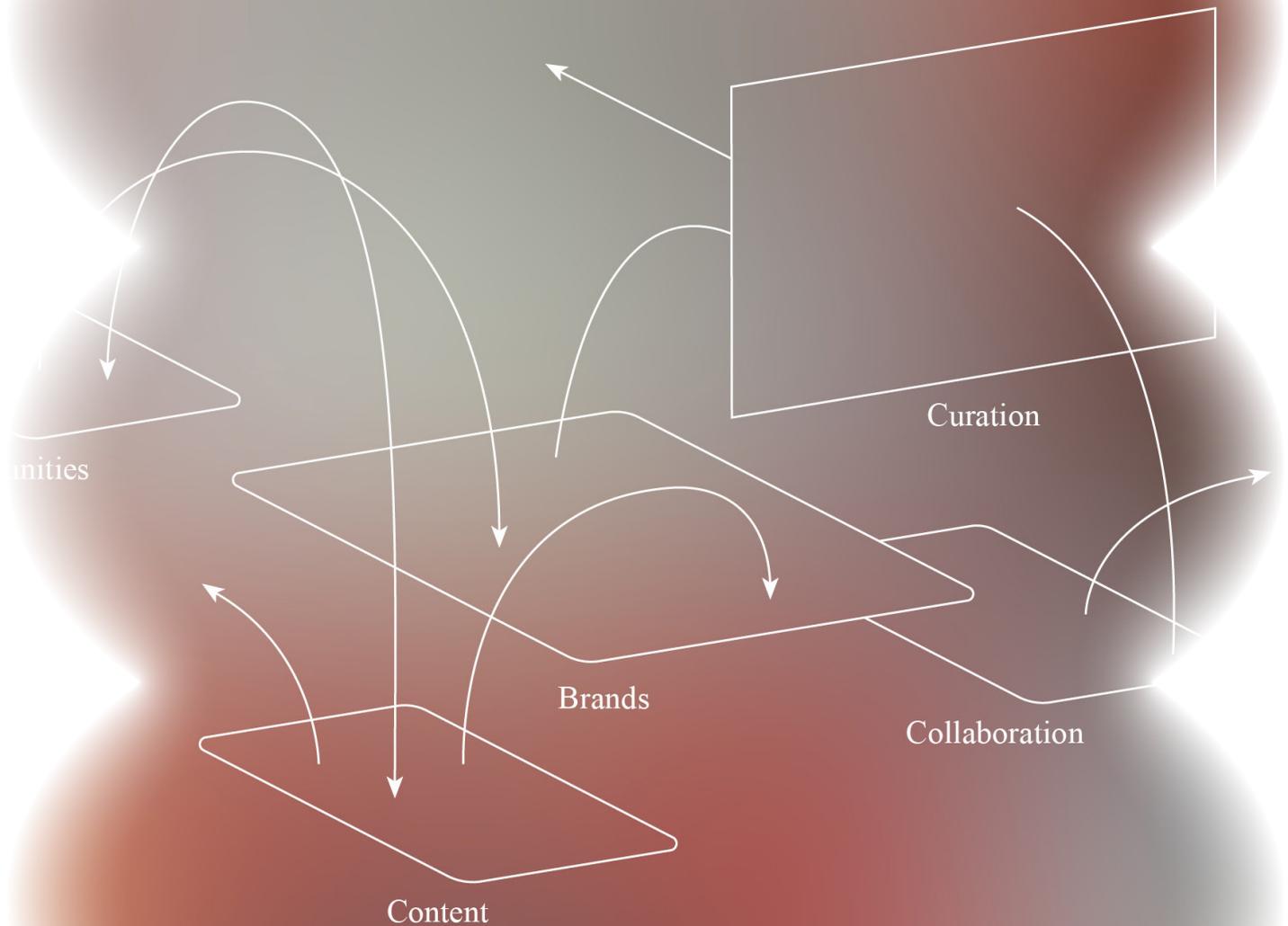


# Master Beyond Branding



How can we go beyond creating brand identities?

