IED Roma
Bachelor of Arts Degree

Undergraduate course

INTERIOR DESIGN

ROMA | MILANO | BARCELONA | CAGLIARI | COMO | FIRENZE | MADRID | RIO DE JANEIRO | SÃO PAULO | TORINO | VENEZIA

50 YEARS OF EXPERIENCE INTERNATIONAL EDUCATION NETWORK 11 LOCATIONS AROUND THE WORLD 10000 STUDENTS A YEAR +100 NATIONALITIES UNDERGRADUATE, MASTER, SUMMER, SEMESTER AND CONTINUING EDUCATION PROGRAMMES
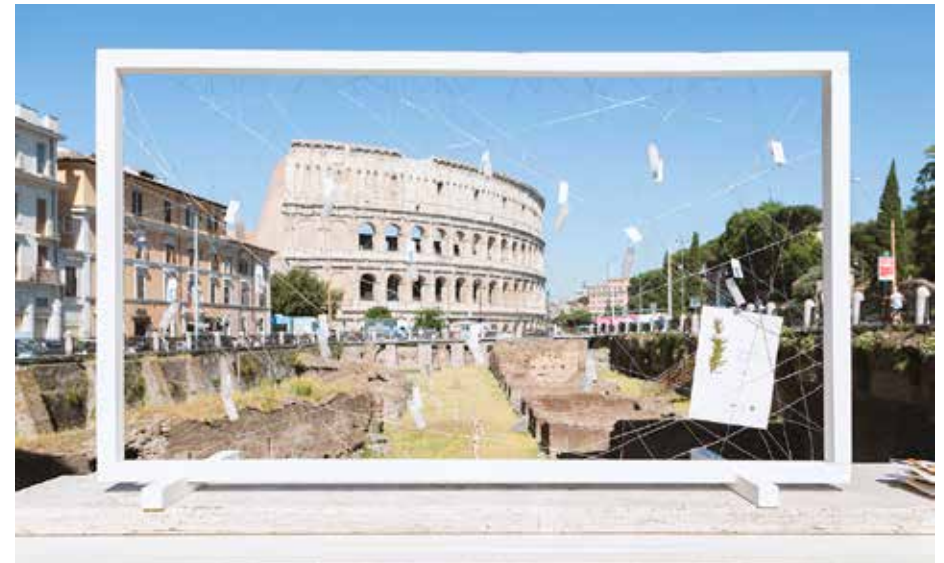
Title*	First Level Academic Diploma in Design
Specialisation	Interior Design
Coordinator	Marco Provinciali
Duration	3 years, full-time
Credits	180
Language	English
Starting date	October
Further studies	Postgraduate, Masters, Continuing education

* This Diploma, accredited by Italian Ministry of Education and Research (MIUR), is equivalent to a Bachelor of Arts Degree.

THE PROFESSION

THE COURSE

Interior Designer, Exhibit and Set Designer, Retail Designer, Hospitality Designer, Concept Designer

The interior space is the real protagonist of urban changes: factories become university campuses or fashion districts, offices are changing into houses, warehouses host sound stages, whereas historical buildings of cities centre adapt to harbor banks and institutions. We work at home and live in the office. The Interior Designer interprets these changes by identifying roles, services, lifestyles and aesthetic of these places.This professional restyles the public image of cities, working for hotels, restaurants, cafes, shops, malls, merging urban environments with the intimacy and rest place for excellence: home. Interior Designers - space artisans - embody one of the primary professional roles of contemporary times, when market and politics influence the transformation of existing spaces as well as cities expansions.

The course supports students in building a strategic vision and developing awareness of all the dynamics and variables affecting his activity. IED Design in Rome provides competences related to strategic vision, valorization of artistic heritage and hospitality. Rome works as extraordinary creative lab, a global reference. On the one hand, the cultural offer - with hundreds of museums - creates opportunities in event scenography; on the other, tourism and business services constitute the structure of an economy related to hospitality and catering for hotels, restaurants and cafes. The course structure is articulated in 4 main goals:
- **Know your time**, through the study of art history and architecture, sociology and anthropology;
- **Investigate new possibilities** thanks to labs, the ideal places to experiment;
- **Get the tools** to use materials, colors, shapes and technologies;
- **Tell the project** through advanced skills of space representation, both digital and traditional.
The first year is dedicated to getting a basic education, cultural references, tools and design methodology. Students learn free - hand sketch and CAD - useful to model making through basic materials - subsequently 3D printers and laser cut machines.
Later on, students get design consciousness and improve their knowledge of rendering techniques by applying materials and lights to virtual settings. By the third year, students gain creative autonomy by experiencing the latest technologies of simulation and interaction applied to design, dealing with real projects thanks to the collaborations with partner companies and institutions such as MAXXI and MACRO exhibit spaces, cultural spaces such as Teatro Eliseo or associations such as Fondazione Montessori and ONG Intersos.

