



Master's Degree Beyond Packaging

MASTER'S DEGREE BEYOND PACKAGING

Start date

September

ECTS Credits

60

Course Duration

400 hours

Language

English

Degree

(pending accreditation)

Master's Degree Beyond Packaging, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC)

Schedule

Monday, Wednesday and Friday.
From 5 pm to 9.15 pm.
Workshops from Monday to Friday.
For academic reasons, sessions may be scheduled exceptionally in a different timeframe.

Admission requirements

Design graduates and professionals with experience. It is not essential to have a bachelor's degree to take this master's degree; we value professional experience as much as college education. If you still have doubts about whether you would fit in or not, submit your request and we will look through it on a case-by-case basis.

Leading team

Thais Caballero, Coordinator
Marc Panero, Director

We need to rethink how packaging should be according to the challenges the planet is facing now. Want to join in the conversation and change the future?

Presentation

We are calling Graphic Designers, Product Designers, Industrial Designers, Engineers and creatives that want to rethink how packaging should be according to what the planet needs now. The Master's Degree Beyond Packaging by Elisava is a forward thinking one-year programme that wants to shake up the status quo of packaging. In an era in which overconsumption threatens the planet, which materials products are wrapped in often become the symbol of this nonsense, an island of plastic floating on the ocean.

Therefore, we urgently need to redefine our habits and, most certainly, packaging too. We need to consume less and we need to consume better; we need to change the game. This master's programme envisions giving tools to designers to create a better and more environmental future through design, research, technology & materials.

There is a growing awareness of the threat that the capitalist system entails for life on our planet. On the other hand, the deep crisis generated by the COVID-19 pandemic pushes us to prioritize 'returning to normality', to the decisions that caused this current situation without solving any of the preexisting problems.

At this programme we will address questions such as: — is sustainability enough to face the current environmental and social crisis? — to what extent can design help revert the negative consequences of consumerism society, to which it has contributed? — what role could design play in a post-growth society?

We are going to reflect on our current economic and social models in order to understand where do consumption trends come from and where they can (should) go. The final goal of this programme is to develop critical awareness as designers and citizens, to think further possibilities and to open new opportunities around packaging design.

We want to work with curious, nonconformist students ready to use design to change society through:

Proposing new business models
Using new materials
Thinking new systems
Creating new products
Designing new realities

Redefining packaging to create a beneficial impact on society
Understanding packaging as a sociological matter
Understanding packaging as a political matter
Understanding packaging as an environmental matter
Understanding packaging is a research matter
Understanding packaging is a design matter

An interdisciplinary vision of design

The holistic approach of the programme believes in the cross-pollination of disciplines that overlap and converge around packaging.

Our process is collaborative

We have a big team of professors, professionals, experts and guests that are passionate for what they do and love sharing and generating synergies. Moreover, the experience is completed with other events such as workshops, lectures, showcases and case studies that allow students to connect with different fields that converge back into the packaging landscape.

Methodology

The practice of packaging needs forward-thinking professionals with a mind of their own, a broad perspective on contemporary design and a good understanding of the world of today, as well as the main challenges regarding environment and new materials. We want our master's programme to prepare students to meet those requirements through active experimentation and practical learning, with the support of top-notch professionals.

We believe in looking at packaging from a disruptive point of view to shape the innovative solutions of tomorrow. We will focus on unconventional ideas to thrive in a sometimes outdated environment, as the market usually is. We will encourage exploration and discovery to create new opportunities. We will look for the unexpected off the beaten tracks, to change the status quo.

This one-year master's degree is structured around challenges, projects and workshops run by professionals of reference in Design, along with theory oriented lessons and capsule presentations by critics and lecturers. Our dedicated faculty will collaborate in the process and encourage students to dig deeper, to go into detail without losing sight of the big picture, through a balanced combination of thinking, planning and action.

This master's degree gives importance to the social and critical dimensions of packaging, offering holistic understanding of the discipline in relation to contemporary challenges. It is a programme to change things and take action.

Values

TEAMWORK

We believe in interdisciplinary practice: Graphic, Product, Industrial Designers and Engineers working together for the common good. Collective work is the core of our way of doing things; we encourage it, because mastering how to behave and interact with colleagues, clients or suppliers is an integral part of the design process.

PRACTICE ORIENTED

Through a constant and intense practical approach (even in those theory focused classes), the experts and professionals in charge of the subjects will share their tools and know-how not only to learn but, also, and above all, to put the acquired skills into practice.

CRITICAL THINKING

We need to rethink and question the world we live in and how things are traditionally made. We firmly believe in the value of being critical, always trying to find the reasons behind our certainties and constantly looking for a way to improve.

STUDENTS AND TEACHERS: A COLLABORATION

The programme faculty includes prestigious design professionals who play an active role in the students' development. Their experience and knowledge will serve as the source of constant advice in the search for solutions, guiding students in making their own decisions and developing their own perspectives.

Designing a better future and a more environmental planet takes a mix of expertise and fresh perspective to overcome our current challenges with a disruptive attitude towards packaging.