# Master Beyond Branding

Start date  
September

ECTS credits  
60

Course duration  
400 hours

Language  
English

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

Schedule  
Monday, Wednesday, Friday  
afternoons.  
Workshops from Monday to Friday.  
For academic reasons, sessions  
may be scheduled exceptionally in a  
different time frame.

Directors  
Albert Folch  
Rafa Martínez

Content Coordinators  
Nicolás Cevallos  
Paula López-Nuño

Admission Requirements  
Graduates in graphic design,  
advertising, communication and  
professionals with accredited  
experience. Exceptionally, we will  
make allowances for graduates in  
marketing, fine arts or audiovisual  
with a demonstrable portfolio. You  
must have advanced knowledge of  
design software.

If you have doubts about whether  
you would be a good fit for this  
programme, please submit your  
request for a case-by-case  
evaluation.

## Welcome to the redefinition of Branding

Branding has evolved from the solid, static, established brands of the past, built on rules and coherence, to an ever-changing panorama of fluid brands behaving like living organisms, adapting and evolving in real-time. Audiences shape and determine what a brand is or should be with the power of likes and shares. How to build brands made to last and survive and thrive in these conditions? The answer is simple: redefining branding.

### A digital battlefield

Thanks to the internet, communication has been democratised. The whole world has access to the sharing and acquiring of information. Audiences are no longer passive voices that receive inputs through a screen. Every device is both a tool and a weapon, engaging with brands, politics and celebrities on the same platforms in a unified interface. Brands compete in an economy of attention around culture, news and sports. Today the masses hold power in the palm of their hands, erasing the throne brands have enjoyed for decades. They no longer dictate who they are; their perception is shaped and solidified by the people themselves. The power of brands lies with the people.

### The death of logocentric brands

From branding and debranding to post-identity design, branding is experiencing a spectrum of visual and cultural phenomena that respond to a cultural crisis. We will analyse ongoing approaches to visual identities to understand the context that allowed them to surface and become relevant in the tech and fashion industries.

### Liquid identities, liquid society

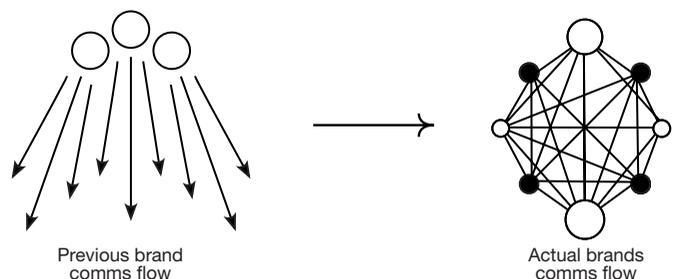
Brands reflect the societies that live, support, buy and promote them. In a social and communicational paradigm where the global vision is constantly changing, brands must develop the ability to connect with audiences on different levels and across various mediums. The liquid society we live in today requires flexibility to respond to more complex audiences that are more subject to change than ever.

### Brand overload: Values over products

Following a crisis in trust —that exploded with the rise of social awareness around topics related to sustainability, racism, feminism and inclusivity—, loads of DTC (Direct to Customer) brands emerged, with a focus on transparency, values and the traceability of their resources. This phenomenon changed the expectations that customers have of brands. Now they demand communication and products that connect with their values.

### Brands as projective devices

Brands are associations built by both the brands themselves and by the interpretation and usage of customers. Every object, product and service play both a functional and a cultural role. We have gone far beyond buying things that fill a necessity; decisions are made considering how these branded objects speak about who we are and what we represent. We associate with, support and promote brands that talk about us and what we care about.

