



# Master's Degree in Visual Design

# MASTER'S DEGREE IN VISUAL DESIGN

## Start date

September

## ECTS Credits

60

## Course Duration

400 hours

## Language

Two editions: Spanish and English.

## Degree

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

## Schedule

Monday, Tuesday and Wednesday. From 5 pm to 9.15 pm. Workshops from Monday to Friday. For academic reasons, sessions may be scheduled exceptionally outside these hours. Exceptionally, for academic reasons, some sessions may be scheduled outside of 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 be agents of change and social transformation?

An expanded vision of Graphic Design for critical thinkers that question the present to build new futures.

## Presentation

We live in a world that is constantly challenging us. Social issues, environmental, economic and cultural dilemmas... We need to generate interesting solutions that plan new futures out. Graphic Design is a discipline that changes and evolves constantly, with a potential to have an impact on all media: digital, print and environmental.

We need versatile Graphic Designers that are critical with the society. That question themselves about their social responsibility as contemporary professionals. With the energy necessary to tackle challenges posed by the rapidly evolving new-media landscape. That are capable of developing visual communication disruptive concepts. And that look out for answers for the problems of tomorrow.

Elisava's Master Visual Design is a forward thinking one-year programme focused on the contemporary practice of Graphic Design. A course to find your own distinctive character as a professional and to explore new visual languages.

This focus is embodied in the completion of a global project in which we put into practice all the traditional areas of Graphic Design: visual identity, editorial, digital, packaging, environmental graphics and audiovisual... As well as other disciplines paramount in the nowadays scenario: strategy, research, verbal identity, process design, management, experimentation...

We want to work with curious, non-conformist students ready to use design to leave a mark on society. People that make questions, that rethink the role of Graphic Design and that are aware that this discipline can change social, environmental, economic and cultural contexts.

Multidisciplinary vision of Design. The holistic approach of the programme comprises all the needs of the Graphic Design practice. A global training to make your career evolve in a wide range of formats, topics, platforms and scales.

Our process is collaborative. We have a big team of professors, active 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 lectures, showcases and case studies that allow students to connect with different fields of Graphic Design.

Personal evolution and professional guidance. Who are you? What are your interests? What do you want to do? To find your own voice we will explore and search for new languages, formats and ways to work. We will learn to read and comprehend professional realities.

We will continue learning more about typography, the backbone of Graphic Design and a very powerful functional tool with a huge expressive potential. We will study it from different perspectives, from the traditional ones to the ones offered by new technologies.

# Methodology

The methodology of this programme is designed to prepare multipurpose Creative Directors ready to lead global projects in any area of Graphic Design.

This is why this course is developed around the Master's Project in which all the traditional areas of graphic design are considered along with new disciplines, achieving a comprehensive and complete vision.

Summing it up, the Master brings together the practical perspective, professional and personal guidance in a format that is closely connected to the professional world, with experts who will give us the keys to influence society with our work.

What do you, designer, want to make out of this society? In the nowadays complex and changing context there are infinite paths to explore. You decide.

# Values

## CRITICAL THINKING

What's happening in the world? The topics we will work with will always have a direct link to the nowadays reality. In this programme you will experiment a process of fluid transition between the academic and the professional world, with a critical vision of the field of Design to positively impact our society.

## TEAMWORK

Graphic Designers are used to work as a team, being part of multidisciplinary or specialized teams, big and small. We have to learn to relate, share and connect with our colleagues, clients, suppliers and collaborators to work in an effective and solution-oriented way.

## LEARNING THROUGH PRACTICE

You will grow as a Graphic Designer in this 100% practical programme created through different projects. The theory will have its place, needless to say, but the main project of this course will give you the true holistic vision.

## PROFESSOR-STUDENT SYNERGIES

A great tandem. Leading practicing designers will be your mentors and your guide. During the whole course, you will have the constant support of your teachers and guests that will walk along with you to make the best out of your projects, finding the perfect balance between reflection, planning and action.

Our passion? Graphic Design. We are committed to education and to open, flexible and multidisciplinary investigation oriented to the professional world.

