

School of

DESIGN

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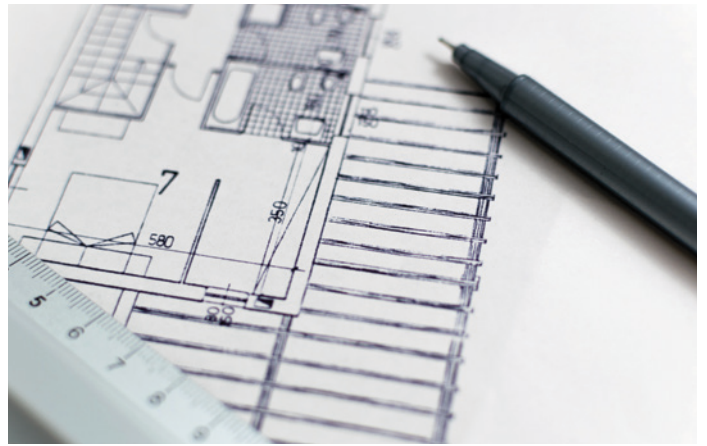
Architecture  
Fashion Design, Marketing  
and Merchandising  
Graphic Design  
Interior Design  
Jewelry Design

# *School of* **DESIGN** *at LdM Florence*

*The School of Design in Florence offers a comprehensive methodology to design that fosters innovative ideas and individual thinking. The curriculum promotes intercultural and interdisciplinary dialogue through courses that cater to both beginners and advanced students. Students participate in a wide range of learning activities with concentrations in architecture, fashion design, marketing, merchandising, graphic design, interior design, and jewelry design.*

*Preparing themselves to become leaders in their future international careers, students learn how to make strategic decisions in professional contexts, read market trends, formulate dynamically successful designs, and build their professional portfolios.*





## Architecture (ARC)

Our mission is to train the architects of the future, giving them the knowledge and experience to improve human lives while promoting environmental and economic sustainability. Within an interdepartmental academic framework developed by the School of Design, students receive a firm grounding in the aesthetic theory and practice of designing forms and space, and how these design choices impact and are impacted by the social and environmental factors.

The curriculum puts the spotlight on Renaissance architecture in Florence, taking a broad, original look at its influence on the arts. We explore how to analyze critically and develop innovative solutions for specific geographic contexts and socio-economic needs, creating projects that benefit local communities and put conceptual knowledge to use in real-life situations. We also stress the importance of design in understanding contemporary architecture and its symbiotic relationship with the society that uses and lives in it.

Our experienced faculty provide expert guidance, passing on their knowledge in seminars, workshops, and onsite teaching to provide a firsthand, experiential understanding of the history and practice of architecture and landscape and urban design from antiquity to the present, against the unique backdrop of Florence and Tuscany.

### Courses

*20th Century Design and Architecture*  
*Aesthetics of Design: Theory and Practice*  
*Architecture in its Environment*  
*Architecture Studio: Special Topics*  
*Contemporary Architecture*  
*Public Space Design*  
*Sustainable Architecture*  
*The Built Environment of Florence*

### Workshops and Special Programs

*Marist-LdM Venice Architecture Biennale, Summer program*

### Certificate Programs

*Architecture in Urban Context, Semester Certificate*



## Fashion Design, Marketing and Merchandising (FAS)

Our aim is to educate and inspire future creative leaders in the fashion business worldwide. Thanks to a collaborative and interdisciplinary approach, students develop the ability to think critically, explore innovative, sustainable solutions, and make their voices heard in today's evolving fashion industry.

The faculty provide a solid theoretical foundation and the know-how for practical applications, ranging from design and product development to retail management. The fashion industry is an expression of our culture, and we explore its relationship to the evolution of the production and consumption of designer goods, viewed through the lens of Italy's rich history in fashion and design. Students develop skills in illustration, pattern development, textiles, and digital technology, and explore brand identification and positioning, market strategy, retail buying, consumer behavior and business management to gain a comprehensive, global understanding of the fashion industry.

