

6th edition

# GLOBAL DESIGN

## An approach to design process

Summer Course 2018

Introductory Level

**Calendar:** from July 2nd to July 27th of 2018

**Timetable:** Monday to Friday, from 9.30h to 14.30h

**Language:** English

**Structure:**

July 2nd: Opening ceremony and beginning of lessons

July 27th: Diploma award ceremony

Some of the complementary activities might be organized out of school schedule, to agreeing before with the students.

*For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.*

## Introduction

The design methodology can be applied to different fields of the society (business, product, culture, education), and nowadays design thinking is considered an added value also for companies, empowering the way to generate new ideas, solutions and opportunities.

Barcelona is consolidated as a creator and recipient city of the different disciplines of design and it becomes the perfect context and environment to understand Design, Designers, Design Lovers and the potential clients who are interested in buying their products.

Designers, Institutions and schools are based in the city creating a solid community with an international impact.

## Objectives

With Barcelona as a starting point and through lectures, visits and practical sessions, the aim of this summer course is to initiate young students into the world of design and the design methodology in several of its aspects:

- Approach the design process from conceptualization to communication practice.
- Approach the design culture from the multidisciplinary
- Discover through testing (learning by doing) and experiment with materials to convey a concept.

We intend to develop skills for analysis, criticism, understanding and expression. Students also learn how to research, organize and manage their time knowing when to choose the manner and most appropriate techniques for each project.

## Methodology

Through lectures, practical sessions and visits to design studios, we start educating what we call the “vision of the designer”, that is at least: curious, restless, intuitive, analytical, critical and of course creative.

All subjects confront us to the creative process to settle and expand knowledge, and enlarge the skills to develop ourselves in the field of design.

## **Student profile**

This course is for students interested in several design areas such as interior, product, fashion and graphic design. It's also open to curious people, and interested in an interdisciplinary experience in design world.

## **Admission requirements**

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- Diploma (minimum studies required: High school) scanned
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview

## Course program

### CULTURAL CONTENT AREA

#### **Design thinking and Research**

A lecture on the basics of Design Thinking, its core principals, key concepts and application usage throughout various industries. There will be an overview of the main tools and framework, as well as of the overall process. The importance of research in the design process.

#### **Visual design**

Lecture about present and future of Visual Design

#### **Global Visions of Fashion**

The subject offers an introductory vision to the function of the fashion system, applying key cultural references and highlighting visual communication to interpret codes and signals present in the fashion field.

#### **Sustainable design**

Sustainable design methodology to provide projects with the environmental and social criteria throughout all stages of a product lifecycle.

#### **Semiotics**

Analyse by semiotics several design examples from the modern to the current world to develop a greater consciousness of structures and communication systems

### TECHNICAL AREA

#### **Representation techniques**

Visual perception: learning to see. Acquisition and development of graphic resources to represent figures and garments. Research and relation of plastic language with different applications of illustration. Representing new concepts.

#### **Materials**

This class introduces the main techniques of fibre and textile manufacture leading to the production of final fabrics. Focusing on each process individually it allows the students to develop an understanding of each aspect of fabric production and how to identify characteristics through simple fabric analysis enabling them to develop sensitivity to the many different qualities.

#### **Scale Models development**

Mostly devoted to product and interior design, the model workshop lets experiment with fast ways of executing the designed forms using manageable materials.

## PROJECTS AREA

### **Short exercises in workshop format**

Projectual experiences in the different areas: from concept to prototype.

### **Project communication**

Tools to communicate projects

### **Lego serious play**

As a methodological system

## COMPLEMENTARY ACTIVITIES

Visits:

- Hey Studio: [www.heystudio.es](http://www.heystudio.es)
- Emiliana design studio: [www.emilianadesign.com](http://www.emilianadesign.com)
- Estudi Bonjoch: [www.bonjoch.com/en](http://www.bonjoch.com/en)
- DHUB: [www.dissenyhubbarcelona.cat](http://www.dissenyhubbarcelona.cat)
- Josep Ferrando Architecture: [josepferrando.com](http://josepferrando.com)

## Course Coordinator

Each Summer course program content and syllabus have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

### Susana Zarco

Interdisciplinary designer. Since 1999 she has been collaborating with *Emiliana Design Studio* in multidisciplinary project development, particularly those regarding design and coordination of exhibitions. She creates in 2006 the studio and brand *Lots of Loops*, and since 2011 she's running the *Barribastall* project, developing creative activities for educational associations through the workshop format. She's currently teaching at IED Barcelona, coordinating the One Year Global Design and The Summer Course in Global Design, she's also teaching in Workshops and Masters Courses.

