Study Abroad
Arts & Design Courses

BAU, COLLEGE OF ARTS & DESIGN BARCELONA

Study Abroad
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UVIC | UVIC·UCC

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Academic Program

The Study Abroad Program at BAU Barcelona offers international students the opportunity to study for one or two semesters at one of the most renowned design schools in Spain.

You can choose from courses taught in English in the areas of design, architecture, arts, management, communication, artificial intelligence, and other emerging creative disciplines, becoming part of a global academic community.

BAU's methodology combines hands-on learning, critical thinking, and real projects developed alongside industry professionals.

To enrich your academic experience, BAU, together with strategic partners, offers the opportunity to take part in cultural activities and immersive experiences: guided visits, workshops, art routes, and local events that will allow you to discover Barcelona's creative essence and connect with its cultural environment.

Upon completion, you will receive an academic certificate with ECTS credits that can be recognized by your home university.

Courses offered

- Architecture and Urban Sketching
- Art Market and Economy
- Art and Technology
- AI for Artists and Creatives
- Art Direction
- Graphic Design and Digital Art
- Design and Communication

Architecture and Urban Sketching

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course combines the study of architecture and art history with the practice of urban sketching. Set in the vibrant city of Barcelona, students will explore its rich artistic and architectural heritage, from the iconic works of Antoni Gaudí to cutting-edge contemporary design. The course includes guided tours of landmark sites, excursions to culturally significant neighborhoods, and hands-on sketching sessions that capture the essence of Barcelona's urban landscape.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- To provide an in-depth understanding of Barcelona's architectural and artistic history.
- To introduce and refine urban sketching techniques for capturing architecture and urban environments.
- To develop an appreciation for the relationship between historical and contemporary design.
- To engage students in experiential learning through guided tours and on-site sketching.
- To foster personal artistic expression inspired by Barcelona's cultural and architectural identity.

Learning Outcomes

Upon completing this course, students will be able to:

- Demonstrate knowledge of Barcelona's key architectural and artistic movements, from modernism to the present.
- Apply urban sketching techniques to document architectural and urban details effectively.
- Analyze the interplay between historical and contemporary architecture in urban design.
- Produce a sketchbook portfolio that reflects a deep engagement with Barcelona's architectural and artistic heritage.
- Articulate insights about Barcelona's cultural history through written reflections and discussions.

Method of Presentation

- Lectures: Introduction to architectural and artistic movements, key figures, and urban design principles.
- Guided Tours and Excursions: Visits to significant sites, including Sagrada Família, Park Güell, Gothic Quarter, and more.
- Sketching Sessions: On-site urban sketching workshops with instructor guidance.
- Studio Time: Group critiques and development of sketching techniques.
- Discussions: Reflection on the interplay between architecture, history, and artistic practice.

Field of Study

This course integrates the fields of:

- Art and Architecture
- Art History and Urban Studies
- Drawing and Sketching Techniques

Required Work and Assessment Methods

- **Sketchbook Portfolio (40%)**: A collection of sketches from weekly sessions and excursions.
- **Reflection Essays (20%)**: Written reflections on specific architectural sites and their cultural significance.
- **Final Project (30%)**: A comprehensive piece or series synthesizing architectural insights and sketching techniques.
- **Participation and Engagement (10%)**: Active involvement in guided tours, discussions, and workshops.

Course Contents

Week 1: Introduction to Barcelona's Architectural History

- Overview of Barcelona's artistic and architectural evolution.
- Lecture: From Roman origins to modernist masterpieces.

Week 2: Sketching Foundations and Urban Observation

- Basics of urban sketching: Perspective, line, and composition.
- Workshop: Sketching architectural details in the Gothic Quarter.

Week 3: Gaudí and Catalan Modernism

- Exploration of Gaudí's life, philosophy, and works.
- Tour and sketching: Sagrada Família and Park Güell.

Week 4: The Modernist Movement in Context

- Other Catalan modernist architects: Domènech i Montaner and Puig i Cadafalch.
- Tour and sketching: Hospital de Sant Pau and Casa de les Punxes.

