

Digital -tal Arts

& Experience
Design

One Year
Course

Didactic Programme
2017

La Escuela de
Comunicación
de La Nueva

iedmadrid.com · visual.iedmadrid.com



Do you know the IED Madrid?

The IED Madrid is a **Centre for Higher Education** in Design, part of the IED Group, an international network which emerged in Italy in 1966 and now has 11 schools in three countries: Italy, Spain and Brazil.

With ample training options in the areas of **fashion, product, and interior design and visual communication** and three spaces in the city centre, we are the largest campus to specialize in design in Madrid.

Why study at a Centre for Higher Education in Design?

Our differentiating factor is that we are an art school specializing in design training and not a generalist university where all kinds of disciplines are combined.

Training at the IED Madrid involves coexisting with all the branches of design: **product, interior, photography, fashion, graphic, style, videogame, illustration, etc.**, which offers a privileged space and helps students become cross-disciplinary designers with an international vision.

We have a **photography studio** and an analogue studio, as well as a **Fab Lab research workshop**, which is part of the Fab Labs network of the MIT Fab Foundation, a space for real and small-scale production using cutting-edge digital tools and equipment applied to design, to complement the training, and which is open to students and professionals at the IED, as well as functioning as a coworking area.

Our 50 years' training experience has led to a unique and innovative academic model, which trains design professionals who are capable of adapting to a society in constant transformation.

Our faculty is made up of renowned professionals and qualified technicians who follow the specific methodology that defines our DNA. This contact, as well as providing a unique creative experience, offers the chance to network and build a future professional career.

Additionally, our school has many years' experience taking part in national and **international competitions and design festivals**, a key tool in the motivation and approximation to professional work, providing solidity and identity to the portfolios of our students, who will be the designers of the future.

What is the Digital Arts and Experience Design

One Year Course?

The markets of design and audiovisual production are flooded with terms such as #interaction, #mapping, #wearables, #internet_of_things, #bending, #UX, #AR, #VR, etc. The emergence of the internet, the social networks boom and the development of new digital techniques have opened up a new world of possibilities for artists and audiovisual designers which a few years ago was unimaginable. New creators repurpose their studios to turn them into labs in which to combine traditional and innovative content, as well as using new research, development and prototyping tools. Video, sound, image and space design are combined to achieve a wider and hybridised result, with the capacity to transform the role of viewers, turning them into active participants.

At a time like the present it is key to provide students not only with knowledge and skills, but also with resources to obtain information in new communities, and with the ability to position their products and services online, as well as presenting them in an optimum way to clients.

It is also key to understand the economic and business implications of the commercial development of an experience.

The **Digital Arts and Experience Design One Year Course**, directed by Kike Ramírez, aims to provide a didactic response to these changes and become a pioneering and innovative community in the design, art and technology sector.

Over one academic year, using an intensive online and attendance-based format, we will respond to the new R+D+I order in the cultural and technological sector, positioning students between audiovisual technique and artistic creativity, the engines of new technologies, innovation and entrepreneurship.

Type of course: One Year Course

Language: English

Area: IED Visual

Credits: 60 IED credits

Next course: January 2017

Duration: 1 year

Schedule: Afternoon and evening.

-Face-to-face unit [January-June]:

Monday through Thursday from 18:00 to 22:00 [*]

-Online unit [July-October]:

continuous schedule

-Personal final project: October 2017

Attendance: Compulsory

Qualification obtained: Diploma in Digital Arts and Experience Designs

Course coordinator: Kike Ramírez

Admission process: Portfolio and motivation letter. English level B2 recommended.

Places: The average class size is 15 students. Limited places. We recommend registering for the course at least one month before it begins

Once finished, a diploma will be given to the students certifying satisfactory completion

[*]There might be an occasional lesson on a Friday.



VR practice with Oculus Rift

Partner

L.E.V. International Festival for Audiovisual Creation with a Decade of History, held each year at the Centro La Laboral in Gijón.

