MASTER IN

VISUAL AND DIGITAL MEDIA

Creativity + Management
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About IE

- More than 30 graduate programs.
- 46,000 Alumni hold positions of responsibility in over 100 countries.
- 90 nationalities are represented on campus.
- More than 500 professors, 28% of whom are women.
- International Careers Fair held annually with the participation of more than 100 multinational organizations.
- Since 1973 focused on academic excellence.
- More than 50 different scholarships available.
- 26 international offices around the globe.
- More than 200 student and alumni organizations and clubs.
New thinking, new practice, and new media to meet the challenges of the 21st century.

IE School of Communication is a vibrant and challenging place where students can master the skills needed to think and act in an increasingly communication-based world. Communication lies at the very center of our lives, and if we are to really understand it, we must also understand how it interacts with other fields. It is in these interdisciplinary areas that innovation can emerge.

We train communication professionals who are able to deal with complex situations through a mix of conceptual, creative, and managerial skills, strong foundations in ethics and critical thinking, and a deep understanding of the contemporary world. Our students build up their international profile in an environment that encourages diversity, citizenship, teamwork and an entrepreneurial spirit.

Our programs integrate the following three dimensions:

- **The conceptual.** You will learn to think and act critically and strategically, from a deep understanding of the foundations of your profession.

- **The creative.** Through a hands-on teaching methodology, you will be placed in real-world situations that call on you to solve problems creatively, using the latest developments in the field.

- **The managerial.** Business is in IE’s DNA. You will learn how to manage projects, teams and businesses.

The Faculty at the School understands university as a place from which to positively influence society through the creation and communication of knowledge, in close partnership with the professionals and in dialogue with contemporary culture on all levels.

Being a student at IE University has many advantages: high-quality education, innovative programs, a diverse international faculty with a solid academic and professional profile, personalized academic advice, and a staff and management that are committed to enhancing your learning experience. Our campuses have a great community support network, making this an excellent environment to enjoy a life-enriching academic and professional experience.

IE School of Communication offers the following specialized programs:

- Master in Corporate Communication.
- Executive Master in Corporate Communication.
- Master in Visual and Digital Media.
Passion is often what separates the conventional from the extraordinary. At IE School of Communication, we are looking for people whose vocation is communication. We train students to provide strategically sound and innovative solutions to real-world communication problems.

**Quick Facts about the MVDM**

- **Type:** Master Degree
- **Intake:** October
- **Format:** Full time
- **Language:** English
- **Duration:** 10 months
The program bridges the gap between creative practice and business management. You will be able to conceive, develop, execute, manage and evaluate all kinds of creative visual and digital media projects from start to finish.

COURSES

- Creative 42%
- Managerial 33%
- Both 24%
- Final Project
- Periods
The master program comprises courses in the **CREATIVE** and **MANAGERIAL** aspects of Visual and Digital Media. It offers practical and conceptually rigorous training in the theory and practice of these fields.

**Creative** courses foster the abilities needed to conceptualize, design and execute effective visual and digital communication strategies for a variety of purposes, settings, platforms, clients and audiences. Students will learn about the context, the language, and the trends in the field, from a reflective and critical perspective. Guided by experienced visual and digital media professionals and academics, students will deepen their theoretical, practical and strategic understanding of the creative process and will develop expertise in the use of industry-standard tools and techniques.

**Managerial** courses develop the skills needed to think and work flexibly, profitably and innovatively in the visual and digital media field as a growing sector of the new creative economy. They include training in strategic, entrepreneurial, organizational, marketing, and business management skills. Personal and career development workshops are also offered.

The **Final Project** is a team-based entrepreneurial creative project developed over the course of the entire program with the assistance of academics and professionals in the field. This is the integrative core of the Master’s experience.

