as well as people residing in urban areas where accommodation is at a premium. Students will combine the design and use of interior space and décor to enhance and enable a peaceful and practical usage of the shared home.
The startup date is September of 2012 and the project will conclude with a publication in conjunction with the Universal Expo in Milan from May to October 2015. All students participating in this unique initiative will be credited as contributors.

ITALIAN LANGUAGE
Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.
# Fashion Jewelry Semester Program

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Fashion Jewelry
(Fall Semester)

LEVEL AND PREREQUISITES
This program provides an educational experience in the system and culture of Italian design, with particular attention to contemporary trends, and more specifically on design languages. Courses are aimed at passionate applicants with no previous field studies or experience and qualified applicants, such as university students and professionals whom wish to acquire new skills and perspectives.

IED is a project-based environment providing for both individual and team student needs; the heterogeneity of students within the courses, both in terms of cultural background and previous studies, enrich the teaching and learning methodology.

In addition to the prerequisites indicated in the Admission and Enrolment procedure that can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education
Semester and Academic Year Programs, student applicants must meet the following requirements in order to be eligible for the program:
• be in good academic standing and good standing in student conduct matters at the time of application and when the program starts;
• have basic knowledge on art history and design culture;
• have basic visual communication skills such as computer graphics and basic photography.

LEARNING OUTCOMES
• Capacity to identify and analyze Italian fashion industry trends and leaders.
• Recognize historical periods and movements in the development of fashion, art and jewelry.
• Learn to use Photoshop proficiently.
• Develop free hand drawing and rendering techniques.
• Execute a jewelry project from concept to sketches to final design.
• Use the design methodology and techniques to transform creative expression into jewelry.
• Employ the creative process in order to formulate and execute projects.

THE PROGRAM
The Fashion Jewelry semester is a unique opportunity for students interested in a future in the field to develop the technical skills and knowledge base that are necessary to be a creative and professional success.

The program trains students in project design by focusing on the technical skills and methodologies that are necessary to take an initial concept study its feasibility and develop a final collection.

The jewelry designer is an interpreter of “hidden” signs. Their heightened sensitivity to aesthetics and intuition allows them to translate the symbolic language of the body and behavior into tangible objects and shapes. If jewelry is the physical representation of these symbols, then the pieces one chooses to wear reflect one’s individual values. The capacity to recognize symbols and transform them into a concrete aesthetic form is crucial for the jewelry designer.

The semester is focused on theoretical studies as well as practice-based modules on designing and project realization that reinforces the necessity methodology to design a collection and will offer the practical skills and tools for them to express their creativity and to realize their designs.
FASHION JEWELRY

Module 1 - Free-hand Drawing

Allows students to develop their ability and creative capacity to translate plans into free-hand visual expressions. This will assist them in becoming familiar with drawing tools and master drawing space effectively. Course topics include: free-hand drawing, elements of visual perception and proportions; study of shapes, volumes, lights and shadows; basic geometrical constructions, descriptive geometry, orthogonal projections and perspective; the principles of free-hand drawing from straight lines, simple shapes and volumes to rotations, permeations and explosions; the jewels: synthesis and free-hand graphical translation of jewels on the drawing paper.

Module 2 - Rendering and Graphic Design (Photoshop)

Students will master the main components of the application from the analysis of the interface and commands to the processing and modification of images. The course will cover Photoshop’s main features: workspace; digital images, color settings; selections and layers, retouch and transform instruments. Course topics include: introduction to the software tools used for the design and the communication of a collection as well as the development of jewelry design techniques. Students are required to use Photoshop to carry out projects in many of their other courses.

REPRESNTATION TECHNIQUES 8 CF
HISTORY OF ART AND ART IN FASHION 6 CF
HISTORY OF FASHION AND ACCESSORIES 6 CF
DRESSING AND SELF-DECORATING COMMUNICATION 6 CF
HISTORY OF JEWELRY 2 CF
MATERIALS AND JEWEL LAB 6 CF
METHODOLOGY AND PROJECT I 4 CF
FASHION JEWELRY 8 CF
ITALIAN LANGUAGE 4 CF

HISTORY OF FASHION AND ACCESSORIES

The fashion world and its evolution from the second part of the 19th century to today; introduction to the most significant rudiments of history of costume from the Italian Renaissance to Napoleon; the relationships between political and social changes and costume development; the fundamental role of fashion designers and accessories designers in these changes, the ability to translate all with their own abilities and understanding of fashion.

