

BACHELOR IN

Design

Create a better reality

Type of Degree	Undergraduate
Language	English
Format	Full-time
Location	Segovia and Madrid
Duration	4 years
Start / Date	September

The Bachelor in Design is a comprehensive degree that seeks to challenge today's physical, experiential, functional and emotional reality. It has been designed for the flexible and audacious individuals who can transform reality into something better and more sustainable, independently of the available resources.

The IE School of Architecture & Design degree uses a unique combination of solid design foundations, a demanding project-based methodology and a focus on real-life challenges. The rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.



VIEW THE
INTERACTIVE
BROCHURE



IS Creative Studio.
IS Creative Studio
Business Cards
Madrid/Lima 2016



You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the Architecture program. Learn firsthand about the amazing journey you will embark on over the next four years and the opportunities available to you as an IE University student. By the time you're finished reading, you'll be one step closer to becoming part of the talented community we are so proud of.

YOU'VE GOT A MESSAGE!

DEAR STUDENT,

Design is a way of thinking.

The world is changing rapidly, and as designers, we are constantly facing uncertainty. Design helps us deal with this uncertainty and use it to our advantage. The design profession is quickly evolving; while people used to study just graphic, industrial, or interior design, the demand for specializations is now more widespread. Your job title might be artificial organ designer, cybernetic director, or fusionist, to name just a few.

We are starting to see that design and creativity are needed to confront an increasing number of difficult and complex tasks in our daily lives, and the need for professionals capable of tackling these new challenges is growing exponentially.

At IE University, we make sure you obtain the necessary skills and knowledge to become a designer, a profession that is constantly changing and developing.

As exciting as this sounds, the commitment required to meet the demands of the program is substantial. Think of these years as the launchpad for your career or as a training camp for your professional development. We will have thought-provoking debates and will work relentlessly to solve the world's problems through new approaches and innovative methods. You will be encouraged to question things in order to provide answers and solutions to constantly evolving scenarios, disruptive technologies, and new social patterns.

The future is gearing up to be a golden age, filled with wonderfully wild new possibilities and career opportunities for those immersed in the design industry.

The whole team at the IE School of Architecture and Design and I want to make sure you have a great time and an enriching experience in this new endeavor you are about to embark on.

We are looking forward to meeting you.

Edgar González

Director of the Bachelor in Design

IE School of Architecture & Design

IE School of Architecture & Design places emphasis on excellence in design, innovation, and entrepreneurship. Our students are encouraged to take a creative approach to architecture, learn the latest digital skills in a contemporary context, and develop talents to become leaders in a changing field. IE School of Architecture & Design is part of a broader university, which supports learning across disciplines, especially the humanities and business.



PARTNERS, EXCHANGE, INTERNSHIPS

IE School of Architecture and Design understands that collaboration, especially on an international level, contributes to our community. Recognizing and appreciating diverse outlooks by studying and working with others in different places and in different settings enhances the overall academic experience.

PROGRAMS

We offer a series of programs. The five-year Bachelor in Architectural Studies degree means that upon completion our students have completed all the requirements to be fully recognized architects. The various masters and special programs allow our students to acquire the skills needed in the world of architecture in order to develop successful careers. Moreover, all this is combined with direct and continuous contact with leading international professionals in architecture and

design that confer to each of our programs the added value of learning from the experience of leaders in their fields.

OTHER BACHELORS BESIDES THE BACHELOR IN DESIGN:

Bachelor in Architectural Studies

This bachelor degree is aimed at those who are passionate about architecture and aspire to make innovative and meaningful environments. The program surpasses the boundaries of conventional architecture degrees by combining design, management, and entrepreneurship. Together, these elements provide you with the knowledge and skills you need to build a unique profile capable of driving innovative projects and successful teams. Based on IE School of Architecture and Design's international recognition, this bachelor degree has an exclusive internship program that will allow

you to gain real world experience in some of the most prestigious studios worldwide.

Dual Degree in Business Administration and Design

The Dual Degree in Business Administration and Design is a demanding program for creative individuals with a passion for innovation and business, looking to produce lasting value within the corporate world. Embark on a unique learning journey where you harness the power of future-forward design, develop unparalleled business knowledge, and gain real-world, hands-on experience.

MASTERS

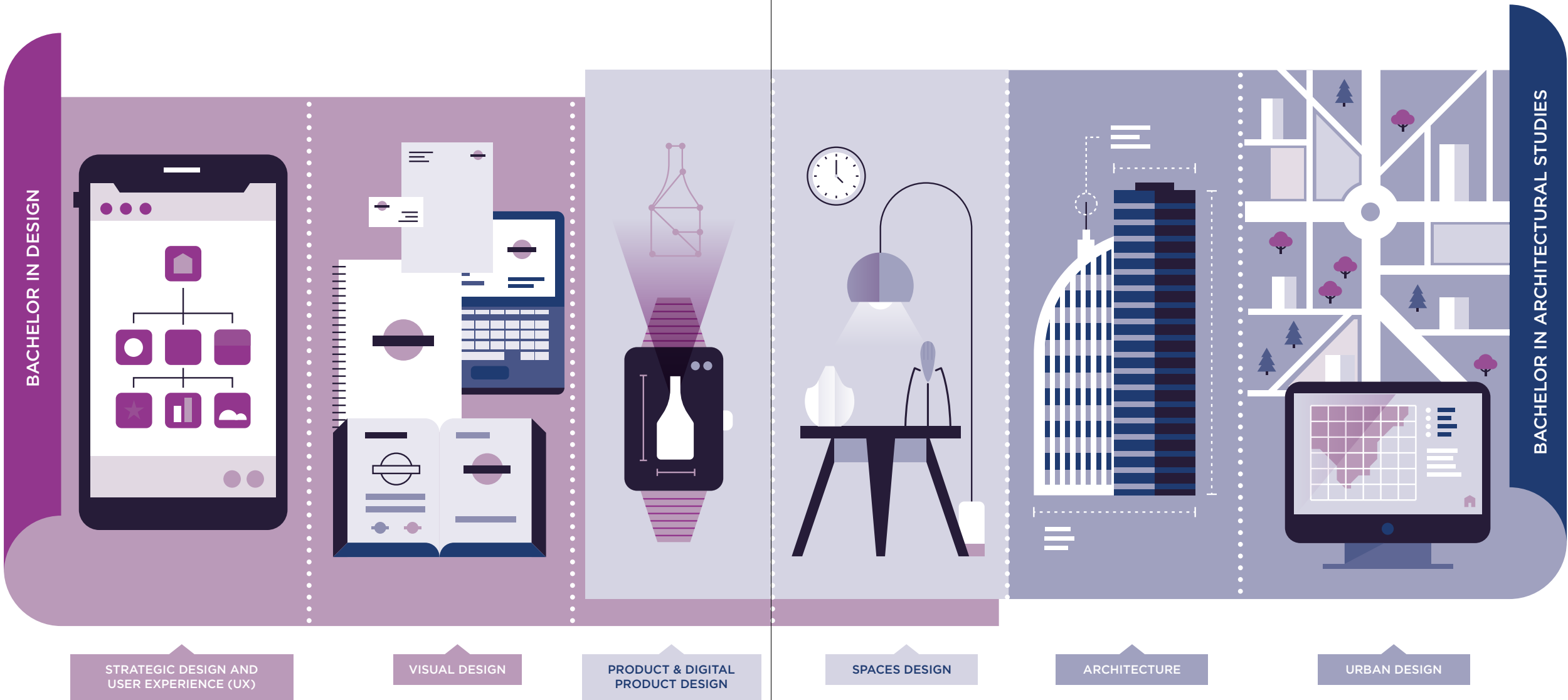
- › Master in Architectural Management and Design.
- › Master in Strategic Design of Spaces.
- › Master in Real Estate Development.



ARCHITECTURE & DESIGN

It's a matter of scale

Scale is an object's size in relation to ourselves and the world around us. As a designer, you can draft and create intangible concepts such as systems or strategies, small objects such as SIM cards or pens, or large-scale structures like buildings or even cities. Our design school offers programs all along this scale. While the *Bachelor in Design* focuses on the small end of the scale, the *Bachelor in Architecture* concentrates on the larger one. Both come together in the study of products and interiors, where students from the two programs collaborate and share knowledge.



Functionality

in design is important, of course, but it isn't enough. For me it's about

experiences

and bringing them together in a product. It's about taking on a

critical

attitude and connecting with culture and with your sense of how society is

evolving.



My Studies



IE University encourages a project-based model in which our students learn by doing.

Studying at IE University means not only that you will receive the most up-to-date education; you will also be joining a community of exceptional academics who share your passion and look forward to guiding you throughout your degree. They will help you learn and provide you with the tools that will help you become the professional you want to be.

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FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

A sure path to success

BE PART OF AN ENVIRONMENT THAT DRIVES INNOVATION

Innovation is about collaborating and understanding social context. Diverse environments encourage more innovative and creative solutions. IE University has more than 130 nationalities represented on campus, which means that you will be sharing ideas, collaborating and working on projects with people from many different countries.



LIVE ENTREPRENEURSHIP

IE University is recognized in Europe and beyond for its entrepreneurial spirit and its expertise in business education. The management skills you will gain are essential to adapting effectively to the changing profiles of today's design professionals.



LEARN FROM A UNIQUE METHODOLOGY

You will benefit from the unique combination of solid design foundations and a demanding project-based methodology. You will address real-life challenges that combine the rigorous scientific aspects of design with a business perspective.



WORK IN THE PERFECT SPACE TO EXPERIMENT

You will have access from the very beginning to the Fab Lab, a space where creative ideas becomes reality. You will have the chance to experiment and develop your projects either using the latest digital technology or with traditional carpentry tools.



BE BACKED BY THE SCHOOL OF ARCHITECTURE AND DESIGN

The IE School of Architecture and Design places emphasis on design, innovation, and an entrepreneurial spirit. Design students will be part of a community of professionals who consistently take a creative approach to architecture and design by thinking critically and outside of traditional boundaries when confronted with a challenge.

STUDENT PROFILE

Defining your future

IE University welcomes students who embrace change and seek an innovative learning experience. Our unique community is formed by students from over a hundred countries and a faculty made up of prestigious academics, successful professionals, and industry leaders. Through a personalized path and a student-centered methodology, IE University helps students enhance their unique value and play a leading role in shaping the world.

THE BACHELOR IN DESIGN

IS FOR INDIVIDUALS WHO ARE constantly observing, questioning, and challenging the world that surrounds them. They believe that there are many ways to do things, not only when it comes to redesigning them, but also when creating and testing.

