

# Scholarship Competition Undergraduate and Foundation Courses

**Deadline: May 6th, 2025**

El IED - Istituto Europeo di Design and Kunsthal Centro Superior de Diseño announces a new call for scholarships for the Undergraduate, Bachelor of Arts (Hons), Diploma, Vocational Training and Foundation programmes at its three Spanish locations (Madrid, Barcelona and Bilbao) with the aim of providing the opportunity to gain admission to the courses eligible in the 2025/2026 contest to young people who demonstrate a special creative talent and clear potential for the design studies offered by IED.

Up for grabs are **48 Scholarships** covering 50% of the tuition fees for for the eligible programmes detailed in this document..

## How to apply

In order to apply for the Contest, participants are required to develop a “Concept”, following the guidelines indicated below, whose reference theme is “Commons”.

“Commons are defined as the set of material and immaterial resources that multiple communities of people interact with and that can therefore be considered the collective heritage of humanity.

Examples of commons include land, water, forests, and even the atmosphere, climate, and biodiversity, as well as knowledge, patents, local wisdom, the internet, the transportation system, healthcare, and food security”.

To take part in the Scholarship contest, students must register and upload the required material by **May 6th, 2025 at 11:59 pm (GMT+1 - Italian time)**:

- Step 1.** Read the regulations carefully.
- Step 2.** Choose the course and the location you are applying for.
- Step 3.** Get registered by filling in the form available at [ied.edu/scholarships/undergraduate](https://ied.edu/scholarships/undergraduate)  
Once registered, You will shortly receive the link to enter your reserved online area where you can easily upload the required documents to apply for the contest.
- Step 4.** Submit the assignment following the guidelines listed in section 3 of Terms and Conditions (see below).
- Step 5.** Once the material collection is ready, enter your Personal Area and upload your project and the required documents.
- Step 6.** In case you win the scholarship, you will have 3 days to confirm your acceptance and 5 days to complete your your enrolment at IED or Kunsthal Centro Superior de Diseño

**Good luck!**

# IED COURSES

## DESIGN AREA

**Interior Design:** Barcelona

**Diseño de Interiores:** Barcelona, Bilbao, Madrid

**Product Design:** Barcelona

**Diseño de Producto:** Barcelona, Bilbao, Madrid

**Transportation Design:** Barcelona

**Diseño de Transporte:** Barcelona

**Business Design:** Barcelona

**Global Design:** Barcelona

**Total Design:** Madrid

## VISUAL ARTS AREA

**Graphic Design:** Barcelona

**Diseño Gráfico:** Barcelona, Bilbao, Madrid

## FASHION AREA

**Fashion Desing:** Barcelona

**Fashion Business:** Madrid

**Fashion Marketing and Communication:** Barcelona

**Diseño de Moda:** Barcelona, Bilbao, Madrid

**Diseño de Moda, Estilismo y Comunicación:** Barcelona

**Comunicación, Estilismo e Imagen Moda:** Madrid

**Patronaje y Moda:** Madrid

## COMMUNICATION AREA

**Future Advertising:** Barcelona

**Gestión en Marketing y Comunicación de la Moda:** Barcelona

# DESIGN AREA COURSES

- **Interior Design**
- **Diseño de Interiores**
- **Product Design**
- **Diseño de Producto**
- **Transportation Design**
- **Diseño de Transporte**
- **Business Design**
- **Global Design**
- **Total Design**

## Brief

Design plays a crucial role in fostering inclusivity, sustainability, and shared responsibility. Our world is deeply interconnected: the choices we make impact not only our immediate surroundings but also the environment and society at large. Everything is connected—our actions, innovations, and solutions must consider the long-term well-being of both people and the planet. Resources such as clean water, air, public spaces, digital knowledge, and transport systems belong to everyone and require collective care. Design can provide solutions that improve access, sustainability, and fairness, helping to create a more balanced relationship between people and nature. By rethinking materials, systems, and structures, we can enhance common goods and strengthen a sense of community.

Collaboration, solidarity, and shared responsibility are fundamental to designing a future where resources are preserved and made accessible for all.

### Objective

This brief invites you to develop a concept that addresses the role of design in protecting and enhancing common goods. Your project should propose innovative ways to make these resources more accessible and sustainable, reinforcing the principles of equity and collaboration.