Project by IED Students, Photo by SET Architects, in collaboration with Digital Detox

METHODOLOGY AND STRUCTURE

The training model alternates lectures, projects characterised by increasing complexity and experimentation activities, either as individual or as a group. IED builds value on the open discussion and exchange among students, teachers and companies.

Labs are the core of IED training, the places where theory can be translated into practice through the development of real projects.

The didactic path is based on the acquisition of the cultural, methodological, technical and technological knowledge of the professional field of reference and on the application of the acquired knowledge, also through the development of projects in collaboration with agencies, companies and institutions, which allow to continuously measure oneself with the productive system.

The three years, divided into six semesters, are structured in such a way as to progressively increase the students' design skills: the **first year** provides the basic technical and cultural tools for understanding and managing the creative process, stimulating the search for one's own **design identity**.

The **second year** is a moment of in-depth study, in which the methodology, tools and theoretical knowledge are tested through guided project activities. The cultural and technical disciplines support the development of the **design process**, by getting awareness and competence in specific professional areas.

During the **third year** students deal with topics of increasing complexity and acquire the most advanced tools for the elaboration and communication of a project, learning the management of the different phases of developing an idea - from the concept to the real output - achieving their own **design autonomy** and putting it to the test in the **Final Project**, the climax and synthesis of the whole training itself.
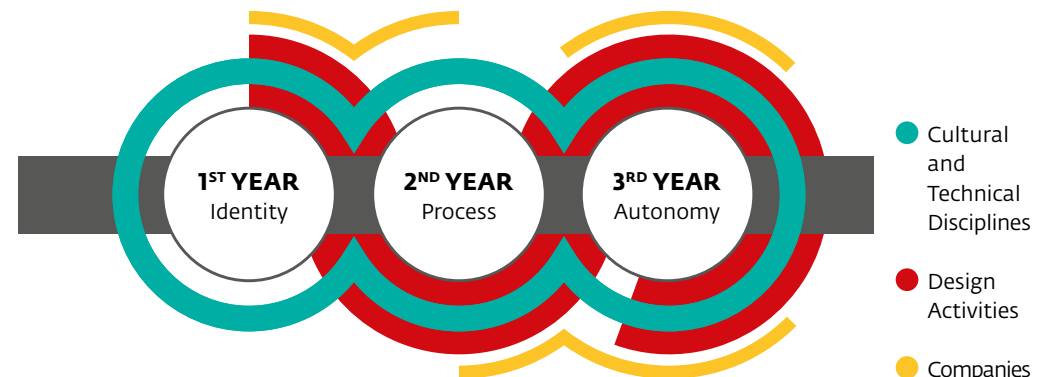
The **workshops** and **transversal courses** involve students from different classes and contribute to developing a multidisciplinary approach and enhancing teamwork aptitude.

Students also have the opportunity to customise their study path training activities of their choice and the additional ones proposed by the school.

IED methodology, based on learning by doing and on project culture, is carried out together with a selected group of **professional teachers**, recognised in their field of study and reference point for students.

Year after year, IED guarantees a punctual update of the didactic contents and faculties. Finally, limited enrolments allow a direct and constant open discussion and an optimal use of contents, laboratories and equipment.

1ST YEAR Identity
2ND YEAR Process
3RD YEAR Autonomy

- Cultural and Technical Disciplines
- Design Activities
- Companies

PROGRAMME

1ST YEAR

HISTORY
OF CONTEMPORARY ART

The purpose of this course is to impart knowledge about the most important artistic movements and their leading personalities in the modern and contemporary ages.
In addition to describing how art has developed in the course of history, it aims to develop a critical understanding of art's codes and of the work of art as a complex visual text and as a phenomenon that narrates cultural, social and aesthetic evolutions.

