



# 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. In both editions most of the workshops, showcases, case studies and conferences are in 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**  
Preferably, higher graduates in graphic design and professional profiles with accredited experience. Exceptionally, according to their portfolio and trajectory, graduates in communication, fine arts, advertising, etc. will be accepted. Candidates must be efficient and autonomous in the use of 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.

## 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.

# 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 Research and context

The aim is for students to develop critical awareness as citizens and designers. We will reflect on the current economic and social model, in order to understand where it comes from and where it can go, focusing on the role that design should play. In addition to providing this theoretical background, students will learn how to develop a research plan that will help them tackle their final master's project.

### 1.2 Strategy and Verbal identity

A good designer is, first of all, a good thinker. Strategy is an essential tool for defining and delimiting the objectives and particularities of any design project, adding value to our work. Based on strategy, verbal identity allows us to give shape to our project with words through naming, concept, narrative, tone of voice and creation of all kinds of texts, a necessary complement to graphic identity.

### 1.3 Holistic project

Starting from the course topic and the brief that each pair of students has defined, we will develop a holistic design project. You will create an identity and a visual language by implementing the project in different areas: editorial, digital, packaging, motion graphics and environmental graphics. You will learn how to present the project in a concise, attractive and powerful way, so as to share it as best as possible.

### 1.4 Showcases and case studies

Meetings with local designers who, by sharing their experiences, allow us to identify current phenomena and learn new points of view, reflections and references that will broaden our knowledge of the graphic design practice.

### 1.5 Design Crit

Informal critical discussion sessions on the strengths and weaknesses of the Master Projects, with an invited professional and the Master's Director. The critique considers the work in relation to previously defined goals and objectives, and explores why decisions are made and how effective (or not) they are in the context of the project.

## 2/ FUNDAMENTALS

One never knows enough about typography. We will go deeper in the discipline that defines Graphic Design from various perspectives. Thinking about graphic design with a systemic view allows us to create solid, scalable, consistent and at the same time original solutions. Deepening and strengthening visual languages through art direction from a designer's point of view. Experimenting is an intrinsic part of design that we should never forget.

### 2.1 Typography

Typography helps us express ideas and information in an organised and understandable way. We explore different aspects of typography treatment in various applications, both in physical and digital media, without leaving aside technical aspects. We develop means of communication with the most essential element, typeface.

### 2.2 Graphics systems

Considering graphic design from a systemic point of view allows us to create solid, scalable, consistent and at the same time original solutions. In this course we will discuss the limits and scope of graphic systems and we will identify their basic elements. We will also explore the advantages and possibilities of a systemic approach to design problems and develop a graphic system that puts what we have learned into practice.

### 2.3 Art Direction

The overwhelming amount of information we are exposed to on a daily basis requires an effort to differentiate and develop our own visual codes as a way to get the attention of a defined audience, through any type of media. Art direction is our tool for constructing visual codes, whether aesthetic and/or conceptual, in any communicative format that requires image to achieve the objective of a message.

### 2.4 Experimentation

Graphic design, as a practice of mass production which is dependent on a system that demands a lot of efficiency and effectiveness, often loses spaces to explore and exercise without having a clear objective. Despite the fact that many of these explorations lack a defined focus, they are extremely useful when it comes to differentiating oneself and defining the hallmark or identity of a designer.

### 2.5 Graphic workshop

Sessions to learn about some graphic techniques and discover the production possibilities in the school facilities.

## 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 Principles of new teamwork

The days when a designer could work in solitude, without the need to collaborate with anyone else, are over. Today's industry requires us to work with clients, users and other profiles to complete our tasks successfully.

These collaborations do not happen by chance. We have to design our co-creation processes and establish frameworks that help us work more smoothly and efficiently.

### 3.2 Design management

Have I received a good brief? How do I organise my time and tasks? How much should I be paid for a project? How do I prepare a budget that contains all the work I am going to do? This subject will give us all the tools we need to manage a studio and/or work team, as well as help us understand how the design inherent processes work.

### 3.4 Professional projection

What kind of professional am I? What is missing for me to become who I want to be? Do I sometimes feel that I try to align projects with my values, emotions and beliefs? We will delve into who we want to be, how to develop our skills and what are the best ways to let the world know about our superpowers.

## 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 Design potential

After having spent the first quarter thinking about the master project, defining the brief, elaborating the strategy and creating the verbal identity, in this workshop we will explore the design potential of each project.

### 4.2 Systemic type design

We live in a (new) golden age of systemic type design. New technologies and user-friendly software have evened the playing field and given us the opportunity to experiment with new ideas. The world of display fonts has witnessed many new impulses: typefaces have become more flexible, variable and kinetic than ever before.

### 4.3 Experience

Research, experimentation and observation are essential to foster talent. With this in mind, we invite you to share and learn for a week with a leading figure in the international design scene, who has developed a distinctive and recognisable visual language.

### 4.4 Collaboration

The graphic design profession flourishes thanks to collaboration with other areas. We will conduct a workshop with another Elisava master's programme, under the guidance of guest instructors, to explore and stimulate students' interdisciplinary skills.

### 4.5 Degree Show

The last workshop of this master's degree is about showing the public through different formats what we have experienced during the course. We will deal with a real and complete exhibition and publishing project, an intense process in a very tight time frame that culminates in the 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 conferences

We invite prestigious international designers to hold conferences that help us learn first-hand about experiences, projects and case studies from different graphic design areas.

### 5.2 Master's Talks

We organise talks with leading creators from different fields, which allows us to share experiences, observe design phenomena and gain new perspectives, reflections and references that enrich our interdisciplinary perspective on design. Given our interest in constantly improving the programme and the professional reality of our teachers, we reserve the right to modify the content and teaching staff of the master's degree.

## 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.

### Tutors

David Galar, Thru Motion  
Roseta Mus Pons, Roseta y Oihana  
Javier Pereda, Esiete  
Pol Pérez, Studiopol  
Xavier Roca, Run Design

### Teachers

Mark Bohle, Studio Mark Bohle  
Sílvia Escursell  
Toni Llàcer  
Alejandro Masferrer, Triggers  
Damián 'Mich' Micenmacher  
Paadín  
Pablo Salas  
Laura Santarelli  
Simón Sepúlveda  
Marc Torrell, Usted

### Guest lecturers

Guido de Boer, High on Type  
Vincent de Boer, High on Type  
Thierry Brunfaut, Base Design  
Cyrus Highsmith, Occupant Fonts  
Martin Lorenz, TwoPoints.net

### Contributors

Anna Berbiela, Pràctica  
Albert Folch, Folch Studio  
Pablo Juncadella, Mucho  
Pau Garcia, Domestic Data Streamers  
Ricard Sunyol, Codea s, Patrick Thomas  
Studio  
Sergi Vilà

## 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).