Florence is the birthplace of Italian fashion and a major force in the "Made in Italy" movement. Students visit local museums and organizations dedicated to major Florentine fashion houses and boutiques, independent tailors, and textile and leather goods production sites. Our Fashion Lab Center is located in the scenic spaces of a medieval cloister, while lecture halls and fashion research studios are housed in the 16th-century palace of the Pucci family, an aristocratic fashion dynasty.

### Courses

*Anthropology of Fashion and Desirability: Beyond the Catwalk*

*CAD for Fashion Design I*

*CAD for Fashion Design II*

*Construction Techniques*

*Draping*

*Experimental & Sustainable Fashion Design*

*Fabric Styling*

*Fashion and Sustainability*

*Fashion Buying Concepts*

*Fashion Communication*

*Fashion Consumer Behavior*

*Fashion Entrepreneurship*

*Fashion Figure Drawing*

*Fashion Illustration I*

*Fashion Illustration I (Short Term)*

*Fashion Illustration II*

*Fashion Marketing*

*Fashion Styling*

*Global Fashion Merchandising*

*History of Costume*

*History of Italian Fashion*

*Interdisciplinary Design*

*Introduction to the Fashion Industry*

*Knitwear I*

*Luxury Brand Management*

*Merchandise Planning and Control*

*Patternmaking*

*Product Development*

*Retail Management*

*Sustainable Materials*

*Textile Science*

*Trend Forecasting*

*Visual Merchandising*

### Certificate Programs

*Visual Communication for Fashion, Semester Certificate*

*Sustainable Fashion, Semester Certificate*

*Global Luxury, Semester Certificate*

*Fashion Design, One Year Certificate*

*Fashion Marketing and Merchandising, One Year Certificate*

*Fashion Design, Professional Certificate*

*From our Patternmaking course -  
learn to adjust patterns and create  
your own original designs!*





## Graphic Design (GRA)

We aim to build both the conceptual and practical skills of future designers, enabling them to command and create visual language with imagination. Our comprehensive approach to the field embraces a graphic exploration of both traditional and digital media, providing students with valuable insights into aesthetic culture as they prepare for the professional sphere.

Thanks to our innovative curriculum and dedicated faculty, students expand their skillset and extend their knowledge of design to the realms of brand identity, print, and motion graphics, as well as screen-based and interactive design. We critically examine the development of modern graphic design and its relation to the history of cultural development, reflecting on the subject in a socio-cultural and ethical framework.

The power of storytelling through comics and graphic novels empowers students to create a dialogue between words and images. Our hands-on approach provides a range of opportunities to gain practical experience with design, advertising, branding, and marketing projects that simulate real-life situations and challenges. Students learn to respect budgets and timelines, developing and implementing strategies as they construct a refined professional portfolio. And they gain the ability to make strategic decisions in a highly competitive world, read market trends, and formulate dynamic, effective and successful solutions.

### Courses

*20th-Century Graphics and Illustration*  
*Brand Design*  
*Content Design and Research for Artists*  
*Creative Processes in Visual Communication*  
*Digital Graphic Techniques Fundamentals*  
*Digital Graphic Techniques Fundamentals (Short Term)*  
*Digital Graphic Techniques Fundamentals (Summer and Intersession)*  
*Digital Sketchbook*  
*Digital Sketchbook (Short Term)*  
*Digital Toolbox*

*Foundations of Visual Communication*  
*Foundations of Visual Communication (Short Term)*  
*Graphic Design*  
*Graphic Design Internship*  
*Graphic Design Project Development*  
*Interdisciplinary Design*  
*Rendering Essentials*  
*Typography: The Art of Text*  
*Web Animation*  
*Web Design*  
*Workshop in Graphic Design*

### Certificates Programs

*Graphic Design and Visual Communication, One Year Certificate*  
*Branding, Summer Certificate*

*From our Brand Design course: learn how to create commercial logos for existing companies or even for your future business.*





## Interior Design (INT)

Our objective is to inspire students to explore how interior design can influence the way people live, work, and connect. The faculty, themselves active educators and professionals in the field, provide insight into real-life scenarios and the tools required to navigate them successfully. As they build their professional portfolios, students learn to express their own personal vision through the design process, creating transformative spaces with an innovative and lasting impact.