DESIGN METHODS

The course deals with the various steps of design process, from the briefing to the final project. It provides students with the analytical tools and the skills to manage the creative activity's shaping, building and presentation. Theoretical basis are promptly applied to practical exercises aimed at gaining a method and at understanding the individual or the teamwork's creative and design dynamics.

MATERIALS TYPOLOGIES

Familiarity with how materials behave provides the basic tools for translating an idea into a creation and understanding the expressive potential of the various materials, both traditional and experimental.

The curriculum tackles this topic from two related standpoints: one technical and scientific, the other focused on the history of technology. Theoretical lessons are devoted to examining materials' physical and morphological properties, as well as verifying the technologies used to transform them and the industrial and craft processes used to work with them.

HISTORY OF DESIGN

The course faces design languages to develop a critical attitude, to provide basic tools to interpret a piece of architecture or a design object. The course is organised in frontal lessons and a series of exercices aimed at developing students' research approach.

TECHNICAL DRAWING

The course provides the graphic language that is necessary to get expressive autonomy in representing a project of interior, besides the necessary tools typical of geometric representation, such as orthogonal projections, sections, axonometries and exploded axonometric views. In the second part of the teaching, students acquire the necessary tools for representing a project through layouts, prospects, sections, details, different representation scales. Thanks to practical exercises, students get the fundamental freehand drawing

and Autocad techniques.

MODELING TECHNIQUES 1

The course provides tools and techniques for realising an interior model selecting the most appropriate materials - according to the representation scale. The course provides the techniques to realise models with different materials such as wood, balsa, styrofoam and plastics. Thanks to practical exercices, students can test those materials as well as their possibilities.

GRAPHIC DESIGN

The course provides students the tools to effectively present their projects. Traditional and freehand techniques are integrated with graphic composition programs (Photoshop, Illustrator, InDesign) to refine the sensitivity in communicating a project.

DESIGN 1

The aim of this course is to put basic design methods into practice and to draw up the roadmap for creating a work, from the concept to the hypothesis of technological and functional development. The course deepens the relations between man and space and it is articulated in exercices in order to learn design fundamentals: space ergonomics, its distribution and elements.

PERCEPTION THEORY AND THE PSYCHOLOGY OF FORM

The course tackles color and techniques principles to analyse the relation among object, space and human being. Colors harmonies, chromatic accords and contrasts, complementary colors, quality/quantity contrasts, the way shapes are perceived and the aesthetic consequences, they are all tools to apply within a design path.

PHOTOGRAPHY

This course studies the idioms and techniques of photography used for creating a documentary record of a work and communicating it. The course provides elements of image interpretation, production and postproduction, with time spent in photography workshops aimed at identifying the proper approaches and techniques for shooting spaces, scenarios and objects.

2ND YEAR

MATERIALS TYPOLOGIES 2

The course focuses on topics linked to new technologies of sustainable design and their application within the construction sector, paying special attention to the latest technologies to reduce the environmental impact.

DRAWING TECHNIQUES AND TECHNOLOGIES

Starting from basic techniques got in Technical Drawing, the course implements the digital tools for 3D modeling. Modeling more and more complex surfaces

allows students to get to the space comprehension and apply in a project the acquired knowledge of geometry.

MODELING TECHNIQUES 2

During this module, students develop models or prototypes to support the design courses, focusing on traditional materials such as paper, cotton, wood and plastics, but also expanding the possibilities of making models by including latex and resin moulds, CAM technologies, 3D printing and laser cut machinery. All these tools are available in the modeling lab.

HISTORY OF CONTEMPORARY ARCHITECTURE 1

The course delves into the heritage of the Modern Movement and its expression in the various geographical contexts, both European and international. The program of the course traces back events and avant-garde movements in order to provide a historical-critical knowledge of formal archetypes and the protagonists of the architectural culture.

DESIGN 2

The course tackles commercial and catering spaces design, deepening features connected to light design. It includes an intensive workshops that encourages students to develop the ability to handle the creativity in unexpected conditions and limited times.

PRODUCT DESIGN

In this course, students work on projects in which theoretical and methodological issues are combined with practice.

Students have to show a design methodology through more and more complex and detailed projects.

