

# Advertising

Study Plan

[iedbarcelona.es](http://iedbarcelona.es)



Homage to the Catalan architect Antonio Bonet Santiago Restrepo Arias. Golden Laus Awards 2017



**La Ricarda**  
Antonio Bonet



**Canódromo**  
Antonio Bonet



**Torre Urquinaona**  
Antonio Bonet



**Terraza Palace**  
Antonio Bonet



**Centro Cabrils**  
Antonio Bonet



**Torre Cervantes**  
Antonio Bonet

## Official Undergraduate Degree in Design Specialisation in Graphic Design Itinerary in Advertising

Official Degrees  
lasting four years (240 ECTS)

IED Barcelona offers four-year Undergraduate Degrees in Design which are equivalent to University Degrees (240 ECTS) with the aim of transforming passion, talent and creativity into knowledge and skills that will enable future design professionals to develop their careers in the world of Design, Fashion, Visual Communication and Management.

**+100 nationalities**

**50 years of experience**

**100% worldwide network**

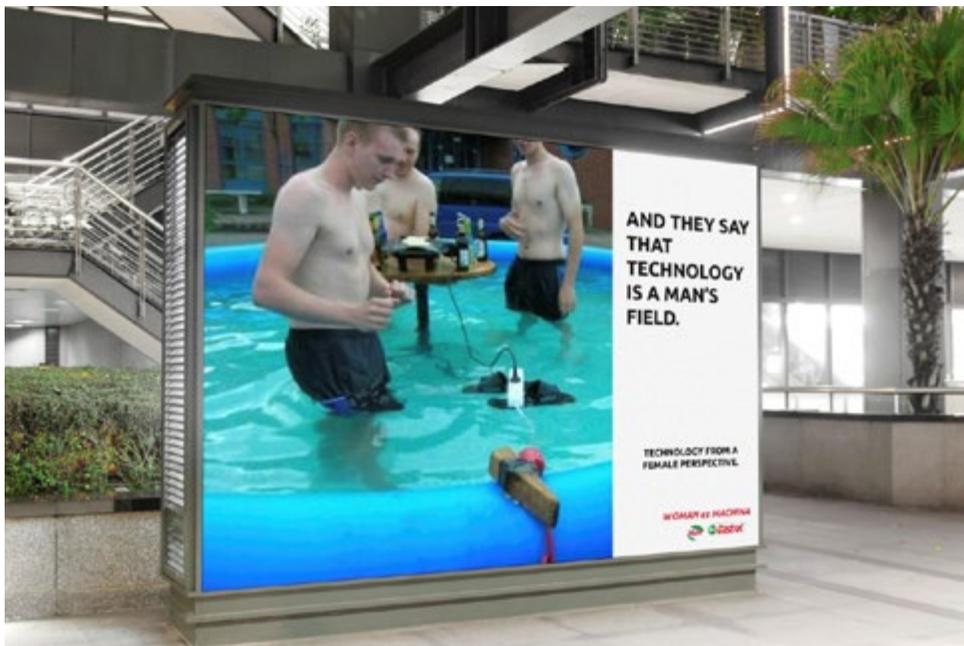
**11 centres all over the world**

**10,000 students every year**

**+1000 agreements with companies**



**Women Ex Machina**  
Strategy by Nicole Pagnut.



## GENERAL INFORMATION

**Language:** English

**Credits:** 240 ECTS

**Duration:** 4 years

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

**Calendar:** September - June

**Area directors:** Rory Lambert and Enric Bajuelo

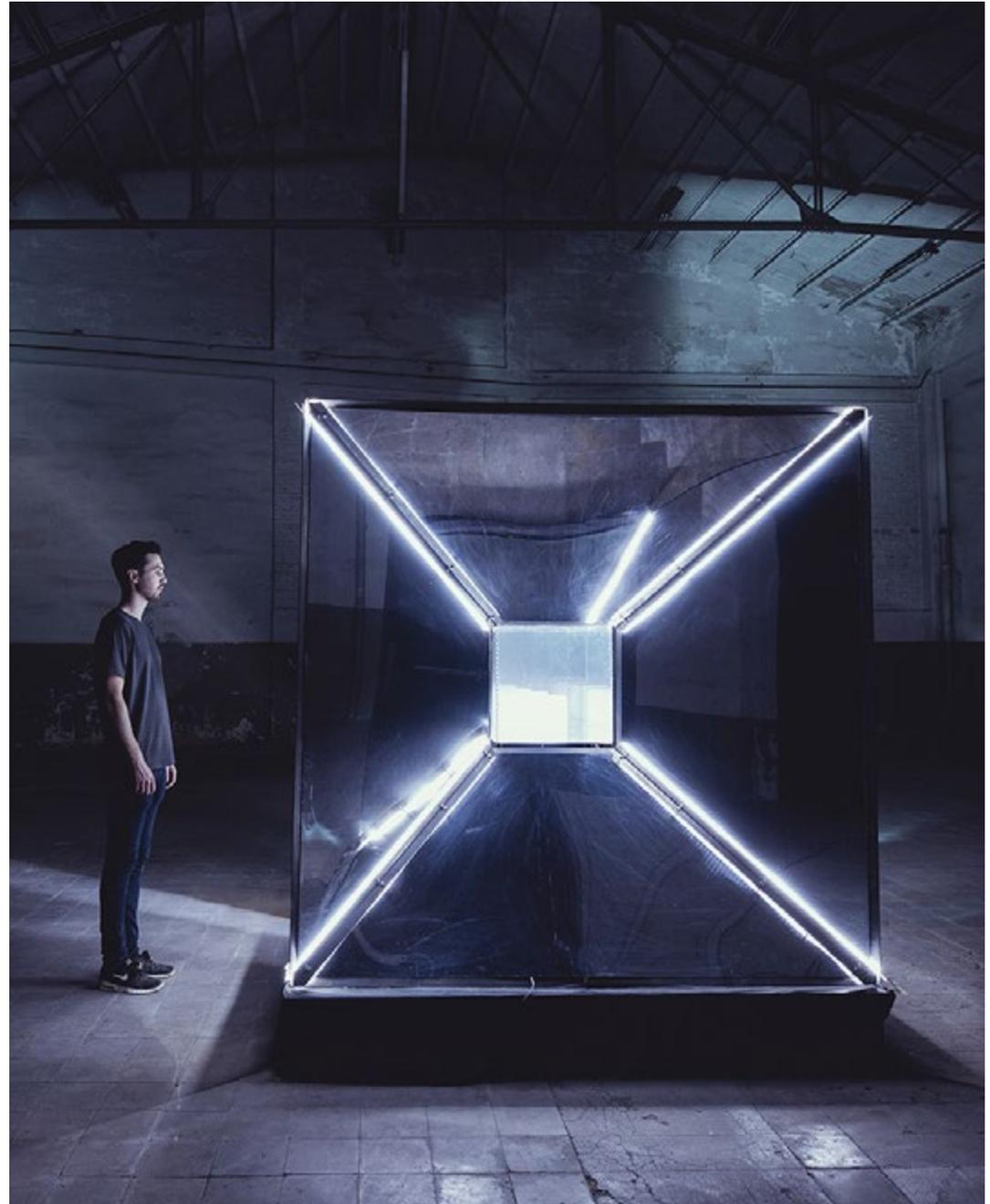