Interior design's interdisciplinary nature represents an opportunity to investigate all facets of design, from space management and lighting systems to brand identity and the detailed use of materials and colors. Our curriculum includes courses in art, architecture, interior and product design, combining innovation with tradition and using Italy's rich design culture as a constant point of reference. Students develop professional-grade technical skills such as drawing and rendering, and learn the importance of clients relations during the various phases of the design process.

As experiential learning is an integral part of our teaching philosophy, we ensure students gain valuable practical knowledge through professional trade fairs in cities such as Milan and Bologna, as well as visits to furniture factories and designer and artist studios.

Our state-of-the-art computer and modeling labs offer dedicated, well-equipped spaces for developing independent, creative projects.

### Courses

*Advanced Project in Interior Design*

*Aesthetics of Design:  
Theory and Practice*

*CAD for Interior Design I*

*CAD for Interior Design II*

*Computer Rendering for Interior  
Design*

*Concepts and Strategies  
in Retail Design*

*Design for Living Spaces*

*Design for Living Spaces (Short Term)*

*Design Materials*

*Exhibit Design*

*Furniture Design*

*Interdisciplinary Design*

*Interior Design I*

*Interior Design II*

*Interior Design Internship*

*Lighting Design*

*Perspective Drawing and Rendering*

*Product Design I*

*Product Design II*

*Retail Design*

*Sustainable Design*

*Sustainable Design (Short term)*

*Technical Drawing*

*Trend Forecasting*

*Web Portfolio Presentation*

### Certificate Programs

*Interior Design in Contemporary Living,  
Semester Certificate*

*Product Design Towards Sustainability,  
Semester Certificate*

*Interior Design, One Year Certificate*

*Interior Design, Professional Certificate*





## Jewelry Design (JWY)

The art of jewelry design in Tuscany has a long and illustrious history that goes back to the Etruscan age. And since the Middle Ages, Florence in particular has been known for its refined goldsmithing and excellence in jewelry design and production.

Our prestigious faculty provide a fascinating artistic and cultural roadmap for approaching this ancient art. Students learn centuries-old Florentine craftsmanship techniques and their contemporary reinterpretations, elaborating original designs and applying state-of-the-art technologies to strike a balance between tradition and innovation.

The curriculum's interdisciplinary approach to jewelry design practices is structured to foster experimentation, developing individual creativity and technical skills. Students explore the history of jewelry and the physical and chemical properties of its precious stones and metals, while honing their capabilities in an array of traditional techniques: the creation of metal jewelry, stone setting and engraving, and wax carving and casting.

Using both classic and unconventional materials, students can develop their own original jewelry collection, from concept and design to production and presentation.

To do so they have access to our specialized, fully-equipped lab, a highly professional environment that provides them with, among other things, the software to develop renderings and 3-D designs.

### Courses

*Florentine Jewelry Engraving Techniques*

*Gemology*

*History of Jewelry and their Symbolism*

*Individual Jewelry Project*

*Jewelry Brand Identity*

*Jewelry Design I*

*Jewelry Design II*

*Jewelry Design III*

*Jewelry Making I*

*Jewelry Making I (Short Term)*

*Jewelry Making II*

*Jewelry Making III*

*Jewelry Making IV*

*Mandatory Lab for Certificate Program I*

*Mandatory Lab for Certificate Program II*

*Mandatory Lab for Certificate Program III*

*Mandatory Lab for Certificate Program IIII*

*Metals in Jewelry Making*

*Optional Open Lab for Jewelry Making*

*Portfolio Development in Jewelry*

*Professional Jewelry Experience*

*Stone Setting I*

*Stone Setting II*

*Wax Carving and Casting Techniques I*

*Wax Carving and Casting Techniques II*

### Certificate Programs

*Jewelry Design, One Year Certificate*

*Jewelry Design, Professional Certificate*



*Master the ancient art of Jewelry Making  
with a contemporary twist from international  
instructors and jewelry artists.*

*Step into the world of fashion design and craftsmanship! Our Fashion Studios are nestled in the prestigious Palazzo Pucci.*



**General Application Deadlines**

Fall Semester: June 15

Spring Semester: November 15

January Intersession: November 15

Summer Session I: April 10

Summer Session II: May 15



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