DRESSING AND SELF-DECORATING COMMUNICATION

How “dressing” is a means of individual, social and cultural communication. Clothing and accessories are filters and junctions for the articulation of the dynamic dialogues amongst me, myself, my body, the others, my culture, and my expectations. Analysis will focus on the different communication levels mediated by clothes; communicating myself: work on the different communication levels mediated by clothes; cultural background; decorating the senses; keywords and mood boards. Project work will consist of producing a fashion/jewelry/accessories collection and book project.

HISTORY OF JEWELRY

Introduce students to the study and analysis of the history of jewels, giving emphasis to the meaning and values they had throughout the different ages and societies. History of Jewels is focused on specific designers and genres up to present day trends. Periods and topics covered in this course include: the Belle Époque; Cartier; the “Chirlanda style” and the introduction of platinum; the diamond new cut; l’Art Nouveau; Lalique and the other great jewelers. Spread of such style in the other European countries; the Deco period: the importance on the archeological discoveries and the influence of the Middle East; the Thirties: the success of “all white and diamonds” jewelry; the Forties: the war period; the Fifties: the economic recovery and the fashion of “all diamonds” jewelry; the Sixties/Seventies: the artist jewelers, freedom in thoughts; the contemporary period: the designers.

MATERIALS AND JEWEL LAB

Module 1 - Materials

Introducing students to the main stones, metals and non-conventional materials used in the development of a jewelry design collection to become aware of the possibilities of expression given by means of traditional and non-traditional tools. The study and the analysis of the main gems (the most important physical features, the
Module 1 - Methodology

Introduces contemporary trends and designers in order to gain consciousness about one’s identity and positioning vis-à-vis fashion. This serves as the foundation for the following course components and projects: research, detection and analysis of a concept; stylistic knowledge of the sector and of trends; idea development; key elements of the moodboard; realization of a book of materials and colors; application of the individual working and presentation of a final book.

Module 2 - Fashion Jewelry Project

This course brings together proper use of design methodology with the main instruments required for developing a professional design brief including proper research on current jewelry trends and designers. Also covered is how a design concept evolves into a new product line. The course will conclude with the realization of a project book including: research, concept definition, product and target segment briefs, sketches of ideas development, technical drawings of selected items, renderings, description of materials used and manufacturing processes, technical details.

ITALIAN LANGUAGE

Supports students in the enhancement of their individual language skills. Depending on the initial level of knowledge, students will gain basic knowledge or implement their previously acquired skills in order to communicate, integrate within the enlarged IED community and understand the Italian way of life.
Starting from its founding in 1966 the IED has placed high tech and quality craftsmanship that reflect continuity of the traditions of the classical artisan at the center of its academic curriculum and project methodology. This synthesis has created a one of a kind experience and opportunity unique to IED programs. IED Firenze is thus able to call upon the infinite cultural, artistic and technical resources matured over centuries that define and distinguish the remarkable region of Tuscany.

IED Firenze opened in 2008 in the historic center of Florence in the "Casa della Creatività" an initiative of the municipal government of Florence as a space to promote dialogue, creativity and performance.

After four years of activity in the area, IED Firenze has moved to the ex-offices of the Cassa di Risparmio di Firenze Foundation, in via Bufalini, near Palazzo Pucci.

IED Firenze Semester Programs are based around the traditional study abroad model whereby students select courses from a list of available subjects, The Fashion Communication program has a diverse theme and focus each semester which allows students to specialize in different areas. Students choose between seven courses offered each term and enroll in a minimum of four. At IED Firenze students also have the option of choosing the Academic Year option by enrolling in any two consecutive semesters to create a Academic Year - area of concentration.

IED Firenze focuses on utilizing local resources through industry partnerships and fosters an atmosphere of innovation. Students engage with local design professionals, businesses and institutions as part of their project work.

