MASTER IN VISUAL AND DIGITAL MEDIA
CREATIVITY + MANAGEMENT

TYPE
MASTER DEGREE

INTAKE
OCTOBER

FORMAT
FULL TIME

LANGUAGE
ENGLISH

DURATION
10 MONTHS
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WHY STUDY VISUAL AND DIGITAL MEDIA AT IE?

CHALLENGES

Globalization and digitalization are no longer predictions of the future. Rather, they form the backdrop of our present lives. The complexity of the world around us has led individuals and organizations to increasingly create value through:

- PRODUCING IMAGES
- DIGITAL EXPERIENCES
- NETWORKS
- CREATING CONTENT
In such a world, opportunities exist for those who can invent and represent reality via the production of creative and unique visual and digital media content.

The Master in Visual and Digital Media is a springboard between creativity and its real-world business applications, preparing students to become experts in content production and creative communications in teamwork-driven, international environments. This program combines IE’s world-renowned entrepreneurial spirit and business expertise with the innovative profile of IE’s School of Human Sciences and Technology.

By the end of the program, you will be a skilled producer, creator and manager of visual and digital media projects. Having acquired solid theoretical and practical foundations, developed your creative potential, and gained strategic business know-how, you will be able to conceive, develop, execute, manage, and evaluate all kinds of creative visual media projects from start to finish. Additionally, you will have learned essential skills for working in both creative and business environments.
10 Reasons to Join the MVDM

01. Combines the creative and managerial sides of the profession.

02. Hands-on teaching methodology.

03. Focus on emerging digital media trends and formats.

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

05. The strong international network built by professors, students, academic and professional contacts.

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

07. IE’s reputation for entrepreneurship and top ranking education worldwide.

08. International & multicultural alumni network. The IE Community represents over 50,000 Alumni in more than 100 countries.

09. The guidance and assistance of IE’s Careers Management Center will guide you towards new professional working opportunities.

10. Bologna-compliant program: you will obtain an official degree certification.
“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
Director of Implementation and Branding, Socially Good Business, United States
Passion is often what separates the conventional from the extraordinary. In the Master in Visual and Digital Media, we are looking for people whose vocations are Branding, Marketing, Advertising, Digital Media and much more.

**Quick Facts about the MVDM**

- **Type**: Master’s Degree
- **Format**: Full Time
- **Duration**: 10 Months
- **Intake**: October
- **Language**: English
The 10-month program is divided into three terms. The program also includes a career and personal development module which prepares young professionals to build their future career.

A Full Time Program

The Master in Visual and Digital Media bridges the gap between creative practice and business management. You will develop the skills and knowledge needed to conceive, plan, manage, execute and evaluate all kinds of creative visual and digital media projects and ventures, from start to finish.

Program Modules

“ I never really thought I was a creative person. Although I worked in media and film production during and after my Bachelor’s degree, I always thought of myself as the structured “numbers person”. I was the one organizing everything, but not creating anything. This changed when I came here. My creativity skills were challenged - suddenly I had to be the creative person in a project, thinking about the composition of a photo or the design of a logo, the creation of a brand... And guess what my creativity skills were challenged I could do it! This program made me learn that everyone has a creative side, and you just have to get out of your comfort zone and try. I definitely discovered that I actually am very creative - just not in the way people normally think of creativity, but rather in finding innovative solutions to problems. So, thanks to the program, I can now proudly say: Yes, I am creative!”

Antonia Borek, Alumni MVDM
Innovation Manager TV & Digital Technology, ProSiebenSat.1 Media SE, Germany

01 DIGITAL MEDIA AND TECHNOLOGY
02 BUSINESS, BRANDING AND MANAGEMENT
03 VISUAL MEDIA AND CREATIVITY
04 FINAL PROJECT
MVDM MODULES + COURSES

01 DIGITAL MEDIA AND TECHNOLOGY
- Web Design and Development
- Digital Marketing and Social Media
- Internet Metrics and Analytics
- Interactive Storytelling
- Digital Media Culture
- User-Centered Design
- Digital Media Ecosystem
- Data Insights and Visualization