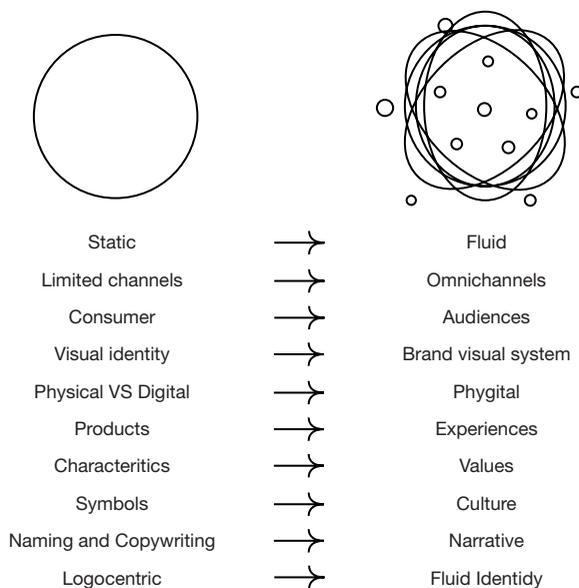


# Programme

As branding has grown in complexity and mediums of representation, people working behind the brand must respond to a new communications paradigm and find new ways to adjust. This programme will address questions like: What elements must a brand have to survive an ever-changing panorama? Where are brands heading in terms of communication? What role do brands play today in the global conversation, particularly in politics and culture? How does that affect brand communication?

This programme constitutes a critical and contemporary approach to brand building. From visual communication to strategy and how it connects to brand ethos and values, we will work through:

## BRANDS EVOLUTION



## 1. Context

### *Theory capsules*

The Master is rooted in a contemporary approach. Theory classes bring context, analysis and an understanding of the zeitgeist, providing you with the knowledge to build a solid basis for every project. They also allow diving deeper into the different elements of the new communications paradigm.

- 1.1 Once upon a Brand (Brands during history)
- 1.2 Digital Battlefield (How digitalisation affected brands)
- 1.3 Branded Objects (The meaning of objects through brands)
- 1.4 Community and tribes

## 2. Zeitgeist and strategic foresight

### *Strategy for the contemporary world*

We approach branding from an informed and critical perspective. Brands are culture. Therefore, our strategic approach is to take a deep dive into contemporary culture, analysing emerging phenomena in real-time, investigating how they might develop and finding patterns.

## 3. Brands in the making

### *The foundations of brands*

The process of brand building involves establishing a solid ground from narrative to visual expressions to how that translates in the real world. We dissect the main aspects of most brands, learn the know-how and tools to understand the current state of branding.

- 3.1 Brand Narrative: Conceptualization and development
- 3.2 Brand Visual Expressions
- 3.3 Brands in Phygital Terrains: Transforming brands into culture

## 4. Building brands

### *Practical projects that question the limits of branding*

You will work side by side with the help of professionals to explore new fields and create disruptive branding. The projects will be contextualised in today's cultural panorama.

- 4.1 Brand as People / People as Brands
- 4.2 Rebranding
- 4.3 Phygital Communications

## 5. Exploration

### *Exploratory interdisciplinary workshops*

We use workshops as an opportunity to dive into new territories related to brands and other creative industries to open the view on where branding is present.

- 5.1 Zeitgeist Analysis
- 5.2 Art direction for digital environments
- 5.3 Light installation

## 6. Acid pills

### *Talks from inspiring and talented creatives related to creativity and brands*

New ways of understanding brands and how they work through case studies. We bring you the most relevant branding projects in physical and digital sessions with their creators and managers. You will learn about the projects that have changed the game's rules in the communication and conception of brands.

- 6.1 Forecasting Futures
- 6.2 New Narratives and Algorithms
- 6.3 The Power of Type
- 6.4 Identity on motion
- 6.5 Going viral
- 6.6 Broadcasting the world
- 6.7 Fostering Communities

# Methodology

Brands are not rigid, so we should take a flexible approach to building them. Following an in-depth analysis and investigation of both the client/brief and the cultural spectrum around it, we will identify how these connect and take on a visual form that represents the brand but can modify and adapt over time. Branding is no longer a corporate identity; it is an ongoing conversation with audiences. There is no such thing as a brand without constant feedback from the people that later influence the process and repeat itself. Brands need to listen more than ever.

Today's practice of branding requires an open model that allows for changes on the run. This broad perspective involves different creative profiles to cover the multiple fields where a brand has direct contact with its audience. We want our Master's program to prepare professionals to be able to join creative groups and companies, with a critical mindset and the ability to work in an interdisciplinary environment, in different spaces related to the world of brands, from conceptualisation, production, and maintenance, to the creation of campaigns and content. This one-year Master is built around three main projects that engage with the key challenges brands face today and several theoretical classes that give context and analyse the cultural field where brands develop. To complement the experience, we have also prepared three workshops to address and explore contemporary culture.