"è necessario instaurare reti lunghe, in modo tale che il vero sapere transiti dal fare al pensare senza interruzioni".

"it is crucial to construct long-term connections to allow the free flow of true knowledge from thought to action".

Aldo Bonomi
Florence is the focal point of the Italian renaissance and home to an incredible cultural, artistic and architectural patrimony. These proud traditions are still part of the economic and creative fabric and are a fundamental component of the curriculum. Florence offers students an inspirational patrimony of artistic and cultural heritage that serves as the backdrop to the didactic offer and programs.

In 2012, IED Firenze moved to the ex-offices of the Cassa di Risparmio di Firenze Foundation, in via Bufalini, just steps away from the Duomo di Firenze.

The new facility is part of a larger collaboration with the Ente Cassa di Risparmio di Firenze.

The Ente is the foundation of the Savings Bank of Florence which promotes and finances projects of historic conservation and preservation in Florence.

Collaboration between IED Firenze and the Ente Cassa di Risparmio include:

- The Rinascimento Digitale: development of new technology and media;
- OMA: promotion and development of artisan traditions and products.

The new space is part of an architectural requalification project of the 20th century building within the context of the medieval city.

The 1957 structure, designed by Giovanni Michelucci (noted architect of the Santa Maria Novella railway station in 1934 and the Chiesa dell’Autostrada del Sole, both in Florence) will be transformed into an educational and cultural meeting space where the IED Firenze is situated.

Today IED Firenze is composed by 14 classrooms, 4 computer labs, auditorium, fashion archive, administrative offices and public exhibition space.

IED Firenze offers the possibility to organize public events in collaboration with local and international partners. Current initiatives under development include:

- Public exhibition space for artists and designers.
- Developing conferences with Aldo Colonetti, IED Firenze Scientific Director and Director of Ottagono (Italian design and architecture magazine).
- Collaborative projects with the major cultural institutions, Florence municipal government and artisan-related organizations.
- Workshops and seminars open to the public.
- Host international education programs.
Fashion Communication Semester
Fashion Communication

(Spring Semester)

LEVEL AND PREREQUISITES
The Fashion Communication Semester Programs at IED Firenze are a unique, focused and practical introduction to the fashion industry and the central role of communication. This theme is developed through the courses offered, the companies chosen for collaborations and the project that concludes the semester. In addition to the prerequisites indicated in the Admission and Enrollment procedure which can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education
Semester and Academic Year Program students must also be in good academic standing and good student conduct at the time of application and at the start of the selected program.

LEARNING OUTCOMES
Learning outcomes include:
• Identification and correct use of fundamental principles in discussion and project work.
• Development and application of analytical and critical thinking.
• Work independently and as part of a team.
• Recognize the multi-faceted nature of the fashion industry and use of effective communication.
• Capacity to give and receive constructive feedback.

THE PROGRAM
The Fashion Communication semester forms the basis of the program by drawing together the various disciplines that make up the core vision of the program. Project work and collaboration with companies and industry professionals are the foundation of the IED philosophy. The Fashion Communication Semester Program focuses on key elements of communication and events applied to the fashion industry. Please view the following chart for details on courses:
**Course Descriptions**

**Fashion Communication**
Students learn the correct methods and criteria to consider in creating a fashion communication strategy. The fashion sector as a new type of communications that ranges from the advertising message to the major event.

**Fashion History**
The evolution of styles and tastes in Western fashions from its origins to the mid-nineteenth century. In addition to providing a basic historical and cultural grounding, the course sets out to stimulate the development of the critical and analytical skills necessary for students to interpret contemporary trends.

**Semiotics for Fashion**
The study of signs and their identification, meaning and classification. The semiotic concepts applied to fashion as a particularly relevant field for the use of symbols in advertisement, runways, events and every type of communication.

**Digital Communication I**
Digital Project Management: the opportunities offered by new information technologies and communication have brought to a convergence of media of telecommunications and of information regarding fashion projects.

**Fashion Materials**
The course offers an analysis of the factors that contribute to the structure of a fashion collection: from the production of fabrics to the composition of a fashion product and the different elements that create it.

