

DESIGN FOR VIRTUAL REALITY



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 7th 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

Immersive Design is changing the digital experiences and the way we learn and create. The Virtual Reality environment needs a multidisciplinary professional able to design creative content and experiences, communicate and manage projects for new immersive technologies and reach audiences using storytelling and audio-visual narratives.

Industries that are affected by the rapid development of Cross Reality (XR) solutions represent some of the most important vertical markets currently served by the audio-visual design market, such as Entertainment, Education, Digitalization of cities, Architecture, Engineering or Automotive. The role of the immersive designers lies in the creation through the management of existing technologies.

The Master in Design for Virtual Reality prepares a new generation of designers who understand the technological landscape and have a creative vision about the design of experiences and solutions. Using VR resources students design concepts, develop contents and produce narratives for immersive experiences, environmental installations and virtual reality applications, expanding their knowledge in a dynamic market driven by technology applied to the design of content, products and services.

#3 General course objectives

The Immersive Design program uses digital technologies through the fusion of disciplines of diverse creative expressions that will form the future media to interact in virtual environments that go beyond the passive reception of the user by creating an immersive, communicative, emotional and social experience. These technologies must be understood enough so that designers can create solutions that people are willing to use and buy.

The contents of the program encourage the candidates to be a protagonist in the design process and explore how cutting-edge technologies can change the way we interact with each other and our environment, giving them tools that allow them to tackle the great challenges of our society. These contents are designed to transmit specific domains in professional practice and Virtual Reality.

The program exposes students to new digital methods and tools related to audiovisual exploration and prepares them for career opportunities related to the digital world. The Master includes technical sessions on project development and practical execution, as well as applied theoretical sessions in which a key issue is chosen to integrate the knowledge acquired. A comprehensive knowledge base is provided to support the student's ambitions by giving them the tools to develop future professional projects.

Learning outcomes

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

After completing the course, the students will be able to:

- *Acquire knowledge and vision about digital culture, new technologies and trends scenarios in the development of content, products and services. They can analyse and understand the consumer society taking into account the impact of technology on culture, society, education and the economy.*
- *Know how to implement digital tools with creative and effective solutions to develop projects in Immersive Design and Virtual Reality. They are able to design, develop and manage, from the initial phase to its completion, a digital project whose narrative solves a certain challenge of the market to which it is directed.*
- *Develop a narrative process and content in and for VR.*
- *Have the language to communicate effectively and that will allow you to collaborate in multidisciplinary teams to create content, products, services and solutions based on XR (Cross Reality) and specific Virtual Reality (VR) technologies.*
- *Use technology to create multisensory experiences in users through the conceptualization and project design of 'Embodiment' that involve the visual substitution of the real body of the user for a virtual one.*
- *Use, manipulate, identify and calibrate different Head-Mounted Display (HMD) for Virtual Reality and Mixed Reality, as well as the different multimedia formats (video, 3D, photo and video VR 360, streaming, 3D audio...) most used in this field.*

#4

Target Audience

The candidates for the Master in Design for Virtual Reality must have a deep curiosity to explore the creative limits directed by current technologies, have previous academic or professional experience with the field of design, audio-visual or technological and a desire to combine this specialization with their own interests. The Master in Design for Virtual Reality is a unique opportunity for Graphic Designers, Multimedia and Interaction Designers, Animators, Motion Graphics designers, Digital Artists, Digital Product Designers, Interior Designers, Architects and related profiles, to explore creative uses of Virtual Reality for professional and practical high-end purposes demand in the market.

#5

Career outlook

There are many opportunities for students in the fields of Experience and Interface Design, Information Architecture and Project Management in industry, agencies and research. The professional opportunities for the graduates present a wide range in the market, such as VR Storyteller; Content Director for VR Platforms; Project Manager for XR/VR contents and products; Exhibition and Event Experience Designer; Developer and Designer of simulations in Architecture or Design studio; Creative and VR Specialist in an Animation, Post-production (FX) or Gaming Studio; XR Product Designer in Companies of the ICT sector (Information and Communications Technology) and XR Designer for Interactive Agencies and commercial applications.

#6

IED Barcelona master 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 macrotrends, 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.