**WORDS,**  
Interactive instalation  
showed at Sónar+D 2017.

by Junior Gonzalez, Danae  
Fischer and Milena Roses

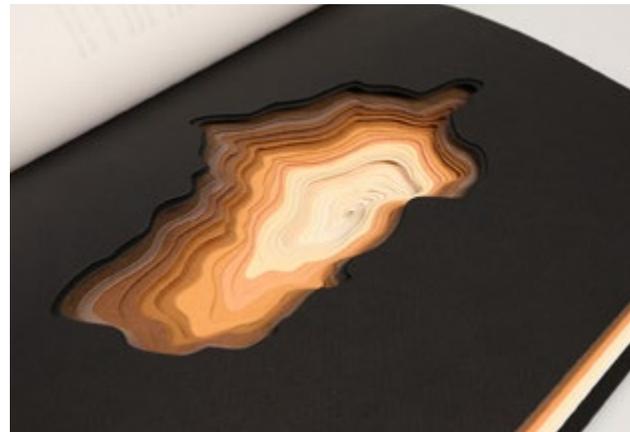
## COURSE DESCRIPTION

**“Project culture is the leitmotif of the entire learning process. The school boasts a video and photography studio, a sound workshop, state-of-the-art audiovisual equipment and IT workshops.”**

IED Visual Communication trains professionals to be capable of developing strategic, creative and artistic aspects of audiovisual communication, thus shaping a profile known as a 'visual designer', according to sector trends. Multimedia design, creating visual experiences and strategic gaming design are just some of the subjects students will learn about before they successfully enter the professional market in the fields of communication and visual creativity, advertising and new digital platforms. The school has ongoing collaborations in place with visual communication firms and institutions in the sector, and all of its teachers are working professionals (video designers, graphic designers, illustrators, multimedia animators, brand managers...). Project culture is the leitmotif of the entire learning process, and the school boasts a video and photography studio, a sound workshop, state-of-the-art audiovisual equipment and IT workshops.



