

**MASTER IN
PHOTOGRAPHY AND DESIGN**

GRAPHIC DESIGN AND COMMUNICATION



MASTER'S DEGREE IN PHOTOGRAPHY AND DESIGN

Start date: September

ECTS Credits: 60

Language: English or Spanish

Qualification: Master's

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

Schedule: English Edition: Tuesday, Thursday and Friday, from 11 am to 3.45 pm. Spanish Edition: Tuesday, Thursday and Friday, from 5 pm to 9.15 pm

COURSE LEADER

PEDRO VICENTE

MA in Contemporary Art Theory from Goldsmiths College in the United Kingdom, and graduate in Photography from UCCA in the United Kingdom. Lecturer of Photography at the Universities UCA and LSBU in the United Kingdom. Editor of the academic journal Philosophy of Photography. Exhibition organiser and collaborator with numerous international photography magazines. Lecturer at ELISAVA and director of the photography festival VISIONA.

AIMED AT

The offer of entry onto a Masters Degree (MA) is based on an expectation that you have the potential to fulfil the aims of the course of study and achieve the standard required to successfully complete the award. Applicants are normally expected to possess an BA degree in fine arts, applied arts or design, or have equivalent experience. Graduates from related disciplines who can demonstrate a suitable level of visual literacy may be considered. Applicants who do not have a BA but who have had experience in the field, may also be considered. All candidates must submit a portfolio with their application, which should normally consist of 10 - 20 images that represent their area of interest.

MINIMUM ENTRY REQUIREMENTS

We consider applicants who have already achieved an educational level equivalent to an undergraduate degree. You can demonstrate this educational level by:

- Having an undergraduate degree or an equivalent academic qualification
- Having a professional experience as equivalent to an undergraduate degree
- Prior experiential learning, the outcome of which can be shown to be equivalent to formal qualifications otherwise required
- A combination of formal qualifications and experiential learning that, taken together, can be shown to be equivalent to formal qualifications otherwise required.

PRESENTATION

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

The course offers a dynamic and exciting environment for studying the practice of photography enabling students to acquire advanced photographic skills and apply them to complex, self-generated projects, and engaging with different technical and theoretical practices about the image. This characterises our committed study at postgraduate level, bringing photographic education up to date with contemporary photographic practice. It also pays attention to the dissemination of photographic work, exhibition & publication and focuses on the reasons by which the meaning of an image is shaped by its use and contextualization.

Drawing on the expertise of a diverse range of professional photographers, guest lecturers and technical advisers, you will enhance your knowledge and skills through a series of photographic projects using practice-led research and supportive written work. By the end of the MA you should be able to produce challenging cutting edge contemporary work that uses photography effectively, exploring beyond the medium specific boundaries in order to produce innovative solutions to new arenas and methods of display and delivery.

COURSE AIMS

- Provide a flexible but structured interdisciplinary context in which students can rigorously pursue a self-directed research project whose outcomes are embodied within the systematic production of a specific and original body of work within the field of photography.
- To encourage the development of each student's own critical reflection as the basis for developing as independent learners capable of advancing their own skills, knowledge and professional and research practice.
- Provide students with the means for establishing and understanding the place of their own work within the context of relevant and contemporary academic and professional situations and debates.
- Provide students with professional photography technical skills
- To encourage the development of research strategies that reflect the contemporary context in theoretical discourse and creative practice and form the basis for informed speculation about future directions.
- To engage with real audiences, generating new challenging narratives about the nature of the work itself and its relation with changed modes of production, dissemination and consumption.
- To provide professionals specialising in the area of photography with multidisciplinary training so that they can use photography as a tool for conveying concepts and ideas.

COURSE LEARNING OUTCOMES

On successful completion of the course students will have:

- Initiated and implemented an individual self-directed research project using research methods, materials, techniques and processes appropriate to design practice.
- Demonstrated a thorough understanding of, and critical engagement with, the relevant practical, theoretical and professional contexts of their project and be able to situate and interpret their own work within this context.
- Demonstrated an ability to employ analysis, synthesis and evaluation to a range of external sources and to their

own practice to inspire and inform the generation, development and application of original ideas.

- Demonstrated a reflective and evaluative approach to their own work which allows them to act independently in identifying, implementing and sustaining individual research and practice at a professional level.
- Demonstrated an ability to communicate complex and speculative concepts, methods and proposals effectively in spoken, written and visual forms.
- Identified the potential for their work within specific professional contexts and developed appropriate communication skills for engagement with this audience.
- Demonstrated an ability to use photography as a tool for communicating effectively concepts and ideas.