**Introduction to Fashion Events**
Covers the basics of Fashion Event planning and communicating starting with the study of case histories of events. Deals with the interconnectivity of physical and digital planning and how to effectively manage a project, client or event with digital tools to increase integrated communication strategies.

**Visual Language**
Introduction to aesthetics, an historical and critical analysis of the most important modern and contemporary artistic and fashion movements, in relation to the development of society and of culture.
Fashion Marketing
Semester
Fashion Marketing

(Fall Semester)

LEVEL AND PREREQUISITES
The Fashion Marketing focus is developed through the courses offered, the companies chosen for collaborations and the project that concludes the semester. Important courses and topics such as branding and fashion marketing, which are the bases for the creation of effective and strategic marketing plans, coherent brand philosophy and image construction and ultimately good sales will be thoroughly covered in the classroom as well as utilized in student project work and presentations. In addition to the prerequisites indicated in the Admission and Enrollment procedure which can be downloaded from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Program students must also be in good academic standing and good student conduct at the time of application and at the start of the selected program.

LEARNING OUTCOMES
Learning outcomes include:
• Identification and correct use of fundamental principles in discussion and project work.
• Development and application of analytical and critical thinking.
• Recognize the multi-faceted nature of the fashion industry and use of effective communication.
• Capacity to give and receive constructive feedback.

THE PROGRAM
The 2011 class project for the Fashion Marketing courses was an analysis of the Ken Scott brand. Students prepared and presented a re-launch of the brand. As part of the project, students met with a designer from Ken Scott, had access to the company archives and gave their final presentations for a member of the Ken Scott International marketing team. The Fashion Marketing Semester Program focuses on key elements of communication and events applied to the fashion field. Please view the following chart for details on courses:
BRANDING
The identification of a company’s identity, image and values as a foundation for its effective communication, success and growth.

COMMUNICATION AND PUBLIC RELATIONS
Prerequisites: Fashion Communication or equivalent.
How to use the press office, how to relate and communicate to other roles in the fashion world from designers to marketers, from photographers and other communicators to clients.

DIGITAL COMMUNICATION II
Prerequisites: Digital Communication I or equivalent.
The opportunities offered by new information technologies and communication have brought to a convergence of media of telecommunications and of information regarding fashion projects. The course studies this phenomenon, illustrated in its recent developments and in relation to the main fashion trends. It explores the possible applications with references to their evolution, technical components and production.

HISTORY OF FASHION PHOTOGRAPHY AND STYLING
Through the study, aesthetic research and camera settings, photographers reflect artistic, cultural and social changes. The course pays particular attention to fashion photography and concentrates on the contributions of techniques and aesthetic languages that represent fashion photography and its main testimonials.

FASHION EVENT COMMUNICATION
The notions regard the field of brand and product communication in all its phases from concept to creation, diffusion and communication. Includes the analysis of the relationship between communication and fashion events, their strategic importance and possible future scenarios.

FASHION MARKETING I
The course offers the basics of marketing in both theoretical and technical terms. From theories and strategies to aid comprehension of commercial contexts to the role of advertising businesses in the establishment of a fashion brand.

TREND FORECASTING
Definition, research and analysis of the latest trends and of the professional profile of the cool hunter. Corporate communications and its different techniques and strategies.

### COURSE DESCRIPTIONS

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Fashion New Media Semester
Fashion New Media
(Fall Semester)

LEVEL AND PREREQUISITES
The New Media Communication semester at IED Firenze offers the most advanced courses with a strong emphasis on the latest technology and use of new media applications for the fashion industry. The New Media focus is developed through the courses offered and the companies chosen for collaborations and the project that concludes the semester. In addition to the prerequisites indicated in the Admission and Enrollment procedure downloadable from our website at http://www.ied.edu/study-in-italy/international-students/continuing-education Semester and Academic Year Program students must also be in good academic standing and good student conduct at the time of application and at the start of the selected program.