In the first period, students are taught how to approach each stage of developing a creative project: from investigation, to ideation, to implementation. In the second period, students are assigned a consulting project in which they will work with a client to solve a real-world visual communication problem. Finally, the knowledge and skills acquired over the course of the program will be applied to an entrepreneurial creative project designed and executed entirely during the third period of the program.
Examples of entrepreneurial visual and digital media projects could include:

- Designing the branding and corporate identity of a new company or NGO
- Developing a new application that links service providers and potential clients within a particular industry
- Creating an interactive multimedia environment for a museum, school, or other cultural or governmental institution
“There is something intangible about this school, a contagious optimism. It seems that just about everyone has the ability to be inspired with each corner they turn”.

Betsy Ditrinco
Alumni MVDM
11 Reasons to Join the MVDM

1. Combines the **creative** and **managerial** sides of the profession.

2. Hands-on methodology.

3. Focus on emerging digital media trends and formats.

4. Consulting and creative projects: real-life projects that will serve as your portfolio after finishing the master.

5. The strong international profile of its professors, students, academic and professional contacts and links.

6. The program is based in Madrid, an important hub for the creative industries.

7. **IE’s reputation** for entrepreneurship and Top ranking worldwide.

8. International & multicultural student intake. The IE Community represents over 40,000 Alumni in more than 100 countries.

9. #IEComm Talks: conferences by renowned professionals in the field of communication.

10. The guidance and assistance of IE’s **Careers Management Center** that guide you towards new professional working opportunities.

11. **Bologna-compliant program**: you will obtain an official degree certification.
Why Study Visual and Digital Media at IE?

Challenges
With the rise of globalization and digitalization, we increasingly inhabit a world in which economic, social, and cultural value is generated by:

- Producing images
- Networks
- Experiences
- Relationships

Opportunities
In such a world, opportunities exist for those who can combine an interest in creative work with knowledge about the business world.

The Master in Visual and Digital Media trains visual communication professionals who possess strong entrepreneurial and managerial capabilities. **The program combines IE’s entrepreneurial spirit and business expertise with the creative and academic profile of IE’s School of Communication.**

By the end of the program, you will be a skilled creator and manager of visual and digital media projects. You will have acquired solid theoretical and practical foundations, developed your creative potential, and gained business management know-how. You will be able to conceive, develop, execute, manage, and evaluate the impact of all kinds of creative visual media projects from start to finish. And you will have learned indispensable skills for working in creative and business environments.
The Master in Visual and Digital Media allows students to create lifelong relationships with other students from different cultural and professional backgrounds. By studying at IE, students gain access to over 46,000 alumni spread across more than 100 countries.

**Class Profile**

**Academic Backgrounds**

- 32% Arts and Humanities
- 21% Business and Economics
- 10% Marketing or Advertising
- 21% Communication or Public Relations
- 16% Others

**Genders and Age Range**

- Age Range: 21-42 years old
- Average age: 26 years old

**Professional Backgrounds**

- Business and Economics
- Communication or Public Relations

**Areas**

- Social Media/Digital Media
- Strategic Planning
- Translation
- Photography
- Consultancy
- Corporate Affairs
- Marketing
- Advertising
- Web Design
- Graphic Design
- Strategic Planning
- Communication
- Political Communication
- Journalism
- Industrial Design and Production
- Product Development Management

**Professional Experience:** 0 to 2 years - *Junior/Middle Profiles*

**Industries:**

- Media (TV, Digital Media, Press)
- Publishing
- Web Development
- Online Game Services
- Distribution
- Tobacco
- Manufacturing
- Luxury fashion
- Art
- Education
- Retail
- Tourism
- Entertainment
- Banking
- Fashion
- Design Studio
- Foods
Nationalities

13 NATIONALITIES IN THE CLASS

North America 16%
Europe 42%
Asia Pacific 11%
Middle East and Africa 21%
Latam 10%

Languages spoken by the class

English, French, Spanish, German, Portuguese, Arabic, Italian, Thai, Korean, Romanian, Hindi.