METHODOLOGY

The course is structured in two academic parts according to different teaching practices: the first part responds to the student's needs to know, understand and apply the different photographic techniques and theories. From that point, in the second part, the student has to propose research, develop and solve photographic projects of high professional standards in different contexts and real situations.

The MA Photography and Design combines the following educational activities: lectures, seminars, theoretical-practical projects, experimental workshops, monitored work and independent work. The projects are developed in groups or individually, depending on the subject and on the competences that the student has to prove he has learnt through the learning results. For each subject, a theoretical and/or practical project must be carried out with its subsequent presentation, taking into account the premises specified in the syllabus of the subject.

CAREER OPPORTUNITIES

This course will provide students with an excellent opportunity to expand their photography-based art practice, extend their portfolio and develop focused contextual projects. The MA also will prepare students for a diverse range of careers within the creative and photographic industries, from commercial organisations to photojournalism and the arts. Completing the course will also enhance your employability, offering you a broad range of skills from writing funding applications, to managing projects and creating personal and promotional strategies. Many of our graduates have found opportunities to work as visual artists in an international context, with others pursuing art and photography-based roles in related fields such as, community arts, curation, advertising, teaching, freelancing, arts criticism and review, arts journalism, arts administration, video and web site production and documentary film making. With strong links to art and design employers in Spain and abroad we support the individual ambitions of every one of our students while they are studying with us and after graduation.

SYLLABUS

The Master of Arts Photography and Design at ELISAVA adheres to the view that visual practice is a potent research method that can, and should be employed in a critical engagement with itself and with the world at large. The course is based on a number of practical units which will be reinforced with a final project with the aim of contextualising the practical and theoretical aspects of photography in relation to fine arts, design, culture and the media, and exploring the social, cultural and critical aspects involved in the practice of photographic representation.

The course has two academic stages. In the first part, the course will take you through an initial stage designed to build your essential visual knowledge, to gain professional photography technical skills and to develop a critical thinking about photography. This stage culminates in the production of a redefined research proposal for your final project. In the second part you focus on the most important part of the MA, your final project, engaging in your research process through photographic practice, developing and carrying out your photography final project through a process of considering its dissemination in appropriate professional contexts.

The course seeks to promote common research standards and an understanding of intellectual integrity as the basis for study at Masters level or beyond. The course embraces the wide range of methods and processes, often adapted from other specialist disciplines that are typically employed within contemporary art and design. However, equally shared by all specialist disciplines in the course is an emphasis on research enquiry through visual practice at all stages of the process from initiation through development and enquiry to interpretation and dissemination.

One of the distinctive features of the Master of Arts Photography and Design at ELISAVA is its ambition to engage with real audiences, not merely producing work within a particular atmosphere of vocational, academic study. The final project enters upon completion a subsequent phase of publication and dissemination, such public materialisation and presentation of the project can be formally as varied as the expressions are within the creative industry.

However, you will demonstrate a real understanding of the need and means of engaging with an audience in order to creatively employ modes of reception for the contents and formal elements of his final photography project. During the course, you will have the opportunity to engage with real audiences through different public exhibitions and presentations, which are a key part of the MA.

Module 1. Fundamentals of photography

- Principles of photography composition
- Image and visual perception
- Visual narrative
- Photographic sequence
- Narrative and text
- Photographic edition

Module 2. Digital photography

- Digital equipment
- Colour management
- Digital zone photometry
- Building light with a flash
- Editing software
- Photo-manipulation
- Advanced retouching

Module 3. Photography equipment

- Image processing by area
- Camera and lenses
- Extreme processing
- Printing
- Interior lighting
- Lighting and exteriors
- Lighting and the environment

Module 4. Photographic context and process

a. Visual thought

- Image and text
- Image and aesthetics
- Image and context
- Photography and culture
- Photography and identity

b. Uses of photography

- Non-conventional tools and contexts
- Multimedia environments
- Photographic technique as an aesthetic resource
- Advertising and communication

c. Edition

- Editing a story
- Digital editing, tools
- Representation of space
- Multidisciplinary approach to photography

Module 5. Digital design

- Photography for design
- Design for photography
- Web portfolio
- On-page design
- Printed photography
- Magazine design and editing
- Retouching and management
- Image archiving
- Publishing world

Module 6. Uses of photography

- The professional photography market
- Photography in the art market
- Uses and trends in contemporary photography
- Marketing for photographers
- Statements for photographers
- Multimedia for photographers
- Photographic interventions
- Photography exhibitions

Module 7. Photography project

- Project management and dynamics
- Project analysis and evaluation
- Tutorials and seminars
- Public presentation and exhibition of the final project

LECTURERS

PEP ALCÁNTARA

Graphic designer. Has won numerous awards. Director of Bisgràfic and professor of the Master's Degree in Graphic design from ELISAVA.