# Values

## Collaboration

We want to place you in an interdisciplinary environment, where you can bring your previous knowledge, experience and cultural backgrounds to the group, enriching the thought and practice of every activity.

## Action

We give substantial value to theory, analysis and thought, but these phases only take shape when we place them in a context in a practical manner. We encourage and tailor the activities around a practical approach.

## Critical thinking

The current global mindset is funded in a critical analysis of culture; it is fundamental to rethink and question the status quo of things from a brand's perspective. We want to raise new questions about branding, searching for a contemporary view of how brands and people coexist and interact.

## Learn from the industry

The programme is conceptualised and managed by Folch Studio and their over ten years of expertise bridging the gap —whether audiovisual, editorial, graphical or conceptual— between brands and people. Folch has explored different mediums and formats, constantly pushing the boundaries of branded content and strategies. During these years, they have collaborated and developed relationships with friends and partners across the globe. We bring selected professionals from different backgrounds to the programme to share their experience, expertise, and knowledge and boost the students' decisions and interests in their projects.

# The experience

## A cultural HUB

Barcelona is known for its long history of culture, design, art and architecture. The city's cultural development has been influenced in the last 20 years by the mix of different creative disciplines emerging in the city, attracting innovative minds from worldwide. A city that inspires and that is the perfect playground for learning.

## Expand your field

This Master's programme is intended to question your previous knowledge about branding and take you to new areas of exploration. Branding today involves different profiles and roles, so expanding your professional profile will provide you with the necessary knowledge for a more complex and holistic brand approach.

## Creative disobedience

The projects, workshops, talks and capsules are built together as a disruptive group of coordinated activities to spark new ways of thinking creatively, destroying and rebuilding your perceptions and preconceptions about branding.

## Multicultural forces

Every year the Masters' programmes at Elisava bring people from different parts of the world to study together and interact in various activities inside and outside the school. Every move enriches itself with the ideas and cultural backgrounds of every student.

# Team

## Directors

### ALBERT FOLCH

Albert is the Founder and Creative Director at Folch Studio and has given birth to editorial initiatives like Odiseo and Eldorado. Graduated in Graphic Design from ESDi School of Design, Albert had previously studied Geology at UAB and Photography at Royal Academie of Arts of Antwerp, in Belgium. Albert is also a Master of Editorial Design teacher at Elisava and a Comunitat 080 Barcelona Fashion member. Albert has been awarded a Premio Gràffica 2017.

### RAFA MARTÍNEZ

Rafa is COO and Head of Business & Strategy at Folch Studio. Managing the studio's commissions and operations, Rafa brings in his strategic vision and journalistic approach, as well as his overall branding and communication expertise. After a career in Journalism at Blanquerna-Ramon Llull University School of Communication, he became a partner at Folch. Rafa is a teacher of Strategic Thinking at the Master in Visual Design at Elisava. He is also a partner of Eldorado, Odiseo, Folch Insights and Executive Producer and Founding Partner at White Horse. Besides this, Rafa is a member of the Barcelona Council of Digital Communication and the Comunitat 080 Barcelona Fashion.

## Professors

NICOLÁS CEVALLOS, Researcher and Digital Strategist (Folch Studio).

PAULA LÓPEZ-NUÑO, Strategic Designer (Folch Studio).

CAMILO ROA, Art Director and Co-Founder (Réplica Studio).

## WHY GO BEYOND?

→ You can find out more about the Master Beyond Branding at [mastersbeyond.elisava.net](https://mastersbeyond.elisava.net)

- If you are a Bold Category Member of Elisava's Alumni Association, you may enjoy a 15% discount on our Master's tuition.
- There may be some changes to the faculty for reasons beyond the course programme.
- Elisava will make the necessary and appropriate changes in the programme or, in exceptional circumstances, cancel the programme altogether if the course has not reached the minimum number of students to ensure its proper functioning two weeks before its initiation. Elisava will only refund the amounts already paid by the students.
- According to their specific necessities, the Master schedules may include additional hours, including during the weekend.