Countries where students have lived

1 country 32%
2 countries 37%
3 countries 21%
4 countries 4%
5 countries 5%

Argentina, Switzerland, France, Spain, United States, Italy, Israel, United Kingdom, Egypt, Lebanon, United Arab Emirates, Dominican Republic, Australia, Mexico, China, Thailand, Hong Kong, Germany, Bolivia, Argentina, Australia, Jordan, Russia, Venezuela.
Apply what you learn

IE’s innovative learning methodology focuses on active-learning using case studies, multimedia simulators, team projects, class debates and consulting projects in the visual and digital media field:

![Graph showing distribution of learning methods: Lectures 10%, Role-Playing (debates, client-consulting) 20%, Practical and creative workshops and management case studies 30%, Seminar-style discussions and presentations 40%]

**PRACTICAL HANDS-ON LEARNING**
Work on real life business and visual/digital media problems with industry experts and real clients.

**WORLD-CLASS** up-to-date faculty that include full-time professors, as well as faculty-practitioners who are working in senior positions in branding, visual/digital media and management.

**EMPLOYMENT-FOCUSED CURRICULUM**
Designed in conjunction with industry professionals and based on the needs of employers.

**SPEAKERS AND EVENTS**
Spanning all of IE Schools that provide students a rich source of new ideas and perspectives. Our students can also attend to #IEComm Talks organized by IE School of Communication, with top international professionals that work in the Communication, Marketing and Visual/Digital Media industry.
The language of the 21st century is without doubt a visual one: individuals and organizations increasingly communicate, think, invent and represent reality via the creation of innovative visual and digital media content. Fields like advertising, design, fashion, film, video, photography, computer games, publishing, the performing arts and television all need skilled visual media professionals with managerial capabilities. They also offer some of the most exciting and creative employment opportunities in today’s job market.

Obtaining your Master in Visual and Digital Media from IE is an investment in your future.

After completing the program, you will be prepared to hold positions such as:

- Creative Project Manager
- Art Director
- Creative Director
- Production Manager
- Creative Content Manager/Director
- Digital Media Entrepreneur
- Brand Manager
- Branding and Identity Specialist
- Visual Media Manager/Director
- Internet Marketing Manager/Director
- Social Media Marketing Manager/Director
- Digital Project Manager
- Multimedia Project Manager
- New Media Coordinator
- Web Content Strategist

These positions can be found in advertising agencies, creative agencies, design studios, audiovisual production and film companies, communication agencies, social media companies, global corporations, non-governmental organizations, or it can be created in your own company.

SPECIAL MEDIA OPPORTUNITIES ABOUND! JOB POSTINGS FOR SOCIAL MEDIA POSITIONS ON LINKEDIN HAVE GROWN 1300% SINCE 2010
The faculty of the Master in Visual and Digital Media is composed of an international group of scholars and practitioners who possess deep conceptual knowledge, extensive professional experience and a strong commitment to academic excellence.

In addition to our full-time faculty, the program features a number of international visiting scholars and professionals from top academic partners, global media companies, and renowned professional and scientific associations from the field of visual communication.

Our Commitment to Academic Excellence

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**Aberasturi, Andrés**
CEO at Pelonio, a fully Integrated Creative Consultancy.

**Agudo, Gema**
Production & Logistics Director at PELONIO, a creative consultancy with clients such as CANAL +, Mercedes-Benz, Ayuntamiento de Madrid, Institución Ferial de Madrid (IFEMA), Ron Barceló, Absolut Vodka, Pepe Jeans, and Beefeater, among others.

**Barnhurst, Kevin**
Professor/Chair of Communication in the Digital Era, Institute of Communications Studies, University of Leeds, UK and Senior Visiting Professor, IE School of Communication.

