



# Master's Degree in Photography and Design

# MASTER'S DEGREE IN PHOTOGRAPHY AND DESIGN

## Start date

September

## ECTS Credits

60

## Language

English: High level of English

## Qualification

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

## Schedule

Tuesday, Thursday and Friday, from 10 am to 2.15 pm.

## Direction

### PEDRO VICENTE

PhD in Fine Arts and MA in Contemporary Art Theory from Goldsmiths College in the United Kingdom, and graduate in Photography from UCCA in the United Kingdom. Lecturer of Photography at the Universities UCA and LSBU in the United Kingdom. Editor of the academic journal Philosophy of Photography. Exhibition organiser and collaborator with numerous international photography magazines. Lecturer at Elisava and director of the photography festival VISIONA.

## Aimed at

The offer of entry onto a Master's Degree (MA) is based on an expectation that you have the potential to fulfil the aims of the course of study and achieve the standard required to successfully complete the award. Applicants are normally expected to possess an BA degree in fine arts, applied arts or design, or have equivalent experience. Graduates from related disciplines who can demonstrate a suitable level of visual literacy may be considered. Applicants who do not have a BA but who have had experience in the field, may also be considered. All candidates must submit a portfolio with their application, which should normally consist of 10-20 images that represent their area of interest.

## Presentation

The Master in Photography and Design of Elisava begins with the current context of contemporary photography characterized by intense competition, the constant and unpredictable development of both photographic technology and its use, and the growing importance of photography in the society and in the culture of the 21st century, not only as a work tool but as an effective means to communicate ideas and concepts. In the digital society where we live, images have taken over from words as an element of communication. Nowadays, we communicate at all levels with images, and in an accelerated society, photography transmits messages, emotions, opinions, etc. fast and deeply; The photographer is no longer the person who takes photographs but the one able to communicate through them.

The Master in Photography and Design of Elisava is a postgraduate programme based on photographic practice, which approaches photography as an open discipline through which the student is encouraged to create extensive photographic projects of high complexity while exploring the most contemporary approaches to photography.

The course attracts students from all over the world and emphasizes innovation, experimentation and theoretical and practical research. It also motivates students to actively engage with contemporary photographic practice through publications, exhibitions and participation in real photographic projects.

The course offers a dynamic and exciting environment to study the practice of photography, providing students with advanced knowledge of practical, technical and theoretical photography, areas applied to the students' projects. This is one of the characteristics of our Master, the teaching of photography is placed at the level of contemporary photographic practice. Special attention is also given to the dissemination of photographic work, exhibition and publication, and the Master focuses on the reasons why the meaning of an image is determined by its use and contextualization.

Inspired by the experience of a wide range of professional photographers, visiting professors and technical advisors, the student will improve their knowledge and skills thanks to a series of photographic projects, constantly supervised, based on practical research. At the end of the master's degree, the student will be able to perform a contemporary photographic work that uses photography effectively to express and effectively communicate complex ideas, exploring beyond the specific limits of photography in order to produce innovative solutions for new scenarios and methods of visualization and contextualization of images.

## Course aims

- Provide a flexible but structured interdisciplinary context in which students can rigorously pursue a self-directed research project whose outcomes are embodied within the systematic production of a specific and original body of work within the field of photography.
- To encourage the development of each student's own critical reflection as the basis for developing as independent learners capable of advancing their own skills, knowledge and professional and research practice.
- Provide students with the means for establishing and understanding the place of their own work within the context of relevant and contemporary academic and professional situations and debates.
- Provide students with professional photography technical skills
- To encourage the development of research strategies that reflect the contemporary context in theoretical discourse and creative practice and form the basis for informed speculation about future directions.
- To engage with real audiences, generating new challenging narratives about the nature of the work itself and its relation with changed modes of production, dissemination and consumption.
- To provide professionals specialising in the area of photography with multidisciplinary training so that they can use photography as a tool for conveying concepts and ideas.

## Admission requirements

We consider applicants who have already achieved an educational level equivalent to an undergraduate degree. You can demonstrate this educational level by:

- Undergraduate Degree or similar university qualification.
- Professional experience equivalent to an official university degree.
- High level of Spanish (for the Spanish version) and high level of English (for the English version).