02 BUSINESS, BRANDING AND MANAGEMENT
- Creative Project Management
- Entrepreneurship
- Team Coaching
- Intellectual Property
- Communication and Marketing Strategy
- Brand Strategy

03 VISUAL MEDIA AND CREATIVITY
- Branded Content and Advertising Production
- Visual Storytelling
- Photography and Video Production
- Graphic Design
- Creative Work in the Cultural Industries
- Representation and Ethics
- Digital Copywriting

04 FINAL PROJECT
1. Research and Ideation
2. Implementation
3. Distribution and Evaluation
“After ending my year at IE, I realized that I didn’t just broaden my knowledge in the creative aspects like I wanted to, but I also got the chance to learn all about the managerial and digital areas that I had no idea about. I thought that choosing the MVDM program focused more on the creative side when it really improves both, and it encourages the students to try new things outside their comfort zones. Now I am proud to say that I have bridged that gap between those two topics, Creativity and Management, with the help of my international professors and classmates.”

Fatima Khalaf, Alumni MVDM
Community Manager, Bidaya Corporate Communications, Jordan
Final Consulting Project

Final Project Structure

LLORENTE & CUENCA

The Final Project is a practical, team-based creative project developed over the course of the Master program, with the assistance of academics and professionals in the field. In each period, students will work in teams to focus on specific practical areas and phases of the development of a visual and digital media strategy, creating narrative content for social impact. IE has partnered with LLORENTE & CUENCA, a renowned global communication agency, with a focus, among other areas, in the field of creative content production in order to jointly develop this project. Its Foundation has an area called “Dreamtellers”, whose mission is to support social causes by creating awareness through storytelling.

“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 in 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.”

Sinmi Olayebi, Alumni MVDM
Digital Content Creator,
Territorio Creativo, Nigeria
During the first term, students will have to identify the social cause, understand the needs, find the story behind it, and develop an initial strategy. At the beginning of the term, students will be given a brief from LLORENTE & CUENCA and they will have to develop a creative brief, as the plan to be put in practice during terms 2 and 3. The focus of the workshops and feedback sessions will be on Social Projects, Storyfinding, and Digital Communication Strategies. This will be the “research and ideation” phase.

During the second term, students will develop the creative materials. They will implement all the audiovisual pieces for the campaign: the videos, photographs, infographics, graphic elements, etc., necessary to put the campaign into practice. The focus of the workshops and feedback sessions will be on Design, Storyrunning, and Audiovisual Production. This will be the “implementation” phase.

During the third term, students will distribute the materials produced in the previous term by developing a dynamic transmedia campaign. The focus of the workshops and feedback sessions will be on Digital Media, Storysharing, and Metrics. This will be the “distribution and evaluation” phase.
PRACTICAL TEACHING METHODOLOGY

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:

- **Seminars and Presentations**: 40%
- **Practical and Creative Workshops and Management Case Studies**: 30%
- **Client Consulting**: 20%
- **Lectures**: 10%

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

Faculty includes full-time academics, in addition to professors that are working in senior managerial positions worldwide, bringing their day-to-day experience into the classroom.

EMPLOYMENT-FOCUSED CURRICULUM

Curriculum developed in conjunction with industry professionals and based on the needs of employers in the industry.

SPEAKERS AND EVENTS

Our students can attend talks and events spanning all IE schools. Organized by the school and the students, top international professionals working in the Communication, Marketing and Visual/Digital Media industry provide a rich source of new ideas and perspectives.
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 the activities organized by any of the IE Clubs after classes.
CLASS PROFILE

The Master in Visual and Digital Media allows candidates to create lifelong relationships with other students from different cultural and professional backgrounds. By studying at IE, graduates gain access to over 50,000 alumni spread across more than 100 countries.