LEARNING OUTCOMES
Learning outcomes include:
- Identification of New Media tools and their correct and efficacious use.
- Development and application of analytical and critical thinking to practical projects.
- Obtain an in-depth knowledge of New Media and Interactive Media and how to use it effectively and critically.
- Recognition of the multi-faceted nature of the fashion industry and use of effective communication with other professionals.
- Positive participation in an effective video creation and/or visual merchandising project.
- Capacity to give and receive constructive feedback.

THE PROGRAM
The 2011 project (Bloggers from Florence 4ever) illustrated how a business can enhance their communication effectiveness using new media. In parallel with Luisa Via Roma’s Florence 4ever event students talked with professional bloggers and used a combination of self-designed blogs, websites and apps in order to illustrate the new communication platform for their chosen target.

COURSE DESCRIPTIONS

NEW MEDIA COMMUNICATION
Prerequisites: Fashion Communication, Public Relations or equivalent.
Methods and strategies for communicating a project using new and traditional media: recognizing the creative process (from conception to completion), choosing and organizing the information, interacting with the dialogue partner, studying the most effective communication model to adopt.

NEW MEDIA MANAGEMENT
Prerequisites: Digital Communication I and II or equivalent.
Deals with the application of technological tools and methodologies to the artistic production of aesthetics for fashion, including fields such as event planning, installations, videos and all communicative expressions that deal with transversal forms of communications.

FASHION MARKETING II
Prerequisites: Fashion Marketing I or equivalent. Basic marketing knowledge is required.
Strategic marketing, from current diverse commercial contexts to the role of guerrilla techniques and new media in the establishment of a fashion brand.

THE ITALIAN FASHION SYSTEM
Prerequisites: Fashion History or equivalent.
An overview of Italian Fashion through the analysis of the unique economic, social and style factors that create Made in Italy products. Company structures and Italian designers are studied and local companies visited.

VIDEO LANGUAGE
Examines video techniques: supports, duplications, systems and more by analyzing equipment and storyboard creation to arrive at a finished product.

FASHION GRAPHICS
Fashion Graphics and the fore fronting of the relation between image and word in a specific field or project to define and communicate the product more efficiently in all fields pertaining to fashion, including movies, fashion shows, editorials, etc.
Fashion Stylist
Semester
level and prerequisites
The Fashion Events semester focuses on a company collaboration to develop a consistent and effective fashion styling strategy based on the company’s current needs and brand identity. The project includes a brand values setting, a communication strategy, set design and a photoshoot project. The company project objectives may include a new product launch, re-launch, brand re-positioning or other main objective. The IED approach offers students the unique opportunity to work directly with industry professionals as part of their academic experience and professional development thanks to long-standing relationships with Italian fashion and design industry leaders. In addition to the prerequisites indicated in the Admission and Enrollment procedure which that can be downloaded from our website at [http://www.ied.edu/study-in-italy/international-students/continuing-education](http://www.ied.edu/study-in-italy/international-students/continuing-education) Semester and Academic Year program students must be in good academic standing at their home institution or have equivalent professional experience at the time of application in order to begin the selected program.

learning outcomes
Learning outcomes include:
• Identification of key elements and values in the Fashion Communication field and their correct and efficacious use.
• Development and application of analytical and critical thinking to practical projects.
• Recognition of the multi-faceted nature of the fashion industry and use of effective communication in different media.
• Capacity to give and receive constructive feedback.
• Successful organization and completion of a photoshoot.

the program
The Course of Fashion Styling is a unique educational experience to well understand and interpret the intrinsic values of the fashion manufacturing supply chain. The program aims to develop strategies of Fashion Styling and Fashion Communication able to transfer the intangible values of the artifact to contemporary global market. Fashion Stylist are experts in product analysis and in the choice and organization of the correct media in print and digital promotional campaigns.
**.course descriptions**

**History of Fashion II**
The course explores the historical development of contemporary fashion in order to identify trends in the fashion industry and the communication process. Changing trends and styles are covered from the historical, cultural, social and economic standpoint to provide students with the necessary tools to understand contemporary fashion as well as highlight the systems and major trends and developments.

**Video Language + Digital Events**
In addition to learning how to use video design programs and the most important techniques of video shooting and editing, this course analyses the aesthetic codes, the many different languages of the video medium and the influence exerted on perception and use of the fashion system. Students acquire the ability to exercise critique about the phenomena related to video production, translating the codes of their contents and understanding the techniques used to make them.