## Competences

On successful completion of the course students will have:

- Initiated and implemented an individual self-directed research project using research methods, materials, techniques and processes appropriate to design practice.
- Demonstrated a thorough understanding of, and critical engagement with, the relevant practical, theoretical and professional contexts of their project and be able to situate and interpret their own work within this context.
- Demonstrated an ability to employ analysis, synthesis and evaluation to a range of external sources and to their own practice to inspire and inform the generation, development and application of original ideas.
- Demonstrated a reflective and evaluative approach to their own work which allows them to act independently in identifying, implementing and sustaining individual research and practice at a professional level.
- Demonstrated an ability to communicate complex and speculative concepts, methods and proposals effectively in spoken, written and visual forms.
- Identified the potential for their work within specific professional contexts and developed appropriate communication skills for engagement with this audience.
- Demonstrated an ability to use photography as a tool for communicating effectively concepts and ideas.

## Methodology

The course is structured in two academic parts according to different teaching practices: the first part responds to the student's needs to know, understand and apply the different photographic techniques and theories. From that point, in the second part, the student has to propose research, develop and solve photographic projects of high professional standards in different contexts and real situations.

The MA Photography and Design combines the following educational activities: lectures, seminars, theoretical-practical projects, experimental workshops, monitored work and independent work. The projects are developed in groups or individually, depending on the subject and on the competences that the student has to prove he has learnt through the learning results. For each subject, a theoretical and/or practical project must be carried out with its subsequent presentation, taking into account the premises specified in the syllabus of the subject.

## Career opportunities

This course will provide students with an excellent opportunity to expand their photography-based art practice, extend their portfolio and develop focused contextual projects. The MA also will prepare students for a diverse range of careers within the creative and photographic industries, from commercial organisations to photojournalism and the arts. Completing the course will also enhance your employability, offering you a broad range of skills from writing funding applications, to managing projects and creating personal and promotional strategies. Many of our graduates have found opportunities to work as visual artists in an international context, with others pursuing art and photography-based roles in related fields such as, community arts, curation, advertising, teaching, freelancing, arts criticism and review, arts journalism, arts administration, video and web site production and documentary film making. With strong links to art and design employers in Spain and abroad we support the individual ambitions of every one of our students while they are studying with us and after graduation.

# Syllabus

The Master of Arts Photography and Design at Elisava adheres to the view that visual practice is a potent research method that can, and should be employed in a critical engagement with itself and with the world at large. The course is based on a number of practical units which will be reinforced with a final project with the aim of contextualising the practical and theoretical aspects of photography in relation to fine arts, design, culture and the media, and exploring the social, cultural and critical aspects involved in the practice of photographic representation.

The course has two academic stages. In the first part, the course will take you through an initial stage designed to build your essential visual knowledge, to gain professional photography technical skills and to develop a critical thinking about photography. This stage culminates in the production of a redefined research proposal for your final project. In the second part you focus on the most important part of the MA, your final project, engaging in your research process through photographic practice, developing and carrying out your photography final project through a process of considering its dissemination in appropriate professional contexts.

The course seeks to promote common research standards and an understanding of intellectual integrity as the basis for study at Masters level or beyond. The course embraces the wide range of methods and processes, often adapted from other specialist disciplines that are typically employed within contemporary art and design. However, equally shared by all specialist disciplines in the course is an emphasis on research enquiry through visual practice at all stages of the process from initiation through development and enquiry to interpretation and dissemination.

One of the distinctive features of the Master of Arts Photography and Design at Elisava is its ambition to engage with real audiences, not merely producing work within a particular atmosphere of vocational, academic study. The final project enters upon completion a subsequent phase of publication and dissemination, such public materialisation and presentation of the project can be formally as varied as the expressions are within the creative industry.

However, you will demonstrate a real understanding of the need and means of engaging with an audience in order to creatively employ modes of reception for the contents and formal elements of his final photography project. During the course, you will have the opportunity to engage with real audiences through different public exhibitions and presentations, which are a key part of the MA.

## MODULE 1

### FUNDAMENTALS OF PHOTOGRAPHY

- Principles of photographic composition
- Visual and image perception
- Visual thinking
- Visual narrative
- Photographic sequence
- Narrative and text

## MODULE 2

### DIGITAL PHOTOGRAPHY

- Digital equipment
- Color management
- Digital zone photometry
- Creating light with the flash
- Software edition
- Photo manipulation
- Advanced retouching
- Archive and image management

## MODULE 3

### PHOTOGRAPHIC EQUIPMENT

- Image processing
- Camera and lenses
- Extreme processing
- Print
- Interior lighting
- Lighting and exteriors
- Lighting and the environment

## MODULE 4

### PHOTOGRAPH IN CONTEXT AND PROCESSES

- Image, text, aesthetics, context
- Photography and identity
- Uses of photography
- Unconventional contexts and tools
- Advertising and communication
- Digital edition, tools
- Representation of space
- Multidisciplinary approach to photography