Specific course methodology

The methodology of the course will strengthen the intangible values in the design thinking of the project and specifically in the following points:

- Actively involve students in their own learning to increase knowledge retention.
- Teach students to design a conceptual framework and develop problem solving skills.
- Transmit a narrative and technological way of thinking to the design process.
- Teach to create immersive experiences through design and technological tools.
- Promote discussions among students and collaborative activities.
- Introduce students to events and lectures to meet professionals from all over the world and make connections between them.
- Encourage students to experience storytelling and immersion in varied, interesting and enjoyable ways.
- Evaluate students understanding at frequent intervals throughout the learning process.



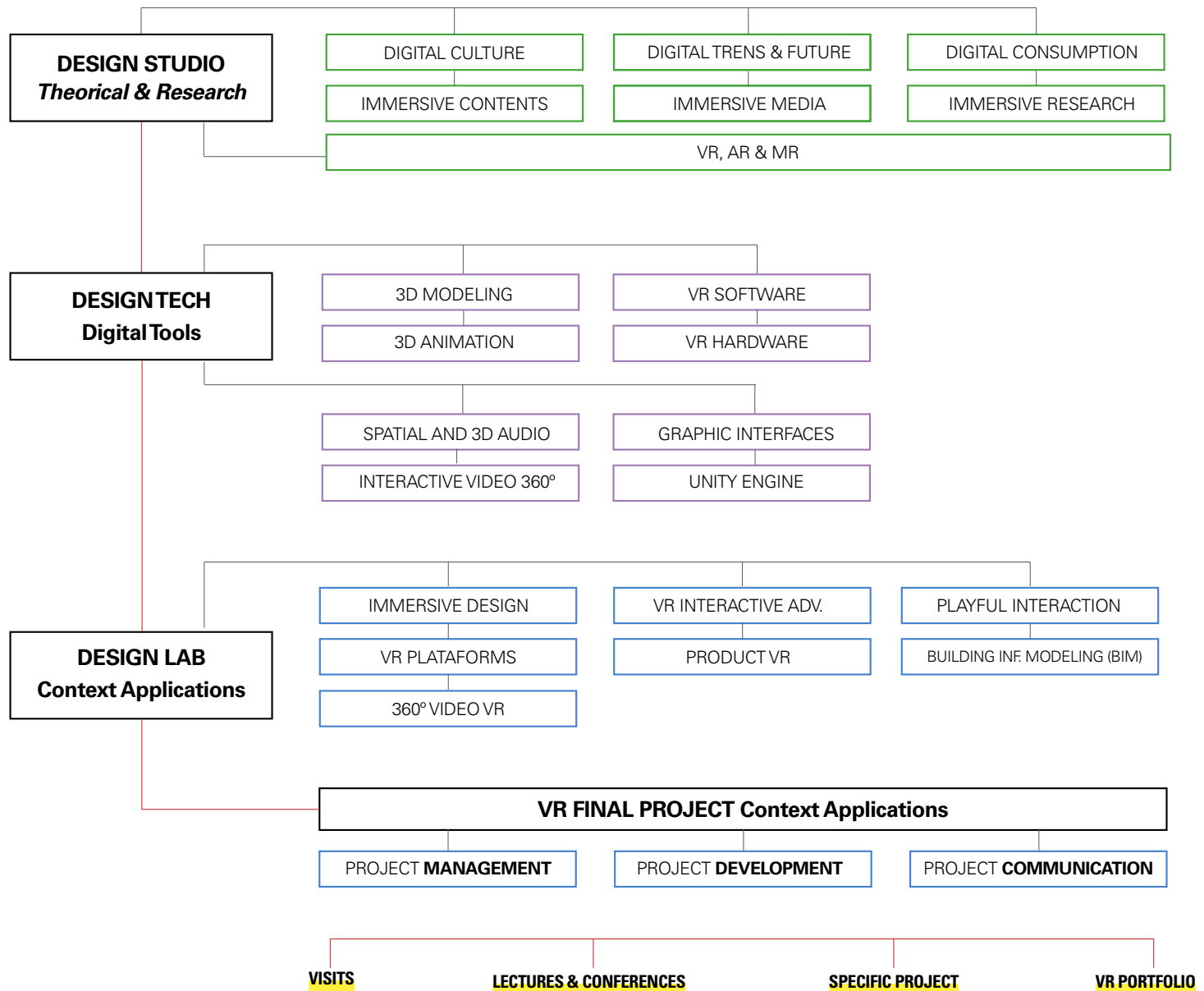
#7

Teaching Programme Content

The training program of the Master courses is composed of one **Specific Module** and one **Common Module**.