The purpose of the course is to train specialists in visual communication who are capable of conceptualising, structuring and developing effective communication thanks to their command of the methodology, technique and technology trinomial. A graphic designer should be an expert using static and motion graphic arts in order to develop a company's corporate branding and identity, as well as designing advertising campaigns and specific applications such as posters, packaging and signage.

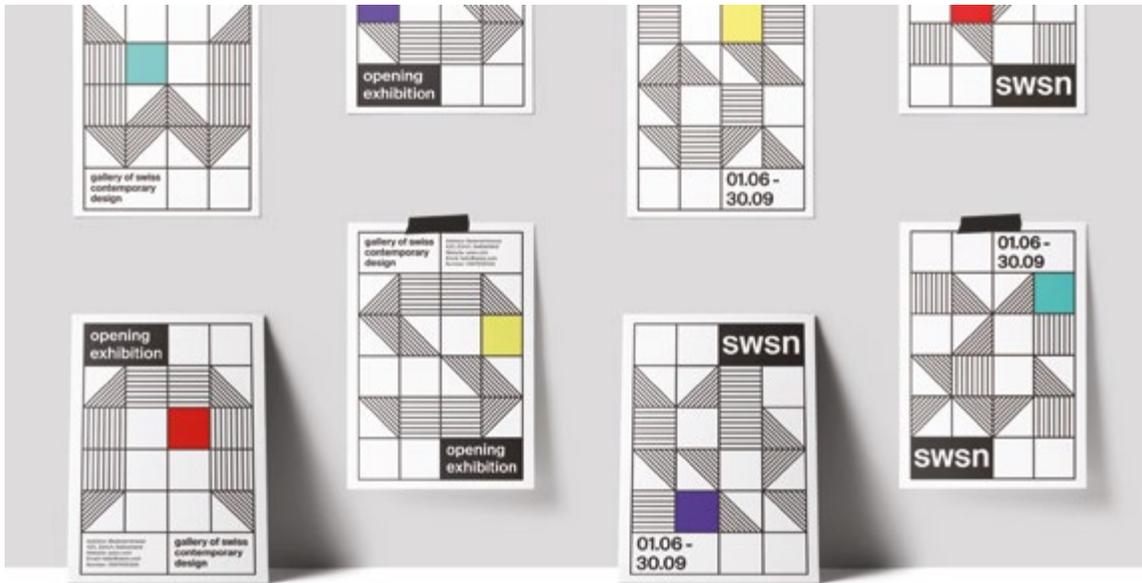


**The Stories of Silence**  
Project to raise awareness  
about female genital mutilation.

Anna Hudayarova and Isabella Rood.  
Silver Laus Awards 2017

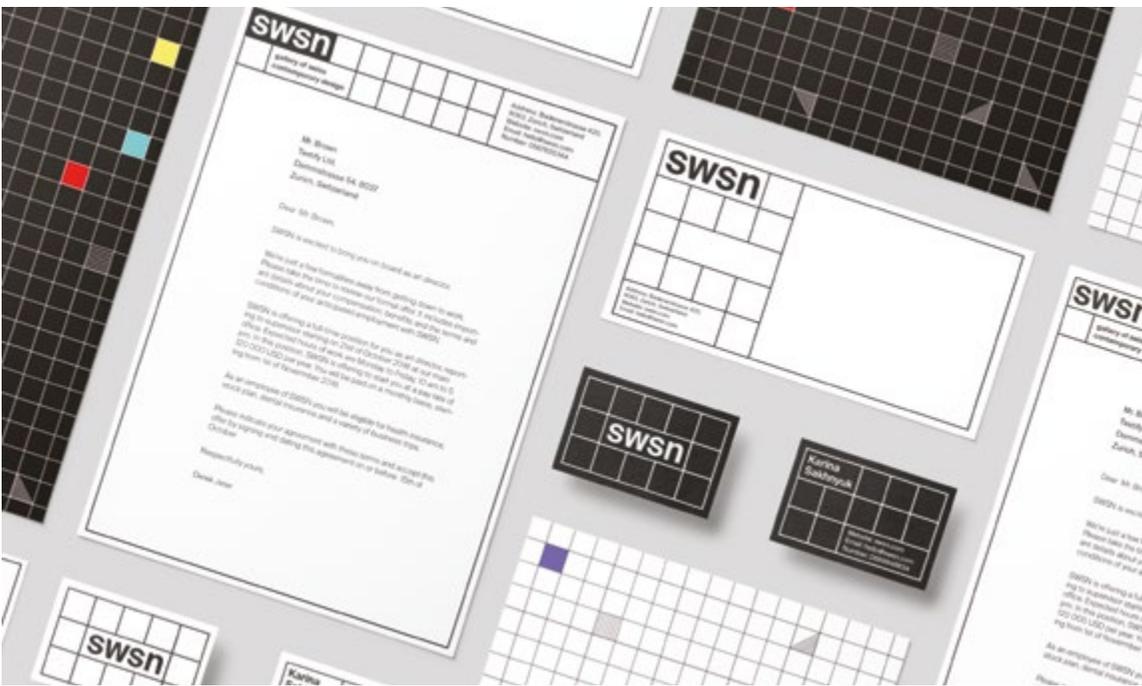
## WHO IS IT AIMED FOR?

