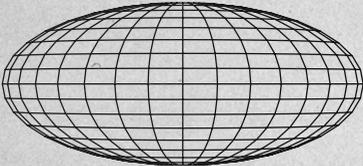


MASTER  IN
ART DIRECTION
& ✨ NEW ✨
NARRATIVES

1st Edition.

ART DIRECTION

We understand Art Direction as a transversal practice that goes along the fields of communication, art, technology, design, society and beyond. Having creativity and aesthetics as natural compasses, this program aims to enhance the transversality of the art direction practice in order to build images that impact and effectively transmit messages and stories.

NEW NARRATIVES

Stories are the best tools humanity possesses to connect with others, to share beliefs and to enhance knowledge and memory within an ever-changing society. Narrativity connects with our human essence, while transmitting contemporary ideas that compel us all. A conjunction between the archetypical and the voguish. Today, narratives are powered by technology and propelled by aesthetics, and we will take advantage of it.

Introduction

In the Master of Art Direction and New Narratives (MADNN) we move according to 3 principles: **experimentation, experience and expression**. We learn in a permanent workshop format, where projects go beyond conceptual and aesthetical proposals into the field of creation.

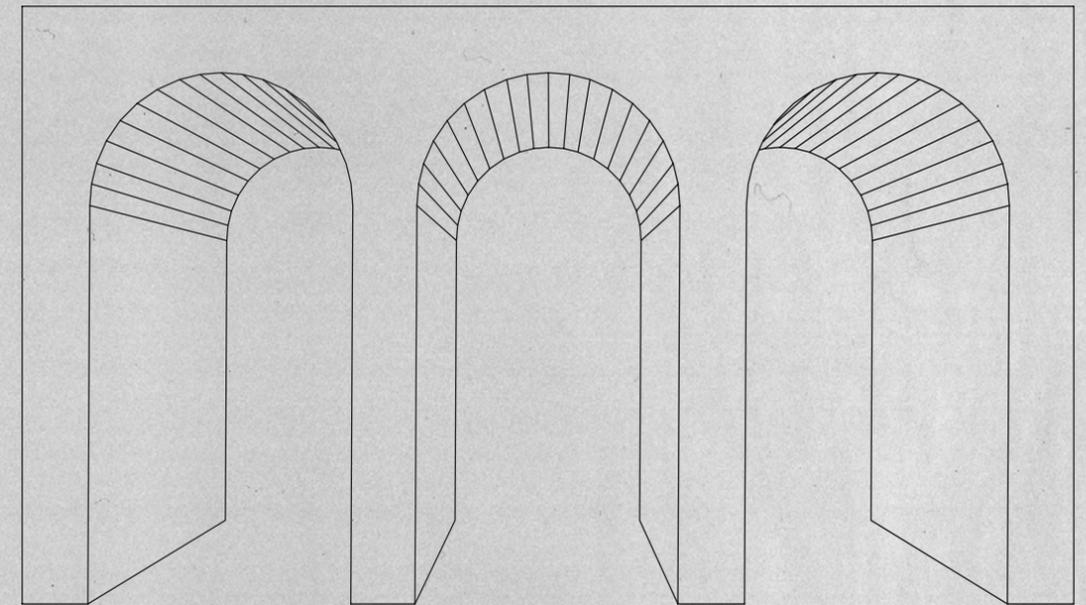


fig.1

This master conceives the Art Director not only as an interpreter of strategic proposals but also as a developer, producer and creator.

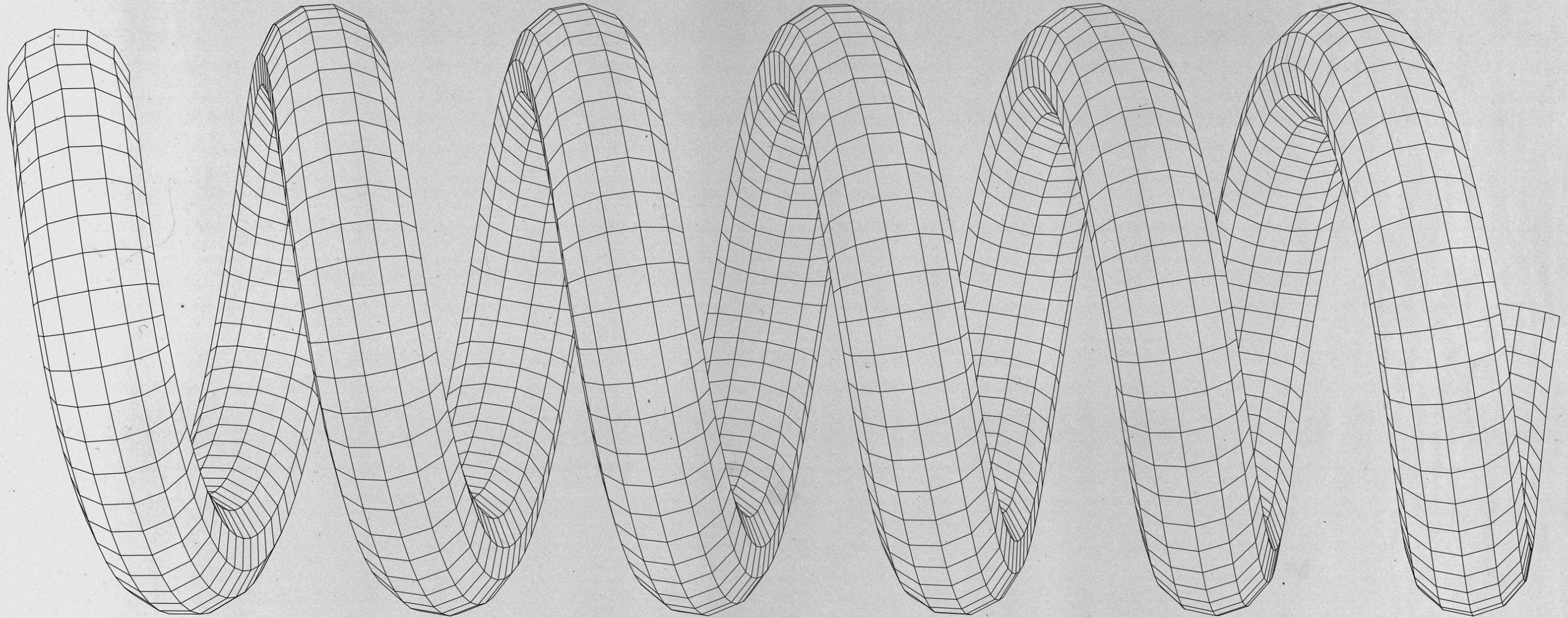
Across the different modules and projects, this master will emphasize and explore diverse topics of contemporary interest, while questioning and reinterpreting traditional creative methods to find unexpected aesthetic strategies. All from the perspective of diverse

expressive languages, like photography, animation, fashion or even gaming.

