

e/s/d/
madrid

ESCUELA SUPERIOR DE DISEÑO DE MADRID /

/THE PUBLIC CENTRE FOR THE TEACHING
/OF HIGHER LEVEL STUDIES OF DESIGN IN MADRID

escuela superior de diseño de madrid

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Dirección General de Universidades
e Investigación
CONSEJERÍA DE EDUCACIÓN,
JUVENTUD Y DEPORTE



Comunidad de Madrid

AIMS/

La Escuela Superior de Diseño de Madrid -esdmadrid- as a state institution, understands design as a public service aimed at the promotion of a better quality of life and equality between people and as an important instrument for innovation, the humanisation of technology and economic and cultural interchange.

esdmadrid has as an objective to explore and respond to social needs, train design professionals who have the capacity to investigate, propose and optimise new products and services and who can address the multiple issues (scientific, humanistic, technological and artistic) that need resolving. They will have the ability to anticipate tendencies, analyse situations and emerging social needs with the intention of arriving at the most innovative solutions.

We understand design as a broad spectrum profession, related to many others, engaged in shaping the new scenarios of a complex and changing world.

AN INSTITUTION OF THE HIGHER EDUCATION ART INSTITUTIONS OF MADRID.

esdmadrid is a part, along with the Madrid Royal Conservatory, the Royal College of Dramatic Arts, the Madrid School of Singing, the College for the Conservation and Restoration of Cultural Property and the Conservatory of Dance, of the network of public Higher Education Art institutions belonging to the General Department of Universities and Research of the Community of Madrid.

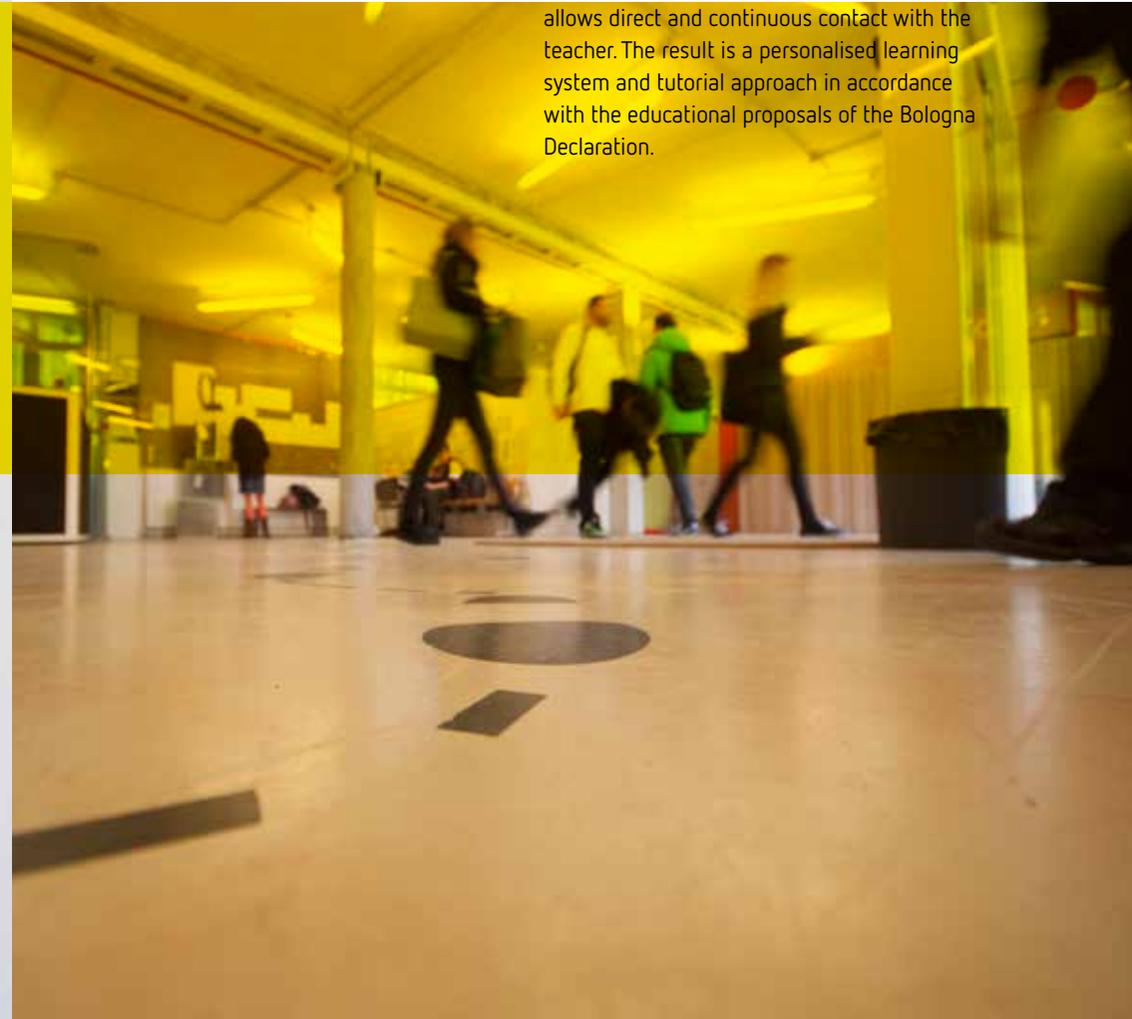


COMMUNITY/

La Escuela Superior de Diseño de Madrid has a large faculty of lecturers experienced in different disciplines and with wide experience in design education, including researchers and design professionals. This enriches the theoretical and practical formation of the students.