The Undergraduate Degree in Graphic Design intends to train professionals in the image and visual communication sector. It is essential to have a cross-sectional understanding of graphic communication and of all of the areas where it applies within industry and trade, and to see the project and the design as a communicative experience geared towards the user. Students are going to specialise in Advertising.



**SWSN**  
Corporate identity for an art gallery to show the work of swiss modern designers.

Karyna Sakhniuk  
Bronze Laus Award 2019



## EMPLOYMENT OPPORTUNITIES

Graphic designer, Visual communicator, Creative director, Art director, Brand manager, Corporate identity executive, Content manager, Copywriter, Brand consultant, Digital advertising strategist, Social media strategist, etc.

# FIRST YEAR

## ADVERTISING

60 ECTS\*

### First Semester

	Credits
FOUNDATION PROJECT I	6
REPRESENTATION TECHNIQUES I	6
PROJECT COMMUNICATION I	4
INTRODUCTION TO MARKETING	4
SCIENCE APPLIED TO DESIGN	4
COLOUR AND FORM	3

### Second Semester

FOUNDATION PROJECT II	6
REPRESENTATION TECHNIQUES II	4
PROJECT COMMUNICATION II	6
TECHNICAL DRAWING I	4
SOCIOLOGY	4
VOLUME	3

### Annual

HISTORY OF ARTS AND DESIGN	6
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\*1 ECTS equals to 25 total hours of work. Total hours of work equals lecture hours (in the classroom) plus work at home.

The management of the Istituto Europeo di Design reserves the right to alter the syllabus depending on the needs arising in terms of educational objectives.

**Energize Me**, Creativity project by Gabriela Torres.



## FOUNDATION PROJECT I

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 a project.

## 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.

## 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.

## SCIENCE APPLIED TO DESIGN

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

## COLOUR AND FORM

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

## FOUNDATION PROJECT II

Introducing the student to anthropometry, ergonomics and bionics. Theory and methodology, ideation and conception of the project. Research and experimentation methods typically applied in the design process.

## REPRESENTATION TECHNIQUES II

Knowing how to use instrumental techniques involving structure, expression and two- and three-dimensional representation. Construction, composition and transmission of ideas, thoughts and information. Drawing in the design project.

## PROJECT COMMUNICATION II

Graphic representation using digital technology. Managing information. Digital devices and strategies. Trends for controlling and communicating information.

## TECHNICAL DRAWING I

Introducing the student to plane and descriptive geometry. Research and experimentation methods typically applied in this field. Technical graphic language and its communicative significance in the field of design.

## SOCIOLOGY

Becoming familiar with the main sociological theories linked to design. Becoming familiar 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.

## VOLUME

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

## 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.

# SECOND YEAR

## ADVERTISING

60 ECTS

### First Semester

Credits

TOOLS II

<b>INFORMATICS GRAPHIC DESIGN I</b>	<b>4</b>
<b>ANIMATION TECHNIQUES</b>	<b>4</b>

CULTURE

<b>GRAPHIC DESIGN WORKSHOP I</b>	<b>4</b>
<b>HISTORY OF GRAPHIC DESIGN</b>	<b>4</b>
<b>SEMIOTICS</b>	<b>4</b>

GRAPHIC TECHNIQUES

<b>GRAPHIC TECHNIQUES IN GRAPHIC DESIGN</b>	<b>4</b>
<b>GRAPHIC DESIGN PHOTOGRAPHY</b>	<b>4</b>
<b>TYPOGRAPHY I</b>	<b>6</b>