**Fashion Stylist and Digital Communication**
Visual design methodologies and techniques are fundamental for students to be able to plan, complete and present professional projects. By providing students with technical and methodological skill, the course prepares them how to use graphic design software to create custom publications, portfolio graphics and multimedia projects.

**Fashion Writing**
Starting out from an analysis of the trade press and by responding to specific questions, students are now expected to create a narrative, both written and visual, that takes styles and brand identities into due account. Case studies highlight the importance of choosing the correct expressive language, semiotic codes, principles of marketing and mechanisms for using communications – from hard copy to the web and new digital tools.
Fashion Communication and Marketing Academic Year Program
Fashion Communication and Marketing Academic Year Program

LEVEL AND PREREQUISITES
Academic Year participants must be at least 18 years of age and have a valid high school degree. Academic Years require that participants follow and attend all courses within the limits of the attendance policy. Further information can be found on the IED’s website at: http://www.ied.edu/study-in-Italy/international-students/continuing-education

In addition, should they wish to transfer credits, they must put forth the request to their home university. All and any credit transfers will be issued by their home institution.

LEARNING OUTCOMES
Learning outcomes include:
• Identification and correct use of fundamental principles in discussion and project work.
• In-depth knowledge of key aspects of the Communication and Marketing fields.
• Produce work to be incorporated into a professional portfolio.
• Development and application of analytical and critical thinking.
• Autonomous and group work experience including time management and leadership skills.
• Recognize the multi-faceted nature of the fashion industry and use of effective communication.
• Capacity to give and receive constructive feedback.

THE PROGRAM
Academic Years are intensive year-long programs composed of two semesters. Unlike semester programs academic years require that students follow all of the courses offered in both semesters creating an intensive experience and a diverse curriculum (each semester has a different focus) and thus preparing participants to either work in the fashion world or continue with their education.

Please note: Academic Year Programs are structured with both the Spring and Fall term calendar.
Fashion Marketing and Communication Academic Year Program
Fashion Marketing and Communication
Academic Year Program

LEVEL AND PREREQUISITES
Academic Year participants must be at least 18 years of age and have a valid high school degree. Academic Years require that participants follow and attend all courses within the limits of the attendance policy. Further information can be found on the IED’s website at: http://www.ied.edu/study-in-italy/international-students/continuing-education
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• Produce work to be incorporated into a professional portfolio
• Development and application of analytical and critical thinking.
• Autonomous and group work experience including time management and leadership skills.
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THE PROGRAM
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Fashion New Media and Communication Academic Year Program
Fashion New Media and Communication Academic Year Program

**LEVEL AND PREREQUISITES**

Academic Year participants must be at least 18 years of age and have a valid high school degree. Academic Years require that participants follow and attend all courses within the limits of the attendance policy. Further information can be found on the IED’s website at: [http://www.ied.edu/study-in-italy/international-students/continuing-education](http://www.ied.edu/study-in-italy/international-students/continuing-education)

In addition, should they wish to transfer credits, they must put forth the request to their home university. All and any credit transfers will be issued by their home institution.

**LEARNING OUTCOMES**

Learning outcomes include:
• Identification of New Media tools and their correct and efficacious use.
• Development and application of analytical and critical thinking to practical projects.
• Obtain an in-depth knowledge of New Media and Interactive Media and how to use it effectively and critically.
• Identification and correct use of fundamental principles in discussion and project work.
• Development and application of analytical and critical thinking.
• Work independently and as part of a team.
• Recognize the multi-faceted nature of the fashion industry and use of effective communication.
• Capacity to give and receive constructive feedback.

**THE PROGRAM**

Academic Years are intensive year-long programs composed of two semesters. Unlike semester programs academic years require that students follow all of the courses offered in both semesters creating an intensive experience and a diverse curriculum (each semester has a different focus) and thus preparing participants to either work in the fashion world or continue with their education.