Your work should illustrate how design can be a tool for social and environmental transformation. Whether through physical objects, digital experiences, or speculative concepts, explore how creativity can drive meaningful change.

### Required Output

#### A) Visual Research

- Present your project through drawings, sketches (hand-drawn or digital), images, or photographs of prototypes or 3D models.
- Explore shapes, materials, and structures that align with your vision.
- Experiment with techniques and tools that best communicate your idea.

#### B) Explanatory Text

1. **Summary (150-200 words):** Provide a concise overview of your concept, highlighting key ideas and design choices.
2. **Extended Research & Concept Development (1000-1500 words):** Expand on your research process, theoretical references, and conceptual approach. Discuss the historical, social, or technological framework behind your work, explain the relevance of your chosen materials and techniques, and articulate the intended impact of your project.

### Guidelines

- Conduct in-depth research on how design has historically addressed shared resources and sustainability.
- Choose an approach that best suits your project, whether focusing on environmental, technological, or social aspects.
- Ensure a strong connection between your visual and textual presentation.
- Integrate cross-disciplinary references or personal influences that enrich your design perspective.

### Additional Guidelines for the BAH Business Design

If your project aligns with Business Design principles, you can complement the visual representation of your concept with one of the following tools of your choice:

- **Business Model Canvas:** Illustrate how your solution creates, delivers, and captures value while promoting community collaboration.
- **User(s) Journey Map:** Showcase the experience of the main stakeholders.
- **Stakeholder Ecosystem Map:** Identify all relevant parties and their relationships in your proposed solution.
- **Implementation Roadmap:** Outline key phases, milestones, and resources needed.

# VISUAL ARTS

## AREA COURSES

- **Graphic Design**
- **Diseño Gráfico**

### Brief

#### Context

As geographer Franco Farinelli once wrote: “A boundary is more than just a line on a map, it is a cultural choice.” In an era of increasing interconnection, the concept of borders evolves continuously, encompassing not only physical barriers but also psychological, social, and economic divisions. While some borders are rigid—walls, national frontiers, and geographical limits—others remain invisible, constructed through language, privilege, and systemic inequalities.

Passports and citizenship are not universally valued in the same way, and the freedom to move is not a given right for all. Some people cross borders voluntarily, seeking adventure or opportunity; others are forced to leave their homes due to political, environmental, or economic pressures. In this world of contrasts—global and local, open and closed, accessible and inaccessible—borders take on deeply personal meanings.

These contrasts shape identities, influence experiences, and redefine the very concept of belonging.

Art has the ability to explore and redefine borders, transforming them from barriers into meeting points where diverse identities and cultures converge. It challenges preconceptions and offers new perspectives, revealing the potential of borders as sites of connection rather than division.

Through visual language, artists can question the boundaries imposed upon them and reimagine spaces of coexistence.

#### Objective

Through this brief, we invite you to create a concept that reflects on the theme of borders, exploring how they shape identities, relationships, and artistic expressions. Your proposal should illustrate the boundaries you perceive, those you seek to cross, and those you wish to redefine. Art can transform the rigid into the porous, the divided into the shared—how will your work engage with this idea?

Your approach can be deeply personal, socio-political, or historical. Use your chosen visual language to craft a compelling narrative that speaks to the tensions and possibilities of living in a world of shifting borders.

#### Required Output

##### A) Visual Research

- Construct a visual narrative through images, symbols, drawings, collages, or any expressive medium that represents the concept of borders.
- Focus on the materials, textures, and aesthetics that embody the idea of division, passage, exclusion, or connection.
- Experiment with different techniques that enhance your message.

##### B) Explanatory Text:

1. **Summary (150-200 words):** Provide a concise overview of your concept, highlighting key ideas and design choices.
2. **Extended Research & Concept Development (1000-1500 words):** Expand on your research process, theoretical references, and conceptual approach. Discuss the historical, social, or artistic framework behind your work, explain the relevance of your chosen materials and techniques, and articulate the intended impact of your project.

