

PROGRAMMES IN ENGLISH

MASTERS AND POSTGRADUATE PROGRAMMES

ELISAVA



PROGRAMMES IN ENGLISH

ECTS credits: 60

Teaching hours: 400

Starting date: September and February

Degree awarded by Pompeu Fabra University (UPF) and ELISAVA Barcelona School of Design and Engineering.

Evidence of university qualifications must be provided (university graduate, architect or engineer) or diploma (diploma holder, architectural technician, engineering technician or university graduate).

Applicants without the required university qualifications may study for a diploma, which will be awarded by the IDEC (Institute of Continuing Education) of the Pompeu Fabra University, depending on their professional experience.

STUDENT GUIDANCE

— Interviews with the master and postgraduate's directors

— Visit ELISAVA

MORE INFORMATION

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GRAPHIC DESIGN

MASTER'S DEGREE IN GRAPHIC DESIGN

Starting date: September

Course Leaders: Marc Panero and Pablo Juncadella

The Master's Degree in Graphic Design is an advanced programme that gives the designer a global and multidisciplinary vision of the current design practice. The Master delves into the versatility that the contemporary designer must adopt, facing the different needs, environments, processes and languages of the professional reality. The programme consists of developing specific projects about different disciplines (identity, publishing, packaging, signalling, audiovisual and digital) that allow cultivating a wide knowledge and obtaining an advanced training on graphic design.

<http://graphic.elisava.net>

MASTER'S DEGREE IN EDITORIAL DESIGN

Starting date: September

Course Leaders: Marc Panero and Albert Folch

We live in a moment of continuous change in which editorial design has become one of the most complex disciplines a designer can face. The relationship between design and content is more important than ever. The printed media re-invents itself, facing the speed of a digital world in which strategies and channels keep evolving. It is essential to understand this process of change as an opportunity by exploring different disciplines with international experts and by experimenting with different editorial projects.

<http://graphic.elisava.net>

MASTER'S DEGREE IN DATA AND DESIGN

Starting date: September

Course Leaders: Marc Panero and Paadín

Information is the core of our modern society, and making sense of it is a challenge for companies, media platforms and governments. This programme will enable you to solve any information design problem of our society and its challenges with a critical perspective.

We will tackle data visualizations, information systems or transmedia narratives using a practical design approach with an experimental spirit that will be the basis of our learning experience. Different disciplines, from data science to sociology, communication strategy, cartography and audiovisual methods of research and communication, will be part of a multidisciplinary challenge approached with the design excellence in mind.

The Master is open to students from very different backgrounds, that will be part of a committed group of designers, researchers, thinkers and storytellers. It will be a direct and collaborative learning experience that takes advantage of the participants' abilities and their different perceptions to design information in the most creative, efficient and coherent way possible.

<http://graphic.elisava.net>

COMMUNICATION

MASTER'S DEGREE IN PHOTOGRAPHY AND DESIGN

Starting date: September

Course Leader: Pedro Vicente

The MA in Photography & Design course at ELISAVA is a practice-based programme that draws students from around the world and approaches photography as an open visual discipline where you are encouraged to confidently produce complex and extended photographic projects, as well as to engage with contemporary, critical, experimental and speculative approaches to photography. The course places an emphasis on innovation, experimentation, and intellectual and practical enquiry, and students are encouraged to actively engage with contemporary photographic art practice through publication, exhibition and participation in live projects.

<http://masterfotografia.elisava.net>

MASTER'S DEGREE IN PACKAGING DESIGN

Starting date: September

Course Leader: Eva Minguela

Packaging needs professionals with the ability to communicate, both formally and graphically, the attributes of a product. These professionals should be able to design with social awareness and environmental responsibility. Discover how a product is created and developed from the strategy and branding point of view. Learn how to plan, analyse, design and execute a comprehensive packaging project. This programme provides you with the tools to conceptualize and develop comprehensive packaging projects.

<http://packaging.elisava.net>

SPATIAL DESIGN

MASTER'S DEGREE IN INTERIOR DESIGN

Postgraduate: Design of Work Space

Postgraduate: Interior Space Design.

Private Perimeters

Course Leaders: Joaquim Matutano, Ricardo Guasch, Daniela Hartmann and Pep Wennberg

Aimed at students who wish to specialize in interior architecture design, this programme focuses on enhancing interior space with a distinctive character and appropriate significance, by underscoring its inherent sensitivities (light, colour, materials, textures, etc.) and, providing with suitable conditions of use and technical quality.

This is possible thanks to its two constituent postgraduate diplomas, which focus on how present social and economic conditions affect the features of spaces in work environments and households.

Thus, the Postgraduate Diploma in Interior Space Design - Private Perimeters seeks to give character and meaning to domestic spaces. It is a practical course that does not neglect the theoretical part and facilitates a competent project definition to guarantee a satisfactory execution.

On the other hand, the Postgraduate Diploma in Design of Work Space emphasises the singularity of each space regarding business ideas and brand goals, and helps the users to experience creativity, physical and psychological comfort and sustainable criteria at work.

With active and proven methodologies, this Master's Degree aims to prepare designers to successfully tackle the challenges of the professional world.

<http://dedt.elisava.net>

<http://perimetrosprivados.com>

MASTER'S DEGREE IN RETAIL SPACE: RETAIL DESIGN

Postgraduate: Design and Space: Shopping

Postgraduate: Design and Concept: The Brand

Course Leader: Carmen Malvar

This Master's Degree is aimed at professionals who wish to acquire the essential knowledge to design and work on retail spaces. However, within retail there are many disciplines that we will teach you, so you can achieve the utmost professionalism. From small-scale to large-scale design, from boutiques to large multinational brands, we will explain what differences apply in each case.