**FASHION EVENTS AND NEW MEDIA**

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<td>FASHION COMMUNICATION</td>
<td>4</td>
<td>3.15 Credit</td>
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<td>FASHION HISTORY</td>
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<td>SEMIOTICS FOR FASHION</td>
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<td>DIGITAL COMMUNICATION I</td>
<td>4</td>
<td>3.15 Credit</td>
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<tr>
<td>FASHION MATERIALS</td>
<td>4</td>
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<td>INTRODUCTION TO FASHION EVENTS</td>
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<td>3.15 Credit</td>
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<tr>
<td>VISUAL LANGUAGE</td>
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Please note: Academic Year Programs are structured with both the Spring and Fall term calendar.
Enrolment and Practical Information

IED ADMISSION
AND ENROLMENT PROCESS
Please check Semester Level and Prequisites in the Program pages of this document and our website for details.
www.ied.edu/study-in-italy/internationalstudents/continuing-education

AGE REQUIREMENT
Applicants must be 18 years by the end of the year in which the course starts.

LANGUAGE REQUIREMENT
Applicants must have a high intermediate level of English in order to enroll in the program; they must be able to follow a lesson held in English. Level 5.0 IELTS (61 TOEFL IBT or equivalent) or above is requested.

LIMITED ENROLMENT
To comply with the IED entry requirements and its strict level of quality, and in order to guarantee the effective interaction among instructing staff and students, IED has a restricted number of available places to its Semester and Academic Year Programs. All programs have limited enrollment and applicants are processed on a “first come first served” basis. Student enrollment is not confirmed until the application process is complete and Enrolment Fee paid in full.

GENERAL INFORMATION

VISA
All non-European Union students residing in Italy for more than 90 days are required to have a student visa. Student visas are issued by Italian Consulates in the student’s country of residence. Applications are available from the Italian Consulate nearest the student’s permanent address. The requirements to apply for the student visa may differ from consulate to consulate.
For the latest official information visit http://www.italyemb.org or contact us at admissions@ied.edu.

Students are strongly encouraged to check with their own Embassy/Consulate about best timing to apply for visa, according to jurisdiction in their country of residence. IED will provide all required documentation (Certificate of Enrolment) to obtain the visa upon payment of the enrolment fee.

(Please note: Some nationalities may be required to pay the entire program cost as a condition before applying for the student visa.)

COURSE CANCELLATION
Courses that do not reach the minimum number of confirmed participants may be cancelled. If a course is cancelled, the student will be notified by telephone or email and will have the option to select another course or request a full refund of all fees paid.

PROGRAM COSTS
Program costs are indicated in the Enrolment Documentation that can be downloaded from our website. Enrolment and Tuition Fees include usage of equipment and laboratories (including lab materials) and visits/field trips and do not include extra materials, course supplies and textbooks, travelling, transportation, accommodation, airport transfer, meals and personal expenses.

COURSE WITHDRAWAL
In order to withdraw from a Academic Year or Semester program, the applicant must send a letter of withdrawal to the Academic Secretary of the school. Withdrawals must be made no later than 20 calendar days prior to the program start date; refund information can be found in the IED General Regulations, that can be downloaded from the website.

The Enrollment fee is only refunded in the case of an applicant who is refused a student visa by the Italian Consulate. Foreign students who have been denied an entry visa for Italy may obtain refunding of any sums already paid, by submitting - together with the withdrawal of study application - all the documentation certifying the visa rejection by the diplomatic bodies.

COURSE TEXTS
Students will be issued a course pack and/or PDF copy of course readings from texts as well as other relevant articles and readings added by the professor. Courses may have a specific bibliography, texts will have to be purchased by the students or borrowed from the IED Library.
COURSE MATERIALS AND SUPPLIES
Required materials for laboratories will be provided, while design project workshops’ materials will have to be purchased by students at their own expenses. Students are encouraged to bring their own laptop and digital camera in order to work independently.

STUDENT SERVICES
ARRIVAL
The IED can provide for airport pick up for students who request it. The service is not included in the tuition fee. The services is free for groups of more than 13 people.

HOUSING
The IED offers help in booking a residence for semester and Academic Year students. Students are also free to make their own housing arrangements and IED Milano/IED Firenze can facilitate that by providing a list of local agencies.