ACADEMIC BACKGROUND

- 27% BUSINESS AND ECONOMICS
- 27% OTHERS
- 14% JOURNALISM, COMMUNICATION OR PR
- 12% ARTS OR HUMANITIES
- 10% MARKETING OR ADVERTISING
- 10% DESIGN

PROFESSIONAL BACKGROUND

- SOCIAL MEDIA/DIGITAL MEDIA
- CREATIVE MANAGEMENT
- COMMUNICATION
- ADVERTISING
- VIDEO PRODUCTION
- STRATEGIC PLANNING
- CONSULTANCY
- SEM AND SEO
- PHOTOGRAPHY

GENDER

- 35% MALE
- 65% FEMALE

AGE RANGE

- AGE RANGE 22-33 YEARS OLD
- PROFESSIONAL EXPERIENCE 0 TO 8 YEARS
- JUNIOR/MIDDLE PROFILES
INDUSTRIES

MEDIA (TV, DIGITAL MEDIA, PRESS), PUBLISHING, WEB DEVELOPMENT, ONLINE GAME SERVICES, DISTRIBUTION, CONSUMER GOODS, MANUFACTURING, LUXURY FASHION, ART, EDUCATION, RETAIL, TOURISM, ENTERTAINMENT, BANKING, FASHION, DESIGN, FOODS.

NATIONALITIES

83% INTERNATIONAL STUDENTS

13% NORTH AMERICA
15% LATIN AMERICA
19% AFRICA & MIDDLE EAST
48% EUROPE
2% ASIA

LANGUAGES SPOKEN BY THE CLASS

OVER 62% OF THE CLASS SPEAKS 3 OR MORE LANGUAGES

COUNTRIES WHERE STUDENTS HAVE LIVED

71% OF STUDENTS HAVE LIVED IN TWO OR MORE COUNTRIES
CAREER OPPORTUNITIES

Fields like advertising, branding, marketing, and design all demand skilled visual and digital media professionals with strategic business and communication abilities. These fields also offer some of the most exciting and creative career 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

MVDM alumni are currently working at creative, advertising, and communications agencies, top multinational organizations, media production companies, design studios, e-commerce companies, branding consultancies, non-governmental organizations, or have even created startups of their own (many alumni start-ups were conceptualized during the program).

MVDM EMPLOYMENT STATISTICS

SITUATION 3 MONTHS AFTER GRADUATION

93% STUDENTS WORKING
ABOUT IE

MORE THAN 30 GRADUATE PROGRAMS.

INTERNATIONAL CAREERS FAIR HELD ANNUALLY WITH THE PARTICIPATION OF MORE THAN 100 MULTINATIONAL ORGANIZATIONS.

56,000 ALUMNI HOLD POSITIONS OF RESPONSIBILITY IN OVER 100 COUNTRIES

SINCE 1973 FOCUSED ON ACADEMIC EXCELLENCE.

90 NATIONALITIES ARE REPRESENTED ON CAMPUS

29 INTERNATIONAL OFFICES AROUND THE GLOBE.

MORE THAN 500 PROFESSORS 28% OF WHOM ARE WOMEN.

MORE THAN 200 STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS.

RECOGNITION

IE is a top-ranked school, according to prestiged international rankings:

3RD European Business School

Financial Times, 2017

2ND Worldwide Online MBA Programs

Financial Times 2018

IE University is ranked NO. 1 in Spain

No. 4 in Europe and 8 worldwide by global university rankings by youth incorporated
CAMPUS LIFE

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities which will be made available to you at IE. Our students actively participate in a wide range of cultural, social and sporting activities, arranged by students themselves with the support of the Campus Life office. Our current and former students at IE, proactive by nature, have started over 200 clubs both in Madrid and abroad, organizing countless regional and cross-sector events.
Some examples of the clubs we have are:

**PROFESSIONAL CLUBS**
IE Net Impact Club, IE Marketing Club, IE Consulting Club, IE Entrepreneurship Club, etc

**GEOGRAPHIC CLUBS**
IE Africa Club, IE Japan Club, Latin America Business Club, IE DACH Club, etc

**SOCIAL CLUBS**
IE Music Club, IE Drama Club, IE Photography Club, etc

**SPORTS CLUBS**
IE Football Club, IE Basketball Club, IE Running Club, IE Sailing Club, IE Rugby Club, etc

**IE VENTURE LAB**

The Venture Lab is IE’s startup accelerator where students and alumni are given the opportunity to launch their own ventures with the support of our expert mentor network, a series of startup workshops, and incubation at Area 31 (our startup incubator area at our campus). We accelerate 50 innovative, high potential startups a year of which we see up to 20% of teams go on to launch the venture and/or secure seed funding immediately upon graduation.
WHY MADRID?