ÁLVARO DE LOS ÁNGELES

Art critic. Curator. Collaborator in different specialised mass media, such as Impresiones [British Council of Spain], Neo2 [Madrid], Experimenta [Madrid], Mute [London], Photovision [Madrid], El Tiempo de Arte [Barcelona], El Avance [Valencia], Lápiz [Madrid], ArtContexto [Madrid] and Versión [Cluj, Romania].

BER ARCE

Art director and photographer, professor of Master's Degree in Design and Communication [MUDIC] from ELISAVA.

CELESTE ARROQUY

Graphic designer and photographer. Editor of Piel de Foto. She has done numerous international exhibitions and has published her projects in many international magazines.

JOSE BAUTISTA

Editor, composer and sound designer. During the last years, he has specialised in the production of audiovisual projects. He edits and postproduces multimedia products, and creates the musical and sound design of their projects. His audiovisual projects have been published in New York Times and TIME [U.S.A], Le Monde [France], El Mundo [Spain], Rolling Stone Magazine [U.S.A] and The Guardian [United Kingdom].

PEP BENLLOCH

Tenured professor of Photography at the Faculty of Fine Arts of the Polytechnic University of Valencia. PhD in Fine arts from UPV. Director of the Doctoral programme in Photography from UPV. Director of Galería Visor since 1982 and curator of numerous exhibitions. Professor at ELISAVA.

MIRA BERNABEU

Master in Fine Arts from Goldsmiths College, United Kingdom. Degree in Fine Arts from Polytechnic University of Valencia. Artist of international renown and director of the Visor based gallery in Valencia.

JORDI BERNADÓ

Photographer. Head of the Photography Department of the Cuadernos de Arquitectura y Urbanismo published by the Architects' Association of Catalonia. Cofounder of Editorial Actar [Barcelona]. Professor of masters' degrees and postgraduate programmes at ELISAVA.

MATÍAS COSTA

Degree in Information Sciences from Universidad Complutense de Madrid. He started taking photographs in 1989 in a self-taught way. After taking a course of documentary photography at Taller de Tecnologías Audiovisuales, Madrid, in 1992 she first published his works. Founder and member of the School until 2012, together with Marta Soul, Juan Valbuena, Carlos Sanvia, Juan Santos and Juan Millás among others. He currently works for the British agency Panos Pictures.

NATASHA CHRISTIA

Degree in Archaeology and Art History from the National and Kapodistrian University of Athens. Master in Film Studies and Art History from University of Essex, United Kingdom, and a Postgraduate programme in Editorial Techniques from University of Barcelona.

MARTA DAHÓ

Degree in Art History from UAB. Master in Advanced Studies in Art History from University of Barcelona. Curator of exhibitions and professor. She is currently working on her PhD dissertation at University of Barcelona about the photographic practice and the representation of the territory.

ORIANA ELIÇABE

Degree in Photography from Escuela de Arte Fotográfico y Cinematográfico de Avellaneda, Argentina. She has won the FotoPress'01 semi-annual contest. She has carried out numerous international exhibitions, and her work has been published in many international mass media.

JUAN FAUBEL

Specialist University Degree in Photography, Video and New Media from Polytechnic University of Valencia. Degree in Audiovisual Communication from University of Valencia. Degree in Social and Cultural Anthropology from UNED. Producer and coordinator of cultural projects, and photographer and director of documentaries. He has made long stays at Real Academia Di Spagna, Rome, and at Colegio de España, Paris with his projects awarded in 2009 and 2011 respectively.

DIEGO FERRARI

Master in Architecture and Art. Degree in Fine Arts. Architect and professor of photography Central Saint Martins, United Kingdom.

KARTIN GOLDA-PONTGRATZ

Architect. Professor of International Urbanism at Frankfurt University of Applied Sciences. Member of the European Academy and the Expert Committee of the European Prize of Urban Public Space since 2014.

