



## **IED DESIGN TALENT SCHOLARSHIP 2022**

### **UNDERGRADUATE DEGREE PROGRAMMES**

**IED MADRID | IED BARCELONA | IED BILBAO**

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## WHAT DO THE SCHOLARSHIPS FOR THE IED SPAIN UNDERGRADUATE PROGRAMMES INCLUDE?

IED announces a new call for scholarships for the undergraduate academic programmes at its three Spanish locations (Madrid, Barcelona and Bilbao) with the aim of providing young people who demonstrate a special creative talent and clear potential for the design studies offered by IED with the opportunity to gain admission to the courses subject to scholarships.

These scholarships constitute attractive financial assistance in which IED assumes a large part of the tuition fees of candidates to enable talented young people to achieve their educational objectives. These scholarships encourage creative talent in the classroom and academic excellence.

One scholarship is awarded for each programme specified in this document:

Winner: 100% of the course fee (not applicable to the place reservation, enrolment fee).

A jury formed by experts from each area will be charged with evaluating the work submitted according to their originality, quality and presentation.

The scholarships shall be considered null and void if the jury considers that the level of the work submitted does not reach the desired minimum quality requirements.

The winners of the scholarships will be contacted personally and will be published on the websites of IED Madrid, IED Barcelona and Kunsthal - IED Bilbao.

These scholarships are oriented towards driving talent and creativity, offering candidates an opportunity to study the following courses:

### **MADRID**

#### **FASHION SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Moda](#)
- [Diploma IED en Moda y Gestión](#)
- [Diploma en Fashion Business](#)
- [Diploma IED en Comunicación, Estilismo e Imagen Moda](#)

#### **VISUAL ARTS SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño Gráfico](#)
- [Título de Grado en Diseño Gráfico con Especialización en New Advertising Perspectives](#)
- [Título de Grado en Diseño Gráfico con Especialización en New Virtual Spaces](#)
- [Ciclo Formativo de Grado Superior en Ilustración con Especialización en Animación \(2D\)](#)
- [Diploma IED en Fine Arts](#)

#### **DESIGN SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Producto](#)
- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Interiores](#)
- [Diploma en Craft and Design](#)

- [Ciclo Formativo de Grado Superior en Proyectos y Dirección de Obras de Decoración](#)

## **BARCELONA**

### **FASHION SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Moda](#)
- [BA \(Hons\) Fashion Design](#)

### **VISUAL ARTS SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño Gráfico](#)
- [Undergraduate Degree in Graphic Design](#)

### **DESIGN SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Producto](#)
- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Interiores](#)
- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Transporte](#)
- [Undergraduate Degree in Product Design](#)
- [Undergraduate Degree in Transportation Design](#)
- [Undergraduate Degree in Interior Design](#)

### **MANAGEMENT SCHOOL PROGRAMS**

- [BA \(Hons\) Fashion Marketing and Communication](#)
- [BA \(Hons\) Business Design](#)
- [Diploma IED en Marketing y Comunicación de la Moda](#)

## **BILBAO**

### **FASHION SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Moda](#)

### **VISUAL ARTS SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño Gráfico](#)

### **DESIGN SCHOOL PROGRAMS**

- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Interiores](#)
- [Título de Grado en Enseñanzas Artísticas Superiores de Diseño de Producto](#)

## **RULES OF PARTICIPATION**

1. **Participants.** Participation is open to individuals of any nationality, of at least 16 years of age (who hold a baccalaureate or high school diploma or who are finishing these studies or equivalent during the 2021/22 academic year), who wish to gain admission

to the first year of the degree with the option of a scholarship for IED Madrid, IED Barcelona or IED Bilbao.

2. Each candidate can only apply for a scholarship for one degree and will be disqualified if they apply for more than one.
3. **Work.** The work submitted must be original and unpublished, must not have received prizes in previous contests for scholarships or awards, and be created expressly for participation in the scholarship contest for the undergraduate programmes of IED Madrid, IED Barcelona or IED Bilbao.
4. **Submission.** Work must be submitted in digital format uploading the documents required to IED platform. Access to the platform will be delivered by the IED admission advisor.
5. **Deadline.** The deadline for the submission of work to be considered for these scholarships is 5<sup>th</sup> April at 23:59 (GMT+1, Spanish time).
6. Scholarships are awarded on a discretionary basis, based on the documentation received and the candidate's potential for development. The jury is composed of professionals from IED Spain. Shortlisted applicants may be contacted to carry out a short interview in person, by telephone, Skype or any other virtual means that allows video conferencing.
7. The **prize** is personal and non-transferable, and the student receiving the scholarship must take the course for which they applied.
8. **The scholarship is neither exchangeable nor refundable in cash;** it cannot be applied to other courses or contests held by IED Madrid, IED Barcelona or Kunsthall - IED Bilbao, and cannot be used in combination with other promotions by IED Madrid, IED Barcelona or Kunsthall - IED Bilbao.
9. To take advantage of the scholarship, it is essential to register and pay the enrollment fee within a period of 15 days starting from the date the winners are communicated.
10. **Regulations.** The candidate must be aware of and comply with the rules contained in the general regulations of IED Madrid, IED Barcelona or Kunsthall - IED Bilbao as well as accept and sign the specific regulations for holders of scholarships within a period of two weeks starting from the communication of the prize winners.
11. They must complete the entire course in IED Madrid, IED Barcelona or Kunsthall - IED Bilbao, losing the scholarship in the event that they transfer to another center.
12. The winners of the scholarships must actively participate in all the special and multidisciplinary projects proposed by the school: presentation events, contests and workshops.

