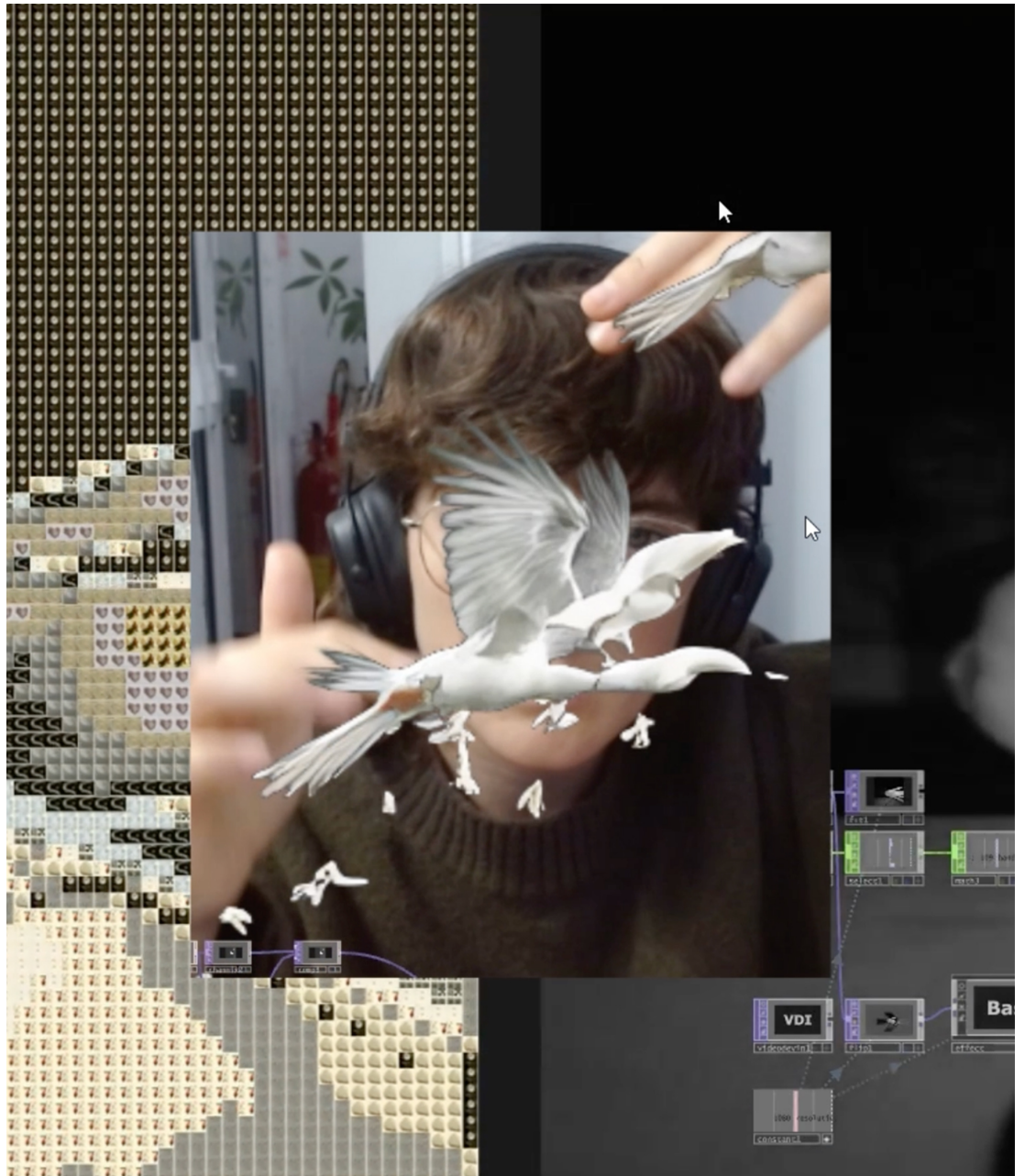




Master in Applied AI for Arts and Design

Datos básicos

Title

Master's Degree in Applied AI for Arts and Design.
Degree issued by UVic-UCC.

Directors

Pau Garcia, Paadin, Marta Handenawer

ECTS credits

60

Academic period

September – July

Language

English

Tuition

September 25: €13,250 (+€500 pre-registration)

Campus

Barcelona

Welcome

In the MA in AI Design we explore how AI can extend creative boundaries, working as a tool to enhance creative practices.

Today, AI influences nearly every industry. Between 2015 and 2019, businesses using AI services grew by 270% (Gartner, Forbes), and in 2024, 83% of organizations identify AI as a key priority (Forbes). Yet, many creatives struggle to see where it fits into their processes, fearing it might overshadow their originality rather than amplify it.

