



Undergraduate Course

Bachelor of Arts Degree

Interior Design

IED Roma

+ 50 years of experience

International

Education Network

11 locations around the world

10.000 students a year

+ 100 nationalities

undergraduate, master of arts,

master, summer courses,

semester and continuing

education programmes



Interior Design

Title*	First Level Academic Diploma in Design - Specialization in Interior Design
Coordinator	Marco Provinciali
Duration	3 years, full-time
Credits	180
Language	English
Starting date	October
Further studies	Postgraduate, Master of Arts, Masters, Continuing education

** This Diploma, accredited by Ministry of University
and Research, is equivalent to a Bachelor of Arts Degree.*

The Profession

**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

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 focuses on the innovation of the cultural and social sectors, design areas for which Rome constitutes an extraordinary creative laboratory, reference all over the world.

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.

Course Coordinator

Marco Provinciali

Architect. He studied at the IUAV in Venice and at the TU Delft. Visiting professor at TU Dortmund. Founder of Supervoid together with Benjamin Gallegos. In 2022, he curated the exhibition EUPavilion. He has published projects and essays in magazines and books including Sanrocco, Domus, The Real Review.



IED's Educational Model

Unique, innovative and inclusive

Methodology and Structure

IED offers a **unique educational model**, brought to life by the network of IED campuses across Italy and around the world: a **huge workshop of shared knowledge** that grows richer and deeper by the year. The perfect degree of integration between classroom and digital experiences means **each student at each campus** has access to skills and knowledge that transcend all local, regional and national borders.

Strengths of the IED model include:

- **enriching the student's experience** with an educational philosophy of innovation and experimentation, "learning by doing," and a culture of design;
- **amplifying opportunities** by increasing interactive educational experiences;
- **activating a circular economy of knowledge** by sharing educational excellence throughout the network;
- allowing students to **enrich their own knowledge base with an understanding of all the related areas of knowledge**, and to **build a solid foundation** for taking on increasingly complex projects.



The curriculum is based on the acquisition of cultural, methodological, technical and technological knowledge and their application through the development of design projects, in collaboration with the business sector. This allows students to engage continually with the productive and cultural system.

The program's three years, divided into six semesters, are structured in such a way as to progressively develop the students' design and expressive skills until they reach the autonomy necessary for the professional world.

The first year is introductory, focused on the acquisition of the **method** and of the fundamental technical, cultural, and design tools. Mastery of the method and tools will help students manage their creative flow and to develop, analyze, and summarize real scenarios and their own ideas, translating their creativity into design.

The second year focuses on experimentation and the application of the method, tools and theoretical knowledge to design activities. The cultural and technical disciplines support the development of the design **process**, leading to constant improvement in knowledge and skills.