All along this master there is a good dose of disruption, according to which we merge fields, we play between the digital and analog, and we hybridise realities and metaverses. Everything to create relevant and outstanding visual narratives.

Methodology: a permanent workshop

fig. 2



We believe that the future will be not only digital but ever analog, and we can't face the digital era without taking this into consideration.

This program intends to look towards the future that takes both realities into consideration.

To do so we hold this programme in three cornerstones that configure it as a permanent

workshop, in which each project links with a contemporary and futuristic field.

Experimentation

To go beyond can only be achieved by making mistakes and proposing ideas that challenge the limits of logic and sense. Disruptive thinking is achieved by practice.

Experience

We believe emotions are a powerful glue that joins the fabrics of our brain together and the perfect way to enhance knowledge and aware-

ness. And nothing generates more emotions than an experience.

Expression

Great ideas are good but great creations are actually great. The ability to go beyond conceptualisation into creation and action is one of the purposes of this master.

Participants

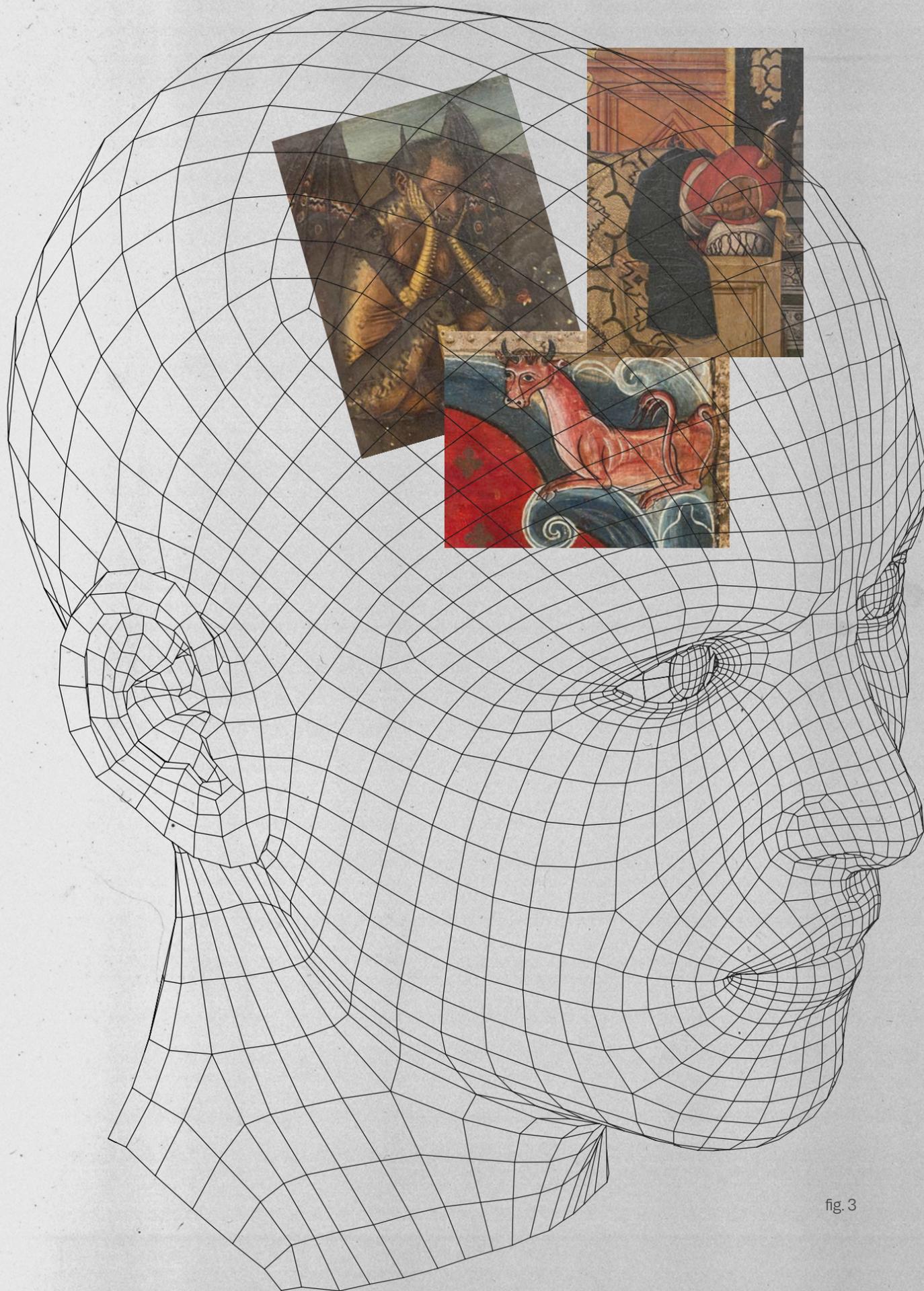


fig. 3

The sensibility of some communicators, designers and creatives might be altered and distorted sometimes during the first years of work, as the popular phrase exposes: "*The imminent leaves no time for the important*".

The MADNN invites its participants to reconnect with the original spirit, purposes and goals that come along with a creative soul.

Charles Eames said that you should take your pleasures seriously. This is an opportunity

to enjoy, rethink and reinvent a field that can expand and merge with almost any practice.

Let's have the opportunity to focus on the important for a while and grow stronger and conscious of our potential.

Syllabus

The program pursues a natural flow, that starts with a solid base of theory (which we will apply, question and remake through the master) and continues with immersive workshops, in order to achieve the proper tools and mindset for generating unforgettable aesthetic narratives.

