

Home Abroad

Blended
learning

Fall
2021

Graphic Design
and Visual
Communication

ELISAVA

This is a blended learning programme that Elisava is offering in English.

This course proposal aims to give an opportunity for international students to study in other countries even if they can not move from their hometown. The programme's proposal includes one digital and synchronic part and one week presencial workshop in Barcelona, optional, if the students want to travel.

This is a good opportunity to try, to experiment, and to learn abroad without moving from home, and share knowledge with students coming from all over the world.

This is how it works

- + Synchronich classes during 10 weeks, 3 hours a week.
- + Optional: 1 week multidisciplinary workshop in Barcelona.

Dates

- + Synchronich classes: September, 27th – December, 2nd.
- + Workshop in Barcelona: July, 4th–8th, 2022.

Course prices

- + 10 weeks course (4 ECTS) €560
- + 1 week workshop (2 ECTS) €290

→ E-mail for registration:
homeabroad@elisava.net

Graphic Design and Visual Communication

Course description

This course focuses on Graphic Design and Visual Communication in Barcelona. The student will be able to meet some graphic designers from the city and learn their way of designing. During 10 weeks, the course aims to teach students the basic tools of visual communication in order to present their projects. This course will discuss graphic design as an essential element of communication across social, cultural and functional boundaries.

Students will experiment with Typography, will produce short videos, will learn about Barcelona Graphic Designers and will work on an editorial piece.

Modules

- + Typography: from sign to type and branding.
- + Visual communication: expressing insights by images and video.
- + Composition: editorial elements
- + Barcelona graphic design

Learning objectives

- + Recognize the basic methodology used by Elisava students for Graphic Design projects.
- + Create with the basic elements of Graphic Design: type, color, image.
- + Communicate a project: being able to present a project through different tools (image, video,...).
- + Demonstrate capacity to approach a design project from the brief to the designed project.

Requirements

- + Day projects. Interest in typography and graphic design. Propose “hands on” day projects. Help Students to develop creativity and resourcefulness.
- + Semester project. Apply all the knowledge learned during the semester. The student will detect and propose a design context in which they want to create their graphic design book.

Teaching method

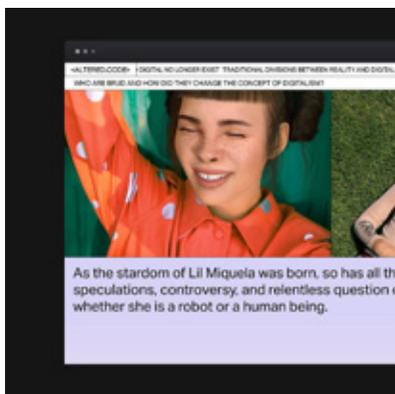
This course will combine online synchronic classes home to home with online visits around Barcelona learning about Design.

Outcomes

At the end of the course, the student will be able to design a graphic piece, based on concept and graphic tools like typography, composition and color. Also, will be able to express the insight of a project through a moving image or a video.

Assessment

Student will work with a sketchbook that they will present in pictures or a short video at the final presentation's day. All the projects will be presented in a digital way through Elisava Teams platform. Final exam will be the presentation of all the works they have designed along the semester online.



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.