Specific Module: Own set of master content through which professional specialization is developed by combining theoretical and practical classes, visits, conferences or workshops.

Common Module: It promotes a common culture to the IED Barcelona community. It is made up of classroom subjects around communication tools and personal promotion, and online subjects that address the foundations and cultural and methodological aspects of the Design Culture.



Specific Module of the Master in Design for Virtual Reality

The programme is designed to make class sessions more effective and to focus on encouraging student participation. Using participatory learning is an advantage for effective Immersive Lab practices.

An intensive introduction to a wide range of tools and techniques that not only help students to learn new skills but also help them to determine the pace and level of their studies. The student's progress, therefore, is not limited to the rhythm of the group; they also apply these skills in a complete project.

DESIGN STUDIO// Theoretical & Research.

New Media, Culture and Virtuality: an introduction, analysis and individual research for creative and immersive technologies. The course methodology involves Theoretical Courses: Digital Culture, Digital Consum and Digital Trends. Immersive Contents: Narrative Storytelling. Immersive Media: Platforms, Formats and Supports. Immersive Research: VR, AR and Mixed Reality.

DESIGN TECH// Digital Tools:

Design Softwares, Tool Kits and Sound.

Practical courses: learning digital design tools such as VR Software Unity Engine and VR Hardware Tool Kit: headset, controllers and sensors. Subjects of 3D modeling, animation and graphic interfaces and the sound design bases to develop innovative proposals of immersive design. These subjects allow students to deepen the design of Virtual Reality scenarios providing the freedom to explore a topic of interest in the fields of brand and concepts.

DESIGN LAB// Context & Applications.

In this module, Practical-Theoretical subjects develop specific topics to strengthen the application of Virtual Reality Design in specific contexts such as advertising, architecture and design, product, film, art direction and applications for web and mobile environments. Other subjects like Project Management, Project Development and Project Communication focused on the use of knowledge, skills and inspiration acquired throughout the Master to develop a project for a client or for a specific context. These methods use traditional and non-traditional

learning formats: An Immersive Thematic Week, Lectures, Research Studies, VR Lab and Special Projects sessions. Access to the course's learning material provides students with the necessary skills and knowledge to enable them to enter the employment market with confidence.

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.

DESIGN TOUR

Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim 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 resumes the progress and competences acquired during the course. It's a communication tool that includes the professional and the academic experience and shows the student's personal branding

Online Common Module: Design Culture

ITALIAN DESIGN CULTURE AND HISTORY

Acquisition of knowledge about the precedents of world design with a special emphasis on Italian culture, which is an integral part of the IED Barcelona ethos.

DESIGN PROCESS

Visualization, knowledge of the different steps driven to the creative problem solving

SOCIAL DESIGN AND SUSTAINABILITY

Completion of projects that ensure a balance between economic growth, environmental stewardship and social welfare, taking into account the environmental impact of any proposal during each of its phases.

#8

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona's teaching department. The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

Coordinator

Mery Glez

Since her childhood, she has traveled and lived in different countries of the world, which has given her an international cultural vision. In the last 10 years, she has partnered with designers, developers and marketers to plan and iterate upon smart audiovisual contents for museums, exhibitions, fairs, products and Mixed Reality experiences. She deals with video projections on buildings, interactivity, AR and VR and video productions for events, festivals, fashion and brands. Her goal is to make everyone feel like an explorer and make each theme, concept or location an adventure of discovering. She participates in giving inputs in all phases of production as Project Manager in Digital Innovation at Digital Storytellers, a multidisciplinary studio composed of an international team. Co-founder of GEOGAMING, a Gaming and APP studio, winner of a European Grant for the development and application of new technologies. Expert in Education and Creative Industries at the European Commission. She studied at SVA - School of Visual Arts in New York and she is graduated by the FabLab in Digital Fabrication and Electronics from MIT. She teaches at the IED in Milan and Barcelona at the Visual Communication Department. Regularly participates in projects as a visual artist with Out Of Format collective.

Teaching Staff

The teaching staff comprises sector professionals from various leading fields.

Augusto Zuniga - **Immersive Research**
Lydia Zimmermann - **Fundamentals of Immersive Design**
Christian Cherenne - **Digital Culture**
Daniel González Franco - **Hardware**
Arthur Pointeau - **Software/Unity**
Daniil Koshelyuk - **Software/Rhino**
Philippe Beltran - **Context Application**
Mattia Trabucchi - **Sound Design**

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.