MODULE

1

Disruption and Creation

●○ RESEARCH & WORKSHOP BY FLOWERS BY BORNAY

MODULE

6

Mix Media Lab

●○ WORKSHOP BY DVEIN

MODULE

2

Metamodernisms

○○ TALKS

MODULE

7

Visual Poetry and Analog Photography

●○ WORKSHOP BY QUERIDA

MODULE

3

Narrative, gamification and new interactions

●○ WORKSHOP BY HELLO PLAYFUL

MODULE

8

Selfreflection and Creative Identity

●○ WORKSHOP BY SOON IN TOKIO

MODULE

4

Creative Content

○○ TALKS

5

Promotion and Staging

●○ WORKSHOP BY GEO TAGLIETTI

MODULE

9

Fashion Industry: Mindset, Sense and Logic

●● FINAL MASTER PROJECT

**WHAT WE WILL DO**

During this chapter, you will learn the necessary conceptual and methodological foundations for you to follow or disrupt.

fig. 4

WORKSHOP → CONCEPTS & ROSES

The workshop is a starting point where the basis and methods that will be useful along the master are meant to be set, starting from creative research and with disruption as a premise. It will delve into remixing, the creative process, and expression through unusual languages, in this case, the floral one.

Metamodernisms

WHAT WE WILL DO

In an era when information is both entertainment and content, we must use a vast visual imagery to create relevant communication devices that work with different audiences. We will analyze multiple arts, expressions and contexts to comprehend the beautiful, the ugly and all that is in between.

fig. 5



3 Narrative, gamification and new interactions

WHAT WE WILL DO

At the height of globalization, diverse and universal languages are emerging and, next to these, are also coming great opportunities for art direction. We will start from narrative, as the identity principle of humanity, and mix it with technology and gaming, at the dawn of a new avant-garde.

WORKSHOP → NARRATIVES OF THE METAVERSE

We will enter a parallel universe where there are no limits, especially if we are the ones imaging it. In this project we will become virtual gods, with the power to create worlds, stories, characters and, overall, experiences that could only be lived in the metaverse.

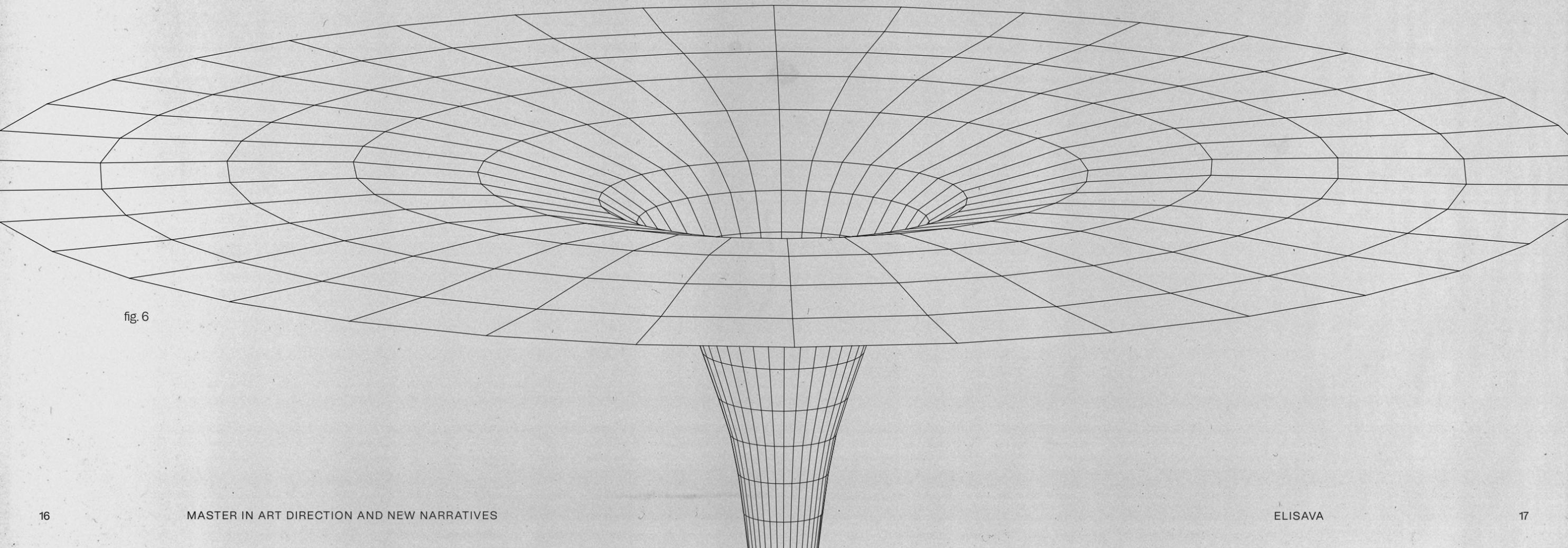
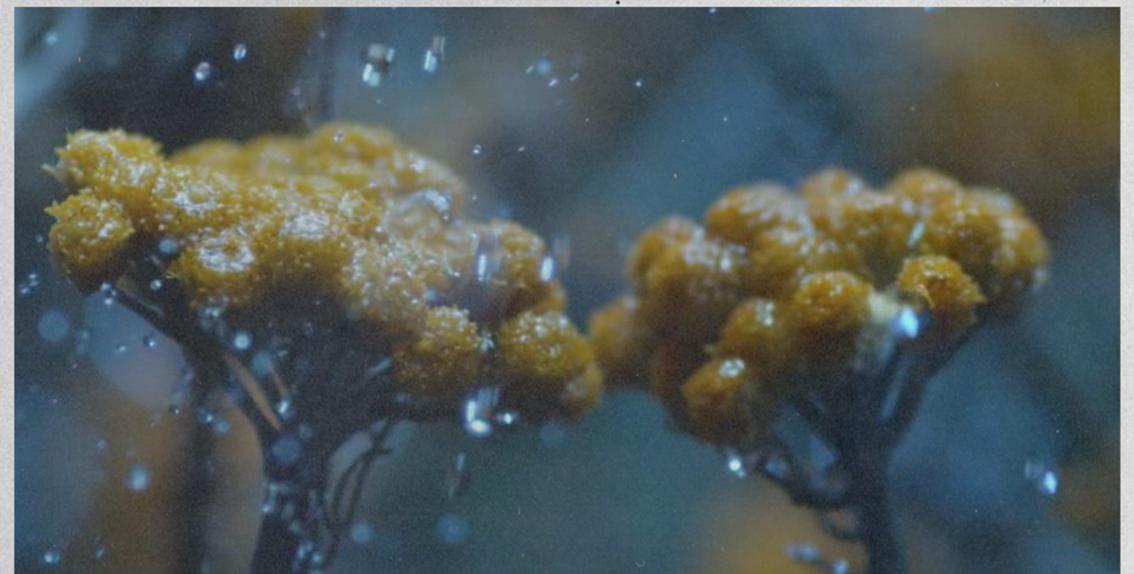