All subjects will be covered with theory and practice. Special importance is given to the analysis and study of trends and innovation in the market and society in order to get a close-up view of the elements of retail space design (space, communication, flow, exhibition, virtual aspects, sensory perceptions, etc.). Art and analysis are the basis of any project, as well as the concept and projection of space. We make every effort to help students finish the course with the highest standards and ability to work with the most demanding companies in the market.

<http://elisavaretaildesign.wordpress.com>

MASTER'S DEGREE IN TEMPORARY SPACE DESIGN: EXHIBITION, EVENT, POP-UP

Starting date: September

Course Leaders: Toni Montes and Roger Paez

Temporary space design is an increasingly relevant activity that encompasses a wide range of formats that are well-established in both the cultural sphere and the business world. This master proposes an in-depth exploration of the main temporary space formats (event, pop-up, public space intervention and exhibition) with the aim of providing students with a general conceptual and instrumental toolkit, dealing with all stages of design, from conceptualization to specific detailed resolution.

The Master's Degree in Temporary Space Design establishes a firm connection between academic training (research) and praxis (construction), with the goal of broadening students' understanding, developing their specialization, and positioning themselves in a growing labor market.

<http://meats.elisava.net>

PRODUCT DESIGN

MASTER'S DEGREE IN DESIGN THROUGH NEW MATERIALS

Starting date: September
Course Leader: Laura Clèries

The study of materials is a remarkable driving force behind innovation, which opens up a wide range of practically endless possibilities. Both new advanced materials and new uses of conventional materials provide alternative solutions and new ways of socio-economic development, which will certainly have a great impact on our future.

The Master's Degree in Design through New Materials aims to provide practical knowledge and active mastery of new materials as agents in innovation and understand their current and future roles in design, sustainability, and industry.

MASTER'S DEGREE IN DESIGN FOR EMERGENT FUTURES

Starting date: September
Course Leaders: Tomas Diez, Mara Balestrini and Oscar Tomico
IN COLLABORATION WITH IAAC

The objective of this master's degree is to provide designers, sociologists, economists and IT professionals with the strategic vision and necessary tools to become change agents in multiple professional environments. The theoretical and practical content of this programme proposes an exploratory journey to understand and criticize the role of disruptive technologies (digital production, blockchain, synthetic biology and artificial intelligence, among others) in the transformation of the established order. The graduates of this master's degree will have a broad and informed vision of the technology impact on businesses, education, society and culture, and will be able to prototype and test several of these technologies.

Organized by the Institute for Advanced Architecture of Catalonia (IAAC) and ELISAVA, in collaboration with Fab Academy and Ideas for Change.

STRATEGY, INNOVATION & MANAGEMENT

MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

Postgraduate: Coolhunting.
Design and Global Trends
Postgraduate: Innovation and Design Thinking
Course Leader: Jorge Rodríguez

This Master's Degree combines two powerful disciplines in the pre-design process: trend research and co-creation techniques. It is focused on providing current tools related to qualitative and ethnographic research, interdisciplinarity and design thinking geared towards innovation processes applicable to society and industry.

We see innovation as a process of continually addressing users' real and changing needs in order to improve quality of life through products, services, experiences and new tools. Old patterns are re-examined and re-evaluated, and prototypes are being boldly designed based, exclusively, on thorough research.

<http://coolhuntingbarcelona.wordpress.com>

MASTER'S DEGREE IN ADVANCED DESIGN MANAGEMENT, STRATEGY AND ENTREPRENEURSHIP

Starting date: September
Course Leader: Jorge Rodríguez

This course has been designed by the Design, Strategy and Management team at ELISAVA, and is executed in collaboration with Rotterdam Business School. Design is increasingly perceived as a complex transversal management activity in which user / consumers needs, market dynamics, and business strategies meet.

Likewise, management methodology, known as design management, as a project development method for design professionals and as a business model for creative firms, has not been able to adapt itself to the changeable and dynamic flow of current markets. The need of planning new patterns demands a rupture with rigid structures and a tackling of more organic working methodologies, adaptable to changeable times, new societies, and emerging markets. This new planning must be focused on strategy and entrepreneurship with new thought preconceptions.

EXECUTIVE STUDIES

MASTER'S DEGREE IN CREATIVE PROCESS

Starting date: April 2018
Course Leaders: Albert Fuster and Laura Clèries

Created by ELISAVA and elBulliFoundation, this is a programme that allows you to learn and acquire creative thinking abilities to prepare your professional practice for the challenges that the future brings.

This programme based on creativity and innovation, guarantees both academic quality and scientific depth, and ensures the creative transformation of the student through a series of immersive and unique experiences with multidisciplinary professionals at the forefront. A journey of personalized learning about the creative thinking process, guided by an exclusive global network of tutors and multidisciplinary experts, and an opportunity to apply creative thinking abilities to one's professional challenges.

MASTERLAB SERVICE DESIGN FOR PLACE AND COMMUNITY BUILDING

Starting date: September
Course Leaders: Arianna Mazzeo and Viviana Narotzky

Design is a social and collaborative act. And this programme understands design as a transformative process that captures the social value of neighbourhoods and communities with the aim of co-creating inclusive solutions that sustain and improve the lives of citizens and civic spaces.

To get involved in a positive change and define the future within our environment, we need to get involved and co-design with citizens at a local level and with legislators in government, to reconsider places and communities as sites and agents of resilience and innovation. Understanding how research works through design and services, you will learn how to conceptualize, create prototypes and give life to a new future for everyone, starting with one's own neighbourhood, community, village or city. Throughout this creative process, tools of design and generative thinking will be applied to real-life problems to improve education and the circular economy, and we will collaborate to create and share new educational mentalities.