13. Cancellation of the course as a result of the minimum number of students not being reached will lead to the loss of the scholarship.
14. The renunciation of the course for the academic year beginning September/October 2022 will result in the loss of the scholarship and the refund of the enrolment fee.
15. Failure to comply with any of the obligations described will result in the loss of the scholarship.
16. In the event of a tie between candidates in the designation of the winner, the necessary documents will be requested in order to determine which candidate is in the most unfavorable economic situation. This candidate will be awarded the scholarship.
17. Holders of scholarships agree to allow their personal data (name and surname) to appear in the newsletter and other IED promotional materials.
18. Participation in this contest implies acceptance of these rules.
19. **Requirements to continue receiving the scholarship in subsequent academic years.**  
The scholarship will be renewable in subsequent years, providing that the criteria of excellence and assistance in studies, as set out by IED, are maintained. These will be made known to the student at the time of accepting the scholarship. Among them are ensuring a minimum compulsory attendance of 85% of the classes and obtaining an average mark of 7,5 in order to continue receiving the scholarship each academic year.
20. Winners will be contacted by the admissions department of the city of their interest and will be announced in IED Madrid, IED Barcelona and Kunsthal IED Bilbao website during April 29th.

#### HOW CAN I PARTICIPATE IN THE SCHOLARSHIP CONTEST?

- Step 1. Read the rules of the contest and the Brief of requirements carefully.
- Step 2. Choose one course for which to apply only.
- Step 3. Register by filling in the form you will find soon on this website.
- Once you have registered, you will receive an e-mail confirmation with your Personal Area credentials, where you will be able to upload the necessary documents.
- Step 4. Organize the necessary documents, respecting the criteria of the Brief.
- Step 5. When you have gathered all of the documents, enter your Personal Area using your credentials and upload the project together with the documents requested.
- Step 6. Should you be chosen to receive a scholarship, you will have 3 days to confirm acceptance, and 15 days to complete your enrolment in IED. The scholarship contest will be active from 7<sup>th</sup> March 2022 to 5<sup>th</sup> April 2022 at 23:59 (GMT+1 Spanish time).

## ACCEPTANCE OF THE RULES AND TRANSFER OF INTELLECTUAL PROPERTY RIGHTS

Participation in this contest automatically implies full and unconditional acceptance of these rules, including the transfer of the rights of reproduction, distribution and public communication of the project(s) submitted in favor of IED Madrid | IED Barcelona | Kunsthal-IED Bilbao for a period of two years, on a non-exclusive basis, for their use, with no territorial limitation, and directly or indirectly related to this contest and/or the School. Notwithstanding the above, the participant reserves the moral rights to the project(s) submitted and the School guarantees the use of the work shall always respect such moral rights.

## APPLICABLE LAW

For any differences that may arise in the interpretation or application of these rules, the participant, expressly renouncing any personal jurisdiction that may correspond to them, submits to Spanish legislation and to the Courts and Tribunals of the participant's place of residence.

These clauses enable *Istituto Europeo di Design* to process the student's personal data that is necessary to manage their scholarship application, all of which is covered by a legal basis enshrined in this regulation signed by them.

The data provided will be kept for the duration of the scholarship management process, and for the entire period of their academic studies, as well as subsequently in order to comply with all legal obligations relating to the requirements of the Ministry of Education, Tax Administration and General Treasury of Social Security.

We inform you that your personal information is accessed by the following entities, in accordance with the legal regulations that oblige us to communicate your personal data:

- Tax Administration
- Ministry of Education
- General Treasury of Social Security
- Spanish National Employment Institute (INEM)
- Banks and savings banks

Other than the data transfers regulated by law, we inform you that we do not share your data with third parties. In the case of doing so, we will ask for your express prior written consent.

Should you wish, you have the right to access, rectify, delete or object to the processing of your data. To do so, please write to the address indicated above or the e-mail address: [baja.madrid@ied.es](mailto:baja.madrid@ied.es), [baja.barcelona@ied.es](mailto:baja.barcelona@ied.es), [baja.bilbao@ied.es](mailto:baja.bilbao@ied.es), attaching a photocopy of your ID card or Foreigners' Identification Number (NIE), indicating "Data Protection" in the subject line.

IED informs you that it has taken all technical and organizational security measures to ensure the confidentiality, availability and integrity of your personal information in its computer systems.

In addition to IED's computer systems, your personal information is stored in Google Drive.

You may consult their privacy policy via the following link:

<https://www.google.es/intl/es/policies/privacy/>.

## **THEME OF THE CONTEST**

### **HYBRID INNOVATION**

Hybridization is a dynamic process that enables growth and innovation, from a status of given categories into a new status based on a fluid vision of transformation: a future of blurred borders and endless possibilities. The value of hybridization lies in the crossing of borders and in the creation of new categories, already destined to be overcome by the next hybrid.

In order to produce innovation through the use of creativity, designers and artists hybridize disciplines, concepts, materials and shapes, as well as products, styles and epochs: the effect is something that derives from a known set, but was never seen before.

As an example the category of Trap music is the hybridization of Rap music and Pop music and is already being contaminated by other categories and transforming into something new.

The great Masters of Design are men and women who - often through the process of hybridization - have left their mark in their reference disciplines, they are visionaries who have looked at reality with different eyes - they are transgressors of the past who continue to inspire generations of creatives and paved the way for a fluid present - where given categories are unstable - and a future where transdisciplinarity is the keyword.

### **What do you need to deliver?**

Develop your project based on the following questions:

Who are the great masters of design who used hybridization as a tool for innovation?

Which is their most evocative project, able to break the rules and create a new reality?

How do they inspire your creative practice?

Identify a great master of design connected with the specific undergraduate course you're interested in.

Develop your investigation based on the Brief above.

Check the [ANNEXED 1. INSTRUCTIONS FOR THE DEVELOPMENT OF THE PROJECT BY AREA](#) in order to know what materials you should contribute to your project.



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**KUNSTHAL - IED BILBAO**

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## ANNEXED 1. INSTRUCTIONS FOR THE DEVELOPMENT OF THE PROJECT BY AREA

### FASHION SCHOOL CANDIDATES

Design a collection inspired by the concept **HYBRID INNOVATION**.

A PDF presentation of 7 slides that include:

1. Page 1: a brief description of the project's concept, with a title.
2. Page 2: a moodboard with color palette.
3. Page 3-5: sketchbook, sketches, work in progress photos, etc. to document their process
4. page 6. a 4 look line-up of complete looks, front and back
5. page 7. 1 illustration and flat drawings of garments of one of the looks (by hand or digital techniques)

### VISUAL ARTS SCHOOL CANDIDATES

Provide a Graphic project inspired by the concept **HYBRID INNOVATION**.

The design provided should be developed through the usual tools employed in visual communications: typography, photography, illustration, and computer generated graphics.

Your design must be submitted as a PDF, and in DinA 4, horizontally, showing all of the following:

1. Page 1: Description about how and why you developed it, the targeted audience, and the ultimate goal of your project.
2. Page 2: Handmade drawing, sketches, early concepts.
3. Pages 3, 4, and 5: Final project. One first page in a brochure, One outdoors advertisement (on a bus, wall or bus stop), and one banner for any website.
4. Pages 6: Any other audiovisual content you'd like to add, in addition to the mandatory design, explained before: photos, videos, animated GIF, etc.

### DESIGN SCHOOL CANDIDATES

#### Product design

Imagine a product/object/system of the future inspired by the concept **HYBRID INNOVATION**.

#### Interior design

Imagine an exhibition/space/installation/showcase/store inspired by the concept **HYBRID INNOVATION**.

#### Transportation design (Only for candidates to IED Barcelona)

Imagine a mobility system (by land, by air, by water) inspired by the concept **HYBRID INNOVATION**.

Equal delivery format for everyone. The PDF document in DinA 4, horizontally, should include:

1. Page 1. Brief description of your project
2. Show us how you have focused the problem and opportunity, and your proposed solution
3. Page 2-3: Inspiration
4. Show us your research, who are your target users or other stakeholders, what have you discovered about them, what else have you been inspired by for the concept you're proposing.
5. Page 4-5: Creative process
6. Sketches, plans, models, pictures of process, etc. to document the development phase.
7. Page 6: Final design
8. Show us your final proposal, what it is, how it works and what technology or resources you need to make it happen.

#### **MANAGEMENT SCHOOL CANDIDATES (Only for candidates to IED Barcelona)**

Develop a business concept or design a 360° communication plan online and offline, for an already existing capsule-collection (already in the market), inspired by the concept **HYBRID INNOVATION**.

A PDF presentation of 6 pages, which can include text, photos, diagrams, sketches, graphic elements, etc. Be creative.

A one minute video that showcases your concept (get inspired from crowdfunding platforms)

The PDF document should include:

1. Page 1. Brief description of your project
2. Show us how you have focused the problem and opportunity, and your proposed solution at a high level
3. Page 2-3: Inspiration
4. Show us your research, who are your target users or other stakeholders, what have you discovered about them, what else have you been inspired by for the concept you're proposing
5. Page 4-5: Concept development
6. Show us your step by step process and iterations from inspiration to the development of your final concept.
7. Page 6: Final design

Show us your final proposal, what it is, how it works and what technology or resources you need to make it happen.