### Second Semester

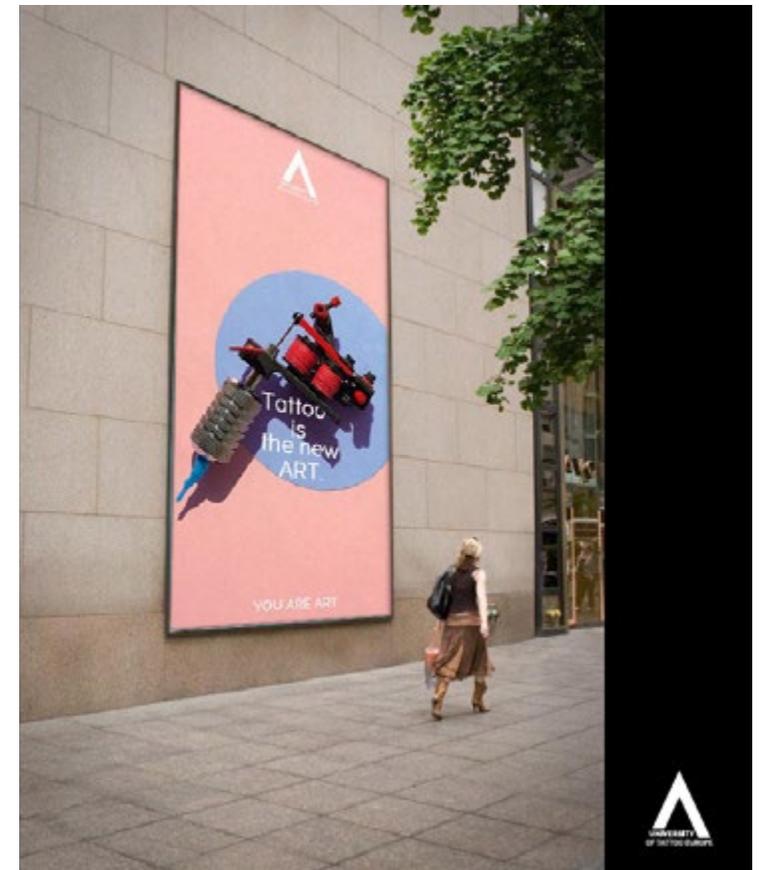
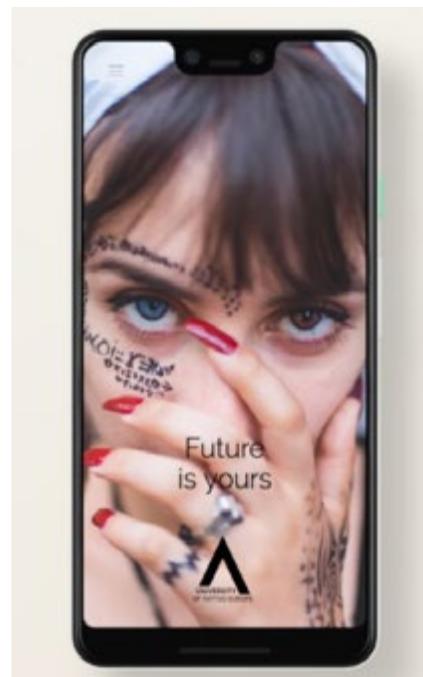
ART DIRECTION

<b>AUDIOVISUAL GRAPHIC DESIGN</b>	<b>6</b>
<b>DIGITAL COMMUNICATION I</b>	<b>4</b>

ADVERTISING I

<b>INFORMATICS GRAPHIC DESIGN II</b>	<b>4</b>
<b>TYPOGRAPHY II</b>	<b>4</b>
<b>COPYWRITING</b>	<b>4</b>

<b>INTERDISCIPLINARY PROJECT</b>	<b>4</b>
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**Tattoo Museum.** Creativity project by Léa Soulard and Nicole Pagnut, 2018-19

## **INFORMATICS GRAPHIC DESIGN I**

Introducing the fundamental elements involved in learning the logics of vectorial design and applying them in the context of a project.

## **ANIMATION TECHNIQUES**

Learning about the motion technique and the relationship between space and time. Observing and representing believable and realistic reality in the eyes of the viewer.

## **GRAPHIC DESIGN WORKSHOP I**

Proposing and developing a project from a conceptual, technical and formal perspective in the field of graphic design following a project methodology.