fig. 6



PLAYFUL - VISUAL POETRIES DOME ZERO

DVEIN - LÓCCITANE CULTIVATORS OF CHANGE



MODULE

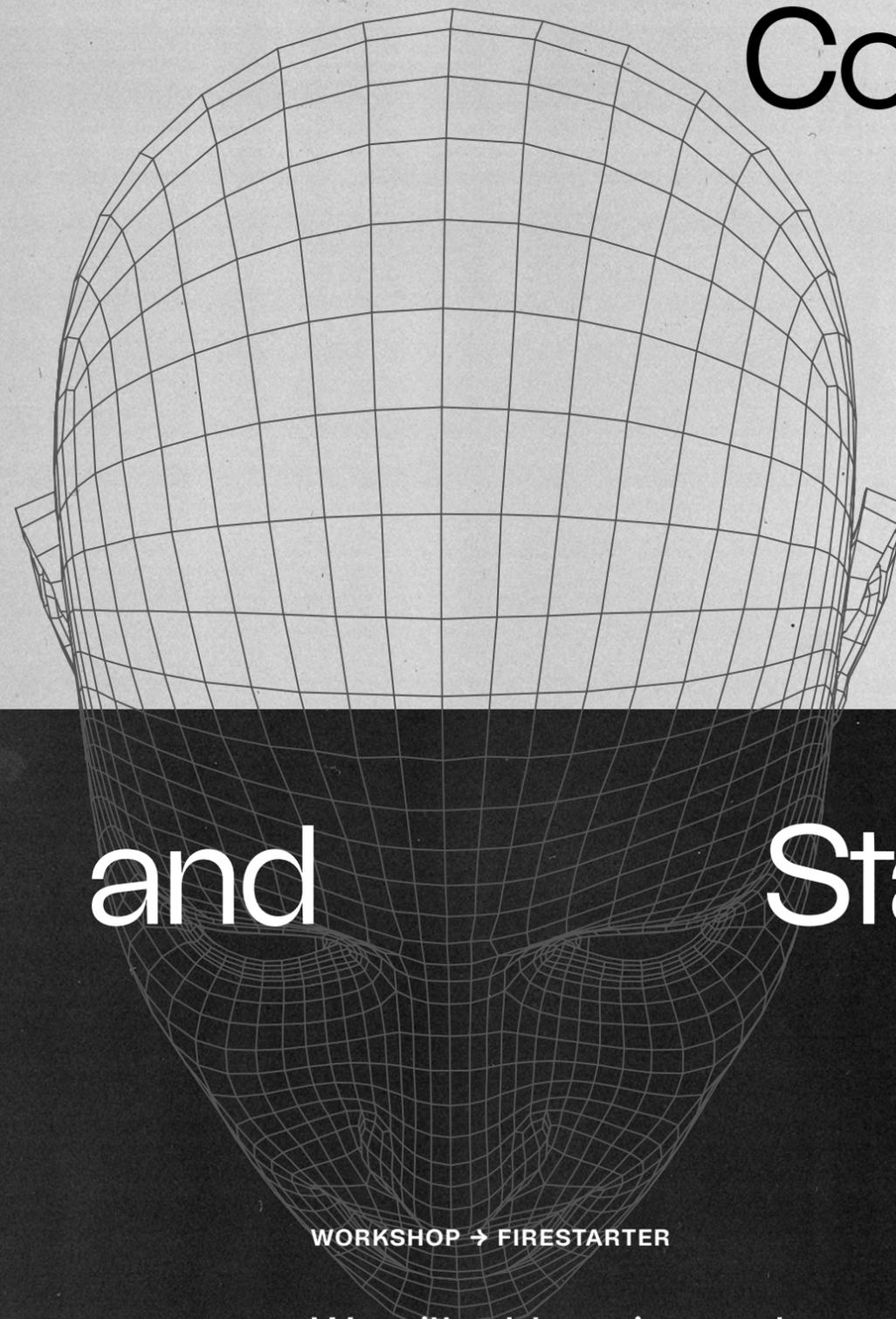
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Creative

WHAT WE WILL DO

Fundamental principles of communication and behavior will be reviewed through neurobiology. Emphasis will be placed on the creation of online content, as well as innovative formats from social media to events.

Content



MODULE

5

Promotion

WHAT WE WILL DO

Art directors have the ability to share and spread their enthusiasm around. But bringing ideas to reality is a complex process full of unexpected situations. Becoming aware of this, can help art directors to foreshadow their proposals more accurately.

and Staging

WORKSHOP → FIRESTARTER

BY GEO TAGLIETTI

We will address in a real way the production of an event from staging to the communication campaign, in which the whole group will work together for a common purpose: activate emotions of an audience in a show powered by neurobiology and music.