LOOKING FOR

an innovative program that combines solid design foundations with real-life projects to take on the world's complex, rapidly changing, and unpredictable challenges with a sustainable approach.

TO BECOME

- A design consultant;
- A user experience designer;
- A strategic designer;
- A visual designer;
- A digital product designer.

GRADUATE PROFILE

The person you will become is a professional with a rigorous design mindset, capable of understanding problems globally and acting locally. You will be a people-centered designer with a functional and emotional approach and a deep understanding of society, technology, and sustainability. You will be able to collaborate with diverse teams and propose innovative designs.

THE PILLARS OF DESIGN AT IE UNIVERSITY

Create a better reality

The *Bachelor in Design* is a comprehensive program that seeks to challenge today's physical, experiential, functional, and emotional reality. It has been designed for adaptable and audacious individuals who can transform reality into something better and more sustainable, independently of available resources.

The IE School of Architecture & Design uses a unique combination of solid design foundations, a demanding project-based methodology, and a focus on real-life challenges. The rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.

BENEFIT FROM A SOLID AND COMPREHENSIVE- LEARNING METHODOLOGY

This program unites theory and practice, bringing design culture and techniques together. With this combination, you will be able to bring your vision to life and create strong proposals.

You will become a well-rounded designer by learning about the history of design, methodology, and business management, as well as various representational techniques such as drawing for analysis, drawing for communication, and 3D visualization.

DESIGN THINGS THAT MATTER

Understanding business principles and the path from idea to the marketplace is a key principle that you will have in mind from the beginning to the end of your studies. You will learn how to create a business plan to transform your ideas into valuable solutions to improve people's daily lives. You will learn how to present your designs and manage the process in a sustainable way. We use many techniques, including design thinking, rapid prototyping, and design critiques to achieve the most innovative outcomes.

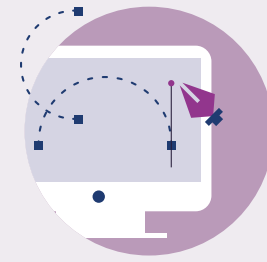
ACQUIRE A SCIENTIFIC APPROACH TO UNDER- STANDING REALITY

In order to understand the complexity of today's world and develop good design criteria, this program uses a transdisciplinary approach that relies on inputs and information from other fields, such as social sciences, technology, and sustainability. With this broad approach, you will become a skilled observer capable of interpreting needs in people's daily lives.

BE IN TOUCH WITH REAL- WORLD PROBLEMS

Preparing designers to take on the world's complex, rapidly changing, and unpredictable challenges requires lots of experience. Our project-based methodology encourages students to experiment and learn by doing. You will have a chance to tackle real-world problems in collaboration with our Design Council. As our partners, industry members will share recent projects with you. Our students and faculty will do research, propose alternative plans, and create design proposals for members of the Design Council.

WHAT IS DESIGN AT IE UNIVERSITY?



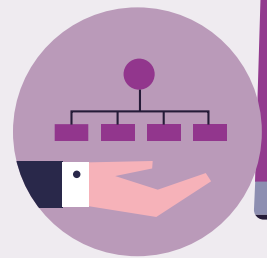
DESIGN CULTURE

Here you will explore the foundations and history of design. You will also become familiar with new dynamics that have resulted from recent transformations in the practice. This combination will allow you to understand the world and identify opportunities to add value in society.



BUSINESS

This course provides training in managing design companies as well as in professional etiquette. You will gain skills in the fields of humanities, communication, and professional ethics, and will experience other viewpoints and develop your interpersonal skills by mingling with students from other programs.



TECHNIQUES

This module provides an advanced look at the tools and codes used in professional practice. You will learn how to join design and business, developing an approach that takes into account both technical knowledge and the needs of the market.



APPLIED SCIENCES

Here you will explore social sciences, technology, and sustainability. You will develop the skills to foster innovation and execute designs centered on human beings.



PROJECT-CENTERED DESIGN

As the backbone of the program, the Design Studio classes aim to solidify and apply all the knowledge you accumulate each semester into real-life scenarios, which become richer and more complex as you progress in your studies.

“We recognize that the design professions are changing and quickly evolving. IE’s approach means that our graduates will be able to embrace future changes and chart interesting career paths, no matter what the future holds”

Martha Thorne,
*Dean of IE School
of Architecture and
Design*

What is the IE School of Architecture and Design?

It is a widely recognized private institution that prides itself of an open, innovative approach to education. Our students and faculty from all over the world bring together diverse viewpoints and contribute to an exciting learning environment.

What is design at IE University?

Design is a creative process that leads to the great value that professionals add when faced with a complex problem to solve. The outcome may be an object, a space, a strategy, a way of communicating a message, or almost anything. However, the results always go beyond the merely functional and are comprehensive, sustainable, technologically appropriate, aesthetically pleasing, and user-centered.

Why should someone study design at IE?

IE’s design program allows students to integrate knowledge from a variety of fields, including design, to prepare for a fulfilling career finding useful and meaningful solutions to many types of challenges.

Who should enter this program?

People who are not afraid of complex issues, are willing to think outside the box, are not deterred by obstacles along the way, and who want to make a difference in people’s everyday lives.

Where can graduates work after graduating from this program?

Students will be able to work at a myriad of places. Many traditional companies are employing designers to tackle branding, strategic planning, and user experience design. Design-focused firms work on websites, apps, other forms of digital media, and all sorts of graphic products. Today, exhibitions, work, retail, and other spaces need qualified designers. Its also great to specialize by going on to graduate study.

How do design, technology and communication complement one another at IE University?

At IE University, we see the world as an integrated place, where the traditional barriers between disciplines are being removed for by a more interdisciplinary approach. This mindset allows us to work together with other schools at IE University to share knowledge, open new doors, and advance the field.

Could you share a piece of advice with future students?

Come to IE University with an open mind and be ready to roll up your sleeves and get your hands dirty. Design is challenging, fun, necessary, creative, involves lots of practice (and sometimes failure), and is enormously satisfying.



STUDY PLAN

The hunt for knowledge

Design Studio
The space where you will work on your projects with peers and professors



FIRST YEAR
During your first year, you will have a broad introduction to the world of design and you will begin to develop the necessary skills to work and succeed as a designer. You'll take a first look into the multidisciplinary aspects of the profession and you'll benefit from our design studio methodology, defined by its practical approach and its combination of individual and collaborative work.

SECOND YEAR
In your second year of study you will learn about the creative methodologies currently being used in professional practices, and you'll develop a critical approach to your designs. The assignments will become more complex as

you build up your skills; you will be expected to integrate information, concepts, and techniques from related disciplines.

THIRD YEAR
During the first half of your third year, you will continue developing your designer skills in five areas: design culture, techniques, applied sciences, business and project-centered design. You will build a theoretical framework and learn about materials and their different uses. You will take several elective courses, which will allow you to personalize your career path an experience more types of design. During this year, you will also be able to study abroad.

FOURTH YEAR
The fourth year is all about consolidating knowledge. You will learn about the latest developments in creative technology and you will use them as tools for your design practice. You will learn about the latest trends in digital fabrication and study creative coding and programming from a designer's perspective.

During this year we will also address the main issues regarding the dissemination of your work, reaching out to important stakeholders, working on your portfolio, and the storytelling of your projects.

STUDY PLAN

LOCATION

Segovia

YEARS 1 2

FIRST YEAR

First Semester

Introduction to Design Studio: Learning by Doing	Psychology and User - Centered Design
Design History I	IE Module: Writing Skills
Design Skills I	IE Module: Presentation Skills

Second Semester

Introduction to Design Studio: Collaborative Design	Sociology and Culture
Design History II	IE Module: Business Management
Visualization and Representation Techniques	

SECOND YEAR

First Semester

Design Studio I: Focus on Visual Design	Research Techniques
Design Methodology	Ethnography
Interactive and Digital Tools	IE Module: Entrepreneurship

Second Semester

Design Studio II: Focus on Product Design	Materials and Applications I
Design and Criticism	Sustainability
	IE Module: Professional Skills

Madrid

YEARS 3 4

THIRD YEAR

First Semester

Design Studio III: Focus on Spatial Design	Materials and Applications II
Processes and Design Theory	Quantitative Methods
	IE Module: Global Challenges

Second Semester

Electives

FOURTH YEAR

First Semester

Design Studio IV: Focus on Strategic Design	Programming for Designers
Contemporary Design Trends	IE Module: Design Management
Typography Layout and Presentation	

Second Semester

Design Narratives	Fabrication Technologies
Portfolio Design	Final Project

COMPONENTS	CREDITS
Basic Courses	60
Core Courses	135
Elective Courses	30
Final Project	15
Credits needed to graduate	240

Note: this information is subject to change, please contact the Admissions Department for the updated curriculum.

A UNIQUE MIX OF COURSES

To
**understand
the user**

*You will study
the following
courses:*

Research
Techniques

User Centered
Design

Ethnography

Psychology

Sociology
and Culture

Quantitative
methods

To
**bring and
prototype
your ideas
into the real
world**

*You will study
the following
courses:*

Fabrication
Technologies

Programming
for designers

Materials and
applications

Interactive and
Design Tools

Visualization and
Representation
Techniques

Design Studio

Sustainability

Design Skills

To
**Communicate
effectively**

*You will study the
following courses:*

Typography
Layout and
Presentation

Presentation Skills

Writing Skills

Communication
Skills

Design Narratives

Presentation
Skills

Portfolio Design

To
**create
business
value through
design**

*You will study
the following courses:*

Professional
skills

Design
Management

Intro to
Management

Entrepreneurship

To
**ask the right
questions
and find the
best and
innovative
solutions**

*You will study the
following courses:*

Design
Methodology

Global
challenges

Design
and Criticism

Processes
and Design
Theory

Contemporary
Design Trends

Design History

THE DESIGN COUNCIL

The platform that connects academia with the real world

In today’s world it is more important than ever to combine professionals, industry and academia in order to gain invaluable insight and knowledge. Our School seeks to form an intense bond between education and the real world, in order to understand cutting edge design trends and social tendencies, and our partners in the field who provide up-to-date information on what’s really happening.

The Design Council is formed by prominent companies, organizations and professionals who share the belief that design is a powerful tool for change. This Council is composed by three type of members:

THE ADVISORS

The advisors are renown and influential professionals that have their finger on the pulse of the broad world of design.

They will help us to define the Council’s agenda, the most important issues to tackle, which will be mainly related to worldwide problems.