## **HISTORY OF GRAPHIC DESIGN**

Studying graphic as a communication system. Analysing the major landmarks that shaped 20th century design.

## **SEMIOTICS**

Understanding that all human activity is based on language. Grasping the concept of language, codes and fundamental systems of semiotics in order to achieve a critical point of view bearing in mind the world of design, art, society and culture as a system of codes. Performing a semiotic analysis of different examples of design, from the dawn of modern times to the present day in order to gain greater awareness of communication structures and systems.

## **GRAPHIC TECHNIQUES IN GRAPHIC DESIGN**

Studying the history and technical characteristics of the main printing systems. Analysis of paper: production, characteristics and binding. Analysis of the different production systems.

## **GRAPHIC DESIGN PHOTOGRAPHY**

Taking an in-depth look into the use of tools and sensitive materials in professional digital photography. Analysing photographic images in terms of grammatical and syntactical elements: focus, points of view, light and time. Basic knowledge of photographic genres and the rhetorical figures of image.

## **TYPOGRAPHY I**

Learning about the history, construction, classification and drawing techniques of typographic characters. Using expressive typographic elements applied to designing typographic characters, alphabets, monograms and typography-derived symbols.

## **AUDIOVISUAL GRAPHIC DESIGN**

Acquiring theoretical and practical knowledge linked to the creation and understanding of audiovisual language.

## **DIGITAL COMMUNICATION I**

Understanding the basic digital techniques in order to apply them when developing graphic projects.

## **INFORMATICS GRAPHIC DESIGN II**

Audiovisual graphic production. Audiovisual project where students create a digital communication piece based on a real brief. They learn how to build a narrative to achieve a desired impact on the target, using the appropriate tools for each phase of the project.

## **TYPOGRAPHY II**

Typography in motion. The use of typography applied in motion in audiovisual environments is studied, placing special emphasis on its role within a narrative, and within different digital applications.

## **COPYWRITING**

Key techniques and resources for writing an advertising text. The crucial role of text in advertising and visual communication is explained through case studies, and an individual project is developed. Content and context, tone and register, along with narrative are fundamental concepts for producing texts with impact.

## **INTERDISCIPLINARY PROJECT**

Studying and dealing with design projects from a multidisciplinary perspective and carrying out processes in multidisciplinary teams, observing the surroundings and how they are interpreted in the modern world.

# THIRD YEAR

## ADVERTISING

60 ECTS

### First Semester

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Credits

STRATEGY

<b>GRAPHIC DESIGN STRATEGY AND MANAGEMENT</b>	<b>4</b>
<b>WORKSHOP II</b>	<b>6</b>

DESIGN AND IDENTITY

<b>CORPORATE IDENTITY PROJECT</b>	<b>8</b>
<b>PHOTOGRAPHY CREATION</b>	<b>4</b>

DESIGN AND BRAND CULTURE

<b>PROJECT COMMUNICATION III</b>	<b>4</b>
<b>PROJECT I</b>	<b>4</b>

### Second Semester

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ADVERTISING II

<b>CREATIVITY WORKSHOP</b>	<b>8</b>
<b>MEDIA PLANNING</b>	<b>4</b>

EDITORIAL DESIGN

<b>EDITORIAL PROJECT AND INTERACTIVE COMMUNICATION</b>	<b>8</b>
<b>CONTEMPORARY COMMUNICATION</b>	<b>4</b>
<b>PACKAGING PROJECT</b>	<b>4</b>

<b>MULTIDISCIPLINARY WORKSHOP</b>	<b>2</b>
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**Save Sex Awareness Campaign on Condom Use**  
Creativity project by Romy de Gier, Romy Koornneef, and Aidana Galymkizy



## **GRAPHIC DESIGN STRATEGY AND MANAGEMENT**

Tackling strategy and resources for managing projects and organizations. Giving the necessary tools to manage the content of Graphic Design and Creativity learned in other subjects applied to the professional business world. Getting to know the resources, costs and planning of the professional activity.

## **WORKSHOP II**

Developing an experimental audiovisual communication project that provides a solution to the requirements presented in the initial brief. The creative process is divided into three specific stages: Research, Development and Production.

## **CORPORATE IDENTITY PROJECT**

Providing students with theoretical and practical knowledge on how to carry out traditional and interactive editing projects. Getting the student involved in an advanced design project focusing on creating innovative multimedia products capable of interacting with the user.

