



Master's Degree in Art Direction and New Narratives

MASTER'S DEGREE IN ART DIRECTION AND NEW NARRATIVES

Start date

September

ECTS Credits

60

Course Duration

400 hours

Language

English

Degree

Master's Degree in Art Direction, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC)

Direction

BERNARD ARCE

Creative director specialised in communication strategies and advertising, he studied Art History at the University of Costa Rica and the Master in Art Direction and Visual Media Design at Elisava, specialising in photography and conceptualisation. He has almost 20 years of experience in the world of visual communication, collaborating professionally with international agencies such as McCann Erickson, Ogilvy and Grey Group, where he has worked for advertisers in different business categories. In the academic world, he has taught at Elisava since 2009, collaborating in a number of postgraduate and master programmes on Creativity, Art Direction and Photography. He currently works as a freelance consultant and creative director and develops artistic and photographic projects.

LUCÍA COLOMBO

She holds a degree in Communication from UDESA and Master in Design and Art Direction at Elisava. She entered the creative world as a publisher in different printed media in Argentina. In Barcelona, she collaborated with Jordi Cano in the production of original theory on art direction. Today, she combines her creative work with academia. She works in the eumo_dc studio as a creative researcher and content manager. She is also the co-director and teacher on the online Master in Art Direction and Audio-visual Creativity at the SHIFTA school, as well as collaborating in different masters in the area of communication at Elisava.

A disruptive, exploratory and multidisciplinary approach to Art Direction, with a strong emphasis on fieldwork and production.

Presentation

This programme approaches the wide realm of art direction with a perspective defined by three principles: experience, experimentation and expression. While questioning and reinterpreting traditional creative methods, we search for unexpected and original concepts and executions.

Art direction is a holistic practice, relevant in different creative fields with wide-ranging specializations. Therefore, being an art director requires a detailed understanding of the nature and expressive resources of multiple languages: graphic design, photography, video, objects and interaction. To comprehend all of them, an art director should not simply interpret strategic proposals, but also deal with development, production, field work and creation. In consequence, this master's format is a permanent workshop, where the projects are taken beyond conceptual and aesthetic considerations.

The master also focuses on new narratives, as telling stories is a universal and essential skill we humans possess, an ability that can be enhanced by new media, design and art. We seek to use and subvert these principles while mixing them in the traditional art of narrating stories.

At the same time, this program has a strong focus on disruption and its basic premises include identifying, questioning and destroying conventionalisms in the world of design and creativity. For this reason, we focus on the extremes of the artistic spectrum, from analogue and handcraft to CGI and virtuality. Also, the master looks to explore "fantastique" genres and alternative styles.

All in all, this master understands innovation as an area that does not only belong to the digital revolution but also to the visual realm. We seek to strengthen the experimental character of art direction, consciously combining formats and codes in unexpected ways, in the search for outstanding aesthetic narratives.

Course aims

- + To promote a disruptive view that allows for an out-of-the-ordinary approach to creation: the main value a creative can have in the current context.
- + To provide a competitive and innovative professional profile that integrates the latest criteria and trends in today's communication market.
- + To promote the transition between creative fields, a main value in a constantly changing market.
- + To provide students with the necessary methodology for the analysis, conceptualization and formal definition of an aesthetic strategy.
- + To encourage the interrelation of creative media with the use of references, in order to apply them in visual and audiovisual projects.
- + To emphasize the preponderant role of aesthetic strategy as a transformative, economic and social value.
- + To provide the tools to propel projects, under a personal brand, a profile and a defined unique style.
- + To train creative professionals with a strategic vision in the context of communication and art direction, so that they elaborate real and efficient solutions to the problems posed in the context of the current market.
- + To train professionals with the mastery of the competences and functions of the art director, able to create and direct projects in the field of visual messages.

Admission requirements

Official Bachelor's Degree or equivalent in Graphic Design, Audiovisual Communication, Advertising, Fine Arts, etc.

Career prospects

Once the programme has been successfully completed, you will be ready to work as a art director in the following professional environments:

- + Audio-visual production companies (advertising, cinema and TV).
- + Creative agencies.
- + Design studios and companies.
- + Multimedia communication companies.
- + "In house" Art Director for companies and institutions.