Registered students will receive a free

Starter Kit made up of:

Arduino +

Kit Lilypad ProtoSnap +

Tarjeta de sonido Focusrite Scarlett 2i2

Project Presentation

Access requirements

- > Baccalaureate degree.
The Selectividad exam is not necessary.
- > Intermediate-high level of English.
- > Interview with the course director
- > CV and motivation letter.

Objectives

- > To understand how design and technology can be combined to create richer experiences that maximize the impact on viewers, going so far as to make them active participants.
- > To place the student at the crossroads between audio-visual technique and artistic creativity, the engines of the new technologies, innovation and entrepreneurship.
- > To grasp the concept of a "digital culture" and understand its evolution in recent years. To be able to frame the experiences within the current environment, and to provide them with their own meaning going beyond technique and aesthetics.
- > To master the new tools of design, prototyping and development of digital and/or interactive content.
- > To generate sound, image and 3D-modelling content according to the specific needs of each case, always optimizing their creative and technical quality.
- > To have a first taste of several of the most innovative techniques in recent years, such as the IoT [Internet of Things], augmented/virtual reality via Oculus Rift, etc.
- > To understand the basics of UX [User Experience] and applying them to the design of experiences and interfaces.
- > To acquire the knowledge necessary to develop a business plan and take into account the different economic, technical, geographical and social aspects which may affect each project.
- > To get to know the communication strategies required to meet a customer's needs and optimally defend the proposal.
- > To understand concepts regarding strategic vision and branding for product positioning on both the online and bricks and mortar markets.

Students working in class



Didactic Areas and Subjects

Module 1: Digital Culture

Experience and training:
new interaction landscapes

Module 2: Image

Image in the post-internet era
Video and postproduction workshop
Mapping workshop

Fab Lab IED Madrid

Research using cutting-edge equipment in a real and small-scale production space with digital techniques applied to design. The Fab Lab IED Madrid is integrated in the official Fab Labs network promoted by the Fab foundation and MIT, and as such offers the required equipment to tackle almost any work, from the different manufacturing systems [addition, subtraction and abrasion].

Software and Coding

Image: Photoshop, Illustrator, After Effects , Premier
Sound: MaxMSP, Ableton Live, Adobe Audition, Reaper
Space: Mad Mapper, Cinema 4D, Unity
Interaction: Arduino, Processing, Jitter

Hardware and Hacking

Image: projectors and screens, audiovisual sensors
Sound: acoustic monitors, microphones, drivers and surfaces
Space: HMDs
Interaction: arduino, sensors, wearables

Module 7: Digital Arts and Experience Design Project

Enterprise Project
Final Personal Project

Module 3: Sound

Digital audio editing and production
The aural experience

Module 6: Communication and Management

Digital Projects Communication
Project Management

Module 4: Space

Virtual architectures and digital scenarios
Augmented architectures and digital scenarios

Module 5: Interaction

Experience and usability
Wearables
Micro-projects: sound, image, space



Coordinator

Kike Ramírez

vjspan.com / otucinema.com

Kike Ramirez is a visual artist and developer of interactive experiences. He graduated in Telecommunications Engineering, and specializes in the development of generative graphics, software / hardware interactive development, and mobile communications. In OTU CINEMA he is responsible for the Interaction area and International Communication. His recent work includes the development of a mapping spectacle for the Spanish Basketball World Cup 2014 and the visuals for the program La Voz [Telecinco].

Ivan Ferrer-Orozco

noesbarco.blogspot.com.es

Iván is a sound artist, composer and cultural entrepreneur. He has been the artist in residence at numerous institutions in various countries and his work has been internationally recognized. He is the artistic director and producer of InterAcciona, Creation Platform with New Media, and arts consultant at Acelerador de Artistas; he is also responsible for production and new media at the Neopercusión group.

