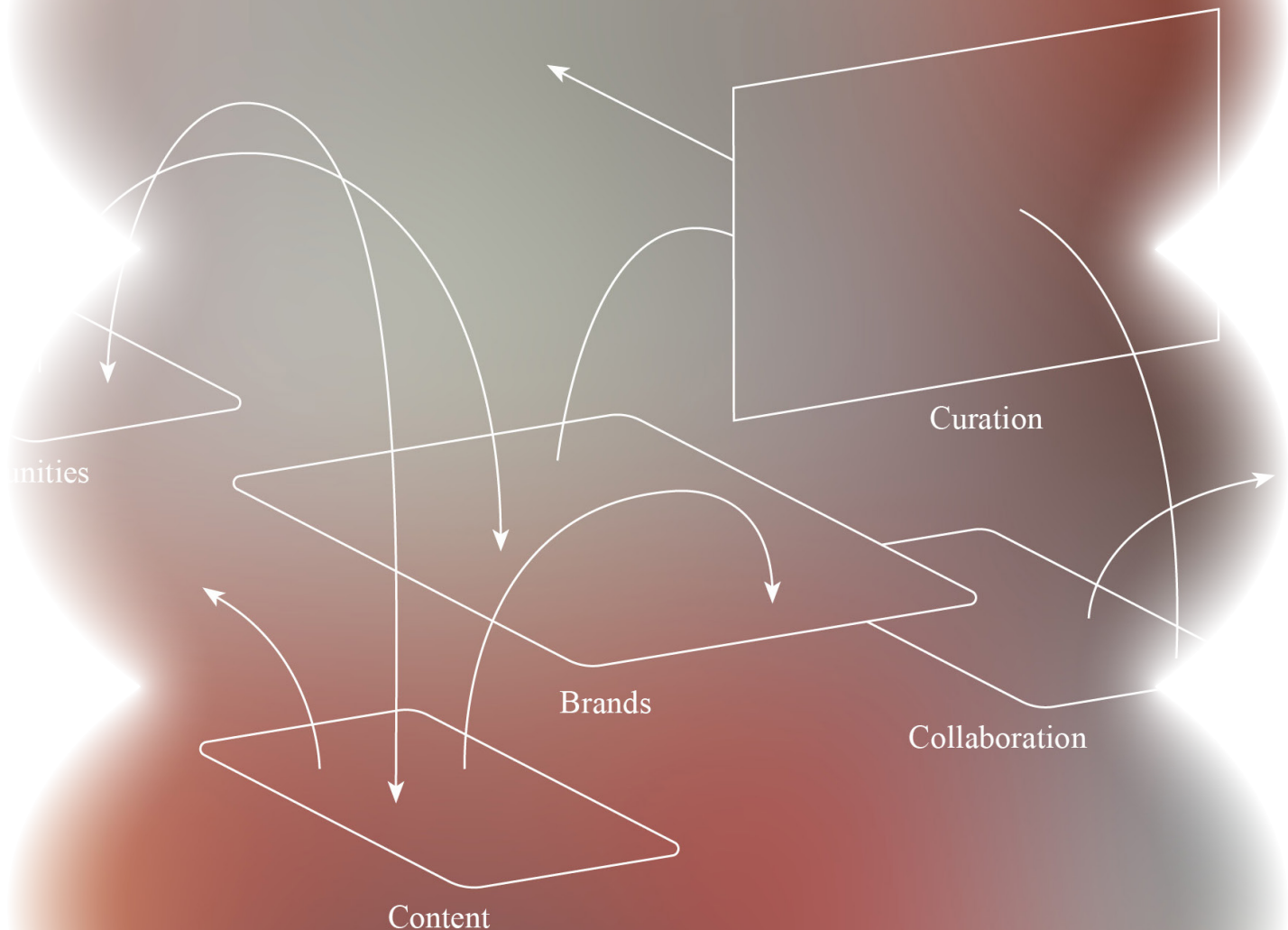


Master Beyond Branding



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
Paula López-Nuño
Nicolás Cevallos

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

The new communication paradigm requires organic behavior from brands, which adapt and change in real time. Audiences also have a new role, they have gone from being mere recipients to actors who shape and determine what a brand is or should be with the power of their “likes” and “shares”. So how do you build them to survive, thrive and endure in these conditions? What is the future of branding?