**Benbunan, Jacob**
CEO and co-founder with Wally Olins of Saffron Brand Consultants.

**Bermejo, Fernando**
Ph.D. in Communication, Universidad Autónoma de Barcelona (ES). M.A. in Communication, Annenberg School for Communication/University of Pennsylvania (US). Professor of Media Studies at University Rey Juan Carlos I. Other appointments: Berkman Center for Internet & Society, Harvard University, Internet Research Group.
Cachinero, Jorge

Crespo, Óscar
MA in Newspaper Design and Infographics from Newcastle College School of Arts (UK) and PhD Candidate in Information Structures, Technologies and Processing at Universidad Complutense (Spain).

Delgado, Borja
Founder of Hanzo, a Madrid-based studio offering user and market research, digital strategy, service design and web & application design services for such clients as BBVA, Repsol, SONY, Jazztel and Condé Nast.

Doherty, Richard
PhD candidate at the Institute for Communications Research, University of Illinois at Urbana-Champaign.

Doyle, Vincent
Professor of Media and Cultural Studies and Academic Director of the Master in Visual Media, IE School of Communication. PhD in Communication, University of Massachusetts, Amherst.

Erhardt, Luz
Executive Client Services Director at Saffron Brand Consultants. She is responsible for Saffron’s client relationships globally, promoting best practices across Saffron’s offices, and overseeing new business opportunities. She has led a diverse range of projects for clients such as Swiss Re, Belgacom, Scania, Coca-Cola, BBVA or Bwin.

Fernández Castrillo, Carolina
PhD in Audiovisual Communication from Universidad Complutense de Madrid and Professor of Audiovisual Narrative, Cinema and Digital Research in the Department of Journalism at Madrid Open University (UDIMA).

Frias, Luis
PhD Fellow at the University of Texas at Austin|Portugal Digital Media Program.

Furno, Francesco
Co-founder of relajaelcoco, a design studio specialized in infographics whose client list includes BBVA, Kellogg’s, Barcelona Music & Audio Technologies (BMAT), and such publications as Fast Company, Men’s Health, Popular Mechanics and Billboard.

González-Cuesta, Begoña
Professor in Visual Narratives, Language and Culture and Dean of IE School of Communication. PhD in Literature, Universidad de Navarra. BA in Hispanic Philology, Universidad de Navarra.

González-Schneeweis, Olaf
Gracia Fabre, David
MBA, IESE Business School. Associate Professor of Digital Marketing, IE Business School.

Guziak, John
Managing director of Achieveglobal Spain. Associate Professor of Coaching at IE School of Communication.

Hallett, Brian
Photographer and videographer whose studio, The Big Fish, has created images and campaigns for global brands such as Cartier, Mastercard, BMW, McDonald’s, Olay, Max Factor and Pantene, among others.

Hernández-Canut, Beatriz
Graphic designer and co-founder of PLAN B, a Madrid-based graphic thinking and design practice.

Maguire, Laura
MBA from IE Business School, Degree in English Philology, Universidad Autónoma de Madrid. PhD candidate of the Universidad Autónoma de Madrid. Professor of Human Resource Management at IE Business School.

McCarthy, Andrew
Creative consultant, manager and designer. MA in Philosophy and Political Science, St. John’s College.

Palomo, Javier
Master in European Union Law, Universidad Carlos III. Director of Business & Legal Affairs for Spain, Portugal, Greece and Turkey, VIACOM.

Pedreño, Eduardo
Degrees in Law and Business Administration, IE Business School. MBA from IE Business School. Previous employers: Accesogroup.

Piscaer, Andra
Graphic designer and co-founder of PLAN B, a Madrid-based graphic thinking and design practice.

Pistrui, Joseph

Rodríguez Jugo, Martín
MBA, IE Business School. Projects Director, Multimedia Content Development Unit (Learning Innovation), IE Business School.

Van Hout, Marco
Research Coordinator, MediaLAB, Hogeschool van Amsterdam and Creative director, SusaGroup, a strategic design consultancy.