While AI can automate repetitive tasks and create new artistic forms, it also raises critical questions about ethics. How do we ensure transparency, fairness, and respect for privacy in AI's integration into our workflows? Who owns the work created by AI? These are challenges we tackle in this program.

The Master in AI Design empowers creators to embrace AI as a catalyst for innovation, not a competitor. Through the program, you'll learn to leverage AI's potential, critically engage with its limitations, and design projects that integrate technology without losing the human creativity.

Access and Admission Requirements: This program is for designers and artists ready to navigate the future of creativity by embracing technology without losing their personal touch. The MA in AI Design ensures you stay at the cutting edge of art, design and tech.

Elisava counts on a large offer of master and postgraduate programmes. Discover the design master you are looking for.

We push AI design creative boundaries

This is a call to redefine creativity in the age of AI, to challenge assumptions about human and machine collaboration, and to answer questions like:

- How can AI transform artistic expression without overshadowing human creativity?
- Can we design workflows that amplify, rather than replace, the creative process?
- What ethical challenges arise when AI becomes a co-creator?

- What environmental challenges arise when AI becomes a current tool across practices?
- Who owns the work created by AI?
- How do we ensure transparency, fairness, and respect for privacy in AI's integration into our workflows?

You'll explore AI's potential to generate new artistic forms, streamline tasks, and enhance interactivity while addressing its societal implications. With a multidisciplinary approach spanning art, design, and technology, MAIAD prepares you to shape the future of creativity—integrating AI into your practice to push boundaries and illuminate the uncharted intersections of art, design and tech.

We want our Master in Applied AI for Arts and Design students to become artists and designers able to develop their own practice with a critical and responsible mindset.



Data journalism. Workshop with Pau Garcia (Domestic Data Streamers) and Jordi Ferreras



Homemade DataViz. Workshop with José Duarte

How we do it

We create

Generative, experimental, ethical... embracing it as the raw material for creative exploration. The core of the Master in Applied AI for Arts and Design (MAIAD) is a hands-on, project-driven approach to integrating AI into creative workflows. This journey is guided by a diverse group of interdisciplinary professionals, empowering you to push the boundaries of art and design.

We rethink

Bringing context and critical depth to our practices and projects. We believe in questioning the role of AI in creativity, understanding its cultural and environmental impact, and reflecting on the ethical and societal implications it raises as we shape the future of art and design.

We innovate

Finding inspiration beyond conventional tools and approaches. Whether through performance, traditional media, or experimental design, we merge AI with unconventional disciplines to foster new approaches to creative expression.

All that, we do it through AI

Understanding it as a transformative force with the potential to influence diverse realities and disciplines, empowers you to harness AI's potential as a tool for innovation, amplifying human creativity while preserving its authenticity.

Programa

Foundations of AI in Arts and Design

Lay the groundwork for responsible AI integration in arts and design. Build a solid foundation in AI principles and ethics, empowering informed, responsible creative applications with significant societal impact.

Subjects covered in the course:

1.1 Foundations of AI for Creatives

You will explore AI basics and advanced concepts, practice with main tools, and build hands-on projects in lab sessions with real case studies, gaining the confidence to creatively implement AI in meaningful, innovative ways.

1.2 AI Ethics and Creative Responsibility

You will uncover ethical challenges in digital arts and design, learn responsible AI practices, reflect on societal impacts, and create personal artistic manifestos through discussions, case studies, and collaborative exercises that inspire thoughtful, ethical creativity.

Technical Domain and Tool Implementation

Dive deep into cutting-edge AI tools for art and design. Experiment, customize, and innovate to push boundaries and create personalized, groundbreaking creative solutions.

Subjects covered in the course:

2.1 Advanced AI Art Generation

You will delve into advanced AI art creation with tools like MidJourney for composition, Krea for unique styles, Runway for animations, and ElevenLabs for sound design. Refine personal workflows, integrate tools multimodally, and master post-production techniques.

2.2 AI Hacking for Artistic Innovation and Design

You will customize AI tools, craft creative solutions, and explore basic programming to develop personalized systems. Experiment with open APIs, collaborate on open-source, and drive innovative projects.

Interactive and Experimental Applications

Explore the intersection of technology and creativity. You will design interactive, real-time experiences that connect audiences and creations through innovative applications of AI and experimental media.

3.1 Dialogue with AI and Interactive Arts

You will design real-time interactive systems to create immersive, responsive installations that integrate sensors, augmented performances, and cutting-edge virtual or augmented reality experiments.

3.2 Experimental Techniques in AI Creation

You will explore unconventional methodologies, blending media and techniques, crafting unique digital instruments, and collaborating with AI to develop new artistic formats and innovative creations.

Research and Social Impact

Engage in AI-driven projects addressing contemporary social issues. Through rigorous research

and creative methodologies, you will use data and storytelling to connect audiences with meaningful social critiques.