3D COMPUTER MODEL - MAKING TECHNIQUES

The course focuses on the digital processing of images through the use of Rhinoceros, the postproduction on renderings, the generation of perspectives, views, sections, shadows and surface texturing. The second part of the course is dedicated to V-Ray rendering and 3D Studio, providing the tools to check 3D settings through texturing and lighting techniques.

SOCIOLOGY OF CULTURE

The course tackles the historical origin of this discipline; it delves into lifestyles and the dynamic of social interaction and its diffusion processes. Moreover, social forms of communication, the birth of communication processes and communication tools are analysed.

HISTORY OF CONTEMPORARY ARCHITECTURE 2

This course focuses on the history of architecture since the Second World War. An interdisciplinary study of the political and social history of recent decades provides the background against which contemporary production is described. An analysis of case studies and monographic lectures about individual Italian and international maestros of the avant-garde helps students to understand what is happening today and to develop a critical capacity of their own.

DESIGN MANAGEMENT
The course analyses both strategic marketing tools in relation to the product (stages and realisation methods, time, costs and advantages) and market / consumption mechanisms of the social contest and targets. Moreover, the course provides those scheduling, promoting and managing competences with a specific focus on applied arts and communication.

3RD YEAR

DESIGN 3
This course features workshop exercises of increasing complexity paying attention to economic, sustainable, technological and commercial bonds. The course is articulated in 2 modules: Interior Design and Technology. The design topic is the home and is addressed in terms of a professional simulation.

VIRTUAL ARCHITECTURE
Students learn to design and restore 3D complex spaces and deepen traditional and digital animation techniques, suitable to communicate the project through sequential images. Software used are Premiere, After Effects, Rhinoceros, V-Ray, 3Ds Max Design.

PHENOMENOLOGY OF CONTEMPORARY ARTS
The course deepens the development of phenomenology that explains the relationship between reality and artists'

expression.
The course helps to understand how contemporary forms of creativity (art, fashion, advertising, design) are born, represented and perceived.

CULTURAL ANTHROPOLOGY
The course aims at identifying shapes and symbolic relationships in the collective imagination, in relation to tangible and intangible goods of the post industrial era. In particular the course focuses on the recent crossbreeding of design with other social emerging practices, communication fluxes, environment, technological development, cultural and social identity that changed body and space perception.

LAYOUT AND DISPLAY TECHNIQUES
The course deals with issues attached to the communication of the idea behind the project, of the project itself and the creation of professional tools such as the portfolio. The course focuses on the communication of the project idea, through visual communication, the elaboration of a storyboard, conceived as an organizational chart of the narration of the project.

DESIGN 4
The course is dedicated to the Final Project in two steps: the first one is dedicated to the research on the selected brief; the second one develops design ideas that will be developed in the Final Project .