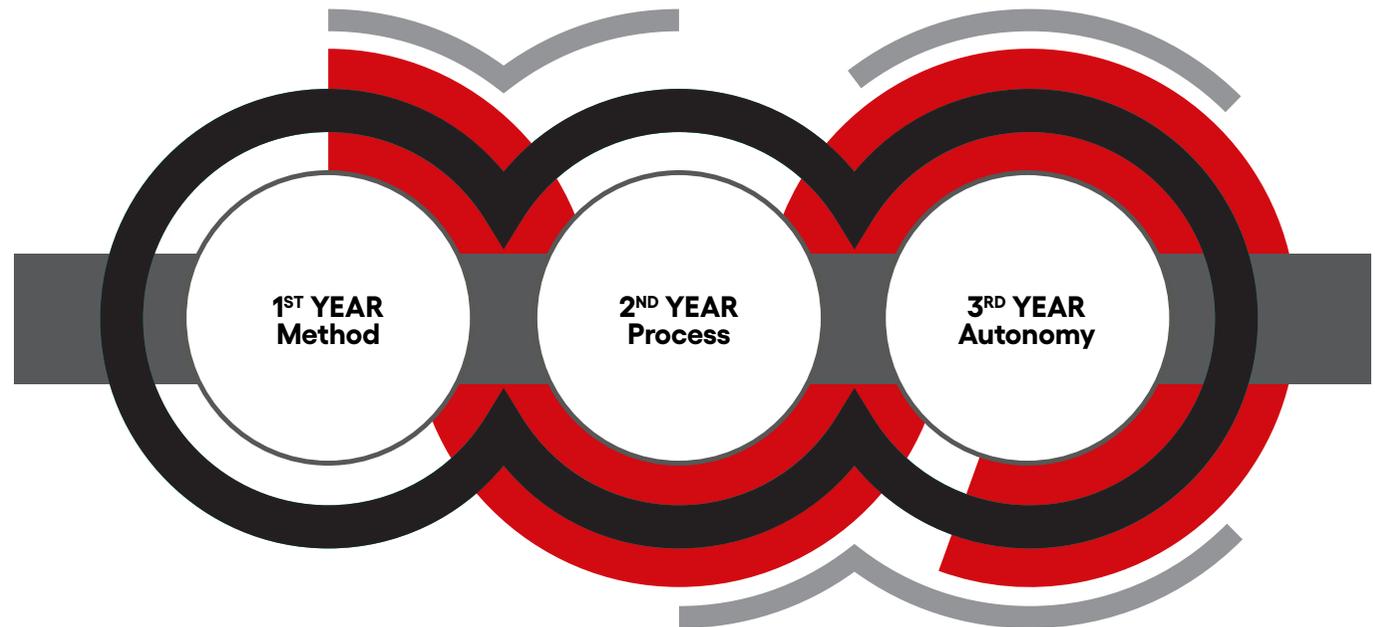
The third year goal is to develop **autonomy**: it focuses on advanced design, the critical study of knowledge and design skills, the refinement of tools for project creation and communication, and the soft skills necessary to face the professional world.

The whole program culminates in a **Thesis Project**, where students put their newly-acquired skills and knowledge to the test in a context of greater complexity. The driving force of this learning experience is a **faculty of 2000 teachers**, selected from among the finest professionals in the creative industries and the most innovative sectors around the world.

The Undergraduate course is rounded out by workshops, competitions, seminars, special projects and wide-ranging activities involving students from different courses and locations, all contributing to the development of a multidisciplinary approach.

Students reach this milestone enriched not only by skills and tools but by the **opportunities**, the **circularity of knowledge**, and the **cross-fertilization of ideas** that IED makes available to them.

- Cultural and Technical Disciplines
- Companies
- Design Activities



The IED Square Experience

IED Square is one of the practical applications of the IED model: a week-long opportunity for cultural exchange and creative inspiration for third-year students of all IED Italia locations.

1600 students from **all IED locations**, guided by **100 teachers**, engage with one another in a space wholly dedicated to them. Together, they identify the design direction and themes of their Thesis Projects, the capstone of this three-year course. It is a marathon of inspiration, featuring **online and offline conferences**, labs and workshops, offering an exclusive perspective on the latest trends thanks to the presence of prominent speakers and stars of the international scene.





IED Italia Career Service

The IED Italia Career Service, with a team of 14 people distributed on the territory, takes care of every single student passing through our classrooms. It does so through a process of accompaniment, training and promotion that rewards the student, the company and the school itself.

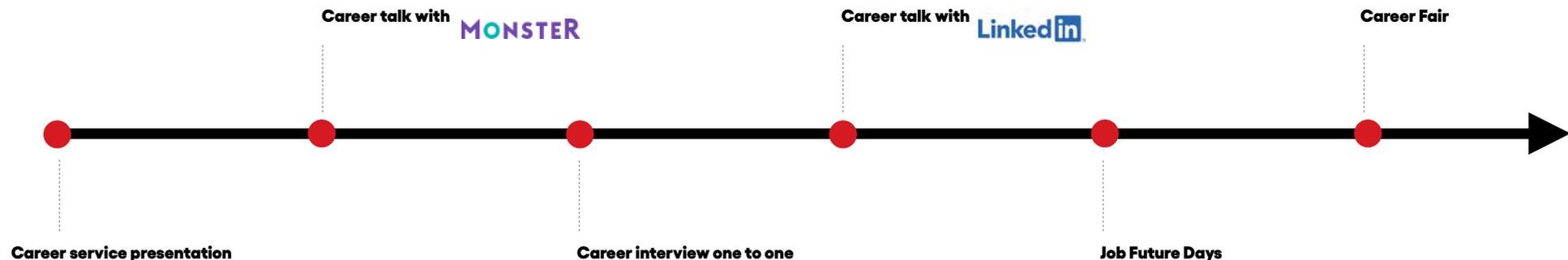
The Career Service diligently oversees and ensures a seamless experience for every student during their internship, maintaining direct communication with partner companies and providing unwavering assistance to interns whenever they encounter issues or challenges.