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.

#9

**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)

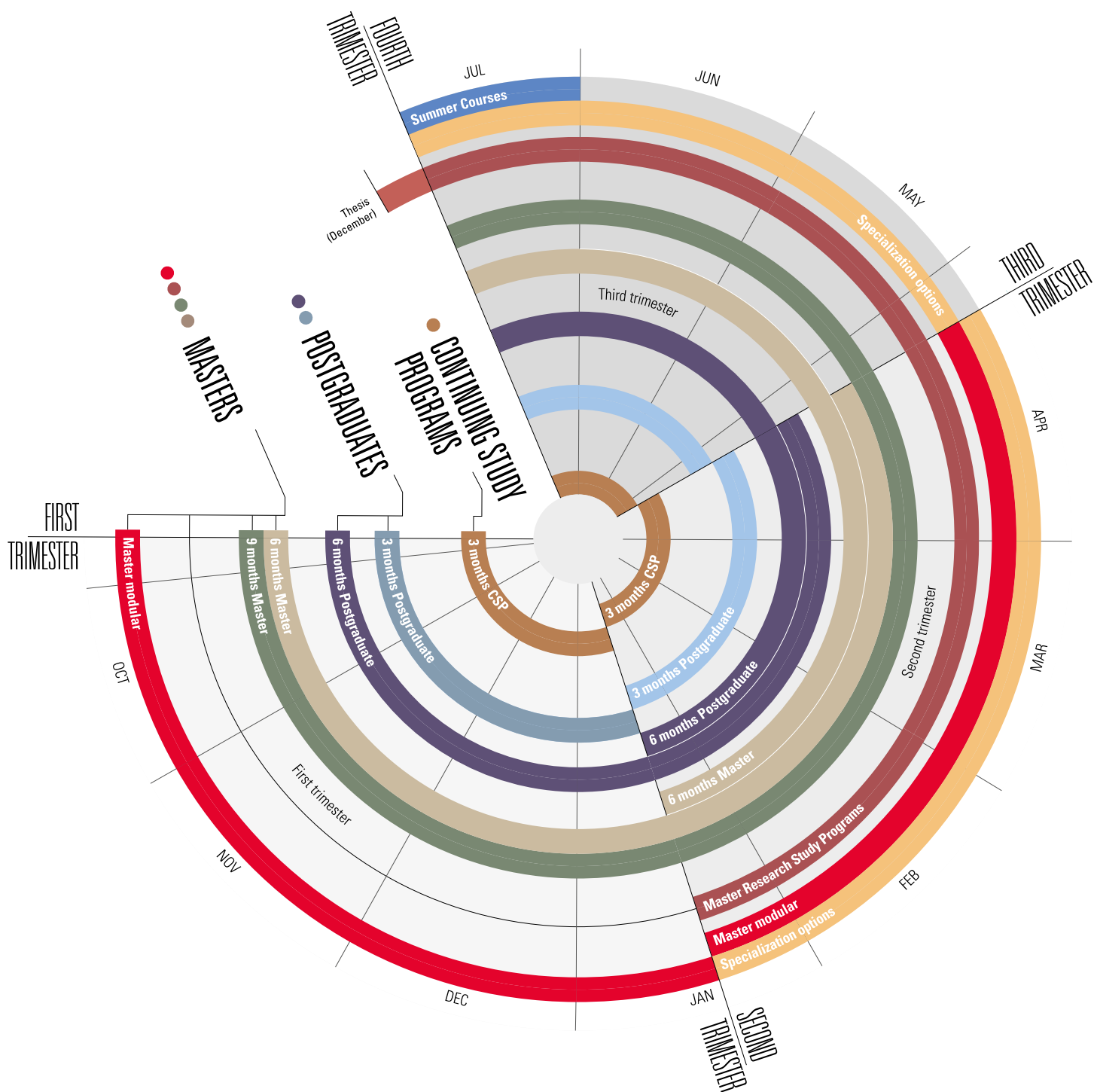
15 credits

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

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BARCELONA 1940

TOUS



BENTELER



Lékué



TEDxBarcelona
x = independently organized TED event

PRIMAVERA
SOUND
BARCELONA

sónar



CASA
DECOR



SANTA & COLE

Artemide

Roca

CUSTO
BARCELONA

#10

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

#11

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.



#12

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.



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