

MASTER'S DEGREE IN DATA AND DESIGN

GRAPHIC DESIGN

ELISAVA



MASTER'S DEGREE IN DATA AND DESIGN

Start date: September

ECTS Credits: 60

Language: English

Degree: Master's Degree in Data and 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

PAU GARCIA

Co-Director of the Master in Data and Design. Founding partner of Domestic Data Streamers

My research is based on the areas of new media technology and data languages.

I have been working in projects for the REcall European Conflict Archeological Landscape Reappropriation in Berlin and Norway and doing research and design projects in Spain, France, Italy, and Germany. In 2013 I received the M4M European Prize that brought me the opportunity to design a project for the European Design Institute developing a series of cartographic systems and a book that ended up with an exhibition at the Center of Contemporary Art of Fabrics in Milan.

Nowadays I lead the consultancy firm Domestic Data Streamers working in research and communication projects for cultural institutions, organizations, and companies such as California Academy of Sciences, Western Digital, UNICEF, Nike or the Mobile World Congress in gathering and communicating information in new data languages.

<http://domesticstreamers.com>

PAADÍN

Co-Director of the Master in Data and Design.

Ferrol 1974. Having graduated in Fine Arts from the Faculty of Cuenca (UCLM) in 1998, he arrives in Barcelona and begins to work and train in the field of multimedia design, founding in 2001 one of the first producers of online animation. In 2003 he joins Lamosca as a graphic designer and later as a studio partner who, among other infographic works, publishes the column "Data" in the weekly section called Cultura/s [La Vanguardia newspaper] receiving the recognition of the Malofiej awards and the Premio Graffica 2012. From 2010 and until 2015, he combines his work as a designer in Lamosca with the teaching activity.

MARC PANERO

Co-director of the Master in Graphic Design, co-director of the Master in Editorial Design and co-director of the Master in Data and Design.

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

He is a 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.

He was 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.

AIMED AT

This master is addressed to:

- Designers, both established professionals and new graduates, interested in acquiring the necessary knowledge in order to solve information design projects.
- Due to its interdisciplinary nature, the programme will highlight how information design is often developed collaboratively with different specialists (programming, statistics, engineering, urbanism, geography, sociology, journalism, etc.)

PRESENTATION

The Data Design involves designing the way of understanding the world. How can we make information transcendent for the human?

Information is the core of our modern society and making sense of it is a challenge for companies, media platforms and governments. In a world where fake news are used as political weapons, cryptocurrencies threaten traditional finances and strange characters become heads of state, our role as designers is vital.

The Master in Data Design (MADD) aims to train professionals in the design of information and data visualization. The program will train students to face any design problem

that involves the handling of large amounts of data, complex systems or chained actions, with a critical perspective and from a solid base of graphic design.

The MADD is articulated around three modules of Fundamentals and two Projects. Around it, a modular structure of Workshops and Capsules will allow us to accentuate, in each moment, the knowledge and practical challenges that the students will face.

These modules will address the visualization of data, the information systems and the transmedia narrative from a rigorous practice and the desire to experiment.

The practical projects will take as a framework the broader context of the city of Barcelona by collaborating with entities and professionals from other disciplines.

COURSE AIMS

The student will be part of a committed and motivated group of designers, researchers, thinkers and storytellers, in a practical experience of collaborative learning. The students will be able to develop their interests, while working on projects based on real problems and use the city of Barcelona as a laboratory.

They will acquire knowledge of schematics, cartography and data analysis applied to the design of tools that help the communication of large volumes of information or facilitate the decision making within complex systems.

They will obtain tools and competences from different disciplines, from data science to sociology, communication strategy, cartography and audiovisual methods of research and communication, they will be part of an interdisciplinary challenge addressed from a critical point of view with the excellence of the design in mind.

Together we will explore issues of this nature: How can data influence our perception of reality? How can we analyze and work with them in a productive way? How flexible are data and in how many ways can we represent them? How can data analysis and design help communities shed some light on their realities and improve them?

SYLLABUS

El desarrollo académico del curso se estructura a través de 2 módulos lectivos:

Module 1. Foundations — Theoretical and exercises (8,4 ECTS - 56 class hours)

Theoretical classes of computer graphics and practical exercises based on a problem-solution dynamic. Visits of professionals and specialists. These lectures are organized in three modules:

- Schematic (16 class hours)
- Statistics (20 class hours)
- Cartography (20 class hours)

Evaluation consists of attendance (80% compulsory), exercises, teamwork, and active participation in class.

Module 2. Master Projects (12 ECTS - 80 class hours)

Lectures of tutored projects based on a problem-solution dynamic and organized in two modules:

- Information system Project (40 class hours)
- Data visualization Project (40 class hours)

Evaluation consists of attendance (80% compulsory), and two projects: an information system project and a data visualization project. Teamwork and active participation in class will also be assessed.

Module 3. Quarterly Projects (8,4 ECTS - 56 class hours)

Lectures of tutored projects based on a problem-solution dynamic and organized in three modules:

- Symbolic alphabet/iconography (20 class hours)
- Thematic cartography (16 class hours)
- Participation systems/visualization on social media (20 class hours)

Evaluation consists of attendance (80% compulsory) and two projects: a system information project, and a data visualization project. Teamwork and active participation in class will also be assessed.

Module 4. Perspectives (14,4 ECTS - 96 class hours)

Theoretical lectures and practical exercises. Visits of professionals and specialists. These lectures are organized in seven modules:

- Social science (8 class hours)
- Audiovisual (8 class hours)

- Big data (12 class hours)
- Trend analysis (12 class hours)
- Critical thinking (12 class hours)
- Media studies (24 class hours)
- Storytelling (20 class hours)

Evaluation consists of attendance (80% compulsory), exercises, teamwork, and active participation in class.