Working all the year for student placement

Throughout a **personalized path**, consisting of **individual meetings**, each student is tutored by a Career Service staff member, who helps him/her to prepare for and **enter the job market**.

The meetings aim to highlight the acquired skills and personal attitudes of each student, helping to create the awareness necessary to approach the job market and to build a competitive curriculum vitae and portfolio.

During the year, IED organizes the **Career Talks**, meetings with the main recruitment professionals such as Monster and LinkedIn. They teach students how to land a job interview and give insights about the present and future scenarios of the creative professions. The programme culminates with the Career Fair, an event during which the students have the opportunity to introduce themselves to the many companies involved and to participate in the selection interviews.



Companies

The network of partner companies grows every month and includes small and medium enterprises, large multinationals, top brands, studios of different sizes, and innovative start-ups:

3M, Accenture, ADD, Alphaomega, Ambito 5, Armando Testa, Artemest, Attila, Auge, Azimut Benetti Group, BCube, Bigfish, Big Spaces, Boffi-De Padova, Borbonese, Boston Consulting Group, BMW, Bottega Veneta, BTicino, Calvin Klein, Calzedonia, Canon, Cayenne, CBA Design, Ceres, Chapeaux, Cheil, Class Editori, Collezione Peggy Guggenheim, Condé Nast, Cortilia, Damiani, Davide Campari, Deep Blue, DDB, Deloitte, Diesel, Digital Angels, Doing, Doucal's Italy 1973, Dpr Eventi, Dude, Eataly Spa, EDI - Effetti Digitali Italiani, Egg Eventi, Elica, Ermenegildo Zegna, Etro, Falkensteiner Hotels, Fandango, F&P Group, Ferrari S.p.A., Filmmaster Events, Frankie Morello, Freedamedia, Futurebrand, Gas Jeans, Gessi, Giorgio Armani, Gi Group, Gruppo Alessandro Rosso, Gruppo Fonema, Hachette Rusconi, H-Art, Hearst Magazines Italia Spa, Heineken Italia, H-Film, Honda, H-57, HugoBoss, Ilva Saronno, Inditex, Interbrand, Itaca Comunicazione, Italdesign Giugiaro Spa, Ikea, Jimmy Choo, Kering Group, Key Adv, Lamborghini, Landor, La Sterpaia, La Triennale, Lavazza Group, Leagas Delaney, Leo Burnett, Les Copains, LIU-JO Spa, Live Nation, L'Oréal, Luxottica, LVMH, McLaren, M&C Saatchi, Magnolia, Maison Margiela, Max Mara Fashion Group, Maximilian Linz, McCann Eriksson, Mediaset, Milestone, Missoni, Moncler, Mondadori, Morellato, Moschino, Ms&L Italia, Nestlé, Nike, Ogilvy, Paul Smith, Pelikan, Piaggio, Piano B, Pinko, Piquadro, Poltrona Frau, Pomellato, Promotion Tag, Publicis Modem, RBA, Rcs, Redbull, Replay, Rmg Connect, Robilant Associati, Saatchi & Saatchi, Samsung, Sketchin Studio, Studio Patricia Urquiola, TBWA, Teikna Design, The Others, Tita, Tod's Group, Toyota, Ubisoft, Undercolors of Benetton, United-Grey, Univisual, Versace, Vivo Concerti, VF Corporation (Vans, The North Face, Timberland, Napapijiri, and more), We Are Social, Wella, Young & Rubicam.