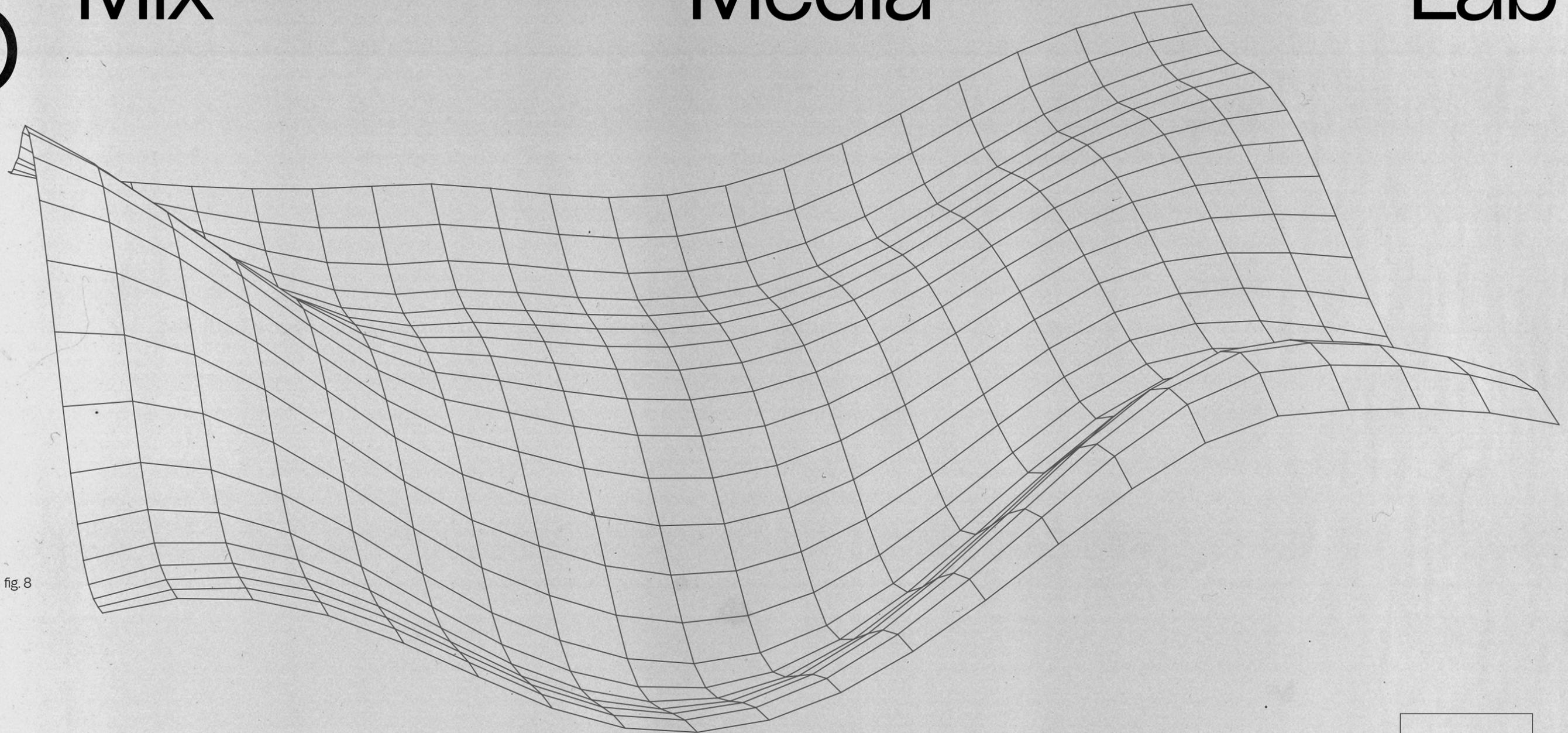
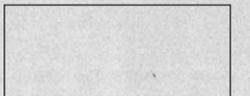


fig. 8

WHAT WE WILL DO

We will combine and experiment with different expressive formats in the search of unexpected associations between the analogue and digital world. We will begin with the more tactile arts, in order to blend these into the digital spectrum.

WORKSHOP → MIX MEDIA LAB

Developing the ability to mix different techniques and recognising the good results that this can cause, will immensely increase our creative resources and expressions.

7 Visual Poetry and Analog Photography

WHAT WE WILL DO

A review of the basic principles of visual communication, from the multiple expressive resources that construct a verbal message to the compositional elements of an image. After exploring the relationship between image and word, we will apply it in an editorial project, the quintessential arena for the co-existence of these two languages.

WORKSHOP → VISUAL POETRY

We will explore the expressive language of photography from its basis on an expedition. This workshop gets deep into analogical aesthetics and methods, with a profound humanistic take.

The goal is to escape from the Adobe Empire for a while, even if we have to hide in the top of the world.