Viladás, Xènia
PhD candidate, Universidad Politécnica de Valencia. MBA in Design Management, University of Westminster (London).
If you decide to join us at IE, your learning will go beyond the academic courses, and extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid. During the 10-month program, in addition to gaining expertise in visual and digital media, you will grow as a person and as a professional, make lifelong friends and networking, and take part in an unforgettable period of your life in Madrid.

**Why Madrid?**

- Madrid is the capital of Spain and Europe’s fourth largest city. As the nation’s capital, Madrid is the epicenter of Spanish culture, business, and politics.
- IE’s campus is centrally located in the Salamanca neighborhood in the heart of the city.
- Spanish is the native language to 500 million people worldwide and the world’s second business language. You can learn it or improve for free your Spanish in IE, throughout extracurricular classes in our campus.
- As Madrid is strategically located in the center of Spain, it is the starting point of all the main highways and high speed train lines, connecting all major Spanish cities and international destinations. You can travel throughout your student year all around Europe, in short trips with affordable flight fares.
- Madrid is the foremost financial and industrial center of the country. It is home to Spain’s largest stock exchange, as it hosts most of the important national and international companies.
- Madrid’s geographical location gives it a priceless advantage: an excellent climate. Enjoy the weather, with a pleasant stroll on a sunny winter day, or sit down and enjoy the spring breeze in one of the many “Terrazas” (Spanish Cafés).
- Madrid is also very well known because it is a city that never sleeps, thanks to the thousands of shows, bars and discos that it has.
- Although Madrid is one of the top 5 cities in Madrid, it is distinguished for offering affordable living expenses and good prices for social, cultural and gastronomical plans. “With less, you can do more” than in other many top destinations in Europe.

What makes Madrid unique?

See videos and other information on Madrid and IE Campus at: [www.ie.edu/madrid](http://www.ie.edu/madrid)
How to apply

We seek dynamic, motivated, creative candidates with excellent academic and professional backgrounds who also offer the kind of interpersonal skills that will benefit the program.

There is no application deadline for a particular program start but we recommend applying as soon as possible because places in the program are limited.

Candidates can apply for different financing alternatives (loans, scholarships or fellowships) to fund their participation in the program.

For more information about the program or the admission process, please contact:

Carla Szemzo  
Admissions Department  
IE School of Communication  
carla.szemzo1@ie.edu

Requirements

To be considered for admission, a candidate should provide the following:

- Evidence of completion of a bachelor degree from an accredited university.
- One-page CV.
- Two letters of recommendation.
- Official university transcripts (certified translation into English or Spanish).
- English language certificate for non-native English speakers (Cambridge Proficiency, TOEFL, IELTS, EOI). A certificate is not required if you completed an undergraduate degree in English
- Photocopy of current passport.
- One passport-size photo.
- Duly completed application form, including all supporting documents.
- Application fee of €125 (non-refundable and payable by credit card or cash).
“Imagination is the beginning of creation. You imagine what you desire; you will what you imagine; and at last you create what you will.”

George Bernard Shaw
Today’s visual media professionals are not like yesterday’s graphic designers, photographers, video-makers or visual artists. With the advent of new mobile technologies and digital media, the boundaries between media are becoming blurred and the visual media marketplace is evolving at an incredible pace. Communication professionals who want to adapt to this rapidly-changing environment need to **develop new creative and business management abilities.**

The Master in Visual and Digital Media at IE School of Communication offers **an innovative combination of intensive, high-level training in the creative and business aspects of visual and digital media content production.** We have designed an intellectually-rigorous and creatively-challenging program that will also equip you with the solid managerial know-how for which IE is famous worldwide. Whether you want to start your own company, become a consultant, or work within an organization, this program will help you develop the creative skills and entrepreneurial mindset you will need to compete and thrive as a **21st century visual and digital media professional.**

On behalf of our faculty and staff, we thank you for your interest in the Master in Visual and Digital Media and look forward to welcoming you to IE!
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