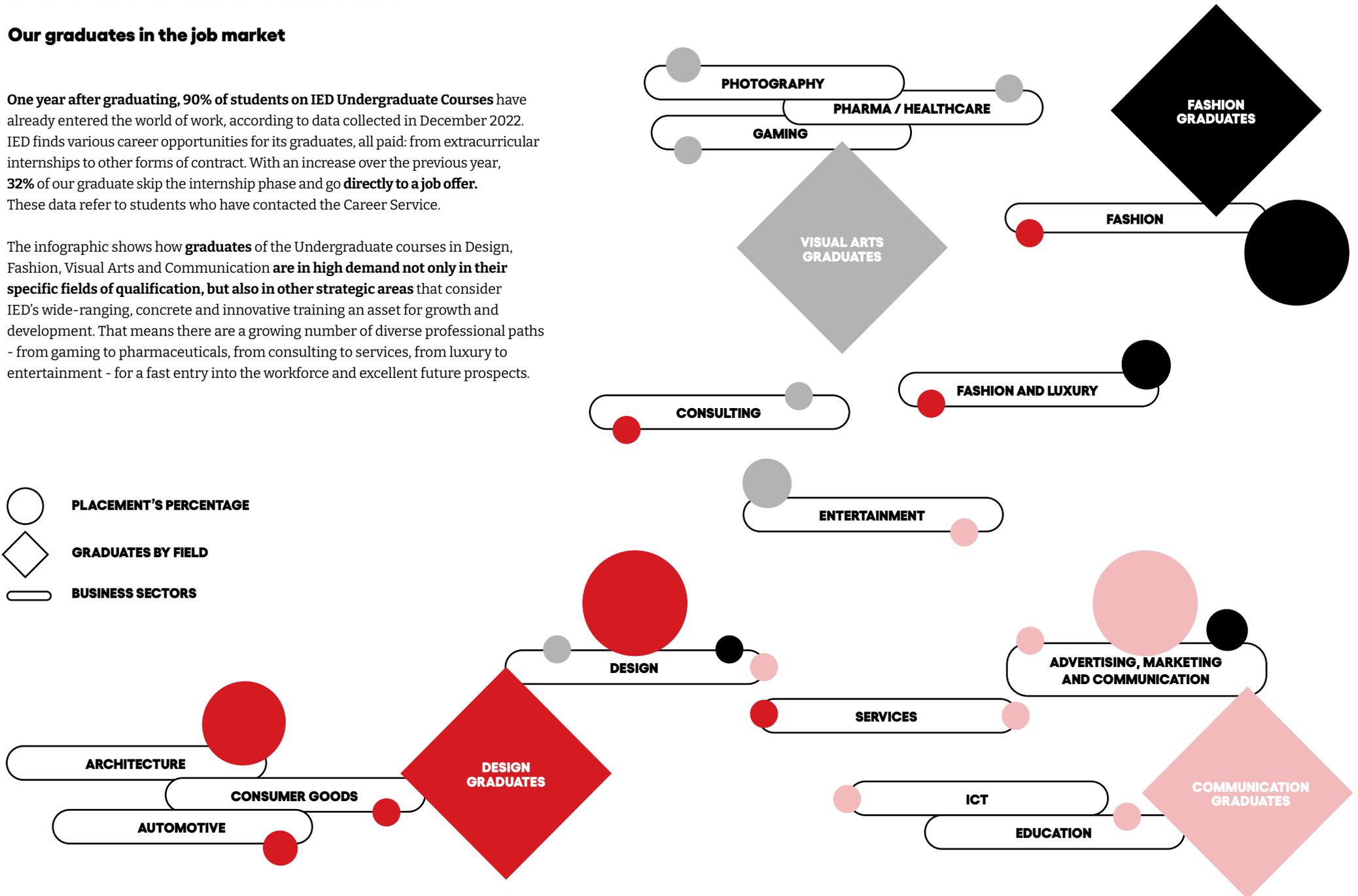
Focus Placement

Our graduates in the job market

One year after graduating, 90% of students on IED Undergraduate Courses have already entered the world of work, according to data collected in December 2022. IED finds various career opportunities for its graduates, all paid: from extracurricular internships to other forms of contract. With an increase over the previous year, 32% of our graduate skip the internship phase and go **directly to a job offer**. These data refer to students who have contacted the Career Service.