JOHANNA HURTADO

Curator and independent art critic. Editor of the cultural supplement Cultures-s in La Vanguardia and head of the visual art programmes of Can Felipa.

MARCELO ISSUARRALDE

Architect. He completed his academic formation at Columbia University, New York. He has been awarded with the Fullbright Advanced Research Award. He has also obtained the grant titled Seven Young Latinamerican Artist Exchange organised by the American Cultural Research Institute, as well as and many other prizes. He investigates and focuses his work on architecture photography, fashion, portraits and photography illustration.

MARTÍ LLORENS

Photographer, specialist in old photographic techniques.

INÉS MARTINEZ RIBAS

Degree in Political Sciences and Sociology from Autonomous University of Madrid. She worked for national newspapers as El País and La Vanguardia and for institutions such as Fundació "La Caixa" and MACBA.

ENRIC MIRA

PhD in Philosophy from University of Valencia. Tenured professor at Alacant University and expert in image theory.

FREDERIC MONTORNÉS

Exhibition curator and independent art critic. He has been curator of the Arts Santa Mònica and has published articles in numerous publications.

JESSICA MURRAY

Degree in History. She has worked for the Centre of Cuban Studies and the agency Magnum Photos. She is also linked to many human rights associations. In 2004, she founded in Spain Al-liquindoi together with Gonzalo Höhr, a program of workshops and collaborative projects about documentary photography. She also trains photographers in areas like Middle East, North Africa, Central Asia and the Caucasus.

ELENA OLCINA

Degree in Computer Engineering from Polytechnic University of Valencia, with a major in Graphics and Image. Master in Design and Advertising. Photojournalist freelance. Photographic editor for numerous editorials and publications.

POL PÉREZ

Graphic design and professor of the Master's Degree in Graphic Design at ELISAVA.

COLECTIVO PIEL DE FOTO

Photographic collective. Editors of the documentary photography newspaper Piel de Foto.

MARIO RABASCO

Degree in Fine Arts. He is currently working on his PhD dissertation about Koldo Chamorro's photography projects. He is also professor of photography at Escola d'Art de València.

ARIANNA RINALDO

Director of the documentary photography magazine OjodePez, published by La Fábrica, Madrid. In 2012, she has appointed Artistic Director of the international photography festival Cortona On The Move held in Toscana, Italy, She was the director of the archive Magnum Photos New York (1998-2001). Afterwards, in Italy, worked as a graphic editor of the magazine Colors until 2004. Within that year, she also started his professional career as freelance and consultant for numerous both national and international editorials and institutions.

LORENA ROS

Degree in Humanities from University Pompeu Fabra, Barcelona. Postgraduate programme in Photojournalism from LPC. Her first report about illegal immigration in Spain won a World Press Photo in 2001. Afterwards, she started a project about trafficking of Nigerian women in Europe (Beca Fotopress 03), which won an honorable mention at World Press Photo in 2004 and the OneWorld Media prize awarded by Amnesty International in 2005. She often works for Newsweek, El País and The Sunday Times, as well for organizations such as Human Right Watch and Soros.

LUCA TRONCI

Photographer and artist that have worked from all over the world. He has designed all type commercial projects related to illumination.

PEDRO VICENTE

Master in Contemporary Art Theory from Goldsmiths College, United Kingdom. Degree in Photography from UCCA, United Kingdom. Professor of photography at UCA and LSBU universities, United Kingdom. Editor of the magazine Philosophy of Photography. Curator and collaborator of numerous international photography magazines. Professor at ELISAVA and Director of the photography festival VISIONA.

JOAN VILLAPLANA

Graduate in Humanities and in Photography. He has exhibited his photographic work at China Pingyao International Photography Festival; at Central European House of Photography of Bratislava; at Lumen Foundation of Budapest; at Lodz Fotofestival; at Cultural Centre of Spain in Guatemala and at Galeria Lipoli&Lopez Roma.

KATHERIN WEMKE

Photographer and art director with a wide and extended career. Among their clients, there are multinationals from all over the world.

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 Creativity

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

Environmental Graphic Design

Information Design

MORE INFORMATION

www.elisava.net/en/studies/master-photography-and-design

www.facebook.com/fotografia.elisava

<http://masterfotografia.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).

La Rambla 30-32
08002 Barcelona
T (+34) 933 174 715
F (+34) 933 178 353
elisava@elisava.net
www.elisava.net

Centre affiliated to



www.elisava.net