



Master's Degree in Data and Design

MASTER'S DEGREE IN DATA AND DESIGN

Start date

September

ECTS Credits

60

Course Duration

400 hours

Language

English

Degree

Master's Degree in Data and Design, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule

Wednesday, Thursday and Friday. From 5 pm to 9.15 pm. Workshops from Monday to Friday. For academic reasons, sessions may be scheduled exceptionally outside these hours.

Admission requirements

Due to its particular transdisciplinary nature, the Master is open to professionals and students from different educational backgrounds and experiences. It is mainly aimed at: Graphic designers, Journalists and editors, Social scientists, Digital Product Designers, Architects and urban planners, ...
A bachelor's degree is not essential 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, just go ahead, submit your request and we will resolve it on a case-by-case basis.

Leading team

Thais Caballero, Coordinator
Pau Garcia, Codirector
Paadín, Codirector
Marc Panero, Director

Presentation

So, now that we've access to almost everything, anywhere, anytime... Do we know the world any better?

We've generated, collected and stored more data last year than in the 5.000 previous years of recorded human history. We didn't have the technology to register reality like that (or for as much selfie), but now we do. And we are suckers for it.

Unfortunately, that doesn't mean that our societies are better informed. Data alone masks the reality it describes, blurs meaning and dumbs down emotions.

Hard to figure out what two degrees of average temperature rise means, or a transmission rate of 1.5... or one million deaths, for that matter.

In a world of flat-earthers and "alternative facts", transform data into comprehensible and honest information is, more than a bare necessity, a matter of societal survival.

In the Master we explore design, data analysis, visualization and storytelling practices to create projects beyond classical formats. We work to understand how we can generate transcendent information, in a moment when fake news are a political weapon, cryptocurrency threatens traditional finance and climate change is an opinion.

Our role as designers is key to create the tools that help our societies navigate this chaotic scenario; at the Master we'll learn to design comprehensible and empathic systems, able to extract meaning and to communicate using a wide range of tools alongside a team of teachers, active professionals, with a passion for what they do and a joy for sharing.

At the programme we do collaborate. Creatives, designers, social scientists and all the professionals teaching lectures, courses and workshops work closely with the participants, usher them in the process of bringing their ideas to light and making them happen.

We will work hands-on, on semester and quarterly projects, we will combine reflection and debate with active participation on theoretical subjects, we will have express – experience oriented capsules and workshops. All that so that your portfolio grows from the first moment.

Above all, pushing the margins of design, unorthodoxy, discovery and exploration will mark a learning experience focused on a range of very diverse topics; as much as the participants themselves.

We will seek to create real connections between people and information, between design and content, to offer the world new ways of thinking. We will highlight stories, real ones, not Instagram's. Well... those too.

The city of Barcelona will be the backdrop and stage of this experience in critical spirit; We will go out on the street and the street will enter the master's degree.

So... Do you want to make sense of this Master world with us?

Methodology

You will be part of a committed and motivated group of designers, researchers, thinkers and storytellers in a hands-on collaborative learning experience. You will be able to develop your ideas, working on projects tackling real problems.

We will address very different disciplines: from sociology, communication strategy or cartography, to audiovisual research methods and data science.

We will crossover them with a critical perspective and grounded always in design methodology.

Together we will answer questions like ...

- How can data influence our perception of reality?
- How can we analyze data and work with it in a productive way?
- How flexible is the data and in how many ways can we represent it?
- How can data and design help communities shed some light on and improve their realities?

The designer of the future will be able to approach symbols as we approach the reality they represent. If you read and speak through data, you will be able to understand and shape part of our world.

Values

TEAMWORK

Designers always work in teams. Big or small, multidisciplinary or not, collective work is the core of our practice; To know how to behave and interact with colleagues, clients or suppliers is an integral part of the design process.

PRACTICE APPROACH

Through a constant and intense practical approach (yes, even in those more theoretical 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

How can we be good designers without questioning the world we live in? We firmly believe in the value of being critical, trying always to find the reasons behind our certainties and constantly looking for a way to improvement.

FROM DESIGN

Design is a transversal discipline capable of affecting and influencing very different realities and contexts; that's how we understand it. It is not just a way of doing things, but also a way of thinking with infinite possibilities. This approach will boost your master's experience; you will see very different methods and forms of design, and you will understand their adaptability and power to influence reality.

Data is one of the main engines of the world; Society will increasingly need designers who know how to work with it and treat it honestly and beautifully.

Programme

1/ FOUNDATIONS

Three modules (statistics, cartography and networks) will provide a basis and a shared perspective on Information Design and Data Visualization, while we think on what kind of images we produce and put them in practice.