## **PHOTOGRAPHY CREATION**

Photographic creativity project with a particular emphasis on audiovisual and editorial Art Direction. The course addresses the fundamental role of concept and aesthetic strategy, references in visual culture and the coherence of the image in graphic and advertising projects. The aim is to create communication pieces that engage with and visually persuade the project's target audience.

## **PROJECT COMMUNICATION III**

Developing the student's expressive ability to produce a portfolio based on the research carried out in their own projects. Teaching the student how to formally communicate these projects.

## **PROJECT I**

Carrying out a project that is relevant to the academic programme chosen, using visual communication as an integrating language by delivering a brief.

## **CREATIVITY WORKSHOP**

Core course in the Advertising specialisation. A creative project is carried out for a brand, from the strategy to final creativity stage, with an emphasis on how to innovate in advertising and visual communication.

## **MEDIA PLANNING**

An immersion into the media and distribution channels of advertising messages, which are constantly evolving. In the first part of the course, both traditional and digital media are analyzed, and the creation of creative strategies adapted to them are learnt, taking full advantage of each format according to their specialized characteristics.

## **EDITORIAL PROJECT AND INTERACTIVE COMMUNICATION**

Providing students with theoretical and practical knowledge on how to carry out editing projects. Getting the student involved in an advanced design project with a methodology that focuses on creating innovative multimedia products capable of interacting with the user.

## **CONTEMPORARY COMMUNICATION**

Analysing and reflecting as to the evolution of communication and the audiovisual world, and its impact on the 20th and 21st century. Observing the latest trends from a cross-sectional and critical perspective. Reflecting as to their impact on cultural, stylistic and social needs. Understanding the role they have played in the evolution of 20th century history and their projection in the 21st century.

## **PACKAGING PROJECT**

Introducing the students to the world of packaging by asking them to carry out several projects in different fields. Getting used to applying a project methodology. Learning the terminology and processes involved in packaging.

## **MULTIDISCIPLINARY WORKSHOP**

Carrying out hands-on workshops to cover topics that will help boost the student's creativity and motivation.

# FOURTH YEAR

## ADVERTISING

60 ECTS

### First Semester

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Credits

ADVERTISING III

**INTELLECTUAL PROPERTY** 4

PROJECT CHALLENGE I

**WORKSHOP III** 4

**NEW MEDIA** 4

PROJECT CHALLENGE II

**PROJECT II** 4

**ART DIRECTION** 4

**PROFESSIONAL INTERNSHIP** 6

**MULTIDISCIPLINARY WORKSHOP II** 4

### Second Semester

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**FINAL PROJECT** 30



**Gener Equality**  
Thesis for Oxfam by Daniel Carreño

## INTELLECTUAL PROPERTY

Control over original creative content generates controversy and doubt. Rights to text, images, colours and shapes are subject to legal limitations, and students should be aware of the restrictions of uses and copyrights. The course, which deals with not only creative and legal but also economic implications, is conducted by creative intellectual property specialists.

## WORKSHOP III

Exploring graphic design-specific professional fields in greater depth by following a project methodology.

## NEW MEDIA

This course includes work with innovative communication formats, such as augmented reality and video mapping, in order to explore their strategic and creative potential within visual communication. Students develop an innovation project using new technologies as a basis.

## PROJECT II

Carrying out an advanced project that is relevant to the academic programme chosen, using visual communication as an integrating language by delivering a brief.

## ART DIRECTION

Art Direction is approached as an essential part of Creative Direction in advertising. The projects to be developed take into account the different phases of the work process and the specialties involved in defining the aesthetic strategy: graphic designers, creatives, illustrators, photographers, producers, stylists, etc.

## PROFESSIONAL INTERNSHIP

Gaining professional experience to apply the knowledge and skills acquired during the three previous years.