The e/s/d/m has more than 700 students distributed between the four specialist design areas taught in the centre (Interior Design, Graphic Design, Fashion Design and Product Design).

The individual character of the teaching programme determines the average student/teacher ratio of 15/1 in the various subjects. This relatively low number of students, vital for the correct academic development of the subjects, allows direct and continuous contact with the teacher. The result is a personalised learning system and tutorial approach in accordance with the educational proposals of the Bologna Declaration.



SCHOOL/

On the esdmadrid campus, Interior Design, Graphic Design, Fashion Design and Product Design are taught to degree level.

The building, formed by two main bodies and an annex, is open and luminous with workshops and multipurpose classrooms.

The upper part of the building houses a unique construction which acts as a business design ideas incubator.

Our installations are flexible and adaptable. The school is attentive to the changing approaches to identity, size and objectives in a society in constant movement.

Our educational community actively participates in these adaptations through projects developed in the different subject areas and in specifically created workshops.



STUDIES/

The esdmadrid programme has a multidisciplinary focus adapted to current design tendencies. It offers an open, multifaceted design culture while at the same time studies in depth the defining subject matter of the different specialist areas.

DEGREE LEVEL DESIGN EDUCATION

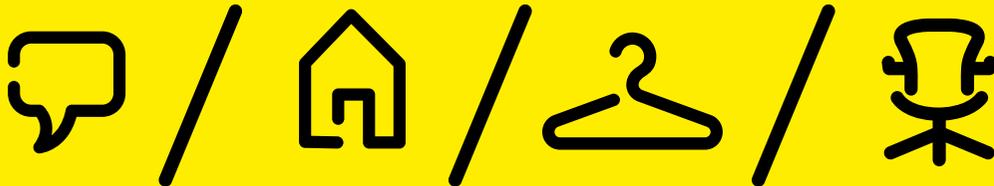
Within the framework of the European Higher Education Area (EHEA). Nivel Grado RD96/2014 del Marco Español de Cualificaciones para la Educación Superior (MECES).

The structure of the European Higher Education Area (EHEA) course programme is recognised and allows mobility throughout Europe, academically as well as professionally, in all the four specialist areas.

Shortly the esdmadrid aims to offer its first Master's degree in design, initiating the offer of postgraduate studies within the EHEA framework.

esdmadrid develops educational programmes based on agreements signed by more than 150 institutions and companies for the realisation of work placements and international exchanges for students and teachers within the European framework for the Higher Educational Area. In the same way, collaborative projects are developed between institutions and technological centres related to research and innovation in the design process.

The esdmadrid is a member of the board of trustees for the Fundación DIMAD (the association of designers of Madrid)



CURRENTLY FOUR DESIGN SPECIALITIES ARE TAUGHT TO DEGREE LEVEL, WITHIN THE FRAMEWORK OF THE EUROPEAN HIGHER EDUCATION AREA (EHEA).

graphic/

Graphic design is an interdisciplinary activity aimed at problem solving that combines visual sensitivity with skill and knowledge, especially in the areas of communication, technology and business. Graphic design professionals specialise in structuring and organising visual information in order to optimise communication in its many forms and contexts.

The main areas in which Graphic Design is used are: corporate and visual identity, editorial design, graphic production, packaging design, advertising art direction, audiovisual design, television graphics, multimedia design, interactive design, mobile applications, web design, graphics and communications applied to spaces, research and teaching.

interior/

The interior designer aims to create meaning through the configuration of spaces which are understood as frames of interaction for different human activities, addressing functional, technical, symbolic and communicative needs. The interior designer is a professional who can analyse, research and plan, direct project teams, carry out interior design works as well as act as interlocutor in the area of their profession before the public administration.

The main areas where Interior Design is used are: housing and the design of interiors for housing, design of commercial spaces and leisure areas, design of administrative, cultural, educational and recreational spaces, design of temporary spaces, the rehabilitation of dwellings, the landscaping and design of public spaces, the interior design of transport, project management, direction of the work in the area of interior design, design research and education.

fashion/

Fashion Design addresses the material and formal aspects of textile and clothing design in their different areas. It examines the necessities and trends of the market, creativity, innovation, technical and production viability and economic, environmental and sociocultural aspects.

Fashion designers are active in these main areas: fashion and clothing design, trend research, styling, art direction, film and theatre costume design, accessories, textile design, design and management of corporate image, business management of creative, custom or corporate designs, fashion and clothing design for specific activities, figure drawing, tailoring and dressmaking, design, research and development of new concepts, materials, applications and products, research and teaching.

product/

A good design ensures that products are effective and significant in their convenience and ease of use, their safety, their communication and environmental values and their economy and consistency of production. The product designer is a professional who is capable of planning, analysing, researching and determining the physical and emotional properties and features of the product within its environment, and applying symbolic and communicative values.

The product designer is a professional who is capable of projecting and determining the physical properties and features of the product, defining its shape, its quality and performance. They apply the symbolic, social, communicative and environmental values that will ultimately characterise their productions.

The main areas where Interior Design is used are: housing and the design of interiors for housing, design of commercial spaces and leisure areas, design of administrative, cultural, educational and recreational spaces, design of temporary spaces, the rehabilitation of dwellings, the landscaping and design of public spaces, the interior design of transport, project management, direction of the work in the area of interior design, design research and education.



Lía González Álvarez/Alejandro Sánchez Navarro.



E.L.M.E.



Tino Arjona



Andrea Mazo Viadero