A digital battlefield

Thanks to the internet, communication has been democratized. 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

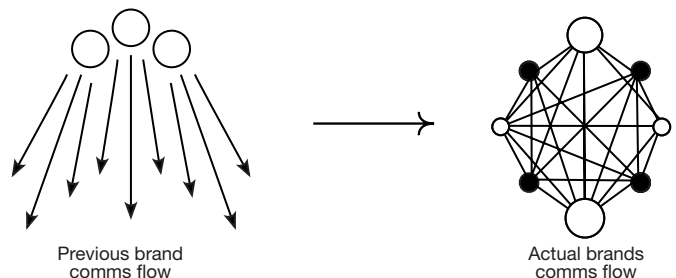
Brands reflect the societies that live, support, buy and promote them. In a social and communicational paradigm where the global vision is constantly changing, brands must develop the ability to connect with audiences on different levels and across various mediums. The liquid society we live in today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

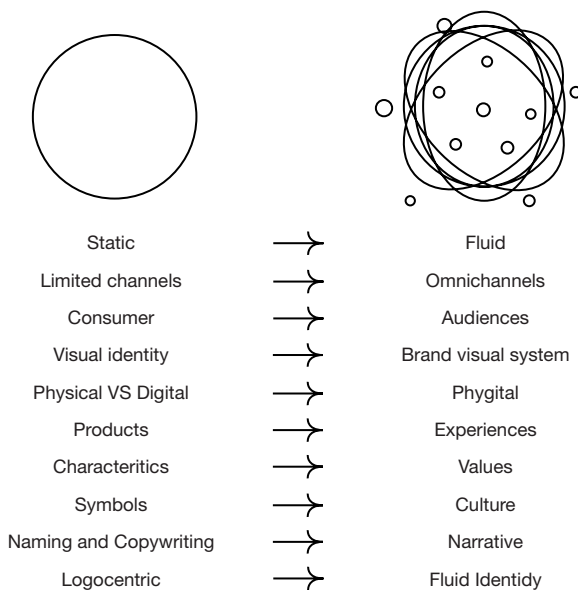


Programme

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 theory behind the current changes in relation to brands. Understanding the evolution of identity creation at a conceptual and visual level to be able to innovate today and in the future.

- 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

Analysis sessions and exchange of perspectives to discover the strategy behind today's cultural products and brands.

3. Brands in the making

The foundations of brands

Courses that revolve around different areas related to the creation of a brand identity, such as storytelling, creative direction, art direction, aesthetics, trend forecasting, innovation and business design, among others.

4. Workshops

Exploratory and interdisciplinary workshops to acquire and synthesize knowledge that complements and enriches the rest of the courses, which have an approach based on experimentation and hands-on.

5. Playground

Project development spaces to capture everything learned in the rest of the courses, in which the proactivity and vision of each person take precedence and which end with the development of the final master's project.

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, Folch
RAFA MARTÍNEZ, Folch
PAULA LÓPEZ-NUÑO, Folch
NICOLÁS CEVALLOS, Folch

Professors

SERGIO LAIRISA, Folch
PABLO FERNÁNDEZ, Folch
JAVIER DE LA PRESA, Folch
ELISABET RIUS, Folch
CONOR CRONIN, MOX London
JOSEP BASORA, Basora
JORGE ALAVEDRA, Grande
CLARA RODÉS, Codea
JORGE LEÓN, León Romero
ALBERT ROMAGOSA, Studio Albert Romagosa
POL GONZÁLEZ, White Horse
AMAYA LEDESMA, PUIG
LAURA CLÉRIES, ELISAVA
FRANCESC RIBOT, ELISAVA

WHY GO BEYOND?

→ You can find out more about the Master Beyond Branding at 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.