- 1.1 Data as raw material - Statistics
- 1.2 Space as data - Cartography
- 1.3 The missing link - Networks
- 1.4 Data Representation

2/ SEMESTER PROJECTS

During a whole semester, you will have the opportunity to make your ideas come true, put into practice what you have learned during the course and use the city of Barcelona as a field for experimentation, data collection and laboratory.

- 2.1 Data Visualization
- 2.2 Information Systems

3/ PERSPECTIVES

Things don't just happen; the information that we live surrounded by has been mediated and handpicked, it has context and purpose. We will study the design of information through a critical lens, with the certainty that it can be read in many ways and affects us in many others. Sociology, philosophy, and cultural analysis will help us shed some inquisitive light on a world made up of information.

- 3.1 Media Studies
- 3.2 Data for the Common Good
- 3.3 Audiovisual
- 3.4 Storytelling

4/ TRIMESTER PROJECTS

Information design is like a "matryoshka"; within each problem are smaller individual problems. We will work on some of them with the help of experts in tutored projects that address specific topics.

- 4.1 Visual Explanation
- 4.2 New Visual Narratives
- 4.3 Data Beyond Screens
- 4.4 Symbolic Alphabet / Iconography
- 4.5 Guerrilla Data

5/ WORKSHOPS

Learning by doing: intensive and practical design experiences on central problems of data design.

5.1 Who is afraid of technology?

5.2 Data Journalism

5.3 Critical Design

5.4 Degree Show

6/ CAPSULES

Data is everywhere; in how we move and what we listen to. We will explore different fields in which data and information are present and, also, how they configure their environment.

6.1 Data & Drawing

6.2 Data & Processing

6.3 Data & Sound

6.4 Data & Performance

7/ EVENTS

To listen is to learn. Specially, when professionals, emerging or consolidated, share their life experience through their professional career. Inspiration has to find you working, but also listening.

7.1 International lectures

7.2 Master's Talks

In the interest of continuous improvement to the programme and the professional qualifications of our teachers, we reserve the right to make changes to the content and faculty of the Master's programme.

Live the experience

A 4 DAY TRIP TO A HACKATHON

MADD offers the possibility to seek inspiration on a 4-day hackathon trip* to a European city where you will have the possibility to work day and night hand in hand with your classmates and your teachers. We will develop a real project and put into practice everything you have been learning during the previous months.
* Not included in the registration.

BARCELONA: URBAN LAB

Barcelona is an amazing place to live and work. The rents may be a bit expensive, but that doesn't stop you from enjoying creative people, lots of studios, different cultures and ideas. She is open minded and understands the design. Barcelona will be our laboratory, the place to re-search, create, develop and design.

WORK ON REAL PROJECTS

CREATING A REAL IMPACT BETWEEN COMMUNITIES

Design is an applied discipline. One of the main objectives of MADD is to work through active learning based mainly on simulations inspired by real projects. This will allow us to understand and assess the tricks and real possibilities of the discipline and apply, from day one, everything you learn to your work.

A CITY BY AND FOR DESIGN

Barcelona is known for its passion for design (and for the bad sangria on the Rambla, but we'll talk about that another day). It is a city with a great diversity of nuances in gastronomy, culture and events, which is perfectly complemented by the master's degree. Barcelona will inspire you and make your learning a complete experience.

Lecturers

Students work shoulder to shoulder under the guidance of leading experts and teachers to put their ideas into action.

Pablo Aragón

Aleix Artigal, Família

Benjamin Barber, achos!

Andreu Belsunces

Rafa Castañer

María Fabuel, Domestic Data Streamers

Eduard Frigola, Playmodes

Pau Garcia, Domestic Data Streamers

Raúl Goñi, Goñi Studio

MADD

Ane Guerra García de Albéniz

Gerald Kogler

Eloi Maduell, Playmodes

Alex Martí, Codea

Mònica Molins Duran

Carla Molins Pitarch

Matteo Moretti, Sheldon.studio

David Ortega, achos!

Esteban Piacentino, Domestic Data Streamers

Edgar Pons Forn

Jose Rosales, Codea

Olga Subirós, Olga Subirós Studio

Ricard Sunyol, Codea

Santi Vilanova, Playmodes

Course leaders

PAU GARCIA

Co-Director

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 Con ict Archeological Landscape Reappropriation in Berlinand 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 rm 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.

PAADÍN

Co-Director

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 eld of multimedia design, founding in 2001 one of the 1rst 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

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).