Competences

- + Plan a comprehensive project of strategic multichannel communication, from diagnosis to final presentation.
- + Analyse the environment, based on communicative needs, and establish the key elements, interest groups and processes that intervene directly and indirectly when defining a value proposition and creative concept.
- + Learn to understand, assimilate and use the diversity of languages, media and channels in order to articulate comprehensive aesthetic strategies capable of connecting clients with their users.
- + Generate new possible worlds using disruptive project methods. Manage the creative process implicit in any art direction project, through the different analytical-generative stages it comprises.
- + Incorporate the role of Art Director into a professional context.
- + Understand the mechanisms of aesthetic expression and its capacity to transmit ideas and feelings.
- + Understand the neurological mechanisms inherent in creative processes to apply them to generative processes.
- + Channel creativity and transform it into a differential, economic and market value.
- + Master the techniques of creativity and aesthetic strategy.

Syllabus

1/ DISRUPTION AND CREATION: TOOLS AND METHODOLOGY

This subject expands the idea of the Art Director as a conceptualiser, creator of visual narratives and director of aesthetic strategy. This module follows a working methodology based on the intuitive research as part of the creative process for generating new concepts, ideas and visual stories.

2/ METAMODERNISMS

In an era when information is both entertainment and content, the art director must use a vast contemporary visual imagery to create relevant communication devices that work with their audiences. We will analyse the decades of the 20th and 21st century, focusing on the evolution of cinematographic language, studying the political, social, technological and artistic context from the industrial revolution right up to the present day. In turn, we will connect with the multiple categories of beauty and learn to transform brand values into expressive codes that are recognisable to our audiences. We will establish a link with the Sitges Film Festival and its focus on horror and anti-beauty.

3/ STORYTELLING AND GAMIFICATION

At the gate of a visual, interactive and social revolution; new technologies generate virtual spaces for coexistence, where people are able to develop their identity beyond physical reality. At the height of globalization, diverse and universal languages are emerging and, next to these, are also coming great opportunities for art direction. We will start from narrative, as the identity principle of humanity, and mix it with technology, at the dawn of a new avant-garde.

4/ CREATIVE CONTENT

This module will provide a scientific base to develop a communication action with a pre-established aim, understanding the interests and motivation of your audience, their aesthetic values and communication codes. We'll learn about the basic principles of human behaviour from a biological perspective, considering the relationship between businesses, audiences, markets and contexts.

At the end, we will acquire the tools to plan and generate campaigns from a 360, global and multichannel perspective, taking into account digital trends and powerful content and storytelling.

5/ FIRESTARTER: PROMOTION AND STAGING

In this module we address the production of an actual event, in which the whole group will work together towards a common goal, based on a creative strategy. We will materialise concepts and ideas to make them a reality through a complex process full of unexpected situations, allowing us to develop an awareness of how to accomplish successful proposals and projects.

6/ MIX MEDIA LAB

We will combine and experiment with different expressive formats in the search of unexpected associations between the analogue and digital world. We begin with the more tactile arts to blend these into the digital spectrum.

7/ ANALOGUE VISUAL POETRY

A review of the basic principles of visual communication, from the multiple expressive resources that construct a verbal message to the compositional elements of an image.

After exploring the relationship between image and word, we will apply it in an editorial project, the quintessential arena for the co-existence of these two languages. Likewise, we will convey the idea of a single landscape from unique viewpoints, which will later come together in a collaborative editorial piece, enabling the different perspectives of a single visual universe for its comparison and appreciation.

8/ THE MIRROR: SELF-REFLECTION AND CREATIVE IDENTITY

The development of a strong personal brand is essential for finding work opportunities and collaborations that help professional interests and ambitions. We will uncover, analyse and strengthen our creative talent, aesthetics and personal styles, to formulate proposals with personality and originality.

9/ FASHION INDUSTRY: MINDSET, SENSE & LOGIC

We will condense all the knowledge acquired throughout the course to generate an art direction project related with the fashion industry.