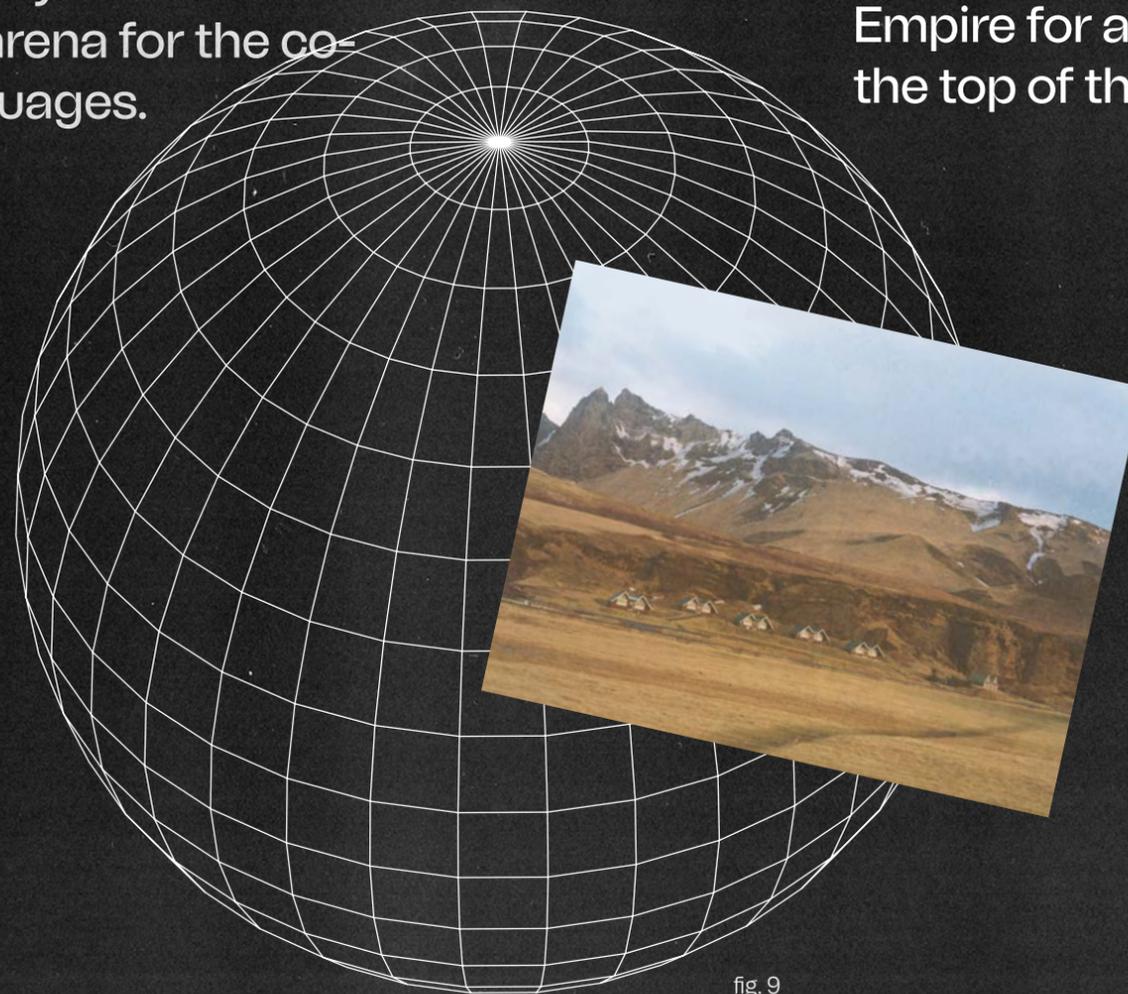
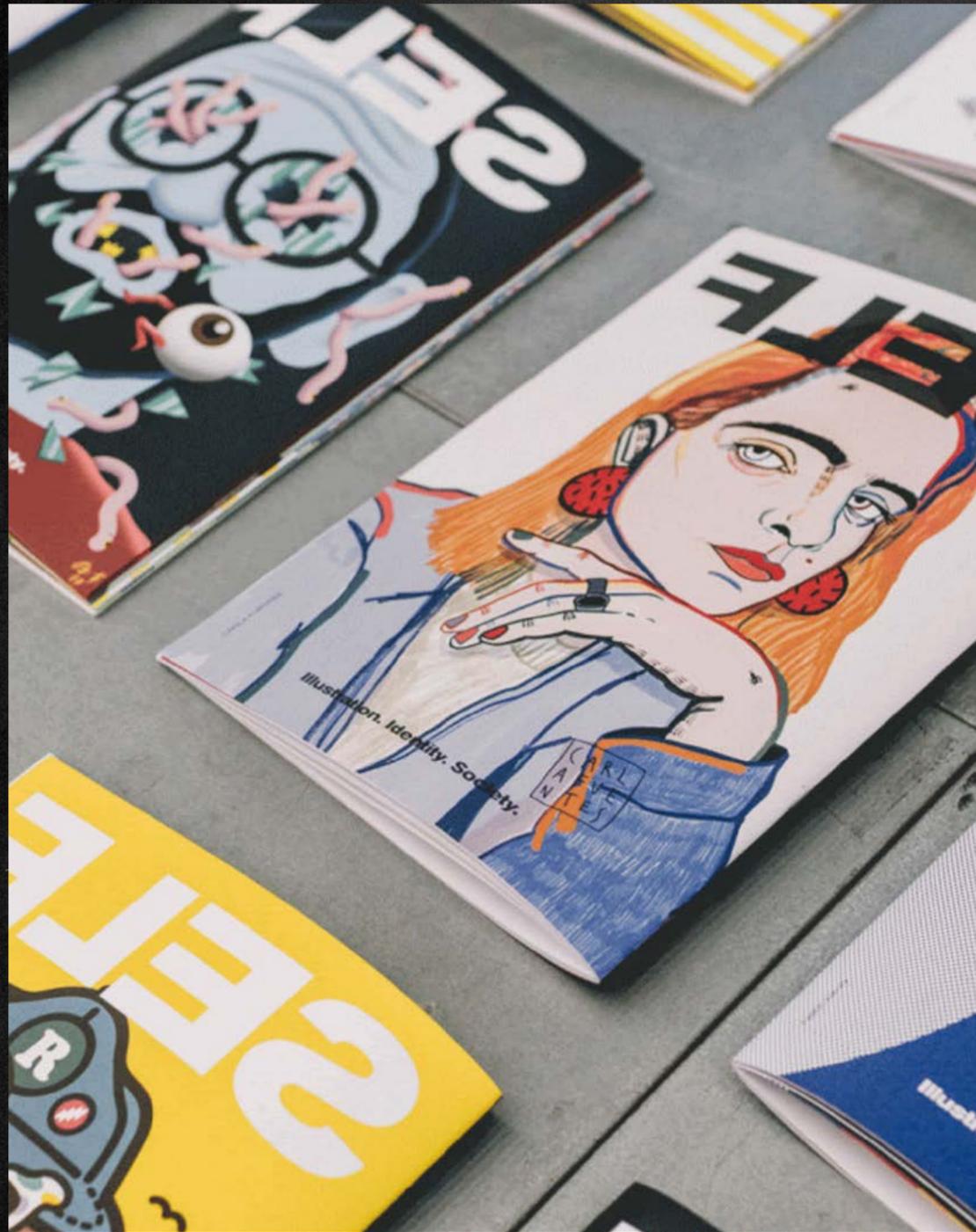


fig. 9



SOON IN TOKYO - SELF PROJECT ILLUSTRATION, IDENTITY & SOCIETY.

QUERIDA - PERDIZ IS A COLLECTABLE MAGAZINE-OBJECT.



Selfreflection and Creative Identity

WHAT WE WILL DO

Seeking, understanding and enhancing one's creative talent, aesthetic and style, gives character and originality to any type of proposal, besides being key to approach creation.

WORKSHOP → THE MIRROR

The development of a strong creative identity is essential to find collaborations that fit your interests, ambitions and also greater opportunities in the age of the NFTs. To achieve this it, is not enough to have an outstanding portfolio. It is necessary to search a little deeper, and we will do so while exercising resilience, exploring corporal expression and debating creative freedom.

