



# Master's Degree in Editorial Design

# MASTER'S DEGREE IN EDITORIAL DESIGN

## Start date

September

## ECTS credits

60

## Course Duration

400 hours

## Language

Two editions of the Master's course are held each academic year, one in Spanish and one in English.

## Degree

Master in Editorial Design, title awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

## Schedule

Tuesday, Wednesday and Thursday. 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

Graphic Design graduates and professional practitioners with experience.

Exceptionally we will admit Communication, Fine Arts and Advertising graduates with a suitable portfolio.

You must have advanced knowledge on Graphic Design software.

## Leading team

Thais Caballero, Coordinator  
Marc Panero, Director

How can graphic designers navigate between print, digital and content? Explore the possibilities of editorial experiences beyond questions of format.

## Presentation

The field of editorial design has expanded drastically. The role of the designer has evolved from creator to producer. Designers have many processes to handle, and each new process becomes an opportunity.

The Master is open to curious, dynamic and proactive students who want to explore new relationships between design and content and delve into the symbiosis between print and digital.

Some people say print is dead, and the future will be strictly digital. The reality of it, however, is much more complex and exciting. As opposed to furthering the disappearance of traditional formats, emerging practices harmonise with them and empower them, offering the user a more dynamic and transversal experience.

This situation offers great challenges and opportunities for designers who work in editorial design. The role of these professionals goes beyond the traditional; they have become content strategists and storytellers, relying on an in-depth knowledge of technology. Their goal is to forge a connection between content, context and formats.

At the Master you will gain new perspectives from international experts in the field of editorial design. Together, we will explore this new paradigm through projects, workshops and lectures. Not only will you discover responses to today's challenges; you will learn how to approach the challenges of the future.

At the programme we encourage research, creativity and imagination in the creation of editorial products.

Learn by doing: develop projects with support from professionals who are helping define what editorial design means today.

Today, designers must be incredibly versatile and open, with an understanding of how communication works beyond paper. Designers need to be able to turn a creative idea into multiple channels and assets.

The Master deals with the practice of editorial design from multiple perspectives and through different formats.

Editorial designers need to have the capacity to adapt to a changing industry and to play increasingly different roles.

## Methodology

The practice of design needs decisive professionals with a mind of their own and a broad perspective on contemporary design. We want our Master's programme to prepare students to meet those requirements through active experimentation and practical learning, with the support of quality professionals.

Students will work on three projects – a book, a magazine, and a digital platform – which they will develop in all aspects. Professors 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.

Beyond addressing technical aspects, the Master accompanies students in the pursuit of personal and professional development.

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# Values

## TEAMWORK

Design today is practiced collectively, and we want this transformation to be reflected in our Master's programme.

Working smart and effectively to produce quality implies contrasting, collaborating and sharing. Therefore, during the Master, each student will form a team with one other student in the pursuit of a meaningful and fruitful collaboration

## PRACTICE MAKES PERFECT

The Master's programme is based on an eminently practical perspective: experience offers us most of the keys to design.

## CLOSE TO THE REALITY

This Master's course is intended to orchestrate a fluid transition between the academic and professional worlds. We want students to develop the best parts of themselves, to fuel their motivation and generate a working environment that closely mirrors the professional world.

## STUDENTS AND PROFESSORS: A COLLABORATION

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

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# Programme

## 1/ MASTER'S PROJECTS

Applying the dynamics of problem-solving, a necessary tool in the professional field, students will develop three projects throughout the course which will lead them to delve into the three fundamental areas of editorial design: a book, a magazine and a digital platform. Students will work with a different partner for each project to emphasise the importance of teamwork and complementary talents.

- 1.1 Book design
- 1.2 Design of periodicals
- 1.3 Digital Editorial platform
- 1.4 Design Crit

## 2/ FUNDAMENTALS

The aim of editorial design is to make publications attractive, visually interesting and easy to read. A good editorial design is one that is consistent and clear with its purpose. Whenever typography and art direction are used effectively, they can evoke different feelings, and mastering these languages is key to editorial design.

- 2.1 Typography
- 2.2 Art Direction
- 2.3 Art Direction for Photography
- 2.4 Art Direction for Illustration

## 3/ CRAFT AND TRADE

Provide students with an essential set of skills for the editorial designer and, at the same time, allow them to improve their three Master's Projects from different points of view, whether it be quality copywriting, defining an aspect of production or preparing the final arts.

- 3.1 Process Design and Facilitation
- 3.2 Graphic Arts
- 3.3 Creative writing
- 3.4 Creative production
- 3.5 Editing and orthotypography

## 4/ WORKSHOPS

Workshops help complement and deepen knowledge of other competences and disciplines of editorial design. They take the form of meetings with specialists and recognised professionals.

They are usually scheduled from Monday to Friday.

- 4.1 Experience
- 4.2 Data Journalism
- 4.3 Photobook
- 4.4 Degree Show

## 5/ 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.

- 5.1 International lectures
- 5.2 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

### EXPAND YOUR PERSPECTIVE

The Master in Editorial Design is intended to be the beginning of something new, not an inevitable step in your career. We want this course to prepare you to find your own professional path. As such, we will encourage you to foster your independence and nurture your talent as you explore the different disciplines of graphic design.

### DISCOVER YOUR POTENTIAL

Learn to connect different ideas and perspectives to expand the possibilities in your future. We offer you the tools and the experience you need to design, develop strategies, generate content, or manage the creative process.

### BUILD AN EXCELLENT PORTFOLIO

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

### HAVE A UNIQUE EXPERIENCE

The combination of projects, workshops, showcases, conferences and tutorials make this Master a great opportunity to build your knowledge and broaden your experience.

### LIVE IN A CITY AWASH WITH DESIGN

Barcelona is awash with design, culture, gastronomy and events of all kinds; it's the ideal setting for learning and fun. Barcelona is inspiring, and your stay is sure to be an unforgettable experience.

### BE PART OF A MULTICULTURAL AND ENRICHING ENVIRONMENT

Our 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.

## Lecturers

The students will work shoulder to shoulder under the guidance of professional experts and world-class teachers to translate their ideas into action.

Mario Berenguer, Hermanos Berenguer  
Diego Bustamante, Oficina de Disseny  
Albert Folch, Folch  
F Javier Gómez Laínez, Nous Medis  
Ane Guerra García de Albéniz  
Alejandro Masferrer, Triggers  
Laura Meseguer  
Matteo Moretti, Sheldon.studio  
Javier Pereda, Esiete  
Irene Pereyra, Anton & Irene  
Pol Pérez, Studiopol  
Camilo Roa, Réplica  
Josep Román, Affaire  
Albert Romagosa, Studio Albert Romagosa  
Serge Rompza, Node Berlin  
Simón Sepúlveda  
Ariadna Serrahima, Oficina de Disseny  
Dolors Soriano  
Omar Sosa, Apartamento Magazine  
Anna Tetas Palau  
Patrick Thomas, Patrick Thomas Studio  
Jon Uriarte, Photographers Gallery  
Robbie Whitehead, Apartamento Magazine  
Annes Breyer t Fabian Harb (Dinamo)

## 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](http://elisava.net)

→ [graphic.elisava.net](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).