

# MASTER'S DEGREE IN GRAPHIC DESIGN

GRAPHIC DESIGN AND COMMUNICATION



# MASTER'S DEGREE IN GRAPHIC DESIGN

**Start date:** September

**ECTS Credits:** 60

**Language:** English

**Degree:** Master's Degree in Graphic Design, degree awarded by Pompeu Fabra University (UPF) and ELISAVA Barcelona School of Design and Engineering.

**Schedule:** Monday, Tuesday and Wednesday, from 5 to 9.15 pm

## COURSE LEADERS

### MARC PANERO

Barcelona 1970. Graduated from Eina school in 1991. From 1989 to 1996 worked and trained professionally in various studios in Barcelona, Brussels and Bordeaux.

Founder of Base Design in 1997 with four more partners in order to create a network of graphic design studios in Barcelona, Brussels, Geneva, Madrid, New York and Santiago de Chile. Awarded with the City of Barcelona Design Prize in 2007. Since 2010 he is the director of the Master in Graphic Design ELISAVA. In 2015 establishes a new professional initiative: Outcome.

### PABLO JUNCADILLA

Pablo Juncadella is partner and founder of Mucho, a studio with presence in Barcelona, Paris, San Francisco and London. His work has been internationally awarded and recognised, among which he has two Pencil of D&AD. Moreover, Juncadella is a member of AGI (Alliance Graphique Internationale).

## AIMED AT

The Master in Graphic Design is aimed at students interested in dealing with the most relevant question of current design.

Curious, dynamic and pro-active students who want to explore and are attentive to the changing nature and the continuous evolution of the graphic design practice.

Graphic designers, both professionals and new graduates, interested in acquiring advanced knowledge in different graphic design disciplines.

## PRESENTATION

Which is the role of the designer in the current society? Explore the opportunities of a profession in continuous evolution.

The Master in Graphic Design is an advanced programme that gives the designer a global and multidisciplinary vision of the practice of current design.

The Master digs deeply into the versatility the contemporary designer must adopt before the different necessities, environments,

processes and languages of the professional reality. The programme consists on developing specific projects about different disciplines (identity, publishing, packaging, signposting, audiovisual and digital) that allow cultivating a wide knowledge and obtaining an advanced training about graphic design.

Its objective is to give the students the necessary tools to navigate in the complexity of contemporary graphic design as agents of change and progress of the society from a global perspective.

You will take part in several activities and work dynamics, like lectures, talks, workshops and projects, with the intervention and tutoring of some of the best international experts to develop your own visual language and strategically choose the less-circulated, most-innovative and singular creative paths.

## COURSE AIMS

The Master is about contemporary graphic design. Students are given tools and are encouraged to create and make unique projects by developing their own visual language. The programme stresses the role of the graphic designer in the contemporary society and culture as an agent and progress of change of the environment.

It is an advanced graphic design programme made to dig deeply and increase the knowledge in graphic design by an exceptional group of professors.

To strengthen the individual abilities of the students, the master focuses its objectives on:

- To give the designer the ability to understand and answer to the versatile reality of design.
- To make the designer comfortable before different and complementary projects, which define the current spectrum of the profession.
- To encourage the ability of the designer to strategically choose the less-circulated most-innovative and singular creative paths.
- To provide a wide vision of the current outlook through the main factors of the profession, both locals and internationals.

- To get to know the different types of graphic design projects according to their objective and content.
- To know relevant professionals and to learn the tools and specific working process of the different disciplines in the practice of the contemporary graphic design.

This programme is based on the development of specific projects about the discipline; this allows cultivating a wide knowledge and obtaining an advanced perception about graphic design. The objective of the master is to give the students the necessary tools to navigate in the complexity of contemporary graphic design from a global perspective.

The programme offers the students the opportunity to participate in several activities and work dynamics, like lectures, talks, workshops and projects, with the intervention and tutoring of some of the best international experts.

## SYLLABUS

### 1. Theory and exercises (18 ECTS – 120 class hours)

Theoretical classes with practical exercises based on problem-solution dynamics. These classes are organized in five modules:

1. Strategy (3 ECTS – 20 class hours).
2. Graphic systems (3 ECTS – 20 class hours).
3. Typography (3 ECTS – 20 class hours).
4. Future and creative processes (3 ECTS – 20 class hours).
5. Design management (3 ECTS – 20 class hours).
6. Global vision (3 ECTS – 20 class hours).

The evaluation consists on the attendance (80% compulsory) and the handout of the exercises.

### 2. Projects (30 ECTS – 180 class hours)

Tutorized project classes based on problem-solution dynamics. These classes are organized in three modules:

- Identity project (5 ECTS - 30 class hours).
- Publishing project (5 ECTS - 30 class hours).
- Packaging project (5 ECTS - 30 class hours).
- Signposting project (5 ECTS - 30 class hours).

- Motion graphics project (5 ECTS - 30 class hours).
- Digital project (5 ECTS - 30 class hours).

The evaluation consists on the attendance (80% compulsory) and the handout of the six projects and a final presentation of the project's global.

### 3. Workshops (6 ECTS - 60 class hours)

Development in the classroom of three projects of specialization areas in an intensive and tutorized way.

- Data visualization (2 ECTS – 20 class hours).
- Exhibition design (2 ECTS – 20 class hours).
- Communication campaign (2 ECTS – 20 class hours).

Workshops last a whole week more or less. From Monday to Friday. The evaluation consists on the attendance (80% compulsory) and the handout of the exercises.

### 4. Showcases (4 ECTS – 30 class hours)

Monographic classes in which different graphic designers and professional guests of several areas (storytelling, art direction, publishing, etc.) that collaborate with graphic designers show their most highlighted projects around a theme.

The evaluation consists on the attendance (80% compulsory).