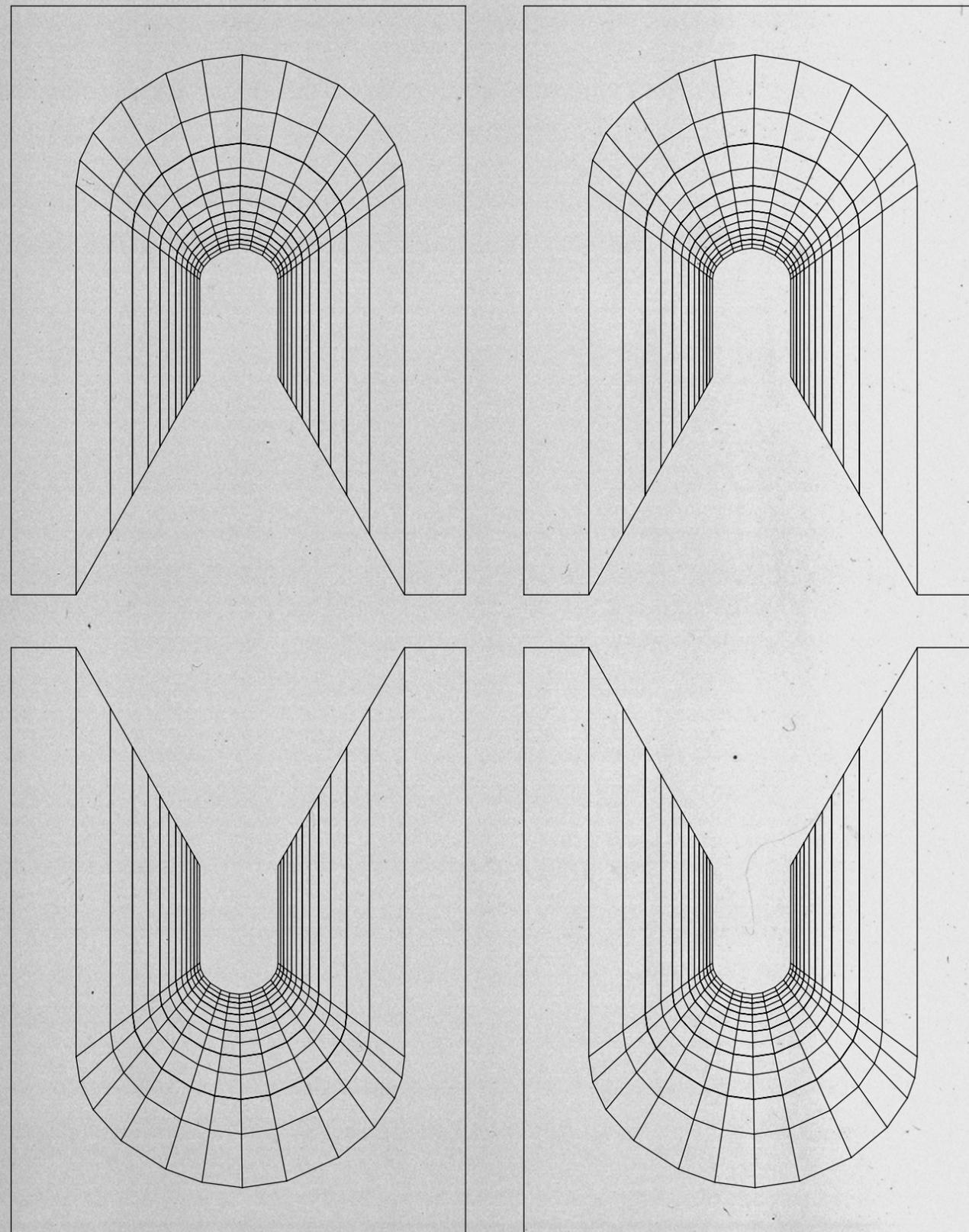


fig. 10

9 Fashion Industry: Mindset, Sense and Logic

WHAT WE WILL DO

In this workshop and module, we will dive into the components of one of the strongest creative industries. Fashion, content and entertainment are gathering in a power trio to transmit ideas and stories like no other. At the same time, fashion brands are questioning their own production, consumption and even the material realm.

MASTER'S FINAL PROJECT

The fashion industry is in constant search of new forms and expressions. We will condense all the knowledge acquired throughout the master in an art direction project guided by the disruption that impacts this industry