Subjects covered in the course:

4.1 AI Research Methods

You will master data analysis and practice-based research methodologies, developing data-driven narratives. This includes documenting creative processes, academic writing, and designing research projects that blend innovation with critical perspectives on contemporary social issues.

4.2 AI Art and Design with Social Commentary

You will create socially engaged works that provoke dialogue, collaborating with communities. Projects focus on audience response, social impact evaluation, and effective communication strategies to amplify the reach and relevance of socially critical narratives.

Master's Thesis

During a whole semester, you will have the opportunity to make your ideas come true, synthesizing knowledge and skills in a professional portfolio and thesis project ready for the art, design and technology industry.

Subjects covered in the course:

5.1 Portfolio Development

You will build a standout portfolio through advanced curation strategies, professional project documentation, personal branding, optimized digital presence, exhibition preparation, and marketing communication strategies.

5.2 Thesis Project

You will advance in conceptual development, integrating research with practice, technical sophistication, public presentation, thorough documentation, exhibition planning, and thesis defence and publication.

Workshops

Learning by doing: Intensive, hands-on creative experiences on AI technology and communication. Knowledgeable tight time opportunities to dive into new interdisciplinary challenges.

Capsules

AI is everywhere; from how we move to what we listen to. We will explore different fields where AI is present and set up their environment in an exploratory and interdisciplinary process.

Events

Listening is learning. Especially when professionals, emerging or established, share their life experiences and about their professional careers.

8.1 International lectures

We will welcome prestigious international figures to talk about their experiences, projects and case studies in different fields of graphic design.

8.2 Masters' Talks

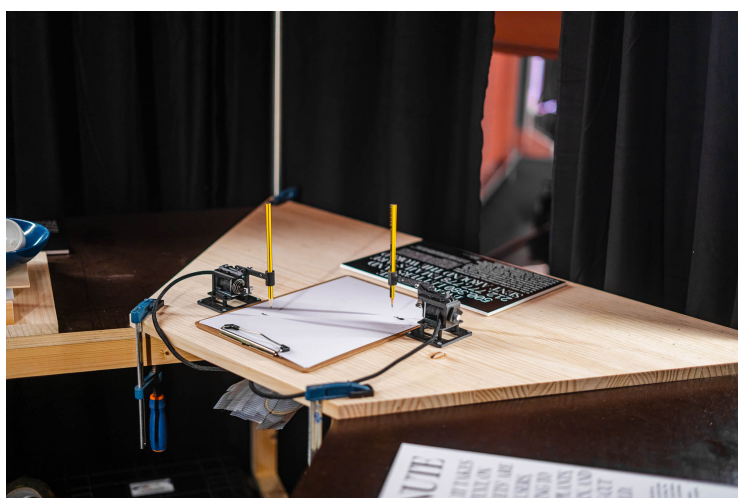
Leading creators from different fields will visit us and allow us to share their experiences, observe design phenomena, obtain new points of view, reflections and references that will enrich our interdisciplinary perspective on design.



Homemade DataViz. Workshop with José Duarte



Workshop 'The World in a Minute', Sónar Festival



'The World in a Minute', Sónar Festival



Profesorado

Director

Pau Garcia
Marta Handenawer
José Manuel Pérez Paadin

Faculty

Marta Handenawer
José Manuel Pérez Paadin
Anne Quito
Mario Santamaria
Taller Estampa
Antonia Folguera
Julià Vicens
Fernando Cucchiatti
Lluís Nacenta
Ferran Avila
Bani Brusadin
Andreu Belsunces, Becoming Studio
Marc Conangla, 16 times

Maria Costa, Domestic Data Streamers
Juan Aritzi, Domestic Data Streamers
Ignasi Monfort, Domestic Data Streamers
Tim Thorp, Domestic Data Streamers
Carla de la Torre, Elisava
Maria Moreso, Domestic Data Streamers
Andrea Segato, Domestic Data Streamers
Thinh Truong
Veronika Gryshshuk
Mireia Bosch, Cedra
Joana Bisbe, Domestic Data Streamers

Más información

Antiguos Estudiantes: Los Alumni Bold se beneficiarán de un 15% de descuento sobre el importe de los cursos que se imparten en Elisava.

La relación de profesores del programa es susceptible a variar en función de condicionantes ajenos al programa. Elisava se reserva la posibilidad de introducir cambios en la programación, así como el derecho de suspender el curso dos semanas antes de su inicio si no se alcanza la cifra mínima de participantes, sin otra obligación que la devolución de las cantidades satisfechas a cada participante.

Los horarios de los programas de Máster y Postgrados pueden ampliarse en función de las actividades del curso (fines de semana incluidos).

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Elisava, Facultad
de Diseño e Ingeniería

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