

# MASTER IN VISUAL AND DIGITAL MEDIA

Creativity + Management

## THE PROGRAM

This master bridges the gap between creative practice and business management. You will be able to conceive, develop, execute, manage and evaluate the impact of all kinds of creative visual and digital media projects from start to finish.



## KEY AREAS

- CREATIVE PROJECT MANAGEMENT
- SOCIAL MEDIA
- GRAPHIC DESIGN
- DIGITAL MEDIA
- MULTIMEDIA
- VIDEO PRODUCTION
- PHOTOGRAPHY



## QUICK FACTS

- Intake**  
October
- Multiple backgrounds**  
Business, marketing, arts & humanities, design, and others
- Format**  
Full time
- International background**  
90% of students at IE are international
- Language**  
English
- Professional experience**  
from 0 to 6 years of working experience
- Duration**  
10 months

*I never quite saw myself as particularly creative. I've always been a thinker and indeed, have a love for the arts, but I never fashioned myself an innovative or artistic person. But, the greatest lesson I learned on this course was how my idea of creativity was misconstrued - the MVDM showed me that it's about more than designing the nicest webpages, or producing the perfect videos; it is more often about thinking, and the way that thinking can influence the way I choose to solve problems, and the way that I communicate. Though it was exciting to see how technical skills in fields like video editing, branding and graphic design can be applied to such problems, I learned that the communication field is much more than that, and theoretical courses on the cultural industries, on media, and on storytelling made it the perfect master to show me the endless possibilities, and I loved every moment of it.*

*Designed by Cléila Frascuratti, former student 2013*

**Sinmi Olayebi**, Nigeria- Alumni MVDM '15  
Territorio Creativo, Spain- Digital Content Creator

## CAREER OPPORTUNITIES

You will obtain a unique professional profile that combines creative and managerial skills to apply in advertising agencies, design studios, creative agencies, audiovisual production and film companies, communication agencies, social media companies, global corporations, nongovernmental organizations, or you can even create your own company.

<b>93%</b> of the class found a job within the first 3 months after graduation	<b>23%</b> of the alumni are working in Business Management	<b>15%</b> of the alumni are working in Communication	<b>23%</b> of the alumni are working in Design or Content Production	<b>28%</b> of the alumni are working in Marketing, Sales or Advertising
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**Creative Project Manager** **Social Media Marketing Manager/Director** **Visual Media Manager/Director**  
**CREATIVE DIRECTOR** **Internet Marketing Manager/Director** **Digital Project Manager**  
**Creative Content Manager/Director** **Production Manager** **Branding and Identity Specialist**  
**Digital Media Entrepreneur** **Multimedia Project Manager** **Brand Manager** **Art Director** **Web Content Strategist**

# THE PROGRAM AT A GLANCE: MODULES & COURSES

This master program comprises courses in the **CREATIVE** and **MANAGERIAL** aspects of Visual and Digital Media.

The courses fall into three broad categories:

1. Digital Media and Technology.
2. Business Management and Entrepreneurship.
3. Visual Media, Branding and Creativity.

## DIGITAL MEDIA AND TECHNOLOGY

- Web Development: HTML and CSS
- Digital Marketing and Social Media
- Internet Metrics and E-audience Measurement
- Advocacy Campaigns and Digital Media
- Multimedia Storytelling
- Digital Media Culture
- User-Centered Design
- Digital Media Ecosystem

## BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

- Creative Project Management
- Entrepreneurship
- Events Creation and Management
- Coaching
- Intellectual Property and Media Companies

## VISUAL MEDIA, BRANDING AND CREATIVITY

- Branding: Identity and Strategy
- Brand Content
- Visual Narratives
- Infographics
- Photography and Video Production
- Graphic Design
- Emotional Design
- Scriptwriting
- Image-Making for Commercial Advertising
- Creative Work in the Cultural Industries
- Representation and Ethics



## PERSONAL AND CAREER DEVELOPMENT WORKSHOPS:

- Team work
- Personal Branding and Employability
- Networking in Professional Career

## FINAL PROJECT

The Final Project is a team-based entrepreneurial and creative project developed over the course of the Master in Visual and Digital Media, with the assistance of academics and professionals in the field. In each period, students will work in teams to focus on different practical areas related to the Master.

**Term 1: Creative Case Study:** Students are taught how to approach each stage of developing a creative project: from investigation, to ideation, to implementation.

**Term 2: Consulting Project:** Students are assigned a consulting project with a start-up from IE's Venture Lab in which they will work to solve a real-world visual and digital communication problem.

**Term 3: Entrepreneurial Project:** The knowledge and skills acquired over the course of the program will be applied to create student's own entrepreneurial creative project such as: mobile apps, web developments, multimedia games, etc. Many of the alumni end up working after graduation on their own start-ups that were conceptualized throughout the Final Project of the MVDM.

**Saffron**

The best final Entrepreneurial Project will receive an award, which is presented by the international branding consulting company, Saffron.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	
DIGITAL MEDIA AND TECHNOLOGY										
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP										
VISUAL MEDIA, BRANDING AND CREATIVITY										
FINAL PROJECT										
CAREER AND PERSONAL DEVELOPMENT										
TERM 1			Break	TERM 2				Break	TERM 3	

### TYPICAL WEEK

- 4 sessions a day.
- 1 hour session of group work per day.

### IE MADRID ON-CAMPUS

- You will have the option to participate in the **IE Venture Lab**.

- Each day you will be able to join after classes the activities organized by any of the **IE Clubs**.

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**Please Note:** The information contained in this brochure is subject to change. IE reserves the right to modify program content, regulations and policies when deemed appropriate and in the best interest of the IE community. Please contact the program management team should you have any queries.