Nacho Martín

mi5vr.com

Nacho was trained in architecture at ETSAM and was an International Doctor Cum Laude in 2013. He is Unit Master of the Architectural Association in London, Associate Professor of architectural projects in UAH and teacher at the IED Madrid. He founded Mi5VR -Virtual & Real Architecture-. His work has been recognised, exhibited and published internationally.

Marta Verde

martaverde.net

Marta Verde is a visual artist and creative programmer based in Madrid. She has a degree in Fine Arts, specializing in media arts and digital technologies applied to the stage. She develops visuals, and generative and interactive graphics, personalized electronic devices, wearables and interactive installations for musicians and theatre and dance companies, artists, designers, institutions, advertising and lighting studios. She is always looking for the fusion between technology and creativity. Additionally, Marta is an interaction teacher in institutions such as the Fundación Telefónica and the IED Madrid, where she also consults for the R&D department.

Faculty

Pablo Jarauta

martaverde.net

Pablo is a Doctor of Philosophy from the Universidad de Murcia. He has worked in fields such as the history of cartography, travel literature, the history of ideas and social-cultural contexts of design. He has taught at Duke University and the University of Extremadura. Since 2008, he has been teaching at the IED Madrid.

Ira Lombardia

iralombardia.com

Ira is an artist, teacher and researcher. Currently, she is working on her doctoral thesis at the Image, Technology and Design Department at the UCM under the heading: "Trans-Photography and Post-Photography Trends: a reinterpretation of photographic theory in the post-internet era". She has also participated in numerous national and international exhibitions with multi-disciplinary proposals covering photography, video, sound, installation, hypertext and editorial design and has received grants and awards related to post-media images.

Fernando Gómez

mi5vr.com

Architect trained at the ETS Architecture of the Alcala de Henares university and developer of multi-platform video games. He focuses on the research and production of virtual reality applications focused on retail, branding and wellness at the MI5VR studio.

Pilu Caballero

This multidisciplinary artist graduated in Audio-Visual Communication, specializing in Creative Hardware and Working with Arduino and max/msp Jitter at Harvestworks in NYC, specializing in Digital Technologies for the Stage. She is also a lighting technician. She works on developing visuals and interaction devices for artists, designers, musicians, brands and institutions.



Conectable III. demonstration of VR results using Oculus Rift



Students AV instalation in Visual Fest



Students working in class

Professional oportunities

Our students are trained with a multidisciplinary approach that enables them to carry out their work in many different areas of digital and interactive design. This allows them to work on professional development in different areas such as:

- > Development of software and hardware for audio-visual experiences.
- > Production of audio, video and 3D content
- > Design Performance
- > Game Design
- > Concept art and museums
- > Consulting and teaching