DEYAN SUDJIC
Director of the design Museum of London

HUGH FORREST
Director at South by Southwest (SXSW) Interactive Festival

OLE BOUMAN
Director of the Shekou Design Museum

MARK CHOWN
Director at ARUP

JEREMY MYERSON
Director of the Helen Hamlyn Centre for Design

THE STUDIOS

Those professionals who take on clients’ challenges and seek to tackle them from their design office.

They will also bring their perspective on solving client’s problems to share with our community.

2 x 4 **bmd**

FJORD **Saffron**
Design and Innovation from
Accenture Interactive

LA **CB** **TT**

id.real **Pentagram**

BUSINESS AND INSTITUTIONS

Those who know the value of design today and use it in their day to day business or institutional activities.

These companies and public institutions will bring challenging projects to collaborate with IE University’s students and professors to define the problem and work on possible innovative solutions.

BBVA **Roca**
we are water
Foundation

Telefonica **Steelcase**

ARUP **hk c**
Hong Kong Design Centre

FAB LAB

A place to learn by making

FAB FOUNDATION
MEMBER OF THE GLOBAL
FABLABS NETWORK BY MIT

The Fab Lab is a fundamental part of what we call the culture of making. It is a place where students can experiment with digital and traditional woodworking tools. Throughout their studies, students will have the opportunity to experiment with different materials in order to understand how they fit together.

For design students, it is essential to know how to bring an idea to life. Their proposals are tested through the creation of prototypes to ensure that they have work as intended. There are two parts to the Fabrication Lab: one uses digital tools (CNC router, laser cutters, 3D printers) and the other which uses more traditional carpentry and shop tools, allowing students to make their ideas tangible.

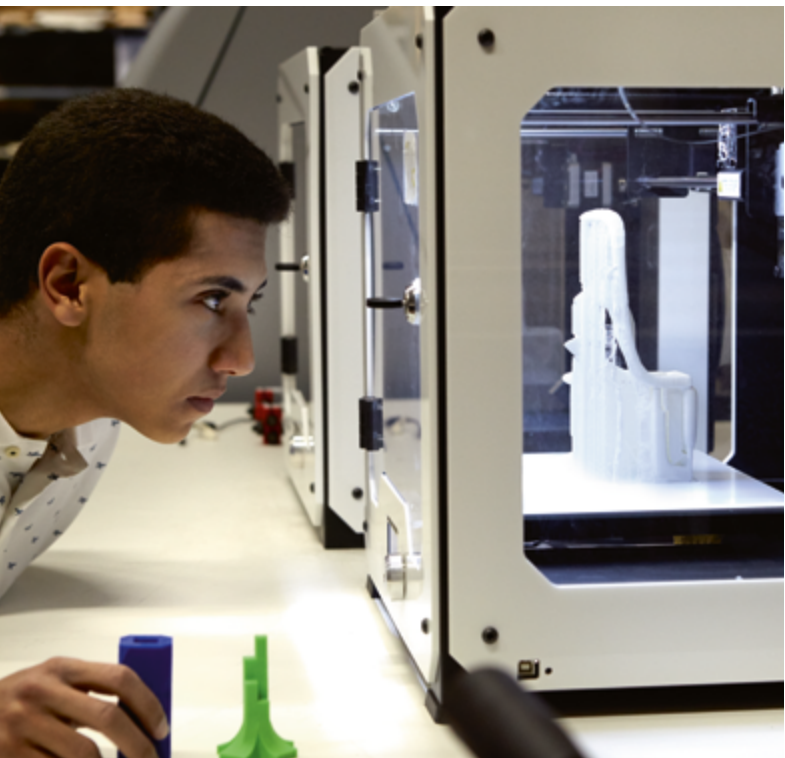
Students will participate in workshops where they will acquire a wide variety of technical abilities and learn how to use different machines and tools safely.

Our staff will be available throughout the process, advising students as they develop their projects and guiding them through challenges.



↑
Students using the laser cutter to build a model and test his idea and carpentry tools.

Student testing his idea with one of the 3D printers available in the FabLab





Why does design matter?

Deyan Sudjic,
*Director of the
Design Museum
of London, member
of the IE Design
Council*

That's like asking does philosophy matter? Do economics matter? Design is not a thing that just sits there. It's not an object; it's not about chairs; it's not about choosing colors; it's not about taste. To me, design is a way of understanding the world around us. Design is not only about offering functional solutions, it can be about asking questions. Design is the way we shape the world around us. It's the way that we look at those problems that face us all. Is the world going too fast? Has the smartphone killed off the idea of privacy? Will robots take away our jobs? All these things are shaped by and understood by design. You don't need to want to be a designer to understand how important it can be to explore design, because design is a fantastic toolkit to understand the world.

PROFESSIONAL CAREERS

A world of opportunity

Once you finish your degree, you'll be ready to develop your career in a wide range of areas. Whether you are inspired by working in service design, user experience (UX), visual design, digital product design, or interior design, as an IE University Design graduate, you will be more than prepared to use your expertise in a design-driven company, in your own studio, or as consultant helping traditional companies innovate. Below you will find some of the areas you can specialize in.



SERVICE DESIGN

If you choose this area, you will be able to create services that are useful, desirable, efficient, and effective. You can work as a strategic design manager or communication designer. If you prefer a role closer to technology, you can also work as a processes and services designer or even as an intelligent systems designer.



USER EXPERIENCE (UX)

If you are interested in improving the interaction between a user and a product, you can work as a user experience designer, interaction designer, a UX researcher, or even a motion designer.



VISUAL DESIGN

If you prefer to focus on the look and feel of products and services, you can work as a creative graphic designer, a digital illustrator, or even specialize in packaging. If you prefer to work with a broader scope, you can also become an art director.



PRODUCTS

If digital products such as websites and apps are what you are passionate about, you can work as a digital product designer. You can also focus on designing and prototyping objects and products.



INTERIOR DESIGN

If you prefer to have an impact on a larger scale as a designer and take over the interior spaces where people work, live, or shop, you could be well suited to work as an interior designer.

The Design of the Future

According to *Fastco Magazine* in its piece “The Most Important Design jobs of the Future”, design has matured from a largely stylistic endeavor to a field tasked with solving thorny technological and social problems. This evolution will only accelerate as companies enlist designers for increasingly complex opportunities.

Fastco Magazine, “The Most Important Design Jobs of The Future”

This means that yesterday’s graphic designers are today’s UX designers. Will tomorrow’s UX designers be avatar programmers, fusionists, and artificial organ designers? Yes, according to the illustrious roster of design leaders they spoke with in the article.

“Over the next five years, design as a profession will continue to evolve into a hybrid industry that is considered as much technical as it is creative,” says Dave Miller, a recruiter at the design consultancy Artefact. “A new wave of designers formally educated in human-centered design —taught to weave together research, interaction, visual and code to solve incredibly gnarly 21st century problems— will move into leadership positions. They will push the industry to new heights of sophistication.”



Branding a country

For this project, students developed the visual design identity to accompany the brief strategy of their country, based on their history, culture, geography and values.

They designed the branding guidelines of their new identity including, logo, color palette, typography, imagery, tone of voice and the country's flag. The aim was to create a cohesive brand where all elements work together.

TITLE OF THE PROJECT: BRANDING A COUNTRY

COURSE: DESIGN STUDIO YEAR 2



SCAN THE
CODE TO SEE
MORE STUDENT
PROJECTS



Discover paradise, discover Bititi

BY FEDERICA CASO & CLAUDIA TIZÓN



Bititi's basic elements are based on the Island's unique, diverse and vibrant culture. Students were inspired by the landscapes, textures and literature from Bititi to develop its playful and energetic visual identity.

For the photographic style of Bititi, they chose close up pictures, which include narrow views of textures and patterns. They created a total of three vertical advertisements that provoke the viewer into wanting to learn more about the island.

When developing the editorial touchpoints of Bititi, they explored the different integrations of the visual elements designed, by the use of the pattern, as well as, its photographic style. The primary typography chosen to be utilized is 'Raleway' and the secondary font is 'Chaparral'.



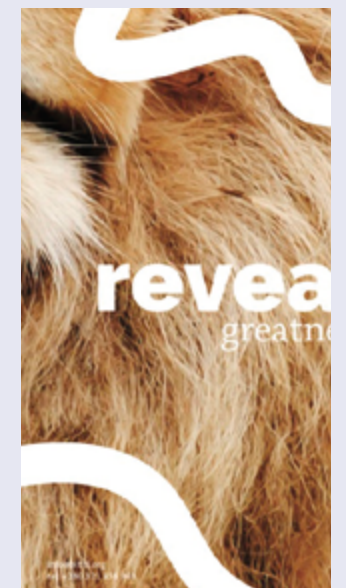
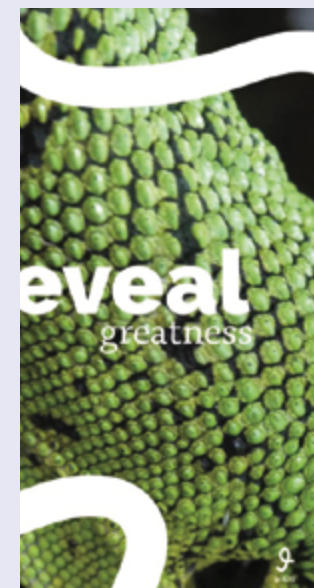
Elements designed for editorial touchpoints of Bititi's visual identity.



Students design identity main materials, such as printed brochures, or its website.



Sample of textures inspired by the animals of the country.





There's nothing like Astlo

BY ANURAG PHALKE

Astlo is a fictional country located between France and Spain.

For this project, carried out in Design Studio Year 2, students developed the visual design identity to accompany the brief strategy of their country based on their history, culture, geography and values. They designed the branding guidelines of their new identity including, logo, color palette, typography, imagery, tone of voice and the country's flag.

The aim was to create a cohesive brand where all elements work well together.



Some samples of digital and printed publicity designed to promote the tourism in Astlo.



This project includes a whole tourism guide which includes many technical information.



Apps

The overarching goal is to introduce students to the foundations of visual communication (form), and interaction (function) and instil in them a productive, playful and inquisitive relationship with digital technology.

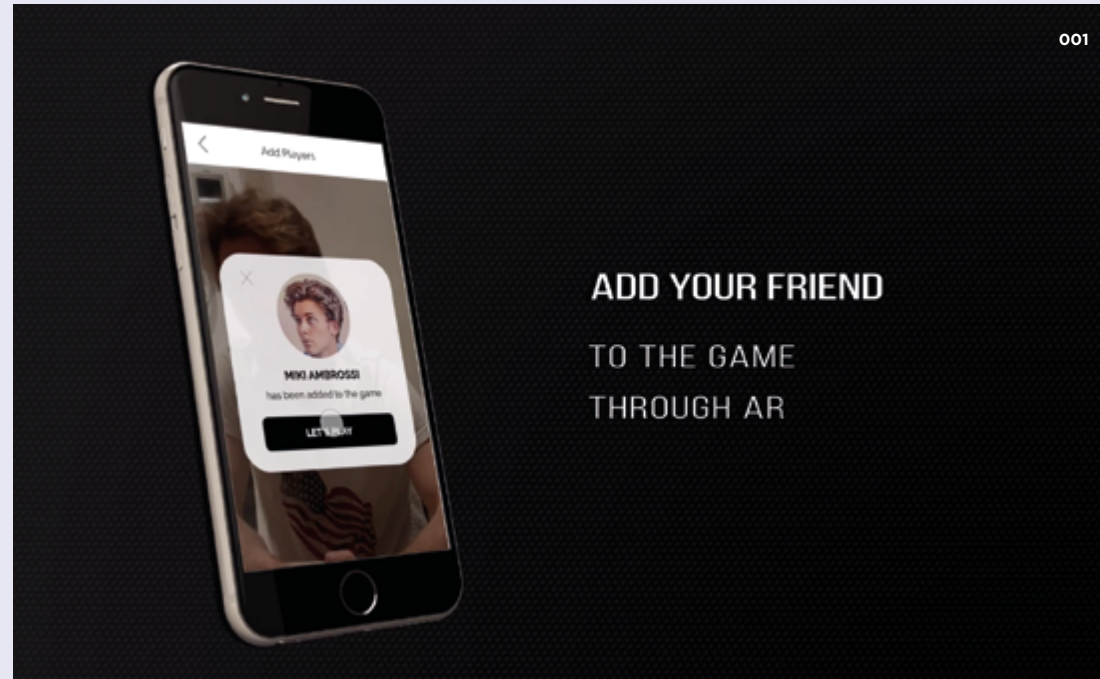
Students have worked individually and in groups to fine-tune the user stories for their app project, and to create a user flow that will list the most important features and tasks.



SCAN THE
CODE TO SEE
MORE STUDENT
PROJECTS

TITLE OF THE PROJECT: APPS

COURSE: INTERACTION AND DIGITAL TOOLS



Your favorite games through AR with Boardless

BY ALEJANDRA DÍAZ

Boardless enables its users to play boardgames whenever and wherever they like, without the actual necessity of bringing the board-game.

Augmented Reality (AR) warrants its user can connect with their friends by scanning their faces.

001

The App uses a face-scan to connect with user's friends.

002



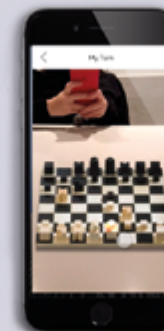
003



004



005



002

With Boardless pick and choose from a variety of games to play from.

003

With Boardless you won't have to carry your boards anymore, and you can even read the rules and instructions.

004

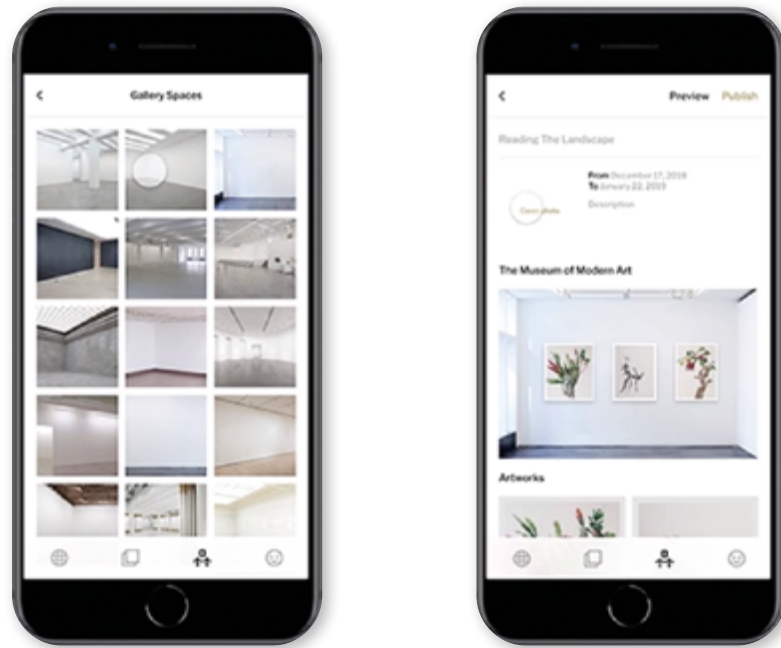
Choose from a great variety of games.

005

Boardless allows you to play your favorite games through AR.

Art.Exhibit, an App for artists by artists

BY CLAUDIA TIZÓN



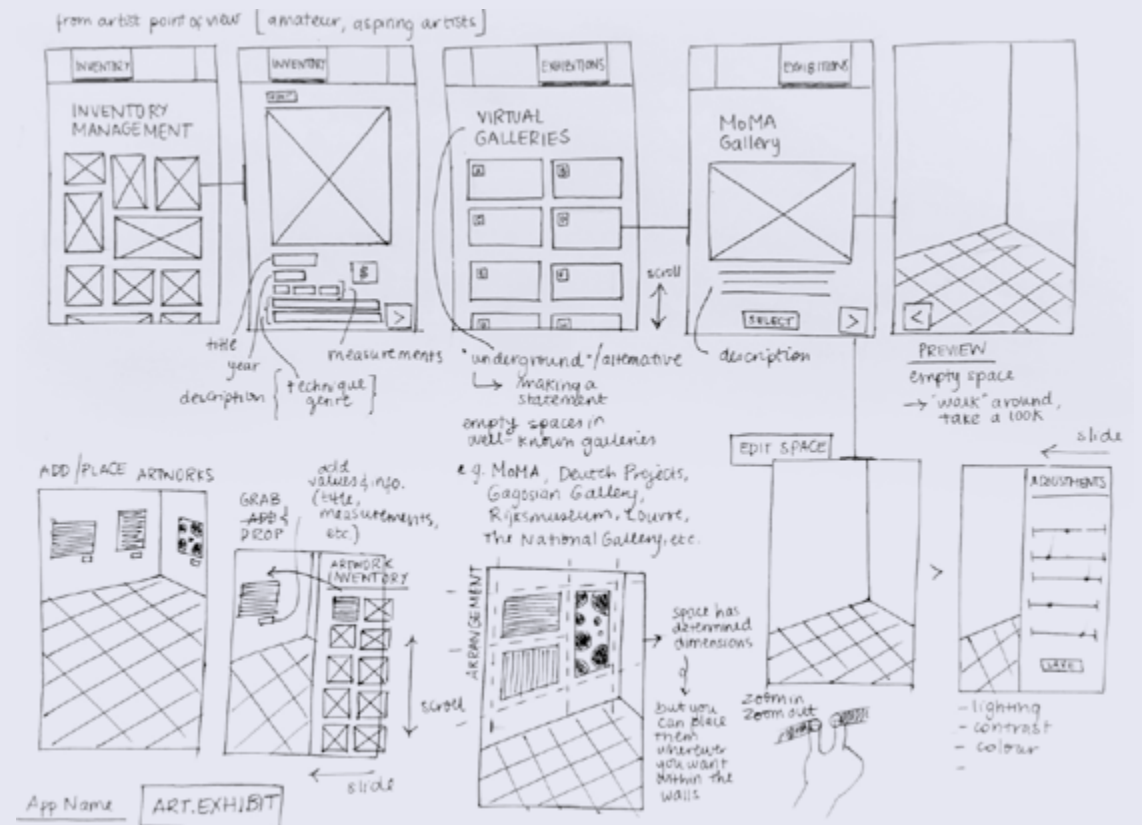
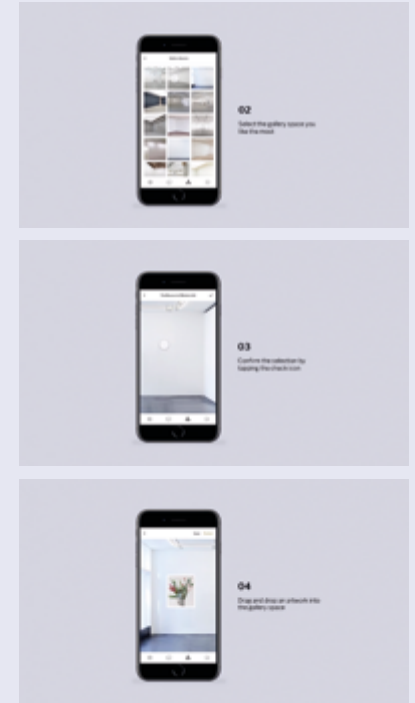
ART.EXHIBIT supports amateur and aspiring artists' creative journey from start to finish; with the necessary tools, an expressive community, and connections required to unlock their potential. It's a platform for artists, by artists; where they can inspire and get inspired, create new exhibitions within existent famous gallery spaces, gaining promotion and recognition as well.



The usability of the App has been studied to be as intuitive as possible.



Sketches made during the design process of the App.



Learning by Doing, the very first design exhibition is the result of the introduction to the project-based learning model and the skills needed to begin a design career. In the first year, students started working in the world of design experimentation and problem solving.

The methodology unites theory and practice during 10 diverse and agile exercises, both individually and in group, sketching and working with materials at the IE Fablab.



Photos by Roberto Arribas

COURSE

Introduction to Design Studio

YEAR

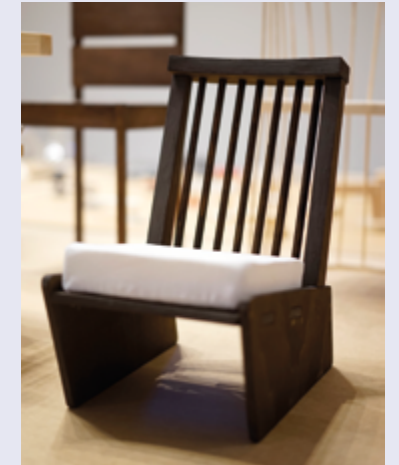
1 - Semester 1

PROFESSOR

Andrea Caruso

STUDENTS

Alejandra Alonso-Majagranzas Moreno
 Alejandra Díaz Zulueta
 Anurag Phalke
 Bianca Bracchetti
 Carlota Calbet García
 Claudia Taveras Ureña
 Claudia Tizón Mazzola
 Elizaveta Shavrova
 Federica Caso
 Grégoire Germain
 Mae Leng White
 María José Heshiki De Las Casas
 Miguel Gutiérrez - Ambrossi Larios
 Myriam Barba Martínez-Laya Nahara
 Victoria Entebi Sparks
 Nicholas Saye
 Nicole Andreína Beltrán Caraballo
 Verus Von Haeften
 Yasmina Taher
 Yoko Hwang Kaetsu





“Design has the power to inspire, transform, educate, and influence organizations and communities at large”

Luz Erhardt,
*Executive Client
Services Director
Saffron Brand
Consultants,
member of the IE
Design Council*

Tell us about your management background.

For the last eight years I've been heading the Client Services area at Saffron

Brand Consultants on a global basis.

How do you think strategy and design converge?

Design is what makes ideas tangible, what makes them grow. It has the power to inspire, transform, educate, and influence organizations and communities at large. How? By having substance, by leveraging a relevant and insightful strategic approach that gives it wings. In a world where reaching users in a meaningful way is of the essence, design must become a tool to deliver strategy.

What do you think is the role of strategy when it comes to design?

Strategy should be the cornerstone of any design expression. Often brought up hand in hand, we should not consider them separate universes but rather complimentary ones that must coexist and nurture each other from start to finish.

Can you tell us about the impact of strategy on your own design practice, as well as on the industry you work in?

I work advising companies and organizations on brand-related issues to help them define their vision, experience, and culture. My job is highly anchored in the power of ideas, on the belief that insights make a difference in today's world if we can manage to influence the experience delivered to the end user. Design enables us to do that: it helps us realize the potential we're unveiling, time after time.

What advice would you give to future designers?

On every job, try to step back and remember why you're there. Forget the details and think big. What are you trying to solve and how is your work going to help you get there? That's the only thing that matters if you want to make something meaningful.





My Enrichment Opportunities



From their first year, students form close ties with their classmates and with students from higher classes, who help and guide them throughout their journey.

Your experience at IE University will involve a lot more than your academic studies; we offer an exceptional range of opportunities that allow you to tailor your studies to suit your specific career goals and enhance your employability by obtaining extra qualifications.

IE University takes an applied and student-centered approach to education, identifying your unique strengths and giving you the chance to build your own path.

In addition to the core degree, you will be able to personalize your program and develop your skills by adding complementary courses, advanced seminars, internships and IEU LABs.

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IEU LABS

Learn by doing

IEU LABs are IE University’s alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first and second year students who wish to begin gaining professional experience. There are nine labs to choose from, and each allows you to build your professional profile and gain valuable practical knowledge of different sectors. You will also extend your professional network through direct contact with managers and directors of leading companies.

Throughout the program, you will work under the tutorship of professors, while experts provide training in areas like marketing, funding, and strategy and legal aspects, among others.

When the time comes to choose, you will be able to apply to a lab that matches your professional interests, or try one outside of your field of study in order to broaden your knowledge and work with students from other programs.

All labs start at the beginning of the academic year and continue year-round. In May and June, you will work full-time in the IEU LABs and participate in common modules and activities, including advanced seminars for professional skills, weekly presentations of your work, business simulations, and extracurricular activities.

Want to learn about the labs we offer? Keep reading!

“The IEU LABs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various labs have had real-world successes, providing solutions for clients including Madrid’s Thyssen-Bornemisza Museum and the investment bank Arcano.”

Isabel Sánchez,
Director of IEU LABs and Business
Administration Undergraduate Studies

Start-Up Lab

The *IEU Start-Up Lab* is an incubator where you can develop your business plans and make them investment-ready with guidance from professors and entrepreneurs.

Sample project:
PAELLA CHEF
Objective: specialize in the creation and distribution of canned paella in Spain and the rest of the world.
Best things about it: we got to start a company from scratch and be present at each step of the process, from the business plan to the corporate image. We knew that in June we were presenting to real investors, which was very motivating!
Most challenging aspect: customer acquisition. Even though we stated how we were planning on reaching out to customers—through paid research, organic research/SEO, PR, social media, inside sales, etc.—we ended up realizing that some of our assumptions were wrong or too expensive, so we had to rethink our customer acquisition protocols.

Members of the *Social Impact Lab* in an aid program in Ghana with local volunteers.



Marketing Lab

In the *Marketing Lab*, you will be involved in brand building, strategy creation, and the implementation of marketing plans. You will also work on marketing research and consumer insights for a range of companies and institutions, as well as offer support to new startups and entrepreneurs at IE University.

Sample project:
PÉREZ-LLORCA
Objective: analyze a law firm’s website, compare it with the global market and come up with a proposal that will differentiate it from its competitors.
Best things about it: meeting with the client to obtain feedback and adapt our proposals to best meet their requirements and needs. Knowing that they were going to implement our ideas was a huge motivation.
Most challenging aspect: finding the perfect balance between being creative and innovative while also staying loyal to the brand’s image and values.

IR Lab

This lab is a fully tutored working space where you can execute professional projects with an international dimension for private companies, public organizations, and nonprofits. Our partner institutions work in different industries and sectors: consultancy, international development, public affairs, diplomacy, etc.

Sample project:
WEBER SHANDWICK
Objective: analyze the political, social, economic, and legal trends that Weber Shandwick’s multinational clients must be aware of while doing business in different countries, in order to propose an institutional relations and communication strategy.
Best things about it: the opportunity to work in multidisciplinary teams, guided by Weber Shandwick experts, and identify industry insights that allowed us to come up with accurate analyses and proposals.
Most challenging aspect: presenting results and strategy proposals to the clients that were worthy of Weber Shandwick’s reputation and market standards.

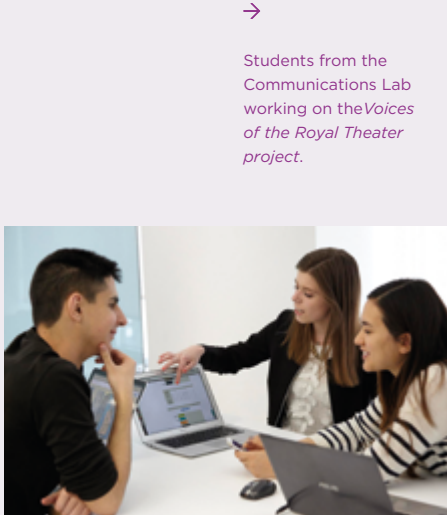
Social Impact Lab

In this lab, you can work with nonprofit organizations and other initiatives to manage social projects in international settings. You will also have the option to travel to developing countries in order to participate in real projects that have a visible, tangible effect.

Sample project:
FINANCIERS WITHOUT BORDERS NGO
Objective: develop a microcredit project and a basic financial literacy course to improve the socioeconomic conditions of the Larbie community in Awutu, Ghana.
Best things about it: we got to travel to Ghana for research and data collection, which was a fantastic experience. All the information we obtained was used to provide financial and organizational recommendations so that the institutions we were working with could achieve enough sustainability to become attractive to private investors.
Most challenging aspect: knowing that all of our decisions were going to affect real people.



Professors guide students through the different stages of their IEU Lab projects.



→
Students from the Communications Lab working on the *Voices of the Royal Theater* project.



D-Lab

This lab takes an integrated approach to the world of design and architecture, with projects in urban and rural architecture, city planning, and with local tourism authorities.

Sample project:

FROM LIMIT TO LIVE IT

Objective: come up with a proposal for an international temporary art contest to decorate Segovia's city wall. Establish the rules and create the graphic material to send out to participants.

Best things about it: it was a very creative project where all ideas were welcome. The contest had specific objectives, but we were encouraged to think freely and come up with innovative proposals in order to meet those goals.

Most challenging aspect: coming up with the evaluation criteria was one of the most challenging hurdles. We needed to make sure that each aspect evaluated would give real value to the contestant's proposals and at the same time make sure it was viable, innovative, etc.

Finance Lab

If you want to work in the world of finance, this is the perfect place to get your career started. This lab focuses on analyzing financial markets and consulting companies on a range of financial issues.

Sample project:

ONE-TO-ONE CORPORATE FINANCE

Objective: analyze a company's high-performance benefits, real estate transactions, and investments in private equity funds.

Best things about it: the fact that we got to evaluate a company's real activity and value.

Most challenging aspect: being able to think long-term and come up with flexible solutions to problems which have yet to arise.

Legal Clinic

Students offer legal advice for startups, NGOs, nonprofits and institutions in need of legal consulting services. Several law firms also collaborate with this lab for research and consultancy to help their clients and firms.

Sample project:

PRODIS

Objective: conduct a study among medium-sized enterprises in Madrid to ensure compliance with laws regarding the rights of disabled people.

Best things about it: we raised awareness about a topic that could make a huge difference in our society, particularly to those in poor health.

Most challenging aspect: finding out that a big percentage of the companies we interviewed are not aware of the law and the alternative measures to be implemented in hiring disabled people. That was quite discouraging.

Sports Lab

This lab monitors and reports on issues pertaining to sports players, teams, and coaches, and produces research and consultancy for Spanish and European soccer clubs, Formula 1, and others.

Sample project:

ATLÉTICO DE MADRID

Objective: predict and evaluate players' behavior.

Best things about it: we got to develop activities aimed at improving the lives of athletes and also demonstrate the value of sports to society.

Most challenging aspect: in order to be heard and get our ideas implemented, we needed to make sure that absolutely everything in our proposal was well founded and based on empirical evidence.

Communication Lab

The *Communication Lab* works with the widest range of companies, institutions, and startups with communication needs. You will be in charge of creating content such as blogs, videos, and other media content according to the clients' needs.

Sample project:

VOICES OF THE ROYAL THEATER

Objective: execute a project to transform the opera into an accessible and trendy activity for young people.

Best things about it: we first had to immerse ourselves in the world of opera singers in order to understand their passion for the art!

Most challenging aspect: avoid making assumptions about why young people aren't interested in opera. We needed to come up with effective ways to learn their reasons and motivations in order to create a campaign that would impact the target audience.

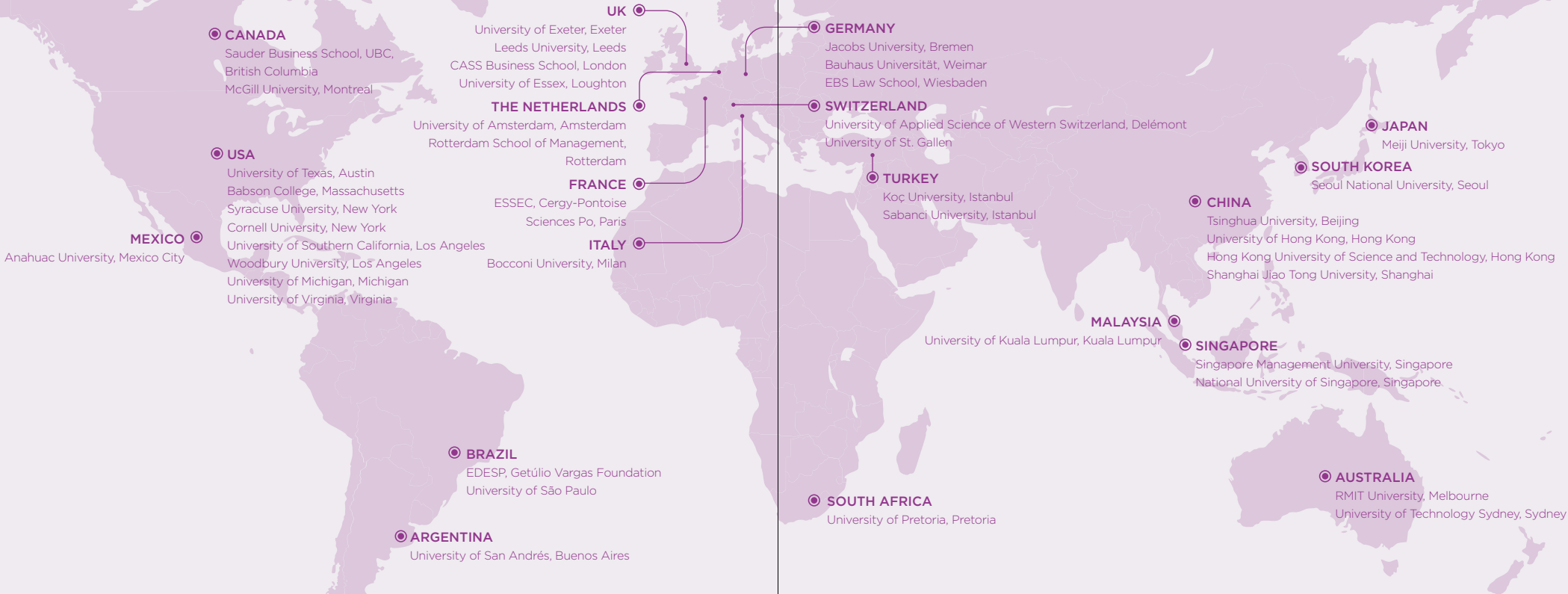
"Joining a lab is a fantastic experience since you get to know more about a topic that you are not very familiar with; in my case, finance. I've always been interested in it and this was a first step that somehow connected me to the real world around it."

Carmen,
Finance Lab

STUDY ABROAD

The world in your hands

Exchange partners vary from year to year and your options will depend on your program of study. The following list represents a sample for all IE University programs.



As a student at IE University, you will have several opportunities to develop global perspectives and cross-cultural competencies—studying abroad is one of them. Living in another country for a semester or two is a great way to build confidence and broaden your outlook by experiencing other cultures and making new connections. At IE University we believe that seeing your studies from new perspectives is a life-changing experience. That’s why we encourage students to spend one or two semesters at one of our more than 160 prestigious global exchange partner institutions in North and South America, Europe, Asia, Africa, and the Middle East.

UNIVERSITY OF MELBOURNE AUSTRALIA

“For me, an exchange was a perfect opportunity to go on an adventure to the other side of the globe, especially after graduation and landing a job, making the move to another country for pleasure can be quite hard to manage.”



EMILIJA BERZANSKAITE, Lithuania
Dual Degree in Business Administration and Laws

NORTHEASTERN UNIVERSITY UNITED STATES

“When I look back my time at Northeastern University in Boston, there’s always something new that I can take from my time abroad and I am so grateful for the experience.”



TOMOMI DAMBARA, Japan
Bachelor in Architectural Studies

UNIVERSITY OF TEXAS UNITED STATES

“Living abroad has an unthinkable amount of advantages. Not only do you step out of your comfort zone, but you also meet amazing people along the way that will help shape your career.”



JESÚS PASCUAL, Spain
Bachelor in Communication and Digital Media

NATIONAL UNIVERSITY OF SINGAPORE SINGAPORE

“Do it, because those kinds of experiences are the ones that make you who you are. Do it, because it will bring you knowledge and values that will make you unique.”



ELISE EL NOUCHI, France
Bachelor in International Relations



- 9:00** I arrive on campus just in time for my first class. Afterwards, I write down a schedule for myself so I don't forget to do anything important. I love using the time between class sessions to get organized.
- 13:30** I head over to my spanish lessons. Learning a new language alongside my friends is my favorite part of the day.
- 15:00** I have an hour for lunch. Usually, I use this time to enjoy a quick meal with my classmates. Other times, if I have a lot of work to do, I eat alone while working on a project in the *Design Studio*.
- 16:00** Back to class! My professors always have something interesting planned for us, and I love working on collaborative projects with my classmates.
- 17:30** Classes are over for the day. I head back home to relax with my friends, and we enjoy a lovely home-cooked meal together.
- 20:30** My friends and I walk to the Aqueduct. From there, we take a bus to the sports complex. We're planning to meet some classmates for badminton.
- 23:00** The badminton match ends and we return home. Before going to bed, I get my things ready for tomorrow.

A DAY IN THE LIFE OF...

“IE University offers the perfect business integrated approach to design”

Anurag Phalke,
Bachelor in Design

Why did you choose to study this degree?

I chose this degree because I always wished to study design and IE University offers the perfect business integrated approach to design.

What do you like the most about living in Segovia?

Segovia is an amazing, and incredibly beautiful place to live in. I love photography and Segovia never fails to surprise me by showcasing the perfect scenes for it.

What do you like the most about studying at IE University?

The diversity and uniqueness of people you can meet at IE is amazing. People who aren't studying the same things freely engage with one another and I feel that's an amazing way to network and have a multidisciplinary university experience.

Are you involved in any extracurricular activities?

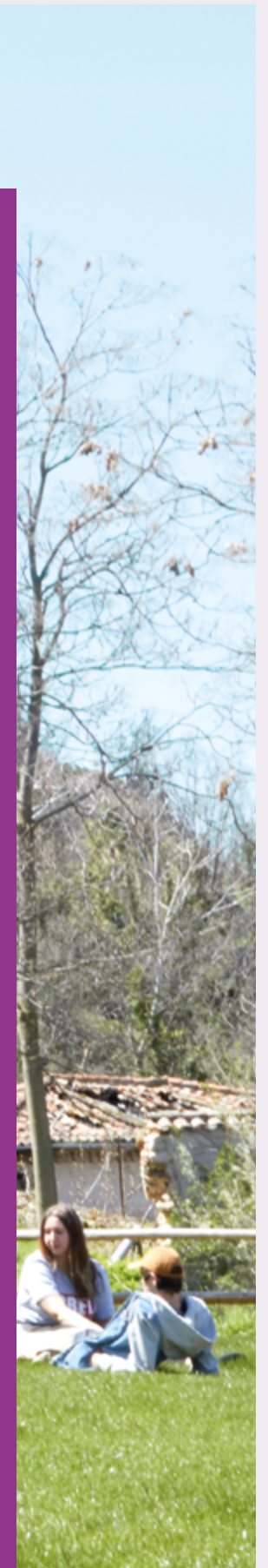
Yes, I love playing badminton, and I play with other students every Monday. It provides the perfect break from academics.

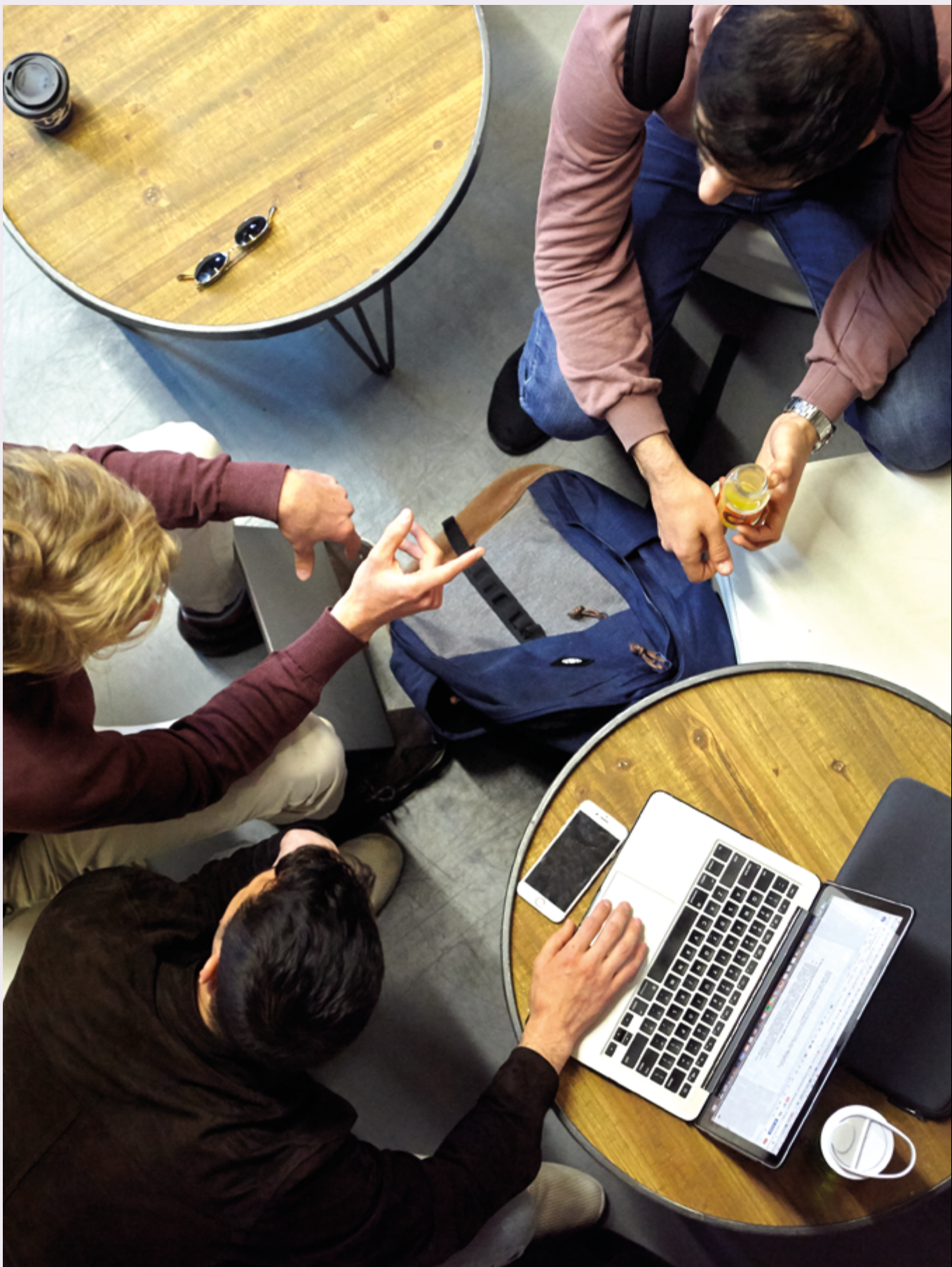
What are your favorite subjects and why?

I love *Design Studio*, since it allows the students a very practical educational experience and I believe it is a great way to get to know my classmates and learn some vital professional skills.



SCAN FOR
MORE STUDENT
STORIES





STUDENT JOURNEY

“Starting my degree in Segovia and then later moving to the campus in Madrid was perfect”

María José Heshiki de las Casas,
Bachelor in Design

Why did you choose to study this degree?

I chose this degree for a number of reasons. IE University itself was a significant factor in my decision, as the cultural diversity of the student body really appealed to me. With regards to the Bachelor in Design specifically, I was persuaded by the degree program’s flexibility. When I enrolled, I was interested in all types of design and wasn’t sure how my passions would develop over time. I was also interested in marketing and communications. Ultimately, I chose the program I did for its focus on business, and because of the variety of fields of study offered, including visual design, product design and spatial design.

What do you like the most about your degree program?

For me, the variety of classes within the degree is one of its most exciting qualities. Because the program is not focused on one specific area of design, you take a wider variety of classes than you might otherwise, in a more traditional program. This means gaining a deeper understanding of design itself, as well as complementary disciplines, such as business, psychology and entrepreneurship.

Tell us about your extracurricular activities

I’m currently involved in two clubs. I’m Head of Public Relations for the IE University Debate Club and also work on design for The Stork, IE University’s student magazine. I love being involved, especially in experiences that help me grow as a designer.

Tell us about your experience in Segovia as an international student

Personally, I thought that starting my degree in Segovia and then later moving to the campus in Madrid was perfect. The campus in Segovia is a tight-knit community where you can make friends from all over the world. Its size and location foster high quality connections among the student body, and also with faculty members. I liked splitting my four years between Segovia and Madrid, and always tell people that, if they are accustomed to being in an international environment—or if that is something that they would like to experience—then IE University is a great choice.





IE University
campus in
Madrid.

My University

From the very first moment, you will live a transformational experience that will enhance your unique value and will enable you to play a leading role in shaping the world and achieving your goals. You will receive an inspiring and challenging education that will broaden your horizons and will shape who you are and who you will become. It will connect you to the world and guide you on the unique path needed to achieve your goals.

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FIVE REASONS TO STUDY AT IE UNIVERSITY

1

CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

Our diverse faculty is made up of both excellent academics and experienced professionals with international experience and close ties to the professional world. Also, our professors are completely accessible to students; you can enjoy daily contact with them, obtain regular feedback, and receive the support you need to accomplish your goals.

2

TURN YOUR IDEAS INTO REALITY

We will inspire you to be innovative in any field or discipline by providing an environment where you can experience new ways of thinking, apply your creativity, and venture into the unexplored.

3

PERSONALIZE YOUR PATH TO SUCCESS

Our innovative degree programs are recognized by the most prestigious associations in their respective fields, and integrate a broad range of teaching approaches and options that will allow you to shape your own education according to your professional aspirations.

4

EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

We combine theory with practice from the moment you begin your studies. You will apply what you learn in class to real-life cases and to your own projects. Each year, students are offered a range of internship opportunities to work on campus, in Spain, or around the globe. You will acquire an impressive set of skills and professional experiences that will make you an attractive job candidate after graduation.

IE University is ranked #3 worldwide for innovation in teaching methodologies *

5

BUILD THE PATH TO YOUR FUTURE

We help graduates launch their careers across industries and around the globe. Employers of leading companies worldwide consider IE University one of their top recruiting pools. You will also make friends for life and enjoy an active alumni network of more than 45,000 people worldwide that you can depend upon throughout your professional journey.



IE UNIVERSITY RECOGNITION

Prestige and performance

IE University occupies a leading position among higher education institutions in Europe and worldwide for its excellence in innovation and learning technologies. In addition, our undergraduate programs are recognized by the most prestigious associations in their respective fields, and highly regarded by employers at leading corporations.

#1

University in Spain

#1

University in Spain

#7

in Recruiter Satisfaction Worldwide

#7

University in Europe

#3

Best Bachelor in Business Administration Worldwide

#6

in Student Satisfaction Worldwide

#25

University Worldwide

#5

University in Europe

#19

Top University Worldwide

TIMES HIGHER EDUCATION
Global University
Employability Ranking 2019

*** YOUTH INCORPORATED**
Global University Rankings 2020

IE UNIVERSITY CAMPUS

Your home away from home

As a student at IE University, you will gain an international outlook and global connections. You will benefit from diverse perspectives and experiences as you study with peers from around the world. Each year, an average of 130 different countries are represented on campus, and over 75% of students come from abroad.

SEGOVIA

The campus in the city of Segovia offers a true campus experience. It is housed in the *Convent of Santa Cruz la Real*, a historic building declared a national heritage site in 1931. Segovia is only 25 minutes from Madrid by high-speed train, and welcomes students from over 130 countries to a global university setting with an academic and lively atmosphere. In Segovia, you'll find the perfect setting to become part of a close-knit community.

Segovia is a fairytale city full of narrow, twisting alleyways, Romanesque churches, and beautiful buildings. Additionally, this province of Spain has always been famous for its climate and traditional cuisine. It's not merely a city to be admired from afar; it's also a great place to live.

If you decide to study in Segovia, with the big city always within reach and history at your fingertips, you will experience the best of both worlds.

MADRID

On our campus in Madrid, you will find a groundbreaking education experience, with access to cutting-edge resources, specialized classrooms, and modern facilities. Studying in Madrid provides an opportunity to immerse yourself in a dynamic environment at the center of one of Europe's most important financial capitals.

If you decide to study in Madrid, you will benefit from a global environment, top-tier networking opportunities, and facilities equipped with the latest technologies—all shared with the top-ranked IE Business School.



IE University campus in Segovia in the foreground. In the background, a view of the historic center.



Students after class socializing near the cafeteria in the IE University campus in Segovia.



Segovia and Madrid have excellent facilities. Students have ample space for studying, relaxation, and entertainment.



IE University campus in Madrid.

STUDENT LIFE

Connections and activities

The memories you make during your studies last forever and can change the course of your life. We believe in diversity as a lifestyle and are proud to say that our community is as diverse as can be, providing space for all types of interests and unlimited opportunities.

The Student Life office coordinates more than 120 clubs, which are divided into six areas: arts, sports, social causes, debates, entrepreneurship, and academics.

Below are some the clubs you can take part in.

IEU CONFERENCE CLUB

The *IEU Conference Club* organizes talks and cocktails where some of the most powerful and influential people in the international arena answer questions related to their field of expertise. You'll get to know some of the secrets of their professional success, network with them, and have your questions answered!

IEU GREEN CLUB

This club reaches out to the student community to raise awareness about environmental stewardship matters

and healthy lifestyles. They organize riverside hikes and other nature activities. If you like to escape from your routine and enjoy outdoor activities, this is the club for you!

IEU HUMANITARIAN CLUB

This club organizes innovative events in service of various NGOs. Its president, Zainnab Al-Kurdi, started a campaign to inspire and protect women all over the world.

IEU MUSIC CLUB

The *IE Music Club* aims to enrich its members' musical knowledge and provide the opportunity to play together as a group. Its talented artists perform creative adaptations of songs or original compositions.

IEU SPORTS CLUB

Exercise is important, so both our campus in Madrid and Segovia offer a wide

“Our motto is ‘Talks that Inspire’. You see, we want to take a radically new approach to academic talks.”

Salvador Mompeán,
IEU Conference Club Founder



The *Real Casa de la Moneda* in Segovia, is a space provided by the city council for activities such as exhibitions, music, conferences, and workshops.



“The IEU Alpine Club is your destination for any and all outdoor activities, bringing like-minded people together to enjoy the beauty of nature in a fun way.”

Benjamin Weber,
Sports Club Founder

variety of sports for students to enjoy. The sports that we offer vary from campus to campus, since Madrid is a city campus and Segovia is a rural one.

Among the team sports we offer are: volleyball, basketball, indoor soccer, rugby, basketball, and tennis. In addition, IE University has special deals with several gyms and fitness centers, to make available other sports such as golf, tennis, paddle, swimming, and many others.

Tryouts for IE University's official teams take place once every year, at the beginning of the fall semester.

“I've been living in Segovia for nearly two years and had no idea about its beautiful surroundings. Hiking by the river on Sunday was a nice alternative to spending the weekend in the city of Segovia or Madrid. For those who did not go with us, I highly recommend attending the next Green Club event!”

Ola,
IEU Green Club



EMPLOYABILITY

Launch your career internationally

IE University is
ranked #7 for Career
Services Worldwide

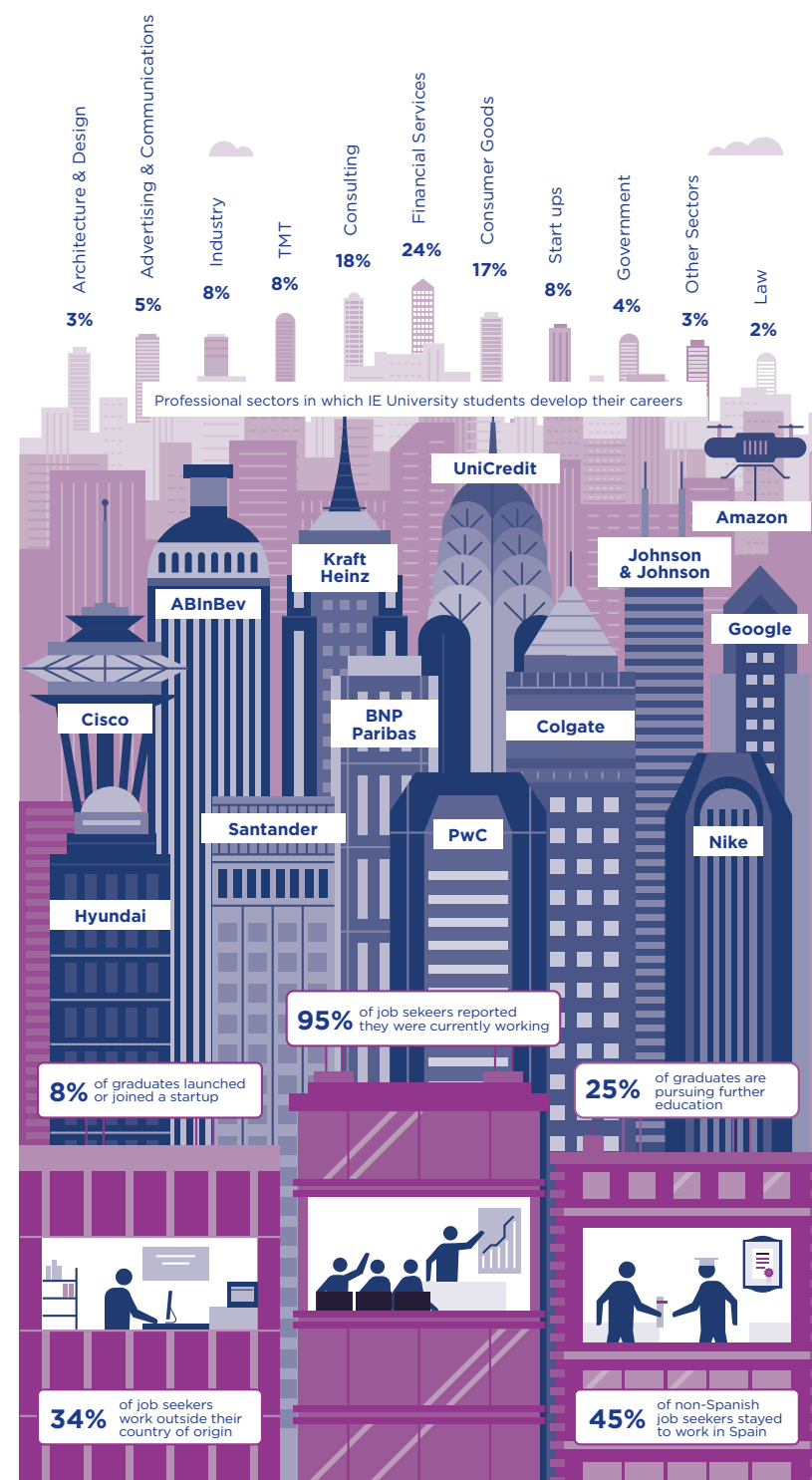
Youth Incorporated
Global University Rankings 2020

Choosing a career path is one of the most important decisions you will make as you progress through your studies. The IE Career Management Center (CMC) helps graduates launch their careers across industries and around the globe and guides them throughout this decision-making process.

IE University's international recognition and partnerships with leading companies and institutions provide graduates the opportunity to compete for international positions.

IE University students begin to receive employment offers even before they graduate. While many alumni are recruited by major multinational companies, others prefer to join small and medium-sized companies and startups.

Some students choose entrepreneurship as a career choice and start a business while studying at IE University or shortly after graduation, building and managing their own companies.



* Data reported by IE University's Class of 2019 job seekers

ALUMNI

Life after IE University

In order to promote lasting relationships among the members of the IE University community, we offer resources for career development and lifelong learning opportunities, with the objective of propelling personal and professional development of IE University students and alumni.

As an IE graduate, you'll join a global network of more than 45,000 people in over 130 countries.

We organize regular events across the world to help our graduates stay in touch with friends or meet new people. By being part of the alumni community, you will also benefit from career development, social networking, and education opportunities, among others.

www.ie.edu

ADMISSION PROCESS

Become part of IE University

At IE University, there's no single deadline for applying to our undergraduate programs. The various stages of our admission process are aimed at identifying those areas of your academic and personal profile that make you unique, and to make sure that our educational model is a good fit for you.

As our programs usually fill up far in advance of the start of the academic year, we advise candidates to apply between twelve to nine months before the semester begins. This will also allow you time to obtain any necessary visas or other qualifications. Once you have received an acceptance letter, provisional or definitive, you must make a €2,000 non-refundable deposit to reserve your spot in the bachelor's program of your choice.

1

ONLINE APPLICATION

The application form contains detailed step-by-step information on how to fill it in, guiding you through the process. Your application is subject to a non-refundable admission fee of €120. It will not be reviewed by the Admissions Committee until submitted and the admission fee has been paid. You can find information on how to pay this fee at the end of the application form. The application may be saved at any time during the process but it must be completed within one month.

ADMISSION TEST

Take IE University's admission test or international admission tests: the SAT, ACT, CAS, or LNAT. IE University's admission test is conducted solely in English and assesses your verbal, logical and numerical skills. It centers on your ability to reason, rather than knowledge of actual information. This means you don't have to study for the test beforehand to pass it successfully. It also evaluates your English level. You can do the admission test either at the campus in Madrid or Segovia, or at any of the 29 offices IE has around the world. For other cases, please contact our Admissions Department at: ieuadmissions@ie.edu

ONLINE ASSESSMENT

As a tech-forward institution, we use virtual assessment as part of our admissions process. This allows the admissions team to get a sense of your personality and potential before proceeding to a possible interview.

Completing the assessment is simple—you will be given 3 ques-

tions to answer in a set amount of time. One of your responses will be written, and two will be recorded via video. The whole process should only take 20 to 30 minutes to complete.

2

PERSONAL INTERVIEW

(only after committee review)

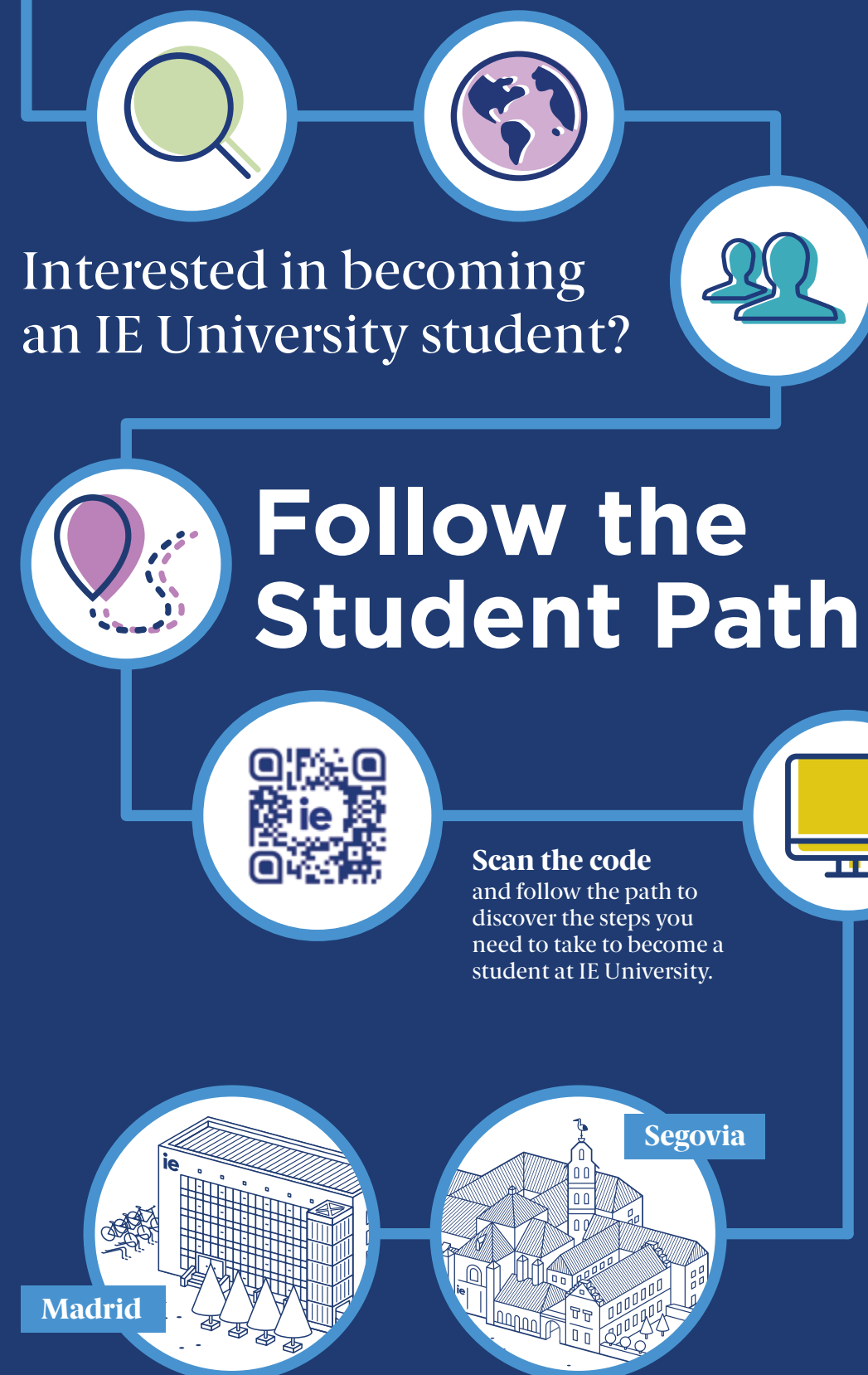
Personal interviews are held either at the IE University campus in Segovia or Madrid, or at any of our 29 international offices. In extenuating circumstances we can arrange an online interview. The interview will allow us to get to know you better, and further assess certain qualities, such as your personality, capacity for critical thinking, method of self expression and other communication skills.

FINAL COMMITTEE DECISION

You will be informed of the Admissions Committee's decision in writing. If accepted, you will receive one of two admission statuses:

Conditional Admission: in the event that you have failed to comply with all university access requirements in Spain.

Definitive admission: full admission, providing you have complied with all the points listed in the provisional letter of acceptance.





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Please do not hesitate to
contact the office nearest
to you should you need
any additional information.
You can also contact us via
iecontact@ie.edu

www.ie.edu/offices

www.ie.edu/university/design

Don't forget to check out our blog:
drivinginnovation.ie.edu

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*The information in this brochure is
subject to revisions or changes. You will
find the most up-to-date information
on the IE University's website.*

FIND US ON

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