#### Guidelines

- Begin with thorough research on how borders have been explored in visual arts, photography, and cultural studies.
- Select an approach that best aligns with your artistic vision, whether social, political, geographical, or philosophical.
- Ensure coherence between the visual and textual components to strengthen your message.
- Integrate personal or cultural references that enrich your interpretation.

# FASHION AREA COURSES

- **Fashion Design**
- **Fashion Business**
- **Fashion Marketing and Communication**
- **Diseño de Moda**
- **Diseño de Moda, Estilismo y Comunicación**
- **Comunicación, Estilismo e Imagen Moda**
- **Patronaje y Moda**

## Brief

### Context

Common goods, shared resources managed by communities of individuals, are a collective heritage of inestimable value. Their protection and enhancement are based on principles of equity, sustainability, interconnection, and collective responsibility. In contemporary fashion and visual culture, these values are becoming central in redefining practices and narratives, influencing materials, production processes, and modes of representation.

The concept of the common good extends beyond natural resources to include knowledge, local expertise, and new communication tools, weaving together tradition and innovation.

### Objective

Through this brief, we invite you to develop a concept that explores the relationship between fashion, art, communication and the common goods, translating the ideas of inclusivity, responsibility, and solidarity into a visual and textual proposal. Your work should illustrate how fashion can serve as a means of expression and social transformation without necessarily depicting it directly. You can explore connections between sustainability and craftsmanship, between digital and nature, and between individual and collective identity.

### Required Output

#### A) Visual research:

- Use images, photographs, scans, collages, drawing, by hand, digital or any combination of techniques.
- Focus on symbols, materials, colors, and textures that evoke the themes of the common goods and their values.
- Experiment with techniques and languages that best allow you to convey your vision.

#### B) Explanatory Text:

1. **Summary (150-200 words):** Provide a concise overview of your concept, highlighting key ideas and design choices.
2. **Extended Research & Concept Development (1000-1500 words):** Expand on your research process, theoretical references, and conceptual approach. Discuss the historical, social, or technological framework behind your work, explain the relevance of your chosen materials and techniques, and articulate the intended impact of your project.

### Guidelines

- Start with an in depth research on how the concept of the common goods has been addressed in the worlds of art, fashion, and design.
- Choose an approach that reflects your expressive language: you may emphasize historical, social, technological, or environmental aspects.
- Maintain consistency between images and text to build a strong and immediate proposal.
- Feel free to explore connections between different disciplines and integrate personal or cultural references that enrich your narrative.

# COMMUNICATION AREA COURSES

- **Future Advertising**
- **Gestión en Marketing y Comunicación de la Moda**

## Brief

### Context

Common goods represent humanity's shared inheritance—both tangible resources like water, forests, and public spaces, and intangibles such as knowledge, internet access, and cultural heritage. Throughout history, social movements have emerged to protect, reclaim, and reimagine these shared resources. As communication professionals, your ability to analyze, visualize, and amplify these movements is essential for driving meaningful change.

### Challenge: Digital Ethics and Movement Building

In our hyperconnected world, a critical question emerges: Can communication tools drive greater ethical awareness and mobilization around common goods, or do they fragment and dilute collective action?

Your challenge is to analyze a social movement focused on a common good and develop a compelling identity that could strengthen its impact.

### Your Task

- Select a recent social movement (within the past three years) centered around protecting or reclaiming a common good—such as
  - climate justice, digital rights, public health access, or cultural preservation.
- Create a compelling visual moodboard using images from digital media and social networks.
  - Include 6-10 images that capture different perspectives on the issue.
  - Properly credit all sources for each image.
- Develop a complete identity package for this movement that includes:
  - A distinctive name that captures the movement's essence.
  - A powerful claim/slogan that motivates action.
  - A concise manifesto (150-300 words) articulating the movement's values and vision.
  - A graphic identity system that can be presented as either:
    1. A supplementary moodboard with visual references and design direction.
    2. Original design elements if you possess design skills (logo, color palette, typography, etc.):

### Guidelines

- Conduct thorough research on contemporary media ethics and digital communication.
- Ensure a coherent relationship between the selected images and your written analysis.
- Integrate references to media theory or notable communication trends where relevant.
- Use a structured approach to justify your design decisions and messaging strategy.

How does communication shape our collective reality? Your work should critically engage with this question.