Module 5. Capsules (4,8 ECTS - 32 class hours)

Practical exercises and small projects. Visits of professionals and specialists. These lectures are organized in four modules:

- Data & Music (8 class hours)
- Data & Motion (8 class hours)
- Data & Illustration (8 class hours)
- Data & Performance (8 class hours)

Evaluation consists of attendance (80% compulsory), exercises, teamwork, and active participation in class.

Module 6. Workshops (8,4 ECTS - 56 class hours)

Three tutored projects of different areas of expertise which will be developed in class.

- Data Journalism (20 class hours)
- Visual Explanation (12 class hours)
- Guerrilla Data (12 class hours)
- Who's afraid of Technology? (12 class hours)

Evaluation consists of attendance (80% compulsory), four projects, teamwork, and active participation in class.

Module 7. Showcases & Case Studies. International conferences (3,6 ECTS - 24 class hours)

Monographic lectures in which professional guests of different fields (urbanism, medicine, sociology...) will display their most relevant projects in cooperation with information designers. Conferences of international designers, experts in each of the areas of the master's: information systems, computer graphics, and data visualization. Evaluation consists of attendance (80% compulsory).

ADMISSION REQUIREMENTS

Due to its particular transdisciplinary nature, this master's degree is open to professionals and students from different backgrounds and educational experiences. However, it is mainly aimed at journalists and editors, graphic designers, social scientists, digital products designers, architects and town planners.

A Bachelor's degree is not required. We value professional experience as well as university education. If you have questions, send your request as well; we will solve them case by case.

COMPETENCES

- Know the history and context of Data Design
- Develop a critical spirit and know how to face design problems within their social context.
- Learn how to use the resources of the infographics: cartography, schematic and statistical representation in the broader context of Data Design.
- Efficiently resolve specific problems of Data Design.
- Learn the most common data analysis tools.
- Become familiar with the previous processes of documentation and data analysis and be able to structure their conclusions.
- Ability to analyze complex systems or large volumes of information, being able to communicate them intelligibly and efficiently.
- Understand the expression and communication possibilities of Data Design and incorporate them into their professional practice.
- Ability to integrate Data Design in design and communication projects.
- Incorporate the perspectives of other disciplines (programming, statistics, engineering...) to the work methodology.
- Ability to work as a team with professionals from different fields.

METHODOLOGY

All lectures of the master's are in-class lectures, compulsory (non elective) and taught by active sector professionals with a broad academic experience. The methodology is divided in:

- Thematic subjects (Foundations, Perspectives)
- Problem-solution subjects (Master Projects, Quarterly Projects, Capsules, Workshops)
- Seminar sessions (Conferences, Showcases, Case Studies)

EVALUATION SYSTEM

Due to the subject's specificity, it is necessary to pass all subjects in order to obtain the certificate.

1. Foundations. Evaluation consists of attendance (80% compulsory), two exercises, teamwork, and active participation.

2. Master Projects. Evaluation consists of attendance (80% compulsory) and two projects: an information system project and a data visualization project. Teamwork and active participation in class will also be assessed.

3. Quarterly Projects. Evaluation consists of attendance (80% compulsory) and three projects: an iconography project, a thematic cartography project, and a visualization on social media project. Teamwork and active participation in class will also be assessed.

4. Perspectives. Evaluation consists of attendance (80% compulsory), exercises, teamwork, and active participation.

5. Capsules. Evaluation consists of attendance (80% compulsory), exercises, and small projects. Teamwork and active participation will also be assessed.

6. Workshops. Evaluation consists of attendance (80% compulsory) and four projects: a Data Journalism project, a Visual Explanation project, a Guerrilla Data project, and a Technology Project. Teamwork and active participation in class will also be assessed.

7. Showcases. Evaluation consists of attendance (80% compulsory) and active participation in class.

8. International conferences. Evaluation consists of attendance (80% compulsory) and active participation in class.

CAREER OPPORTUNITIES

Once the master is finished, the student will be ready to work as a:

- Graphic designer of all types of digital interfaces projects
- Graphic designer of all types of signage and wayfinding projects
- Graphic designer of all types of editorial and journalistic infography projects
- Graphic designer of all types of data visualization tools
- Graphic designer of all types of thematic cartography projects

Professional profiles that can work in:

- Graphic design companies and studies
- Digital design companies and studies
- Companies and studies specialized in signage and wayfinding
- Graphic design departments in urban and architectural studies
- Graphic design departments in journals and editorials
- Graphic design departments in research companies (pharmaceutical, for instance)
- Graphic design departments in private companies with the obligation of data publication (banks, for instance)
- Graphic design departments in public entities (transport, for instance)
- Graphic design departments in delivering companies
- Freelance graphic designer

LECTURERS

Pau Garcia and Domestic Data
Streamers team
José Manuel Pérez Paadín
Marc Panero
Ricardo Jorge
Joel Lozano and Daniel Navarro
Pablo Aragón
Matteo Moretti
Achos!
José Luis de Vicente and
Olga Subirós
Raúl Goñi
Andreu Belsunces
Ane Guerra
Artur Galocha

COLLABORATORS

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Salvador Rueda
Jaime Sierra
Mirima Baña
Andrés Ortiz

GRAPHIC DESIGN

MASTER'S DEGREE

Illustration and Comic

Graphic Design

Editorial Design

Packaging Design

Data and Design

Typographical Creation

The Mood Test, by Domestic Data Streamer, 2013

MORE INFORMATION

www.elisava.net/en/studies/masters-degree-data-and-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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