## Teachers of the previous edition

### Maya McCarthy

Passionate about the transverse relations between cinema, advertising and fashion visual trends. Since 2005 she has been teaching in the Master's degrees in Fashion Marketing and Communication, and Costume Design.

She was born in London and raised between Italy and Spain, where she specialized in Fashion Design. She currently lives in Barcelona and coordinates the Fashion Culture module included in the programs of the BAs in Fashion Design and Fashion Marketing and Communication. She is freelance for textile companies or creating creativity workshops related to fashion in Brazilian universities.

### Jordi Canudas

He started up his studio in 2007 in London, after graduating from the Royal College of Art with a MA degree in Design Products. He is member of London based collective 'OKAY Studio' and moved to Barcelona in 2011 where the studio is currently based.

Jordi's practise develops from a conceptual base onto prototyping and testing with a direct approach to materials. Working in a wide range of fields from product design, product development, art direction, interiors and one-off production. Jordi Canudas' work have been exhibited internationally and can be found within the MoMa collection in New-York and the Design Museum Die Neue Sammlung in Munich.

### Elena Casanovas

Interior designer from Barcelona. She took a BA in Interior Design at Kingston University in London, where she focuses in projects related with Conceptual Thinking.

She works with Mackay and Partners contributing to high-level projects at domestic and international levels. Co-founder of Creative affairs in association with Roman Bianco, a studio that develops project for clients such as Scalextric, Concept Hunter, Ajuntament de Barcelona, Grífols, Josep Torres Design, National Geographic, MatiasGuiarroEspais, Natural History Museum of Barcelona, Haines-McGregor, etc.

### **Hernán Ordóñez**

Graduate in Graphic Design by the Faculty of Architecture, Design and Urban Planning by the Universidad de Buenos Aires (FADU-UBA), Argentina. Designer and professor, he collaborates with design studios and schools in Argentina and Spain. Some of the projects that he has guided as tutor obtained awards and mentions by Signes, ADI-FAB and Laus, were presented at MADinSpain, o were selected by several publications. Others provided students with the opportunity of taking their first professional experiences in internationally renowned studios such as DesignBridge London and the Guggenheim Museum in Bilbao. Professor on Typography in the Longinotti Chair of FADU-UBA. Professor in Design, Typography and tutor of Degree Final Projects at several institutions in Spain and Argentina, along with his activity as designer. Author of *Typex. Una experiencia docente con Tipografía*, published by IndexBook. Lecturer at the Festival Trimarchi DG. República Argentina. Member of the selection committee of the Spanish Design Yearbook Select H. Certificated Rasmussen Consulting, Denmark and Serious Play™, Argentina to design and facilitate workshops on the LEGO© Serious Play© methodology.

[www.hernan.tv](http://www.hernan.tv)

### **Román Bianco**

Industrial designer from Barcelona, he moved to London to take a BA (Hons) in Product and Furniture Design at Kingston University. He collaborates with the Pearson Lloyd Ltd. studio in development of projects for Martinez Otero, Westfield, Lufthansa, Royal College of Art, Danerka, etc. Co-founder and creative director of the studio Creative Affairs, which develops projects for clients such as Scalextric, Concept Hunter, Ajuntament de Barcelona, Grífols, Josep Torres Design, National Geographic, MatiasGuiarroEspais, Natural History Museum of Barcelona, Haines-McGregor, etc.

### **Pau Serra**

Art Director&Ux at Everis

### **Jorge Márquez Moreno**

Head of User Experience at Everis

Everis an NTT DATA Company is a multinational consulting firm that offers business and strategic solutions, development and maintenance of technological applications and outsourcing services. The company, which operates in the telecommunications, financial, industrial, utilities, energy, public administrations and health sectors.

### **Antivition – Diego Iñiguez & Carlos Nieves**

Audiovisual is a design collaborative team-based studio in Barcelona. The studio specializes in direction & design for video, photography and interactive experiences built by the mastery of diverse media and the finesse of communication tools.

Diego Iñiguez graduated in Philosophy at UNAM, México D.F. and is a Freelance Visual Artist (photography, videography, installations and VJing). He has worked in Mexico, USA, Belgium and Spain doing Corporate Videos, Documentaries, Videoclips, Audio/Visual Installations and Shortfilms.

Carlos Nieves is a video designer specialized in VJing, photography and Motion Designer & Editor.

*The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested*