

INTERIOR DESIGN FOR COMMERCIAL SPACES AND RETAIL



Katrina Kalnina, rendering

Technical file

Credits:

60

Language:

English

Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

Duration:

*From January 18th 2021
to July 22nd 2021*

The enrolment will be active from January 1st 2021, until the official submission of the student's records, which will be executed on December 31st 2021.

Timetable:

Monday to Friday from 6.30pm to 10.40pm

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master's degrees.

#1

#2

Introduction

Commercial spaces have undergone a major change in recent years that reflect a changing society eager for new experiences. Designing these spaces has therefore become a cross-cutting discipline that needs to combine complex factors to achieve a necessary end that involves creating commercial spaces with a personality and connecting with constantly changing users.

We need professionals who can adapt to and even anticipate future changes and trends in a world that is moving and evolving exponentially. This is the reason why classic disciplines such as architecture or interior design now need in-depth specialisation in order to address and resolve this complex problem.

An interior designer becomes a cross-cutting figure who must act as a bridge between the brand and the final consumer, coordinating and managing knowledge from various disciplines, such as branding, commercial strategy, visual merchandising and new technologies, as well as the intrinsic issues of the profession, such as conceptualisation, formalisation, materialisation, lighting, representation, management, etc.

This Master in Interior Design for Commercial and Retail Spaces provides students with the knowledge and strategies to improve their skills when undertaking interior design projects, addressing aspects such as leadership in innovation processes, creativity and the development and management of retail space projects.



Camila Morandi, concept render

#3 General course objectives

The objectives of this course are:

- To acquire one's own creative design methodology that allows students to be able to propose, develop and implement new, innovative spaces in any field of design.
- To work on all the stages of an interior design project in the commercial sector, from coming up with an idea and devising a concept to designing a proposal and also providing technical solutions.
- To explore creative solutions and be innovative in design based on a critical and contemporary perspective.
- To propose research on formal, functional and technical aspects that will help students to make a qualitative leap in their professional careers, as well as remaining constantly updated in the face of social and technological changes.
- To enable students to interact with various sector professionals.
- To improve the graphic communication skills of students when it comes to working on representing projects by producing plans, renderings, models, etc.
- To make oral presentations in front of a professional audience or client.
- To acquire the necessary knowledge related to brand image and branding in general, given that these are closely linked to retail projects, and helping to professionally gear oneself towards this sector.

#4 Target Audience

- Professionals with degrees in disciplines related to design, preferably architecture, interior design or industrial design, who seek to acquire the necessary tools and specific knowledge to undertake an interior design project in commercial and retail spaces.
- Professionals from the interior design sector or other working areas who, although they may not have an academic qualification, can demonstrate enough knowledge in handling the 2D and 3D graphic representation tools required to complete the course, as well as the basic skills for conceptualising, formalising and realising an interior space.
- All students must present a CV and portfolio with their own projects in both academic and professional fields, in which their creative abilities and use of representation tools can be assessed.

#5 Career outlook

This Master's degree offers students a complete training that helps them to undertake all manner of projects related to the world of commercial space design, contributing value in interdisciplinary teams both in architecture and interior design studios or working independently.

Training in advanced design and commercial strategy techniques for retail spaces provides students with knowledge that can also help them to join advisory teams for major brands in either in-house departments or branding agencies.

IED master Barcelona methodology

IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historic and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macro trends, and we keep a watchful eye on the changes that our cities and surroundings will need to adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but create and drive innovation. We want our students to take responsibility for their training path and learn how to steer it with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force; where they are free to experiment and create.



Anne Sofie, concept render

Specific course methodology

The Master in Interior Design for Commercial and Retail Spaces reinforces the application of theoretical knowledge by putting it into practice during the development of projects. This method entails a high degree of cohesion between theory and practice, as well as also favouring viable conclusions from a perspective of construction and finances.

The working mechanism is therefore necessarily active and applied to professional realities, without forgetting the students' freedom to come up with ideas, experiment and write hypotheses.

It proposes collaboration with benchmark retail sector brands in order to bring students closer to job and professional life realities.

Several projects form the backbone of the course based on various theoretical and research sessions. A gradual learning process is employed, beginning from a more conceptual phase until reaching a technical resolution. The level of the different projects undertaken in the course similarly increases in complexity throughout the course.

#6

Teaching Programme Content

The teaching programme is divided into 1 specific module and 2 common modules.

The specific module belongs to the course and develops professional specialisation.

The common modules are shared by all Master's degree courses because they lay the groundwork of a common culture for the entire IED Barcelona community.

Specific Module of Master in Interior Design for Commercial and Retail Spaces

FOUNDATIONS, RESEARCH AND MANAGEMENT

This block covers the basic knowledge required to develop interior spaces and also manage and execute these. Students are encouraged to conduct ongoing research and adapt to new techniques and materials. The following subject areas are covered: materials, lighting, sustainability, accessibility, project management, basic regulations, etc.

STRATEGY AND TECHNOLOGY

It is extremely important that students are not only able to handle representation tools, but also have the criteria and ability required to be able to present and represent a spatial project to each of the different interlocutors with whom he or she will have to collaborate (client, marketing and branding departments, operations departments, manufacturers, public administration, etc.). This teaching block therefore reinforces the tools available for students for this purpose, covering the following topics: 3D digital visualisation, sketching and moodboards, portfolio, representation of technical plans and construction details, oral presentation and social networks.

SPATIAL WORKSHOP

This teaching block is the backbone of the course and consists of various projects that become increasingly more complex in order to put into practice the knowledge acquired in the other subjects. The creative and professional component of the projects is emphasised so that students can acquire a perspective that is as close as possible to the reality of the job market and professional development by collaborating with real clients in some of the projects.

The block consists of three major projects: brand project, mall project and retail project, which in turn are complemented by three workshops with a more pronounced creative component: visual-shop window, packaging and working spaces.

These four teaching blocks coexist and complement each other throughout the course, adapting their subject matter to respond continuously to the questions arising from the design process of each of the types of spaces to be developed.

Classroom Common Module

Communication Tools and Personal Promotion

DESIGNING FOR THE MANY

This is an educational innovation project set within the framework of courses at the IED Master Barcelona school that has been developed to conduct research into the capacity, strategies and impact of design in constructing our society, raising questions about its cultural, productive, economic or political aspects.

The work is conducted under research records that are not only theoretical but also practical and linked to proposals of productivist, critical or speculative design through interdisciplinary groups using creative, experimental practices.



DESIGN TOUR

Tour of Barcelona in order to learn about the city from a cultural perspective, as well as the creative people producing their work within it. This Design Tour has been specifically devised to be in line with the aims of the Master course.

PUBLIC SPEAKING

Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING

The portfolio summarises the progress and competences acquired during the course. It is a communication tool that includes professional and academic experience and showcases the student's personal branding.

Transversal Module: Design Culture

RESOURCES FOR INFORMATION SEARCH

The objective is to provide students with the fundamental elements to establish the theoretical and practical foundations of the organization and retrieval of information, especially in the field of electronic or digital documentation. In this sense, the subject will address two vital points: the search and retrieval of information and the citation rules.

DESIGN PROCESS

In this subject, fundamental concepts are introduced in the design activity such as divergence-convergence, the exploration of alternatives, the reflexive analysis, the progressive definition of solutions or empathy with the users.

SOCIAL DESIGN AND SUSTAINABILITY

The sustainability variable will be taken into account when planning any project, providing a clear added value to any business model. Through a practical case, the student will analyze a business model that is committed to differentiation and success through sustainability, taking into account associated environmental and social impacts. As a final result, the student learns to carry out projects with more optimized results, obtaining more benefits of time and money, paying special attention to the materials used in the process.

COMMUNICATION TOOLS FOR PROFESSIONAL PROFILE

The main objective of the subject is to help students understand and prepare the necessary material to communicate their projects at all levels (online, offline, press, public presentations and visual and digital presentations), in order to differentiate and build your own career

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.

Coordinator

The coordinators are available for advice in each Master's degree and are actively engaged in designing its curriculum and content in collaboration with IED Barcelona's teaching department.

José Manuel Fernández

Architect and interior designer based in Barcelona. Master in Interior Design by Istituto Europeo di Design, Barcelona 2004.

On 2005 starts to work as head coordinator of the interior design and architecture department at **Lagranja Design studio**. Since 2012 has managed the projects the studio has built in China, Turkey, Singapore, Morocco, Dubai and France.

He has been working as a teacher in different design schools and has been invited as guest professor at Abadir (Catania, Italy), CEU Cardenal Herrera University (Valencia, Spain), Basque Culinary Center (San Sebastian, Spain) and Tsingda Environment Art Beijing (Beijing, China).

He is also the coordinator of the CSP of Contemporary Interior Design and the CSP of Decoration and Interior Styling in Istituto Europeo di Design Barcelona.

IED Master academic offer

At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.

#8

**Design
your own
learning**



Masters

60 credits

Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.



Postgraduates

30 credits

An opportunity for all kinds of design professionals to become better qualified.



Continuing Study Programs(CSP)

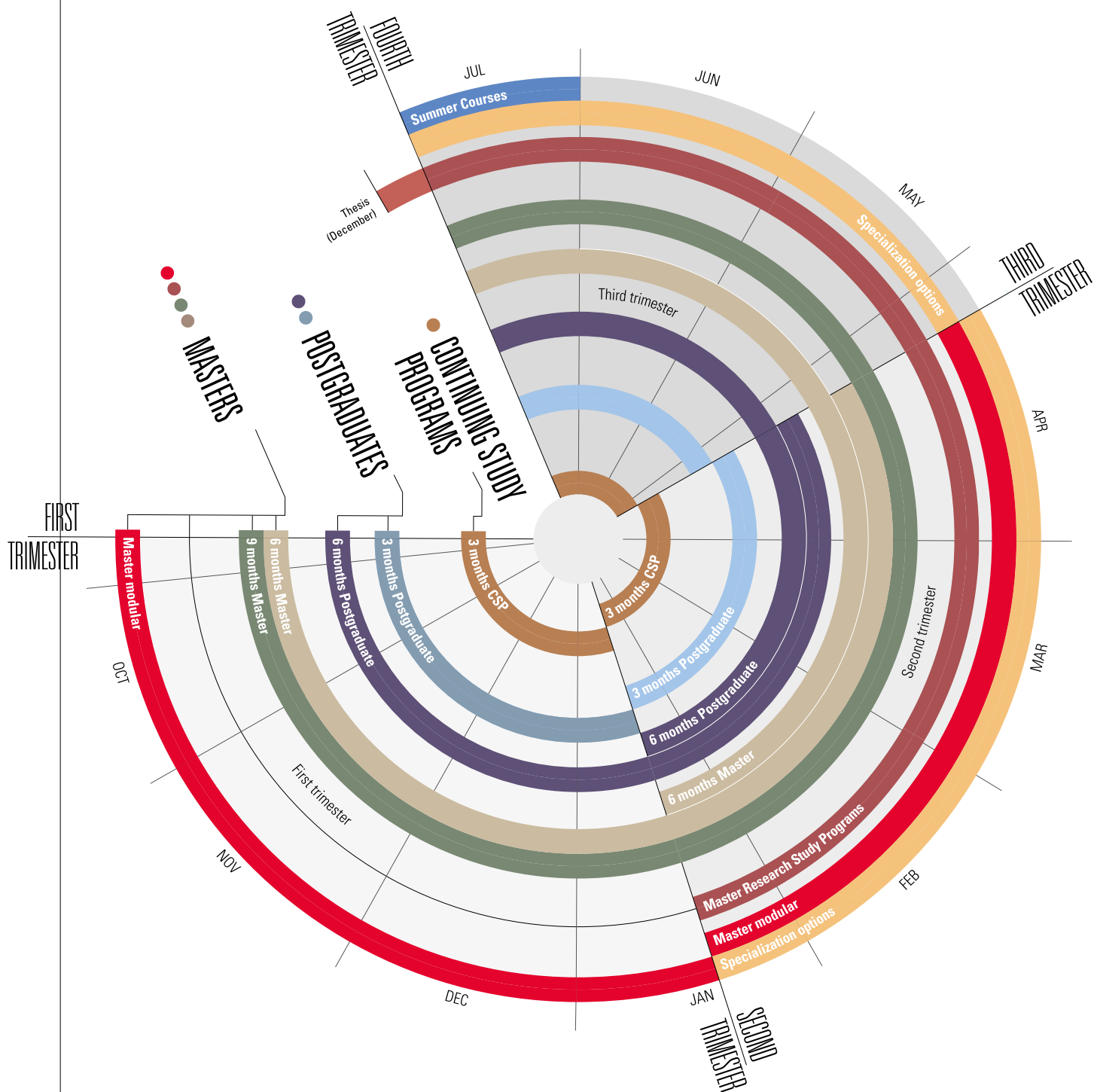
15 credits

These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.



Summer Courses

In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student's profile: Professional, Advanced and Introductory.



**The opportunity
To combine
Courses**

Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.



Telefonica



ALSTOM



CAMPARI

PRONOVIAS
BARCELONA

GRATACÓS
BARCELONA 1940

TOUS



BENTELER



Lékué



TEDxBarcelona
x = independently organized TED event

PRIMAVERA
SOUND
BARCELONA

sónar



CASA
DECOR



SANTA & COLE

Artemide

Roca

CUSTO
BARCELONA

#9

Reebok

vitra.



Ferrari



W
HOTELS

PIQUADRO



UNITED COLORS
OF BENETTON.

Deigual



ARMAND BASI

MANGO



ling

Wallpaper*

VOGUE

INDITEX

VALENTINO



ERICSSON

Panasonic



LINE

IED Barcelona has collaborated with more than 100 national and international companies and institutions



— VALMONT —
BARCELONA
BRIDAL
FASHION WEEK



PAEZ

PARK
Guiding design leaders

Ajuntament
de Barcelona

Generalitat de Catalunya
Departament d'Ensenyament

AMB Àrea Metropolitana
de Barcelona

Port de Barcelona

IED community services

#10

STUDENT CENTER

The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible

CAREER SERVICES

This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

PERSONAL COACHING

Possibility of personal and confidential assistance by an expert psychologist.

FACILITIES

Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school's facilities include: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

IED TOOLS

Exclusive tools for the IED Community.



School's students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school's computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®



All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint



School's students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.



Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

WGSN

The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

Vogue Italia Harper's Bazaar

Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

Material ConneXion'

The whole IED Community, from computers in the school, can freely access to Material Connexion, the world's leader database in material innovation.



The whole IED Community has an unlimited Gmail account.

General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.



Fees

Enrolment fee:	3.900€
Tuition fee:	11.500€
Total:	15.400€

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.

#11



Barcelona

Design University

C/ Biada, 11 · 08012 - Barcelona

T. + 34 93 238 58 89

contact@bcn.ied.es

iedbarcelona.es

Milano

Roma

Torino

Venezia

Firenze

Cagliari

Madrid

Barcelona

São Paulo

Rio de Janeiro