If you decide to join us at IE, you will be part of more than a master’s program. Your learning will go beyond classroom training, it will extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid.

WHAT MAKES MADRID UNIQUE?

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 around 20,000m² in size, spread across 17 buildings strategically situated in the Salamanca neighbourhood, in the heart of the city.

Spanish is the native language to 500 million people worldwide and the world’s second business’ language. Learn it or improve it for free at IE, through extracurricular classes on campus.

As Madrid is strategically located in the center of Spain, the core of Europe, connecting all major Spanish cities and international destinations. You can travel throughout your student year all around Europe, on 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 known for being a city that never sleeps. Every night you can enjoy hundreds of shows, bars, restaurantes and discos.
Companies that continue to take a tactical short term approach to communicating with key constituencies will find it increasingly difficult to compete.

MIT Sloan Management Review
Spring 2005, 46(3), p. 83
FINANCIAL AID & SCHOLARSHIPS

Participants are eligible to apply to different financial aid options: internal scholarships, external scholarships and student loans. Further information is available at www.ie.edu/scholarships

DOCUMENTS REQUIRED

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

• Bachelor degree from an accredited university
• One-page CV
• Two letters of recommendation
• Official university transcripts (certified translation into English or Spanish)
• Photocopy of current passport
• One passport-size photo
• Duly completed application form, including all supporting documents
• Application fee 125€ (non refundable and payable by credit card or cash)
• English language certificate for non-native English speakers (Cambridge Advanced, TOEFL or IELTS). A certificate is not required if you completed an undergraduate degree in English
• IE Global Admissions Test (you may provide a GMAT or GRE instead)

ADMISSION

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.

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

Lucia Malmierca
Admissions Department
Associate Director of Admissions
admissions.communication@ie.edu
ADMISSION PROCESS

The process is divided into three steps:

1. Submission of Application Form and Documents
2. Personal Interview
3. Final Decision
A WORD FROM THE DEAN AND THE ACADEMIC DIRECTOR

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. 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 Human Sciences and Technology 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

A CONCEPTUALLY AND PRACTICALLY RIGOROUS APPROACH TO VISUAL AND DIGITAL MEDIA PROJECT CREATION AND MANAGEMENT
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!

Begoña González-Cuesta

Vincent Doyle, PhD

Academic Director, Master in Visual and Digital Media at IE School of Human Sciences and Technology. Professor of Visual Storytelling, and Representation and Ethics

Begoña González-Cuesta, PhD.

Dean of Communication and Media at IE School of Human Sciences and Technology. Professor of Visual Storytelling, and Representation and Ethics

Vincent Doyle, PhD

Academic Director, Master in Visual and Digital Media at IE School of Human Sciences and Technology. Professor of Media and Cultural Studies
IE’S GLOBAL PRESENCE

NORTH AMERICA  northamerica@ie.edu

USA & CANADA
WEST & MIDWEST USA - LOS ANGELES
westcoast@ie.edu
SOUTH USA & CARIBBEAN - MIAMI
southusa@ie.edu
NORtheast USA - NEW YORK
northeast@ie.edu
CANADA - TORONTO
canada@ie.edu

LATIN AMERICA  latam@ie.edu

ARGENTINA Y URUGUAY - BUENOS AIRES
argentina@ie.edu
uruguay@ie.edu
BRAZIL - SAO PAULO
brasil@ie.edu
CHILE - SANTIAGO DE CHILE
chile@ie.edu
COLOMBIA - BOGOTA
colombia@ie.edu
centroamerica@ie.edu

ECUADOR - QUITO
ecuador@ie.edu
MEXICO CITY - MÉXICO DF
mexico@ie.edu
PERU, BOLIVIA & PARAGUAY - LIMA
peru@ie.edu
bolivia@ie.edu
paraguay@ie.edu
VENEZUELA - CARACAS
venezuela@ie.edu