fig. 11

Team

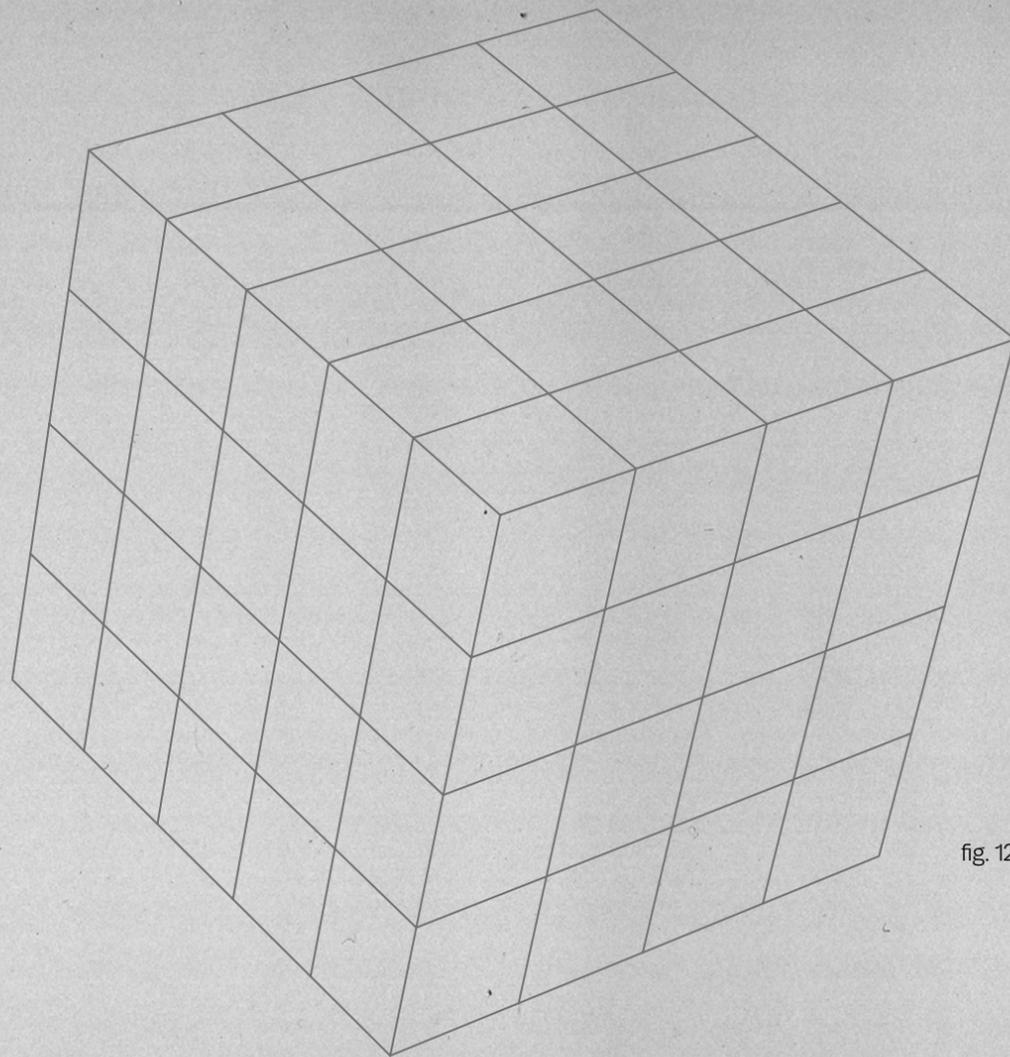


fig. 12

LUCÍA COLOMBO

Programme Director

She entered the creative universe as a publisher in various print media in Argentina. In Barcelona, she collaborated with Jordi Cano in the production of original theory for art direction. Today, she works in eumo_dc as a creative researcher and content manager. Also, she co-directs and teaches in Shifta digital school, while collaborating in communication masters at Elisava.

BER ARCE

Programme Director

Creative & Art Director specialist in communication and advertising strategies, he has almost 20 years of experience in the world of visual communication. In his professional career he has worked for international agencies such as McCann Erickson, Ogilvy and Gray Group where he has worked for advertisers of various business categories.

ALBERT ESTRUCH

Lecturer

Professor and co-founder of Querida, content strategies and creative direction studio, and Mañana, a film production company aiming to create the truly diverse video and photo content that modern audiences demand.

ANDRÉS HISPANO

Lecturer

Audio-visual producer, art curator, teacher and writer specialised in film. He is currently developing the audiovisual platform SOY CÁMARA for the CCCB.

BEATRIZ BARCO

Lecturer

Neurobiologist specialised in communication. She is a freelance screenwriter and journalist, specialising in science-related topics. She currently works for the science communication agency Ubik Media.

BEATRIU MALARET

Lecturer

Consultant and development trainer for professional profiles oriented towards integrated and strategic management in the design and fashion sector. Teacher of fashion and design theory.

JORDI Y CARLOS GRANGEL

Lecturer

Character design specialists. They have nominations, awards and multiple recognitions for their work among which can be named The Prince of Egypt, Antz, Spirit or The Corpse Bride.

MARC SANCHO

Lecturer

Graphic designer and art director. He is the founder of the Querida studio, specialised in creative and strategic content management. His latest project was the setting up of the audiovisual production company, Mañana.

MICHELE PINNA

Lecturer

Art director that works in the fashion industry with a solid background in graphic and digital design. He now works as art director at Desigual.

GEMMA PENYA FERRER

Lecturer

Visual researcher in projects that involves visual content and information on archives for films, documentaries and publications. Editor at Bound Magazine

MONICA RIKIC

Lecturer

Electronic artist who focuses her practice on code, electronics and non-digital objects to create interactive projects often framed as experimental games. Her projects propose new ways to interact with the digital environment around us.

PABLO ALFIERI

Lecturer

In 2010 he founded one of the best Motion studios in Argentina: Plenty. He later became the director of Live Action and Stop Motion, mixing art direction with set design and typography. Today he directs the digital arts studio, Hello Playful.

PEPI DE BOISSIEU

Lecturer

She directs a creative studio where food takes centre stage. She uses design and art to create tailor-made food installations and eating experiences.

RAQUEL PALLEJÀ

Lecturer

Art director and fashion photographer, who also worked at Firma, creative agency from Barcelona. Now, she is art director and graphic designer at Eumo_dc, while teaching at Elisava and Shifta.

TEO GUILLEM

Lecturer

He is a director that has been working in film, advertising, music videos and credits since 2007, when he founded the production company and director's collective Dvein. His work has been shown at MoMa, ArtFutura, Saatchi & Saatchi, among others. In 2012 he received the Ciutat de Barcelona award.

XAVIER CAMÓS

Lecturer

Brand manager of Moritz beer. He has participated in the launch of the brand's flagship, the Fabrica Moritz Barcelona, as well as its current communication strategy.

ZOE BARCELÓ

Lecturer

Creative director. With a creative and strategic profile, she undertakes projects in communication, design and innovation in collaboration with advertising agencies, design studios, architecture studios and end clients.

ISABEL DOMENECH

Lecturer

Stylist and creative director, with experience in editorial stylism, e-commerce, advertising, videoclips and brand consultancy. She has worked for clients like Rosalia and Nike.

Workshop and project leaders

FLOWERS BY BORNAY

Module 1 – Workshop Concepts and Roses

Flowers by Bornay began its journey in 2009 in Barcelona, imposing a new and unrepeatable iconic universe, daring to break the classic conception of the profession, and taking inspiration out of cinema culture, science fiction, pop culture, art, dance, and even breaking with the established, using materials and accessories until now unthinkable, such as color spray to modify the natural state of the raw material.

PLAYFUL

Module 3 – Workshop Narratives of the metaverse

A creative collective of digital craftworkers rooted in collaboration. They specialise in Art Direction & Moving picture campaigns, merging live action with CGI & new technology to craft captivating animations & short films, experts in beauty & product design projects.

GEO TAGLIETTI

Module 5 – Firestarter

Digital strategist and branding consultant. She worked as Communications & Digital Director for Sónar for more than 20 years. Board member of the international women in music platform shesaid.so.

DVEIN

Module 6 – Workshop Mix Media Lab

Dvein is a two headed director: Teo and Carlos do commercials, music videos and film with an experimental approach. Their work is characterized by the hybridisation of ideas and techniques that merge real and digital in mix media approached projects. Exploring the limits of live action, animation and CGI.

QUERIDA & MAÑANA

Module 7 – Workshop Visual Poetry

Querida develops content strategies and creative direction for institutions, brands and individuals for both print and online projects. Based in Barcelona working worldwide.

Mañana offer production services and creative direction aiming to create the truly diverse video and photo content that modern audiences demand. Based in Barcelona and Mallorca for worldwide productions.

SOON IN TOKYO

Module 8 – Workshop The Mirror

Javi Donada and Angelo Palma put together this independent communication agency driven by solid strategic thinking and a real commitment to results. All done with style.

Take your pleasures seriously. - Charles Eames