Programme

1/ CHALLENGES

With the guide of outstanding design professionals from different fields our students will develop thought provoking concepts that defy the industry of packaging. They will be encouraged to look for game changing ideas that challenge the status quo.

- 1.1 Disruptive packaging design
- 1.2 Ephemeral packaging design
- 1.3 0km packaging design
- 1.4 Hybrid product/packaging

2/ PROJECTS

Students will work hands-on under the guidance of professional experts to translate new ideas and disrupt the established categories in the world of packaging. They will tackle projects from a fresh perspective putting people (not the market) at the centre, creating new meaningful relationships between citizens and products, and building new paradigms around waste.

- 2.1 Sensorial packaging
- 2.2 Emotional packaging
- 2.3 Redefining luxury packaging
- 2.4 Ways of seeing packaging
- 2.5 Enhanced packaging

3/ WORKSHOPS

Workshops are learning experiences to question and expand the discipline. They will encourage intensive and practical design during five-day long workshops with specialists and renowned professionals. They are usually scheduled from Monday to Friday.

- 3.1 Ready-made packaging
- 3.2 Performance packaging
- 3.3 Edible packaging

4/ PERSPECTIVES

The master's degree will guide students towards building projects and challenges on solid ground. Therefore, theory classes and knowledge from world-class teachers will be the starting point to shape opinions, standpoints and choices that will be the foundations of the ideas that will change the world (of packaging).

- 4.1 Understanding (de)growth
- 4.2 Materials for packaging
- 4.3 Sustainability, materials and innovation
- 4.4 Industry 4.0
- 4.5 Designing from the self
- 4.6 Visions

5/ CAPSULES

Capsules will take the shape of a series of short presentations focused on a diverse range of subjects and topics related to the world of packaging and its surroundings that will expand the students' vision on design; they will enable unexpected connections to happen.

6/ EVENTS

To listen is to learn, especially when professionals, both up-and-coming and with a solid career, share their life experiences through their professional career. Inspiration has to find us working, but also listening.

- 6.1 International lectures
- 6.2 Master's Talks

Live the experience

EXPAND YOUR PERSPECTIVE

The Beyond Packaging master's is intended to be the beginning of something new, not another step in the students' career. We want this programme to prepare them to find their own professional path; as such, we will encourage students to foster independence and nurture their talent as they explore the different disciplines of design.

DISCOVER YOUR POTENTIAL

Learning to connect different ideas and perspectives is vital to expand the possibilities for the future; this is why we offer the tools and the experience our students need to design, develop strategies, generate content and manage the creative process.

BUILD AN EXCELLENT PORTFOLIO

The projects that the participants will complete during the course will give them the necessary knowledge and skills to create an excellent portfolio – the key to making the transition into the professional world.

A UNIQUE EXPERIENCE

The combination of challenges, projects, workshops, showcases, lectures and mentoring make this master's degree a great opportunity to build knowledge and broaden experiences and perspective.

LIVE IN A CITY IMMERSSED IN DESIGN

Barcelona is awash with design, culture, gastronomy and cultural influences of all kinds; it's the ideal setting for learning and for fun. Barcelona is inspiring; an unforgettable experience.

BE PART OF A MULTICULTURAL AND ENRICHING ENVIRONMENT

Students come from all over the world and create a vibrant cultural atmosphere where the exchange of ideas, points of view and cultures takes place in a natural way.

Barcelona is known for its passion for design and for innovation; the city is a great source of inspiration for forward-thinking minds in search of new futures.

Lecturers

Having a guiding map is always important in any kind of trip or adventure; we will work along with international experts and professionals that will help us make the best out of this programme.

Raimon Benach, Ladyssenyadora
Jordi Roca, Ladyssenyadora
Gerard Calm, Zoo Studio
Andreu Carulla, Andreu Carulla Studio
Curro Claret
Ana Maria del Corral
Luis Eslava, Luis Eslava Studio
Silvia Escursell
Clara Guasch
Toni Llàcer
Borja Martínez, Losiento
Cristina Noguer, Existe
Ingrid Picanyol, Ingrid Picanyol Studio
Joan Planas, Domestic Data Streamers
Montse Raventós, Ladyssenyadora
Jordi Roca, Ladyssenyadora
Xavier Roca, Run Design
Xavier Tutó
Tomorrow Machine

CAPSULES COLLABORATORS (TBC)

Ainhoa Abella
Holly Blondin
Marc Bunger
Juan Crespo
Aleix Fortuny
Cristina Gasulla
Marta González
Pere Llorach
Isabel Ordóñez
Edgar Pons
Cecilia Tham
Oriol Segarra
Ooho

Course leader

MARC PANERO

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. In 2015 establishes a new professional initiative: Outcome.

He is the Director of the Master's Degree in Visual Design, the Master's Degree in Editorial Design and the Master's Degree Beyond Packaging, and the Co-director of the Master's Degree in Data and Design.

MORE INFORMATION

→ elisava.net

→ 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).