The world of fashion is one of the most prolific, creatively and aesthetically changing. It currently faces new challenges related to the generation of narrative content and more sustainable production, making it an ideal environment to imagine unique and original visual narratives. Also, the fashion industry is in constant search of new forms and expressions. The art director must have a close relationship with the new trends and consider them according to the nature of the projects.

In this module, disruption will be applied as a creative tool and its potential to generate transformative value. Equally important will be transferring this value to final pieces, and as art directors, this will be controlled from ideation to realization.

Lecturers

ALBERT ESTRUCH

Professor and co-founder of Querida, content strategies and creative direction studio, and Mañana, a film production company aiming to create the truly diverse video and photo content that modern audiences demand.

ANDRÉS HISPANO

Audio-visual producer, art curator, teacher and writer specialised in film. He is currently developing the audiovisual platform SOY CÁMARA for the CCCB.

BEATRIZ BARCO

Neurobiologist specialised in communication. She is a freelance screenwriter and journalist, specialising in science-related topics. She currently works for the science communication agency Ubik Media.

BEATRIU MALARET

Consultant and development trainer for professional profiles oriented towards integrated and strategic management in the design and fashion sector. Teacher of fashion and design theory.

FLOWERS BY BORNAY

Creators of floral art. The workshop produces floral decorations for hotels, events and brand actions for companies like Hermès or Louis Vuitton. It is recognised as one of the world's best floral art workshops.

GEO TAGLIETTI

Digital strategist and branding consultant. She worked as Communications & Digital Director for Sónar for more than 20 years. Board member of the international women in music platform shesaid.so.

ISABEL DOMENECH

Stylist and creative director, with experience in editorial stylism, e-commerce, advertising, videoclips and brand consultancy. She has worked for clients like Rosalia and Nike.

JORDI Y CARLOS GRANGEL

Character design specialists. They have nominations, awards and multiple recognitions for their work among which can be named The Prince of Egypt, Antz, Spirit or The Corpse Bride.

MARC SANCHO

Graphic designer and art director. He is the founder of the Querida studio, specialised in creative and strategic content management. His latest project was the setting up of the audiovisual production company, Mañana.

MICHELE PINNA

Art director that works in the fashion industry with a solid background in graphic and digital design. He now works as art director at Desigual.

MIMI MARGALEF

Creative director, art director and production designer. She has worked on both sides of advertising for more than 15 years in agencies like C14 Barcelona and Contrapunto BBDO Barcelona.

MONICA RIKIC

Electronic artist who focuses her practice on code, electronics and non-digital objects to create interactive projects often framed as experimental games. Her projects propose new ways to interact with the digital environment around us.

PABLO ALFIERI

In 2010 he founded one of the best Motion studios in Argentina: Plenty. He later became the director of Live Action and Stop Motion, mixing art direction with set design and typography. Today he directs the digital arts studio, Hello Playful.

PEPI DE BOISSIEU

She directs a creative studio where food takes centre stage. She uses design and art to create tailor-made food installations and eating experiences.

RAQUEL PALLEJÀ

Art director and fashion photographer, who also worked at Firma, creative agency from Barcelona. Now, she is art director and graphic designer at Eumo_dc, while teaching at Elisava and Shifta.

SOON IN TOKYO

Javi Donada and Angelo Palma put together this independent communication agency driven by solid strategic thinking and a real commitment to results. All done with style.

TEO GUILLEM

He is a director that has been working in film, advertising, music videos and credits since 2007, when he founded the production company and director's collective Dvein. His work has been shown at MoMa, ArtFutura, Saatchi & Saatchi, among others. In 2012 he received the Ciutat de Barcelona award.

XAVIER CAMÓS

Brand manager of Moritz beer. He has participated in the launch of the brand's flagship, the Fbrica Moritz Barcelona, as well as its current communication strategy.

ZOE BARCELÓ

Creative director. With a creative and strategic profile, she undertakes projects in communication, design and innovation in collaboration with advertising agencies, design studios, architecture studios and end clients.

MORE INFORMATION

→ 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).