# Programme

## 1/ MASTER'S PROJECT

Each course is designed around a current topic to explore and experiment how Graphic Design can be a tool of change and transformation for society. You will work in teams and each one will define its own brief. You will create a global project to face different needs, environments, processes and languages with versatility.

- 1.1 Masterclasses
- 1.2 Verbal Identity
- 1.3 Integral Project
- 1.4 Consultancies
- 1.5 Design Crit
- 1.6 Showcases & Case studies

## 2/ FUNDAMENTALS

One never knows enough about typography. We will go deeper in the discipline that defines Graphic Design from various perspectives. The creation of good graphic systems allow us to efficiently articulate our projects through different disciplines, formats and media. Experimenting is an intrinsic part that we must never forget.

- 2.1 Tipography
- 2.2 Graphic Systems
- 2.3 Experimentation

## 3/ BUSINESS

Graphic Design it's not only about the concept, the shape, the colours or the types. It's also a business; establishing human relations, working in a team, looking out for new opportunities, making good presentations in front of the clients, invoicing profitable projects... These topics are part of the routine of the job and they need to be perfectly implemented.

- 3.1 Process Design & Facilitation
- 3.2 Strategic Design
- 3.3 Design Management
- 3.4 Professional projection

#### 4/ WORKSHOPS

Workshops allow us to supplement and deepen our knowledge around other Graphic Design competences and disciplines. They are five-day events along with specialists and renowned professionals in which we will share experiences and synergies. Usually they follow a Monday to Friday schedule.

- 4.1 Systemic Type Design
- 4.2 Motion Graphic Systems
- 4.3 Collaboration
- 4.4 Degree Show

#### 5/ EVENTS

Listening is learning. Above all, when professionals, both emerging and established, share their life experiences through their professional careers. Inspiration must find you working, but also paying attention.

- 5.1 International lectures
- 5.2 Master's Talks.

## Live the experience

#### EXPLORE ALL THE DISCIPLINES

How can you change the world through Graphic Design? Find your professional path in an independent way. After your Degree Studies, the MVD will allow you to broaden your knowledge to find your own formula.

#### DISCOVER YOUR POTENTIAL

This is the moment in which you start your own adventure. In which you choose your future. We offer you the tools and needed experience to investigate, design, direct and lead a creative process.

#### BUILD YOUR PORTFOLIO

The projects you'll do along the course will turn into your portfolio. During the whole programme you'll carry out practical jobs that will allow you to build your complete, powerful and multidisciplinary portfolio.

#### A UNIQUE EXPERIENCE

You'll have the opportunity to participate in a myriad of projects, workshops, showcases, case studies, lectures and tutorships along with a wide variety of professors and international guests.

#### A CITY THAT BREATHES DESIGN

Barcelona breathes design, culture, gastronomy and all sorts of events. Barcelona is a city with big opportunities, innovative, open and cosmopolitan. A city of futures. Enjoy your time in Elisava and the vibrant energy of Barcelona!

#### A MULTICULTURAL ATMOSPHERE

You'll work with students from all over the world and share with them points of view, hopes, cultures, new ideas and a thousand opportunities in a thrilling cultural environment.

## Faculty

Having a reference is always important in any kind of trip or adventure. You will work along with international experts and professionals that will help you make the best out of this programme.

Josep Basora, Basora  
Mark Bohle, Studio Mark Bohle  
Laura Santarelli  
Carles Carreté, Basora  
Santi Fuster, Bendita Gloria  
David Galar, Gimmewings  
Pablo Juncadella, Mucho  
Toni Llàcer  
Martin Lorenz, TwoPoints.net  
Gerard Mallandrich, Gimmewings  
Nelson "Junior" Martínez  
Eduardo Martínez Piracés  
Alejandro Masferrer, Triggers  
Damián "Mich" Micenmacher  
Roseta Mus Pons, Roseta y Oihana  
Marc Panero  
Javier Pereda, Esiete  
Olga Pérez Estrada, Ajuntament de Barcelona  
Pol Pérez, Studiopol  
Alex Prieto  
Xavier Roca, Run Design  
Mikel Romero, León Romero  
Pablo Salas  
Malva Sawada  
Simón Sepúlveda  
Patrick Thomas, Patrick Thomas Studio  
Sergi Vilà

## Course leaders

#### 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).