

INTRODUCTORY COURSE

# ONE YEAR COURSE IN GLOBAL DESIGN

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Study plan



Smoothie: Aleksandra Klimowitz

# ONE YEAR IN GLOBAL DESIGN

## Introductory Course

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IED Barcelona offers the One year course in Global Design to all those interested in getting an introduction to the several disciplines of design and it is a help for students in choosing which will become their career. All throughout the year students acquire the essentials on creation and design.

**+100 nationalities**

**50 years of experience**

**100% worldwide network**

**11 centres all over the world**

**10.000 students every year**

**+1000 agreements with companies**



Dentelles d'existence, Jewelry collection: Justyna Antozak

## GENERAL INFORMATION

**Language:** English

**Credits:** 60 IED credits

**Duration:** 1 year

**Schedule:** Monday to Friday, full time

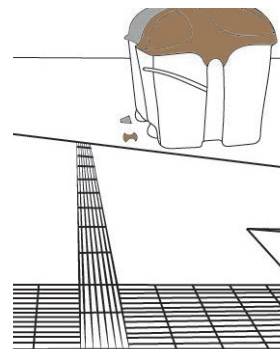
**Calendar:** September - June

# PRESENTATION

**“The One year course in Global Design is addressed to all those interested in getting an introduction to the several disciplines of design.”**

The One year course in Global Design is addressed to all those interested in getting an introduction to the several disciplines of design (such as product, interiors, fashion, graphic, management or marketing). It is a help for students in choosing which will become their career. All throughout the year students acquire the essentials on creation and design process.

Accessible Recycling and Tactile Signing: Dorottya Szabo



Paper, Cardboard	Glass	Plastic	Organic waste

# GLOBAL DESIGN / PROGRAMME

## First Semester

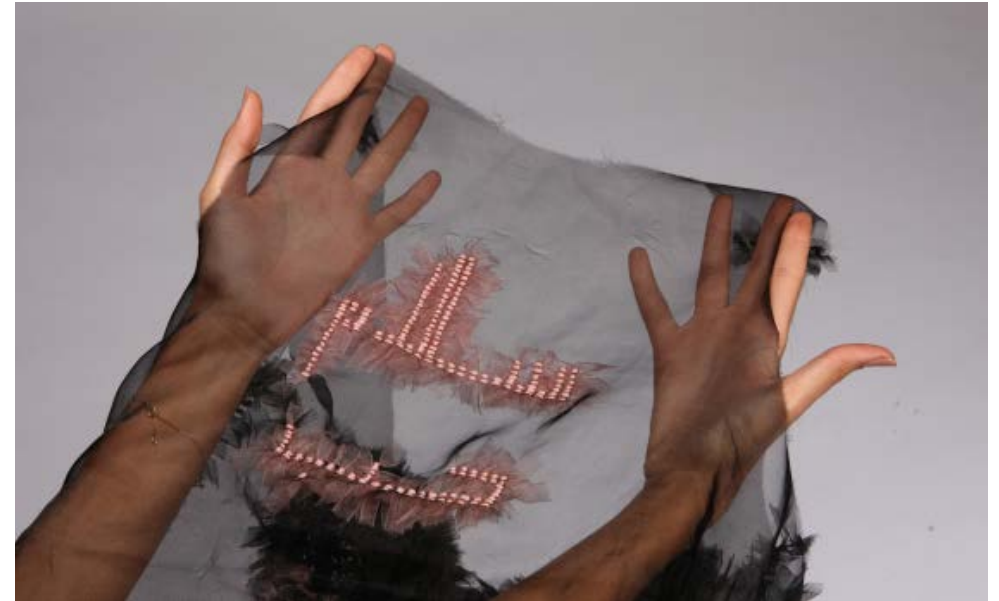
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FUNDAMENTALS OF DESIGN  
REPRESENTATION TECHNIQUES I  
PROJECT COMMUNICATION I  
INTRODUCTION TO MARKETING  
SCIENCE APPLIED TO DESIGN  
COLOUR AND FORM  
HISTORY OF ARTS AND DESIGN I

## Second Semester

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REPRESENTATION TECHNIQUES II  
PROJECT COMMUNICATION II  
TECHNICAL DRAWING  
SOCIOLOGY  
VOLUME  
HISTORY OF ARTS AND DESIGN II  
FINAL PROJECT



The Dress: Tradition and Typography, Ouissal Kadi



Mà a Mà: artistic exploration in rehabilitation therapies. Renata Colmenero, with Fundació Hospitalitat.

## GENERAL COURSE OBJECTIVES

Acquiring the essentials of creation and design process.