## MODULE 5

### DIGITAL DESIGN

- Photography for design
- Design for photography
- Web portfolio
- Design on paper
- Printed photography
- Design and edition for magazines
- Multimedia environments
- Publications

## MODULE 6

### USES OF PHOTOGRAPHY

- The professional photography market
- Photography in the art market
- Uses and trends of contemporary photography
- Marketing, strategies, prices for photographers
- Scholarships for photographers
- Multimedia for photographers
- Photographic interventions
- Photographic exhibitions

## MODULE 7

### PHOTOGRAPHY PROJECT

- Project management and dynamics
- Photo editing
- Analysis and evaluation of the project
- Tutorials and seminars

# Lecturers

## PEP ALCÁNTARA

Graphic designer. Has won numerous awards. Director of Bisgràfic and professor of the Master's Degree in Graphic design from Elisava.

## ÁLVARO DE LOS ÁNGELES

Art critic. Curator. Collaborator in different specialised mass media, such as Impresiones (British Council of Spain), Neo2 (Madrid), Experimenta (Madrid), Mute (London), Photovision (Madrid), El Tiempo de Arte (Barcelona), El Avance (Valencia), Lápiz (Madrid), ArtContexto (Madrid) and Versión (Cluj, Romania).

## BER ARCE

Art director and photographer, professor of Master's Degree in Design and Communication (MUDIC) from Elisava.

## JOSE BAUTISTA

Editor, composer and sound designer. During the last years, he has specialised in the production of audiovisual projects. He edits and postproduces multimedia products, and creates the musical and sound design of their projects. His audiovisual projects have been published in New York Times and TIME (U.S.A), Le Monde (France), El Mundo (Spain), Rolling Stone Magazine (U.S.A) and The Guardian (United Kingdom).

## MIRA BERNABEU

Master in Fine Arts from Goldsmiths College, United Kingdom. Degree in Fine Arts from Polytechnic University of Valencia. Artist of international renown and director of the Visor based gallery in Valencia.

## JORDI BERNADÓ

Photographer. Head of the Photography Department of the Cuadernos de Arquitectura y Urbanismo published by the Architects' Association of Catalonia. Cofounder of Editorial Actar (Barcelona). Professor of masters' degrees and postgraduate programmes at Elisava.

## TONI AMENGUAL

Photographer who uses photography as an exploration tool, a round trip from the inside to the outside, focusing on contemporary documentary photography and the limits of photography as a means to represent and understand the world in which he lives.

## MATÍAS COSTA

Degree in Information Sciences from Universidad Complutense de Madrid. He started taking photographs in 1989 in a self-taught way. After taking a course of documentary photography at Taller de Tecnologías Audiovisuales, Madrid, in 1992 she first published his works. Founder and member of the School until 2012, together with Marta Soul, Juan Valbuena, Carlos Sanvia, Juan Santos and Juan Millás among others. He currently works for the British agency Panos Pictures.

## NATASHA CHRISTIA

Degree in Archaeology and Art History from the National and Kapodistrian University of Athens. Master in Film Studies and Art History from University of Essex, United Kingdom, and a Postgraduate programme in Editorial Techniques from University of Barcelona.

## MARTA DAHÓ

Degree in Art History from UAB. Master in Advanced Studies in Art History from University of Barcelona. Curator of exhibitions and professor. She is currently working on her PhD dissertation at University of Barcelona about the photographic practice and the representation of the territory.

## ORIANA ELIÇABE

Degree in Photography from Escuela de Arte Fotográfico y Cinematográfico de Avellaneda, Argentina. She has won the FotoPress'01 semi-annual contest. She has carried out numerous international exhibitions, and her work has been published in many international mass media.

## DIEGO FERRARI

Master in Architecture and Art. Degree in Fine Arts. Architect and professor of photography Central Saint Martins, United Kingdom.

## GONZALO GOLPE

Graduated in Hispanic Philology and graduated in Text Editing and Publication (Universidad de Deusto), he is a specialist in graphic editing and production, especially for editorial projects. He teaches at universities in different countries, as well as at Elisava.

## KARTIN GOLDA-PONTGRATZ

Architect. Professor of International Urbanism at Frankfurt University of Applied Sciences. Member of the European Academy and the Expert Committee of the European Prize of Urban Public Space since 2014.

## IÑIGO BUJEDO IÑIGO

Photographer, graduated in Social Sciences and Journalism from the University of the Basque Country specializing in Image, Communication and Photography at the Goldsmiths College.

## INES CASALS

Trained in graphic design at the Escola Llotja in Barcelona and Parsons in New York, since the beginning of her professional career Ines' work has revolved around three major interests: photography, graphics and teaching. Since 2001 she is an art director at Photographic Social Vision.