DEPARTMENT OF DESIGN AND APPLIED ARTS
School of Artistic Design for Enterprise

First Level Academic Diploma in Design

Location: Rome

SUBJECT	CREDITS
1ST YEAR	
HISTORY OF CONTEMPORARY ART	6
HISTORY OF DESIGN	4
DESIGN METHODS	4
MATERIALS TYPOLOGIES 1	6
TECHNICAL DRAWING	8
MODELING TECHNIQUES 1	4
GRAPHIC DESIGN	8
DESIGN 1	8
PERCEPTION THEORY AND THE PSYCHOLOGY OF FORM	4
PHOTOGRAPHY	4
Interdisciplinary Lectures/Seminars/ Workshops	4
Total credits required 1st year	60
2ND YEAR	
MATERIALS TYPOLOGIES 2	4
DRAWING TECHNIQUES AND TECHNOLOGIES	4
MODELING TECHNIQUES 2	4
HISTORY OF CONTEMPORARY ARCHITECTURE 1	4
DESIGN 2	10
PRODUCT DESIGN	6
3D COMPUTER MODEL-MAKING TECHNIQUES	6
SOCIOLOGY OF CULTURE	6
HISTORY OF CONTEMPORARY ARCHITECTURE 2	4
DESIGN MANAGEMENT	6
Electives	
Interdisciplinary Lectures/Seminars/ Workshops	6
Competitions	
Total credits required 2nd year	60
3RD YEAR	
DESIGN 3	10
VIRTUAL ARCHITECTURE	6
PHENOMENOLOGY OF CONTEMPORARY ARTS	6
CULTURAL ANTHROPOLOGY	4
LAYOUT AND DISPLAY TECHNIQUES	4
DESIGN 4	8
Electives	
Internships	
Competitions	10
Interdisciplinary Lectures/Seminars/ Workshops	
Foreign language	2
FINAL EXAM	10
Total credits required 3rd year	60
Total credits required during 3 years	180
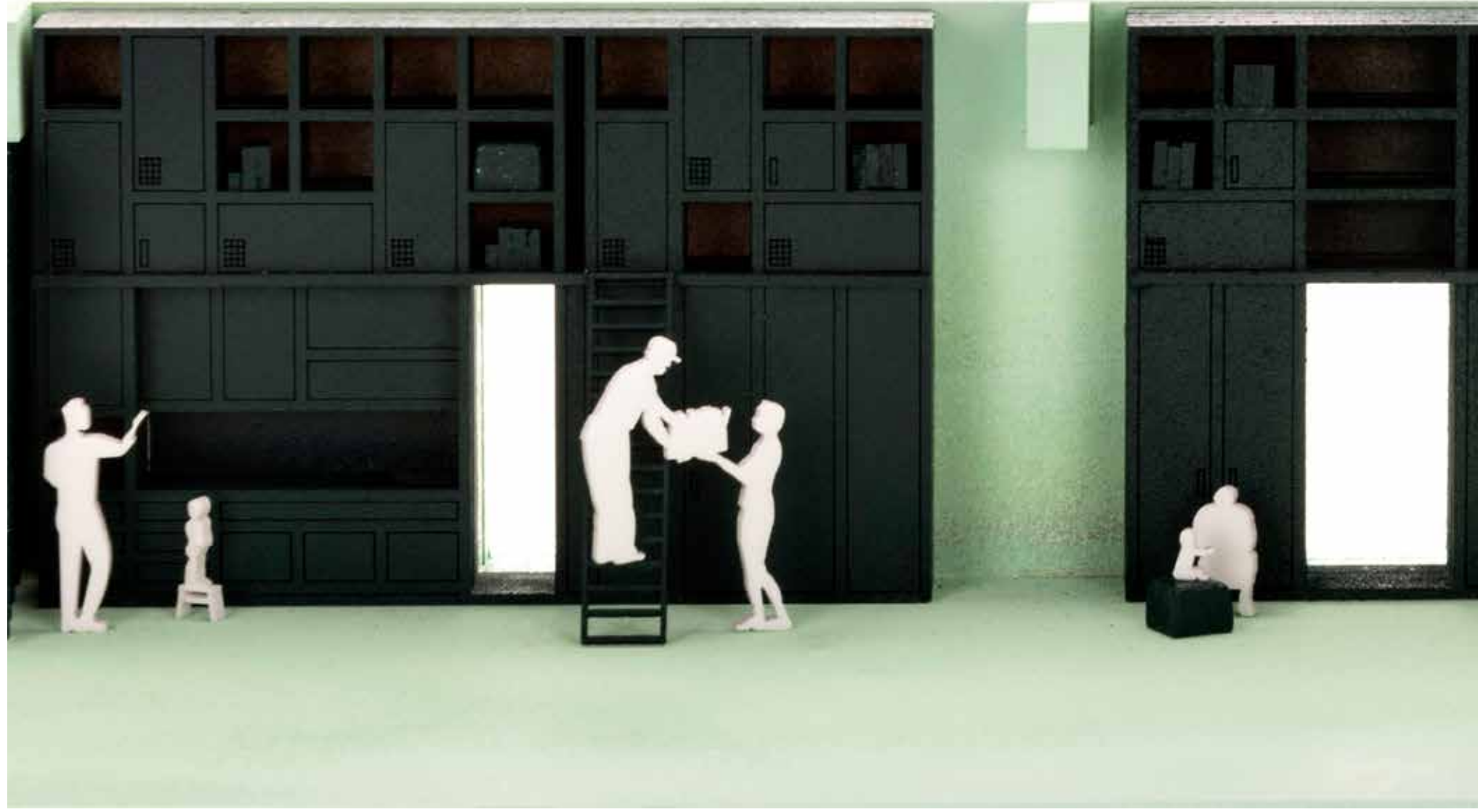
CAREER

IED Career Service supports all students during their first steps in the job market and facilitates their integration through **constant relations** with companies, agencies and institutions. During their studies, students have the opportunity to meet companies and participate in selection interviews for the activation of internships and collaborations, thanks to a **bespoke activity of continuous support and monitoring**.