The infographic shows how **graduates** of the Undergraduate courses in Design, Fashion, Visual Arts and Communication **are in high demand not only in their specific fields of qualification, but also in other strategic areas** that consider IED's wide-ranging, concrete and innovative training an asset for growth and development. That means there are a growing number of diverse professional paths - from gaming to pharmaceuticals, from consulting to services, from luxury to entertainment - for a fast entry into the workforce and excellent future prospects.

-  PLACEMENT'S PERCENTAGE
-  GRADUATES BY FIELD
-  BUSINESS SECTORS



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.

Materials typology 1

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.

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.

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 exercises 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 exercises, 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 exercises 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 typology 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 historicalcritical 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.

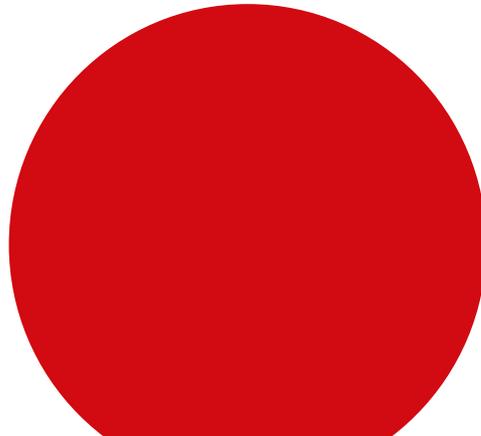
Layout and display techniques

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 - Specialization in Interior Design

Rome

SUBJECT	CREDITS
1ST Year	
History of contemporary art	6
History of design 1	4
Design methods	4
Materials typology 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 CF required 1st year	60
2ND Year	
Materials typology 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	4
Interdisciplinary Lectures/Seminars/Workshops Competitions	2
Total CF 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	6
Internships + competitions + Interdisciplinary lectures/seminars/ workshops	4
Foreign language	2
Final exam	10
Total CF required 2nd year	60
Total CF required during 3 years	180



An International Network

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

It can also count on numerous academic institutions in Europe, Asia, United States and Canada, Latin American countries, Australia and New Zealand. IED is an accredited institution of **ERASMUS+** Programme, which contributes to the achievement of the Institute's strategic goals meant to implement its internationalization. Thanks to this Programme, students, teachers and staff have the opportunity to carry out short and long-term international mobility in partner institutions, in order to increase their academic and professional training.

IED is moreover member of prestigious international associations such as **CAE** (Culture Action Europe), **CUMULUS** (International Association of Universities and Colleges of Art, Design and Media), **ELIA** (The European League of the Institute of Arts) and **WDO** (World Design Organization). It also maintains regular relationships with many academic associations, including **NAFSA** (Association of International Educators) and **EAIE** (European Association for International Education): a large group of institutions based in different parts of the world that completes and expands upon the possibility of taking part in international mobility experiences. Thanks to numerous bilateral agreements with prestigious foreign universities, it provides the chance for its students to take part in the Exchange Study Program and in the Erasmus+ Program and spend a semester abroad either at one partner institution or at another IED Campus.

In addition, at the end of the course, they can spend a period of training abroad, throughout the participation in Erasmus+ mobility for traineeship.



ALUMNI

is a global community of over 100,000 former IED students from 100 different nationalities, spanning various disciplines. Complementing Career Service initiatives, the program offers activities, content, privileges, and networking opportunities through the IED ALUMNI NETWORK PLATFORM. This interactive hub serves as a vibrant space for graduates, fostering connections and sharing experiences. Additionally, it provides brands, agencies, and companies with a targeted platform to engage with IED talents and collaborate with the Career Service team to identify top candidates efficiently.

Become a IED Student

Orientation Days and Courses Presentation

In each IED location, the Admission Advisor team offers steady assistance to those asking for more information on the Institute's courses and activities. Moreover, there will be several opportunities during the year, either on-site or online, to meet Coordinators, staff, partners and Alumni and learn more about the academic offer. ied.edu/openday

Financial Aid

IED supports young creatives thanks to a policy of economic facilitations consisting in scholarships and a structured system of low-interest loans. Find out more here ied.edu/study-in-italy/undergraduate