## JOHANNA HURTADO

Curator and independent art critic. Editor of the cultural supplement Cultures-s in La Vanguardia and head of the visual art programmes of Can Felipa.

## MARCELO ISSUARRALDE

Architect. He completed his academic formation at Columbia University, New York. He has been awarded with the Fullbright Advanced Research Award. He has also obtained the grant titled Seven Young Latinamerican Artist Exchange organised by the American Cultural Research Institute, as well as and many other prizes. He investigates and focuses his work on architecture photography, fashion, portraits and photography illustration.

## MARTÍ LLORENS

Photographer, specialist in old photographic techniques.

## INÉS MARTINEZ RIBAS

Degree in Political Sciences and Sociology from Autonomous University of Madrid. She worked for national newspapers as El País and La Vanguardia and for institutions such as Fundació "La Caixa" and MACBA.

## ENRIC MIRA

PhD in Philosophy from University of Valencia. Tenured professor at Alacant University and expert in image theory.

#### **JESSICA MURRAY**

Degree in History. She has worked for the Centre of Cuban Studies and the agency Magnum Photos. She is also linked to many human rights associations. In 2004, she founded in Spain Al-liquindoi together with Gonzalo Höhr, a program of workshops and collaborative projects about documentary photography. She also trains photographers in areas like Middle East, North Africa, Central Asia and the Caucasus.

#### **ELENA OLCINA**

Degree in Computer Engineering from Polytechnic University of Valencia, with a major in Graphics and Image. Master in Design and Advertising. Photojournalist freelance. Photographic editor for numerous editorials and publications.

#### **POL PÉREZ**

Graphic design and professor of the Master's Degree in Graphic Design at Elisava.

#### **ENRIC ENRICH**

Lawyer ([www.copyright.com](http://www.copyright.com)), dedicated to general commercial law and entertainment law, specializes in intellectual property and image law, he gives lectures focused on these subjects and he writes about them.

#### **ARIANNA RINALDO**

Director of the documentary photography magazine OjodePez, published by La Fábrica, Madrid. In 2012, she has appointed Artistic Director of the international photography festival Cortona On The Move held in Toscana, Italy, She was the director of the archive Magnum Photos New York (1998-2001). Afterwards, in Italy, worked as a graphic editor of the magazine Colors until 2004.

#### **JOAN TOMAS**

Multidisciplinary photographer whose work focuses on portraiture and documentary photography, both in personal and commissioned productions. In 1982 he founded Primer Plano Gallery, which he directed until 1988. In it, Agustí Centelles's photographs of the Spanish Civil War were exhibited for the first time.

#### **MIREN PASTOR**

Graduated in Fine Arts from the UPV-EHU, photographer and cultural manager, she has exhibited and curated photography exhibitions and festivals in many countries around the world. She organizes the Festival Fiebre Photobook and is part of the La Troupe collective.

#### **LORENA ROS**

Degree in Humanities from University Pompeu Fabra, Barcelona. Postgraduate programme in Photojournalism from LPC. Her first report about illegal immigration in Spain won a World Press Photo in 2001. Afterwards, she started a project about trafficking of Nigerian women in Europe (Beca Fotopress 03), which won an honorable mention at World Press Photo in 2004 and the OneWorld Media price awarded by Amnesty International in 2005. She often works for Newsweek, El País and The Sunday Times, as well for organizations such as Human Right Watch and Soros.

#### **LUCA TRONCI**

Photographer and artist that have worked from all over the world. He has designed all type commercial projects related to illumination.

#### **PEDRO VICENTE**

PhD in Fine Arts and MA in Contemporary Art Theory from Goldsmiths College, United Kingdom. Degree in Photography from UCCA, United Kingdom. Professor of photography at UCA and LSBU universities, United Kingdom. Editor of the magazine Philosophy of Photography. Curator and collaborator of numerous international photography magazines. Professor at Elisava and Director of the photography festival VISIONA.

#### **JOAN VILLAPLANA**

Graduate in Humanities and in Photography. He has exhibited his photographic work at China Pingyao International Photography Festival; at Central European House of Photography of Bratislava; at Lumen Foundation of Budapest; at Lodz Fotofestival; at Cultural Centre of Spain in Guatemala and at Galeria Lipoli&Lopez Roma.

#### **KATHERIN WEMKE**

Photographer and art director with a wide and extended career. Among their clients, there are multinationals from all over the world.

## MORE INFORMATION

→ [elisava.net](http://elisava.net)

→ [masterfotografia.elisava.net](http://masterfotografia.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).