MadMapper practice in class

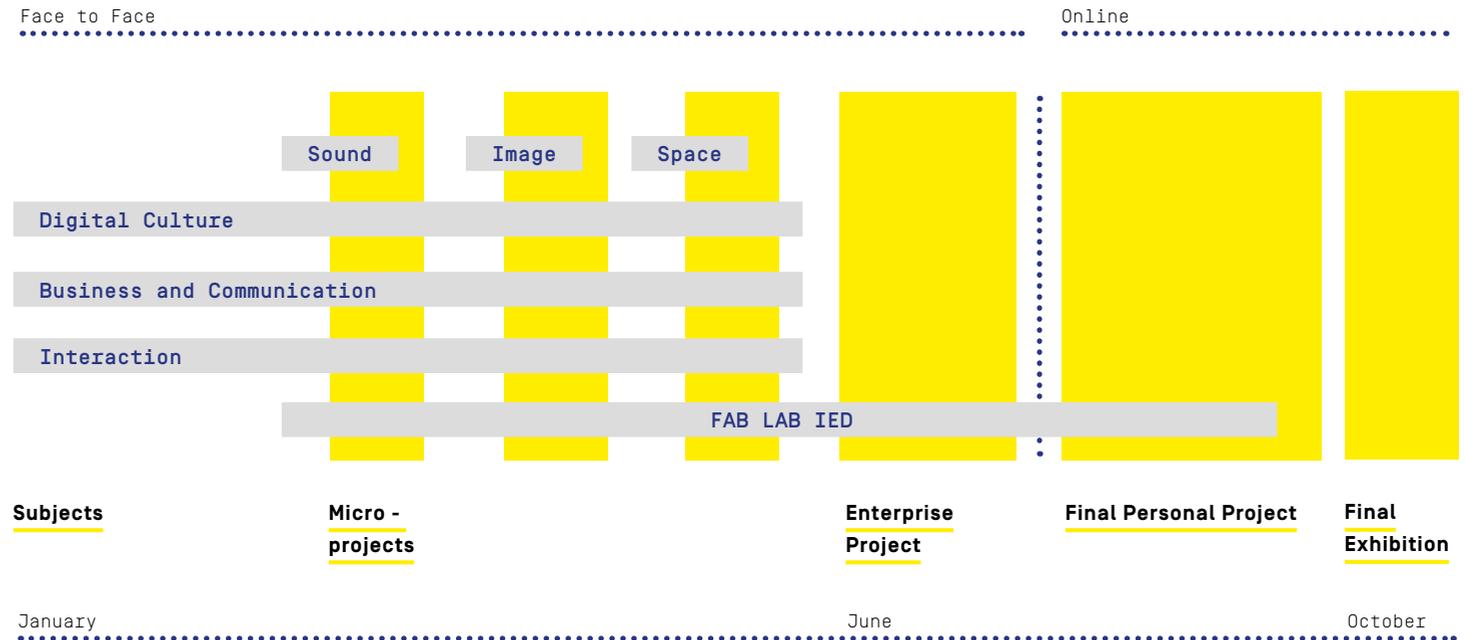
Calendar and Methodology

The One-Year Course in Digital Arts and Experience Design consists of 60 IED credits* structured as follows:

An attendance-based module [360 hours or 45 IED credits*] whose purpose is to develop at our facilities, with outstanding professionals, the keys to the educational program combining study, research and production projects.

A distance-learning module [15 IED credits*], which can be accessed through the IED Madrid Campus e-learning platform, including the carrying out of courses that complement the attendance-based module and preparation of the final project.

* The IED credit is the internal system of quantification and teaching validation of the IED Madrid. Each credit reflects the workload from online classes, seminars, study sessions and conducting evaluation tests. For the attendance based modules each credit is the equivalent to 8 hours of teaching. For online modules it's the equivalent to a workload of between 16 and 20 hours.



Become a student at the IED Madrid

- > **Request more info.** Visit www.iedmadrid.com or call **91 448 04 44**.
- > Request an interview and visit our school from Monday to Friday between 9.00 and 20.00 h. The coordinators and academic guidance staff will help you choose the programme most suited to your interests and professional profile.
- > **Begin the admission process.** Find out about access requirements and the necessary paperwork depending on each course.
- > **Register and design your future with us.** Become a designer at the IED Madrid.



IED Madrid Courses

Official Undergraduate Degrees

Graphic Design
Fashion Design
Interior Design
Product Design

European Double-Qualification Programmes

Graphic Design + Comunicazione Pubblicitaria
Fashion Design + Fashion Stylist and Communication
Interior Design
Product Design

IED Diplomas

Communication , Style Design and Fashion Image
Computational Arts, Communication and Management

Higher Level Training Cycles

3D Animation, Games and Interactive Environments
Illustration
Pattern-Making and Fashion
Photography
Web App Development

One Year Courses

Art and Design
Illustration and Graphic Novel Projects
Photography and Graphic Design Projects
Total Design Bilingüe

One Year Courses

Digital Arts and Experience Design
Fashion Communication
Interior Design

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