LIVING ASSISTANCE
The International Student Desk (ISD) helps international students offering a series of services and activities to get them familiar with the city of Milan, especially during the first adjustment period. In particular ISD supports the foreign students through the procedures concerning the Residence Permit. Furthermore the ISD deals with the following topics:

• health, sports and well being (support in identifying the student’s need upon arrival and in choosing the most relevant solution);
• public transportation (help in choosing the best type of tickets/passes according to the period of staying and support in preparing the documentation required to buy them);
• culture and city life (organization of visits and tours according to particular students requests, reporting of activities taking place in Milan and shops proposing special prizes for IED Students);
• bank account (suggestions and indication on how to open an Italian account in some of the banks linked to IED).

RESIDENCE PERMIT
(Permesso di Soggiorno):
Upon arrival students will be assisted by the International Student Desk (ISD) in completing the required paperwork and procedures to obtain the “Residence Permit”, to be requested within 8 working days from the arrival into Italian territory.

HEALTH INSURANCE
Extra EU students must have a private health insurance to cover their entire stay in Italy in order to ask for the VISA and apply for the Residence Permit. Once in Italy students can choose to register into the Italian Public Health System. Furthermore ISD can provide a list of private medical centers with English speaking doctors.

For further information, the IED International Student Guide is available on the web site.

ACADEMIC SUPPORT AND ASSISTANCE
The first day of the program students will attend an Induction Opening Program organized by the School of their chosen field of study (IED Moda, IED Design). Students will meet IED staff, program coordinator and faculty leaders. The School will provide all academic and program information and will assist students throughout their school activities.
KEEP ON STUDYING

IED CREDITS (CREDITI FORMATIVI)

CF measure the student workload for the completion of a course, including workshop activities and individual study required of the student to gain knowledge and ability in the educational activities provided for by the study and examination regulations for the course in addition to the time in the classroom. Each credit (CF) corresponds to twenty-five hours of work, including theory lessons, workshops, projects and individual study. A IED class hour is equal to 60 minutes of instruction. IED follows the European Credit Transfer System in evaluating and granting credit for courses.

IED CREDITS TRANSFER SYSTEM

IED Semester Programs are developed to guarantee the implementation of student competence and skills in the chosen field of study, in respect of the courses level and learning outcomes. However, credits are not self validated, final credit award and transfer is made only by IED final destination or by the student’s home university.

TRANSFER IED CREDITS TO OTHER IED COURSES

Students from the Semester and Academic Year programs who wish to continue their studies within the IED Network may submit to the IED location of choice a Transfer Student Request Form. In order to be eligible for the Program they wish to enroll to, students must comply with the specific VISA entry and academic admission requirements of the given course and Diploma. Once IED has received all this documentation, the Academic Council will appraise the application’s suitability after evaluation of the academic credits and/or debits situation. If admitted the applicant will have to undergo an interview with a member of the Academic Team of the chosen school to undersign the Course Structure. Students should always remember that even within IED Italy programs and locations, VISA requirements may vary depending on the program of interest. Students should contact their International Admission Advisor, for details. International students, particularly from NON-EU countries, are strongly advised to check with IED recommended timing and start the Transfer Student admission process as soon as possible.

VISITING STUDENTS AND UNIVERSITY TRANSFER CREDIT

Students who are enrolling in IED as a visiting semester/Academic Year (study abroad) should contact their home institution and verify program approval and timing, as well as the transfer credit procedure. IED provides all relevant course and institution related documentation in order to facilitate credit transfer and recognition.

CONVERT IED CREDITS TO US SYSTEM

IED bases equivalency calculations on the “standard” credit transfer formula used by the majority of US universities based on one credit being equal to 15 contact hours (academic hours) and that an “academic hour” is defined as 50 minutes in length 50 minutes in length.

IED reserves the inalienable right to make any changes necessary to the present document, if they are deemed an improvement to the service provided to students, with regard to both academic goals and the optimum organization of related activities.

KEEP ON STUDYING
IED is the Design network whose roots go deep into the authentic Italian culture of creativity.