STUDY ABROAD
AT ELISAVA
BARCELONA

15 weeks in ELISAVA Barcelona School of Design and Engineering

Free elective programme:

TRACK A: For students without design background
- 2 mandatory subjects (45 hours and 6 ECTS each)
- Plus a choice of electives a minimum of 1 (45 hours and 6 ECTS each)
- Plus optional Spanish language lessons (45 hours and 6 ECTS)

TRACK B: For students with design background (ELISAVA will require a portfolio)
- A choice of electives a minimum of 3 (45 hours and 6 ECTS each)
- Plus optional Spanish language lessons (45 hours and 6 ECTS)

ACADEMIC YEAR 2016-2017
Fall semester: September 5th to December 16th
Spring semester: January 9th to April 27th

ACADEMIC YEAR 2017-2018
Fall semester: September 4th to December 21st

FEES:
Academic year 2016-2017
Minimum 18 ECTS: 2,895€
Every additional subject of 6 ECTS: 965€
Spanish language lessons (6 ECTS): 475€

Academic year 2017-2018
Minimum 18 ECTS: 2,985€
Every additional subject of 6 ECTS: 995€
Spanish language lessons (6 ECTS): 495€

LANGUAGE:
Programme entirely taught in English

STUDENTS GUIDANCE:
Tel. + (34) 933 174 715
studyabroad@elisava.net

THE GLOBAL AND HISTORIC CONTEXT OF ART AND DESIGN
Mandatory subject for students without design background (45 hours and 6 ECTS)

The objective of this course is to relate the different branches of human knowledge: architecture, sociology, history, anthropology and art with the aim of developing a cognitive map of the world we live in.

The establishment of theoretic bases and social knowledge that allow the permeation of design in a global and historic context.

The purpose is to give the student analytical and discursive tools to develop their own project from a critical and innovative point of view.

This course will analyse the basic theories of art, architecture and design culture since the industrial revolution up to the present day. The first phase will study the emergence of industrial design as a specific discipline in Western European culture. This will be followed by an investigation of modern design language in daily life, the value of brands and consumer habits in a new world of mass communication, new technologies and sustainability.

Using the extensive resources of Barcelona with visits to the cities museums such as MNAC, MACBA, Joan Miro Foundation and the Picasso Museum, emblematic buildings by Gaudi, Mies Van Der Rohe, Richard Meier and Jean Nouvel as well as design stores like Vitra, BD and Vincçon and restaurants and leisure spaces around the city.

ADVANCED PRINCIPLES IN DESIGN: INTEGRATING COMMUNICATION, HUMANITIES AND SCIENTIFIC TECHNIQUES
Mandatory subject for students without design background (45 hours and 6 ECTS)

This course is centered on the assimilation of procedures that allow understanding of a design language that examines the relationship between necessity and function of objects and the interaction between objects and their environment. The student is also introduced to the semantics of form, colour and materials.

Fundamentals of Design has a global focus, with a theoretic and practical profile, synthesising and integrating the different areas of communication, humanities and scientific techniques. The multidisciplinary personality implies a parallel understanding of graphic design and practical interior design, sharing content that is clearly defined yet flexible in their final applications.

DESIGN FOR PACKAGING
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

Modern-day packaging needs call for professionals with the power to communicate —both formally and graphically— the attributes of a product. With the aim of training professionals whose design is nurtured in a sense of social and environmental responsibility, the program shows the right tools for conceptualising and developing comprehensive packaging projects.

The goal is to understand the factors affecting production and selection of a package for a specific product, its possibilities and materials.
TYPOGRAPHY AND GRAPHIC DESIGN
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

This course focuses on graphic communication with special attention to texts and the written word and their integration and relationship with images, colours and textures. Projects ranging from artistic and experimental calligraphy, typography, poster composition, editorials and digital interaction.

The course centres on the vision of graphic design as an essential element of communication crossing social, cultural and functional boundaries. This concept of design, not only as a formal exercise, will incorporate functional challenges and technological links, taken in this graphical context.

The complete manual and technological resources of ELISAVA are available to students from printing materials and movable type to computers and tablets.

RETAIL DESIGN / VISUAL MERCHANDISING
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

Retail is naturally the showplace for new ideas, new concepts and new products. As such, the store environment serves as the selling stage for the latest merchandise offerings of the day, and a tool of communication used to create a dialogue with the targeted customer. Through effective visual merchandising, the retailer communicates both the attributes of the brand, and the attributes of the products offered.

The primary objective of this program is to present students the importance of visual merchandising as an integral component of a successful retail strategy. Classes will include an in-depth analysis of the retail store environment. The principles, philosophies and technologies of visual merchandising will be studied through exploration of the market place and hands-on classroom experimentation.

BCN. CITY OF CITIES IN A GLOBAL WORLD
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

This course is focused on the city and on urban design, understanding the global need growing cities have, “to sew” the modern and traditional city through a redesigned public space.

In this sense the experience developed in the city of Barcelona in the last 40 years is great example that we will analyze in order to understand the methodologies and interiorize the tools of interpretation and transformation of the city, from the bigger to the smaller scale.

FOOD, DESIGN AND HEALTH
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

This course is focused on the interaction of design, as a creative process, with food and health, as fundamental part of human being. The relation between design food and health is not only based on the tangible aspects (space, forms, product, packaging...), but in a wide range of approaches, from culture to territory, from well-being to aesthetics.

We must understand the whole relation of man with environment to create innovative ways, systems or products to enhance this interaction. Designing in a creative way, connecting mind and hand, the senses and the culture, in a constant communication with other designers, will allow us to find out new ways of understanding our world and improving it.

FURNITURE AND PRODUCT DESIGN
Elective subject, open to all students with or without design background (45 hours and 6 ECTS)

This course focuses on the areas of product and furniture design. Covering the whole process from conceptualisation, formalisation, development and pre-production of a designed object from the human, domestic or work environment.

The course will study the social, ergonomic and aesthetic environment of the user, the ways of producing the final work and the impact of this on the environment as a whole. Students will approach the semantics of objects, their functional and communicative capacity along with the integration of materials and technology.

Visits to factories, showrooms and design boutiques as well as using the school’s workshops form an important part of the development of the designed products.
Design is an increasingly complex profession where the limits between traditional speciality areas are becoming blurred. Designers today must be capable of covering every base in this extensive market and have expert knowledge of the diversity of services they can offer. This intensive course takes a comprehensive look at design and the new opportunities it affords.

ELISAVA, in the heart of Barcelona, Capital City of Design.