Every year IED organises **exclusive meetings** with companies and agencies that introduce themselves and meet students with the specific aim of selecting the most suitable profiles to be included in their teams, once the study path is over. **Career Days** are precious occasions dedicated to students including also a series of meetings with the HR Managers of companies. Students have the chance to present their own works highlighting their motivation, creativity and aspirations.

PARTNER

3M, Accenture, Adidas, Alessi, Alfa Romeo, Amnesty International, Apple, Arnoldo Mondadori Editore, Aston Martin, Barilla, Benetton, BMW, Bottega Veneta, Bulgari, Calvin Klein, Canon, Campari, Cappellini, Coca Cola, Damiani, De Agostini, Diesel, Dior, Dolce&Gabbana, Ducati, EDI Effetti Digitali Italiani, Edizioni Condé Nast, Emergency, Emilio Pucci, Endemol Shine Italy, Ermenegildo Zegna, Fendi, Ferrari, Ferrero, FIAT Chrysler Automobiles, Flos, Fontana Arte, Ford, Fox Italia, Freeda, Gianni Versace, Giorgio Armani, Herno, Hewlett Packard, Honda, IBM, Illy, Ikea, Inditex Group, Jaguar, Jil Sander, JINGLE BELL Voice & Music, JWT, Lamborghini, Lancia, Lavazza, Lego, Leo Burnett, Louis Vuitton, Luxottica, Marni, Maserati, Martini, Max Mara, Mediaset, Microsoft, Milestone, Missoni, Moschino, Movimenti Production, MTV, Nestlé, Nike, Nintendo, Nivea, Piaggio, Pirelli, Pixar, Polaroid, Pomellato, Prada, Proxima Milano, Puma, RCS, RAI, Redbull, Renault, Roberto Cavalli, Salvatore Ferragamo, Sergio Rossi, SKY, Sony, Swarovski, Swatch, Tbwa, Tod's, Toyota, Universal Studios, Valentino, Volkswagen, We Are Social, WWF Italia, Yoox.

AN INTERNATIONAL NETWORK

IED is a 100% Italian excellence as well as an international network with campuses in Italy, Spain and Brasil.

170 academic partnerships spread over Europe, Asia, USA, Canada, Australia, New Zealand and South America. Many of these allow students to participate in the **Exchange Study Program** and **Erasmus+** attending a semester abroad.

Moreover, IED is **member of a wide-ranging academic and cultural network**: CUMULUS – International Association of Universities and Colleges of Art, Design and Media; ELIA - The European League of Institutes of the Arts; WDO – World Design Organization; ENCATC – European Network on Cultural Management and Policy.

IED also keeps **relations with various international Universities and Academic Associations**, including: ADI - Associazione per il Disegno Industriale, NAFSA - Association of International Educators, EAIE – European Association for International Education.

The international dimension and vocation are also confirmed by the presence of **students coming from over 100 countries**. IED is a place of fruitful exchanges and confrontation between different cultures and contributes to training a new generation of professionals ready for entering the contemporary market.

ALUMNI

More than 120.000 former students. ALUMNI platform - dedicated to IED former students now professionals - is filling up with **a global, multicultural and interdisciplinary community**. It is a place of exchange, communication and bespoke services, an incubator of opportunities, relations and visibility.

USEFUL LINKS

ied.edu/how-to-apply
ied.edu/undergraduate-pricelist
ied.edu/financial-aid
ied.edu/services
ied.edu/alumni

BECOME A IED STUDENT

ied.edu/how-to-apply

Deepening the contents, fully understanding the values and opportunities of a study path compared to another, focusing on aptitudes, talents and aspirations are turning points to find your own way.

IED leads you along this path and provides you with **an advisor** who will help you to consciously choose your study path.

Below the main steps to be followed:

• Book a **free orientation interview** with your personal advisor to catch the course that suits you the best, in line with your expectations or to get all the information of the chosen course;

• The **admission process** begins: once you receive from your advisor the credentials to access your personal area, just upload the necessary documents, take the language test - if required - and finally get ready for the motivational interview, prior to enrolment.

See you in IED!