



EUROPEAN BACHELOR OF SCIENCE IN DESIGN



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Bachelor's degrees of IAAD are recognised by EABHES - European Accreditation Board of Higher Educational Schools - to obtain the title of "European Bachelor of Science in Design" (trad. "Laurea breve in Scienza del design") to a total value of 180 credits.

They enjoy, also, the patronage of the most important national associations category (ANFIA - for transportation design, ADI - for industrial design, AIPI - for interior design, AIAP - for advertising and graphic design).

Bachelor's degrees are open to students who already have a high school diploma.

Bachelor's and Master's degrees were originally North American diplomas. They are now in worldwide use, and were recently introduced in Europe.

In order to obtain a qualification of this sort, students must accumulate credits; a credit being a tool which evaluates the work they have done and the skills they have acquired.

In the European system (EABHES/ECTS credits), 180 credits are required for a Bachelor's degree.

To summarize the desire for inclusion of students in the world of work, each Bachelor is supported by a pool of authoritative partner companies.

EUROPEAN BACHELOR OF SCIENCE IN DESIGN - TRANSPORTATION DESIGN

The department of "Car body Architecture" from IAAD, first one in Italy, opens in Turin in 1978.

Today the programmed fulcrum is developed around Car & Motorbike-Scooter Design following an Italian mood to do and design the famous style throughout the world.

The didactic methodology of our specialization course has a main objective the training of its own students according to a working approach with European style and in particular Italian style: stimuli that are not only limited in automobile field will develop the desire of knowledge and exploration that are typical in the Italian culture as well as in the European one.

We go beyond the concept of look and copy, but look and reinvent, where other than taking in exam the surrounding environment, will create premises to the knowledge and development of autonomy and individuality as fundamental aspects of creativity.

EUROPEAN BACHELOR OF SCIENCE IN DESIGN – INTERIOR AND FURNITURE DESIGN

The course forms specialists, capable of facing concretely the problems relative to the interior architecture: house projects, working places or public spaces that measure up to every user is the main objective of this course.

The projectual approach is broad and transversal, and includes style, ergonomics, technology, building industry, urban and social knowledge.

Teachers' staff is exclusively formed by professionals that belong to their specific teaching sector, with the aim to transmit to the students theoretical and practical notions that are constantly updated and with a quality level at the pace of time in respect to the world of professionals.

The interdisciplinary cut of this course takes it to a tight bond with the experimentation of new spaces conceived from the comparison with the wide cultural knowledge that contributes to the creation of an interior architect; the project, in fact, is never in front of a pure dimension in space, but in front of landscapes endowed with sense directions, bond to cultures, symbols and signs.

The students, at the end of their study path, will be able to use and control advanced





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projectual instruments, spendable in the working market.

EUROPEAN BACHELOR OF SCIENCE IN DESIGN - INDUSTRIAL DESIGN

Conception and study of objects that can be produced in industrial scale: from high-tech to fashion, from accessories to electrical appliances, from luxury objects to daily use ones.

The industrial designer takes care of the complex relationship between man and material, making it slope according to innovative shapes and functions.

The field's main hinge is the multi-disciplinarity.

The course is held by a team of professionals with international experiences that unite the industry world to that of research.

In the phase of initial training there will be given the technical bases necessary for a first graphic expression in syntony with the world of design and its shapes, from which simple sketches will take place, followed by more complex proposal of research on the stroke, colour and materials according to a precise project logic.

The result will be given by an advanced design inspired by fresh originality, an active attitude as well as the consciousness of who wants to create new solutions for the present and the future.

EUROPEAN BACHELOR OF SCIENCE IN DESIGN – PUBBLICITA' AND GRAPHIC DESIGN

The training of creative advertisers, capable of producing and trasmitting specialized symbols, images and messages.

The aimed training consents students to realize themselves in the vast advertising field divided in specific sectors such as:

advertising, below the line, packaging design, corporate identity, publishing, illustration, web design and multimedia graphics as well as in strategic communication, mainly oriented towards managerial roles such as account, communication responsible, product or marketing manager, media and strategic planner.

The new generation advertisers are not only excellent graphics operators, but in the same time they are complex professional figures able to move inside the multifaceted world of communication, mastering the main roles, strategic and operative, in agencies, companies, media and strategic planner and so on....

Hence, the advertising job is strongly tied to the marketing dynamics, to communication strategies and to expressed or latent needs of real target, resulting far from the pure artistic talent, not linked to specific needs of the professional world.

The course foresees the learning of disciplines of graphics, creative, applicative characters as well as the deepening on complementary aspects such as marketing communication and media planning.

USEFUL INFORMATIONS

Duration: 3 years

Academic year: from October to July, divided into 2 semesters.

Classes limited entry: there will be a maximum number of students admitted for each specialization. Maximum 25 per each specialization

Admission requirements: high school diploma and submission of the application through an interview; sending by mail or by email motivational letter, curriculum vitae and portfolio.

Knowledge of English language constitutes a plus.





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Registration: You must send the required documentation – letter of motivation, detailed curriculum vitae, copies of the certificates of attended courses, portfolio - all in paper or digital to IAAD / Office Orientation, Corso Re Umberto 5, 10121 Torino (Italy) or to info@iaad.it.

Attendance: from Monday to Friday – in addition: workshops and special lessons.
Class attendance is mandatory.

Costs: tot. Euro 5.000,00 per year (including VAT and registration); EABHES fee not included.

Scholarships: to support the participation of international students extraction, IAAD envisages the allocation of 3 scholarships for each specialization.

To obtain scholarships you must participate in a special competition published on website from January.

Students' secretary - Office Orientation: *ref.: Maurizio Barbiani Gonzalez*
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