Finishing the course with their own work portfolio, an essential tool in the world of design that captures the practical abilities of a designer, who can show it to future clients or other design schools or institutions.

1st Semester  
common to the Undergraduate Design Courses, acquiring the design fundamentals and designers vision



2nd Semester  
focused around a Final Project and Portfolio

## SPECIFIC METHODOLOGY OF THE COURSE

The methodology of the One Year Global Design is based on the project culture and the learning by doing methodology. Different methodologies in creative world and innovation are applied through Project Based Learning.

**FUNDAMENTALS OF DESIGN**

Introduction to the basics of design: structure, form, colour, space and volume. Analysis of form, composition and perception. Design critique from an inter-disciplinary point of view. Theory, methodology, ideation and conception of the project.

**COLOUR AND FORM**

Introducing the student to the perception of colour. Colour models and standardisation. Significance of colour. Colour in design.

**REPRESENTATION TECHNIQUES I**

Using drawing as a form of observation, expression and representation. Analysing form and space. Appreciating and representing light. Memorisation and motion.

**PROJECT COMMUNICATION I**

Introducing the student to the construction, composition and transmission of ideas, thoughts and information, composition and visual perception.

**TECHNICAL DRAWING**

Introducing the student to plane and descriptive geometry. Technical graphic language and its communicative significance in the field of design.

**REPRESENTATION TECHNIQUES II**

Learning to use instrumental techniques in structure, expression, and 2D and 3D representation. Construction, composition and transmission of ideas, thoughts and information. Video and photography in the design project.

**PROJECT COMMUNICATION II**

Graphic representation using digital technology. Digital devices and strategies. Trends for controlling and communicating information. Developing a portfolio.

**VOLUME**

Researching volume and spatial conception. Research and experimentation methods typically applied in this field.

**SCIENCE APPLIED TO DESIGN**

Understanding and applying the scientific method. Analysis and simulation methods. Research and experimentation in science applied to design. Mathematics, physics and chemistry applied to design. Methodologies for appraising the environmental impact of processes and materials. Sustainable development. Reuse processes.

**INTRODUCTION TO MARKETING**

Becoming familiar with the various fields of work involved in marketing, as well as the main essential tools applied in each of those fields. Applying principles and tools to case analysis. Offering an overall vision of marketing analysis and planning.

**SOCIOLOGY**

Becoming familiar with the main sociological theories linked to design and with useful micro-theories applicable to everyday life. Enabling the student to grasp and create qualitative and quantitative sociological tools. Learning about the different types of society to understand their general mechanisms and development. Becoming familiar with tools to discuss, create and present ideas.

**HISTORY OF ARTS AND DESIGN**

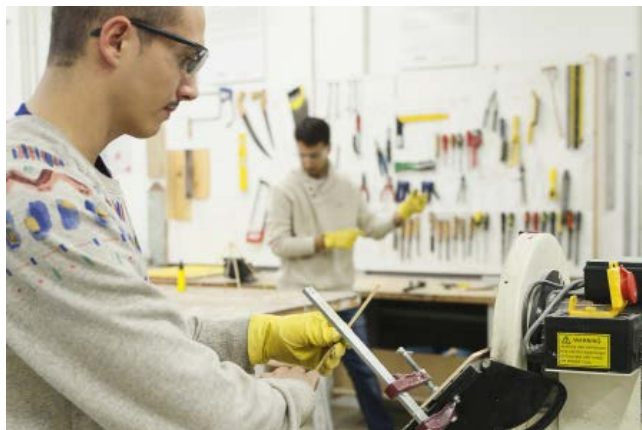
Providing the student with the right tools to discover the artistic elements of the past that live on today. Linking concepts from the history of art to the professional field of design. Reflecting on the interaction between artistic production and its context. Learning to recognise institutional and alternative spaces in artistic practice. Knowledge, analysis and meaning of art. History of arts, architecture, design and fashion. Society and art.

**FINAL PROJECT**

Defining a design concept that could be brought to market. Applying knowledge acquired during the course. Controlling the design process, from initial research to the project's formalisation and communication.

# ADMISSION AND REQUIREMENTS

COURSE	REQUIREMENTS	ADMISSION PROCESS
<p><b>INTRODUCTORY COURSE</b> (1 años, 60 IED credits)</p>	<p><b>HAVING COMPLETED SECONDARY SCHOOL</b> (any A-levels or advanced vocational training)</p>	<p><b>ADMISSION TEST</b> And an interview with the orientation and admissions department.</p>





# NOTES:



