Study Abroad

Fall 2021

September 3
to December 16

ELISAVA Barcelona School of
Design and Engineering

U UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL DE CATALUNYA

Academic offer

6 ECTS credits per subject / 45 hours

Design contexts. Culture, history, art and architecture (Mandatory Track A)

This course relates different branches of human knowledge like architecture, design, sociology, history and intending to develop a cognitive map of the world. The course analyses the basic theories and practices of art, architecture and design from the industrial revolution to the present day and discusses their social and cultural impact. Taking Barcelona as a case study, the course will provide the student with analytical and discursive tools in order to develop a global understanding of the design and its relationship with the social context from a critical and innovative point of view. The course takes advantage of the extensive resources of Barcelona, complementing the classes with visits to the city's museums such as MNAC (National Museum of Art of Catalonia), MACBA (Museum of Contemporary Art of Barcelona), Joan Miró Foundation and the Picasso Museum, emblematic buildings by Gaudi, Mies van der Rohe and other world-class architects, among others.

Digital representation principles (Mandatory Track A)

The capacity of communicating through images and expressing the relevant aspects of a project, from the idea to the final proposal, is a fundamental aspect of design. This course is aimed at providing students with representation concepts and techniques that are broadly applied in design fields. Based on exercises, talks and workshop sessions, the course embraces the ability of students to define and show their ideas by learning about the options and features that Adobe Photoshop, Adobe Indesign and Adobe Illustrator offer as a powerful suite specifically conceived for design professionals. Mandatory for participants to the Study Abroad programme without experience in digital representation and visual narrative, the course is also recommended for those design students who want to deepen their knowledge of digital tools and learn more about the Adobe Suite. The course also approaches the basic concepts of video editing and production, as well as fundamentals of presentation techniques.

Advanced principles in design (Mandatory Track A)

Through demonstrations, workshops and studio sessions, this course will improve students' creativity and knowledge regarding innovative ways of creating and doing, both traditional and contemporary. As creative minds and human beings in a constant learning process, we must understand the importance of context and the interactions between the artist/designer and the surrounding world. This course will guide students through research and project exercises, culminating in the creation of an ephemeral installation within the public space of Barcelona. Visiting and re-visiting the city will help students reach an immersive understanding driven by analysis, data visualization, sketches and presentations. Students will select the most interesting ideas and make them happen.

Retail design and visual merchandising

Retail is naturally the showplace for new ideas, new concepts and new products. As such, the store environment serves as the selling stage for the latest merchandise offerings of the day, and a tool of communication used to create a dialogue with the targeted customer. Through effective visual merchandising, the retailer communicates both the attributes of the brand and the attributes of the products offered. The main goal of this course is to introduce students to the importance of retail design and visual merchandising as an integral component of a successful retail strategy. The principles, philosophies and technologies of both, retail design and visual merchandising will be studied through exploration of the marketplace, visits, and hands-on classroom experimentation.

Design for packaging

This course introduces the necessary tools for conceptualizing and developing comprehensive packaging projects. Packaging is one of the most relevant branches of contemporary design not only for practical reasons, since almost all products going to the market require a package that protects them and preserves their quality, but also from a conceptual point of view, since it is the complex crossroads of highly demanding technical requirements and exciting opportunities for communicating the values of the products and their brands to the public. In this course, students will learn to communicate the attributes of a product and the placement of a brand. The goal is to understand the factors affecting production and selection of a package for a specific product, its possibilities and materials.

Typography and graphic design

Graphic Design is the discipline that uses visual concepts to communicate ideas. This course aims to practice the Graphic design tools, Colour, Image, Composition and Typography and the relation between them. Typography is one of the most important tools for graphic designers. Students will experiment from movable type fonts to digital typography movement.

In this course students will learn how to design projects that will range from artistic and experimental calligraphy, typography, poster composition, branding, or editorial design to digital interaction. The students will also learn basic communication skills, considering that contemporary narratives require the capacity of dealing with static and dynamic images.

Motion graphics and visual communication

In the last years moving images have become the new graphics in the digital world. The net is full of Graphics animating fonts, illustrations and pictures that move creating the sensation of dynamism. The main goal of this subject is to introduce students to the motion graphics field and also learn visual communication as the tool to facilitate the communication of the ideas. The content will focus on Storytelling, Digital Illustration, Digital filmmaking and the Digital tools that help to build it all.

Furniture and product design

This course focuses on product and furniture design, covering the entire process from conceptualization, formalization, development and pre-production of a designed object from the human, domestic or work environment. The course will analyse the social, ergonomic and aesthetic environment of the user, the method for producing the final work and its impact on the environment as a whole. As part of the development and design of products, the class will visit factories, showrooms and design boutiques and will use the school's workshops for producing a model of a piece of furniture.

Food design

This course focuses on food from its origins to the present, in order to understand the complex system behind the fact of "feeding" people. The course will approach this subject from gastronomy, anthropology, history, etymology and food systems amongst other disciplines, thus the course has the aim of giving the students diverse approaches and tools to make them capable not just to understand this interdisciplinary subject but to create design objects or services in relation with food and gastronomy with sense and content. The course will introduce students to the interaction of design, as a creative process, with food and health, as a fundamental part of the human being. As part of the development of the aims of the course, the class will visit exhibitions, culinary centres and food designers' studios in Barcelona's area.

Interior spaces

The Interior spaces course introduces design students to the complexities of the development of the interior spaces, as well as putting them in touch with the local architecture and design culture. The course structure is designed to provide a general framework for the development of a range of projects, from small scale briefs to a larger scale proposal for a residential interior. The program provides the student with knowledge and skills in all areas of space planning, theory and concept, model-making and freehand drawing as well as communication. With active participation of the students, several practical exercises integrated within the course promote a conceptual and experimental approach to design through a hands-on learning method. It usually begins with a presentation to provide the theoretical foundation that aims to deepen the comprehension of a specific subject.

15 weeks programme in Elisava, based in the heart of Barcelona, capital city of design

Design is an increasingly complex profession where the limits between traditional speciality areas have become blurred. Nowadays designers must be capable of covering every field in this extensive market and mastering the diversity of services they can offer. Elisava's Study Abroad programme offers a comprehensive look at the design and the emerging new opportunities, and it does it so in a multicultural environment in which different disciplines and knowledge areas merge. Thus, students can complement their training according to their interests to be able to materialise projects in any area.

Basic details
Duration: 15 weeks
Language: English

Elective programme
TRACK A – students without design background
    - 3 mandatory subjects (45 hours and 6 ECTS each)
    - Choice of electives (45 hours and 6 ECTS each)
    - Optional Spanish language lessons (45 hours and 6 ECTS)

TRACK B – students with design background (portfolio required)
    - Choice of electives – 3 minimum (45 hours and 6 ECTS each)
    - Optional Spanish language lessons (45 hours and 6 ECTS)

Academic Year 2020–21
3 subjects – 18 ECTS: 3.360€
4 subjects – 24 ECTS: 4.480€
5 subjects – 30 ECTS: 5.600€
Spanish Lessons – 6 ECTS: 560€

STUDENTS GUIDANCE
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Founded in 1961 in Barcelona, and part of the Universitat de Vic – Universitat Central de Catalunya (UVic-UCC), Elisava is a pioneering school in the design and engineering education field. With more than 50 years of experience, its goal is to promote knowledge dissemination, academic research, industrial development and innovation in design and engineering related areas, two disciplines that at Elisava have always been understood as tools to transform the world through creativity, innovation and critical reflection.