### 5. International lectures (2 ECTS – 10 class hours)

Lectures carried out by international designers specialized in one or several disciplines within the field of the master.

The evaluation consists on the attendance (80% compulsory).

Note: All subjects are compulsory.

## CHARACTERISTICS

Distribution of the class load:

### Classroom sessions (teaching): 400 hours (26,67%)

- Teaching activity focused on the achievement of the competences: 160 hours (10,67%) (theoretical, showcases, lectures and others)
- Teaching activity focused on the evaluation: 240 hours (16%) (projects, workshops, exercises, tutor sessions and others)
- Optional teaching activities focused on the achievement of technical competences: 30 hours.

### Activity outside the classroom (personal work): 1100 hours (73,33%)

- Activities to prepare the sessions and/or evaluation: 1100 hours (73,33%). (Final project, professional internships (if curricular or not yet to confirm), and others).

## COMPETENCES

- Knowledge of the graphic, concept and method criteria, as well as of the tools, production techniques and new technologies within the field of graphic design applied to:
  - Identity projects (corporate identity, flexible identity and graphic system)
  - Publishing projects (books, magazines, printed materials)
  - Packaging projects (packages, products, merchandising)
  - Signposting projects (signposting of offices, schools, hotels, airports, hospitals, parkings, parks, routes, cities, etc.)
  - Digital projects (websites, apps)
  - Audiovisual design projects (motion graphics)
- Knowledge of the formalization of the projects of graphic design applied to different disciplines.
- Understanding of the existing relationship between graphic design and data visualization, exhibition design and communication campaigns.
- Application of the basic notions of strategy, graphic systems, futures and creative processes and typographies by using them in graphic design projects.

## LECTURERS

### MARC LITE & ANTON PINYOL

firma.es  
20h

### ALEX PRIETO

alexprieto.com  
20h

### ALEJANDRO MASFERRER

alejandromasferrer.com  
20h

### OLGA PÉREZ

bisgrafic.com  
20h

### LAURA MESEGUER

laurameseguer.com / 20h

### MARC PANERO

20h

### PABLO JUNCADELLA

wearemucho.com  
30h

### XAVIER ROCA

rundesign.net  
30h

### POL PÉREZ

affaire-projects.com  
30h

### ROSETA MUS

rosetayoihana.com  
30h

### JAVIER PEREDA

esiete.com  
30h

### RAÚL GOÑI

goni-studio.com  
30h

### JUNIOR MARTÍNEZ

30h

### PAADÍN

20h

### ANTHONY BURRILL

20h

### CARLITOS GONZÁLEZ & PATRICIA LUJÁN

20h

- Knowledge of the working phases and professional planning of graphic design projects.
- Usage of the necessary resources and codes to communicate with different agents involved in the process (clients and collaborators).

## METHODOLOGY

All programme classes are face-to-face classes, compulsory (there are no elective classes) and taught by active professionals of the sector and with academic experience. Methodology is distributed in:

- Thematic subjects (theoretical + exercises)
- Problem-solution subjects (Projects, Workshops)
- Master classes (Lectures and Showcases)

## EVALUATION SYSTEM

Due to the specificity of the subjects, you have to pass all subjects individually in order to obtain the degree.

### 1. Theoretical classes

The evaluation consists on the attendance (80% compulsory) and the handout of the exercises.

### 2. Projects

The evaluation consists on the attendance (80% compulsory) and the handout of the six projects: a project for each discipline.

### 3. Workshops

The evaluation consists on the attendance (80% compulsory) and the handout of a work for each workshop.

### 4. Showcases

The evaluation consists on the attendance (80% compulsory).

### 5. International lectures

The evaluation consists on the attendance (80% compulsory).

Note: there is a final project presentation that includes all disciplines.

## CAREER OPPORTUNITIES

Once you have successfully taken the programme, you will be ready to work as a:

- Graphic designer of all kind of identity design projects.
- Graphic designer of all kind of publishing design projects.
- Graphic designer of all kind of packaging design projects.
- Graphic designer of all kind of signposting design projects.
- Graphic designer of all kind of digital design projects.
- Graphic designer of all kind of audiovisual graphic design projects.
- Graphic designer of all kind of communication campaign projects.
- Graphic designer of all kind of data visualization projects.
- Graphic designer of all kind of graphic design projects in exhibitions.

These are professional profiles that work in:

- Companies and studios of graphic design.
- Companies and studios of publishing design.
- Companies and studios of packaging design.
- Companies and studios of signposting design.
- Companies and studios of digital design.
- Companies and studios of audiovisual graphic design.
- Advertising companies and agencies.
- Graphic design departments in architecture and urbanism studios.
- Graphic design departments in newspapers and editorial houses.
- Graphic design departments in companies in general.
- Printing houses and graphic services.
- Freelance graphic designer.

# GRAPHIC DESIGN AND COMMUNICATION

## MASTER'S DEGREE

**Interdisciplinary Studies in Design and Communication**

**Branding**

**Graphic Design**

**Editorial Design**

**Packaging Design**

**Advertising Design and Communication**

**Design and Art Direction**

**Design and Internet Web Project Direction**

**Photography and Design**

**Illustration and Comic**

**Design and Audiovisual Creativi**

## POSTGRADUATE DIPLOMA

**Brands, Core of Communications**

**Innovating through Brands**

**Design and Communication Strategies**

**Advertising Design and Creativity**

**Art Direction**

**Web Project Management and Design**

**Design of Network Applications and Services**

**Enviromental Graphic Design**

**Information Designn**

## MORE INFORMATION

[www.elisava.net/en/studies/master-graphic-design](http://www.elisava.net/en/studies/master-graphic-design)

<http://graphic.elisava.net>

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. ELISAVA reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).

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Centre affillated to



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