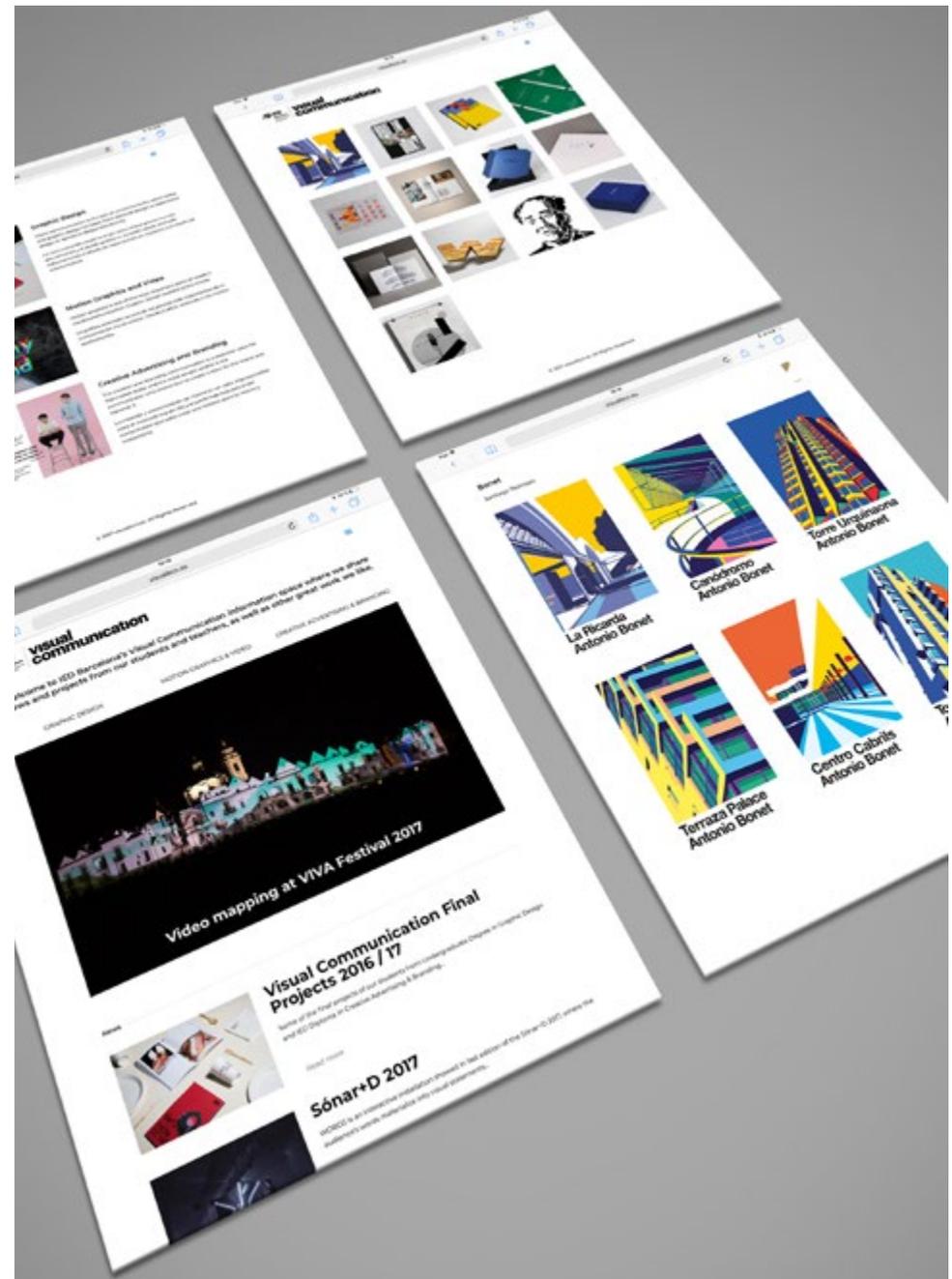
## MULTIDISCIPLINARY WORKSHOP

Carrying out hands-on workshops to cover topics that will help boost the student's creativity and motivation.

## FINAL PROJECT:

Applying visual and written concepts. Research techniques. Teamwork and individual research. Putting the stages of research, development and production into practice during the project. Presenting the project before the examination board. Presenting the project before the client.

[www.visualbcn.es](http://www.visualbcn.es)  
IED Barcelona's Visual Communication school blog where we share news and projects from our students and teachers, as well as other great work we like.



# ADMISSION AND REQUIREMENTS

COURSE	REQUIREMENTS	ADMISSION PROCESS
<b>UNDERGRADUATE DEGREE</b> (4 years, 240 ECTS).	<b>HAVING COMPLETED SECONDARY SCHOOL</b> (any A-levels or advanced vocational training).	<b>ADMISSION TEST</b> And an interview with the orientation and admissions department.



THE STUDENTS  
WORK OR  
WORKED WITH:

Ogilvy, Shackleton, Everis, Tomorro', Somos, Comuniza, McCann Worldwide, Operation Unicorn, Lo Siento, Pixel Research, Mass Digital, Folch, Duprée, Common Sense, relajaelcoco, Steer Davies Gleave, Stop Stealing My Look, Sarai Jacobs, Inoxcrom.



# NOTES:





**Este es un papel reciclable, ayúdanos a preservar el medio ambiente.**