Find out how to apply

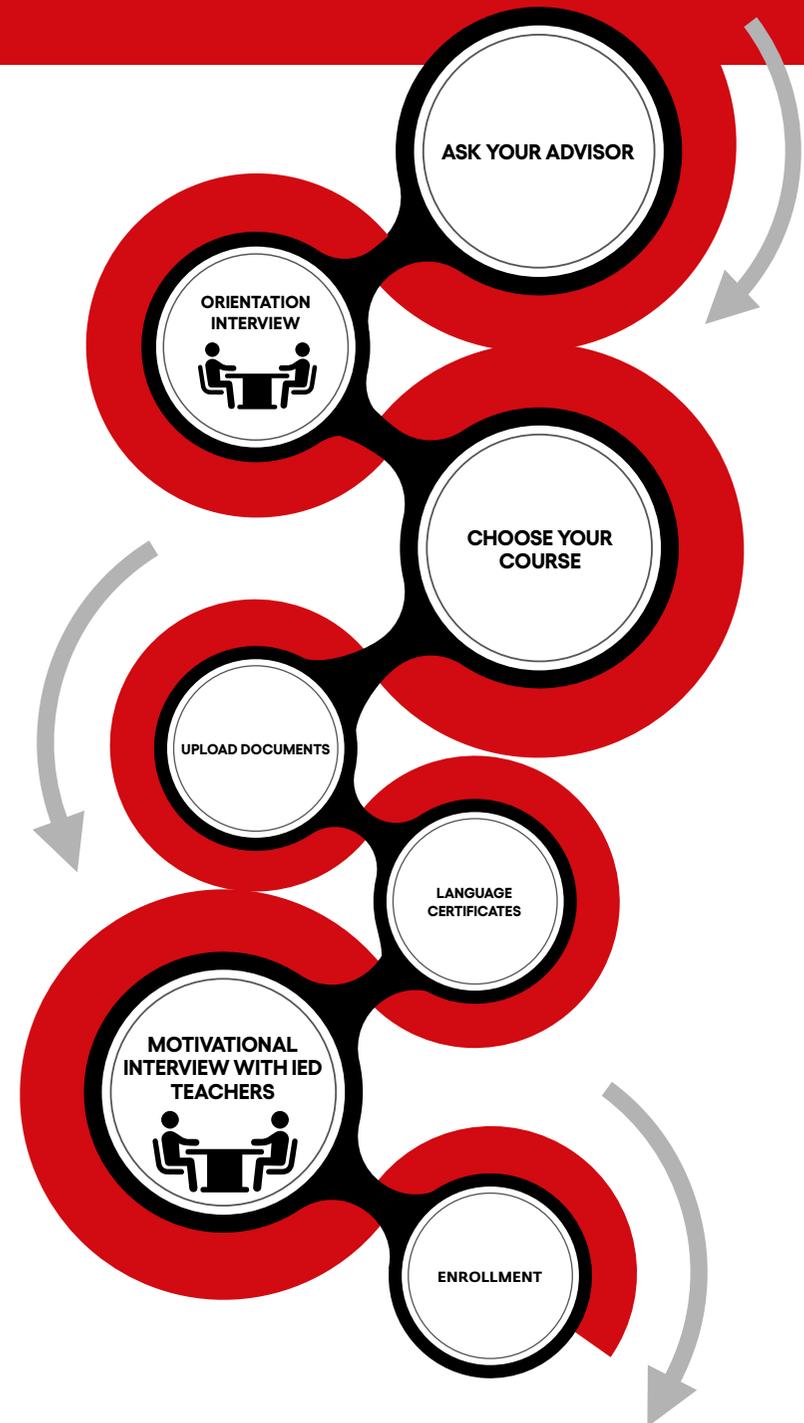


Admission and Enrollment

Finding your way and choosing the study path that best suits your inclinations may not be easy. For this reason, an Admission Advisor will be at your disposal to help you understand what is the best course for you and support you all the way through the enrollment process.

Here are the main steps to follow:

- Ask your Advisor for information via IED website, mail or phone and book an orientation interview.
- Start the admission process: once you receive from your Advisor the credentials to access your personal area, you upload the necessary documents.
- If required, you will have to take a language test.
- Your Admission Advisor will arrange a motivational interview with the Coordinator or a teacher of the course you chose.
- Once you are admitted, you can complete the enrollment and will officially be a IED student



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