Week 5: The Gothic Quarter and Barcelona's Medieval Legacy

- The role of medieval architecture in shaping modern Barcelona.
- Tour and sketching: Cathedral of Barcelona and Plaça del Rei.

Week 6: Barcelona's Urban Transformation

- Ildefons Cerdà's Eixample plan and the city's urban renewal.
- Tour and sketching: Passeig de Gràcia and Casa Batlló.

Week 7: Montjuïc and Barcelona's Cultural Venues

- Modernism meets internationalism: 1929 International Exposition.
- Tour and sketching: MNAC (National Art Museum of Catalonia) and Poble Espanyol.

Week 8: Contemporary Architecture in Barcelona

- From the 1992 Olympics to today: Frank Gehry, Jean Nouvel, and more.
- Tour and sketching: Torre Glòries and the Forum.

Week 9: Artistic Movements Beyond Architecture

- The influence of Picasso, Miró, and Dalí on Barcelona's cultural identity.
- Tour: Picasso Museum and Fundació Joan Miró.

Week 10: Waterfront Renewal and Public Spaces

- Barcelona's relationship with the sea and public space.
- Tour and sketching: Barceloneta and Parc de la Ciutadella.

Week 11: Sketching Modern Landscapes

- Urban parks and their integration with architecture.
- Tour and sketching: Park de la Creueta del Coll and Park del Laberint d'Horta.

Week 12: Capturing Light and Atmosphere in Sketching

- Advanced sketching techniques: Shading, color, and texture.
- Workshop: Sunset sketching at Bunkers del Carmel.

Week 13: The Future of Barcelona's Architecture

- Sustainable design and urban innovation in Barcelona.
- Tour: Barcelona Superblocks and eco-architecture examples.

Week 14: Studio Work and Final Project Preparation

- Refining sketches and integrating themes for the final project.
- Peer critique and instructor feedback.

Week 15: Final Presentation and Portfolio Review

- Presentation of sketchbook portfolios and final projects.
- Group discussion: Reflection on Barcelona's artistic and architectural identity.

Required Reading

- Hughes, R. (2004). Barcelona: The Great Enchantress. Knopf.
- Gausa, M. (2013). Barcelona. Modern Architecture Guide. ACTAR.

Additional Resources

Sketching Books:

- Urban Sketching Handbook: Architecture and Cityscapes by Gabriel Campanario.
- Drawing on the Right Side of the Brain by Betty Edwards

Documentaries and Films:

- Antonio Gaudí (1984) by Hiroshi Teshigahara
- Bicycle, Spoon, Apple (2010) – Documentary on Catalan artist Joan Miró.

Online Resources

- Barcelona Architecture Walks: www.barcelonarchitecturewalks.com
- Official website for Gaudí's works: www.casabatllo.es

Art Market and Economy

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course provides a comprehensive examination of the art market, exploring its economic structures and the multiple agents that shape it. Students will analyze the role of traditional players such as auction houses, galleries, and collectors, alongside the influence of curators, independent art spaces, and new digital platforms. The course will address the financial aspects of the art market, including valuation techniques, investment strategies, and the effects of globalization. Emphasis will be placed on critical discussions about market ethics, sustainability, and the evolving impact of digital technologies such as NFTs.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- Understand the key factors influencing the art market and its economic structures.
- Explore traditional and alternative methods of valuing artwork and identifying market trends.
- Analyze the roles of key stakeholders, including curators, galleries, auction houses, independent art spaces, and digital platforms.
- Critically assess the impact of globalization, digital disruption, and market ethics on the art economy.
- Develop practical skills for evaluating art as an asset and forecasting market trends.

Learning Outcomes

Upon completing this course, students will be able to:

- Analyze and evaluate the factors affecting the valuation of artworks across different market segments (traditional, contemporary, digital).
- Identify the roles and interactions of key market players, including curators, independent spaces, and new media.
- Assess the impact of global economic and digital trends on the art market.
- Use data analytics and digital platforms to monitor market dynamics and forecast future trends.
- Present informed perspectives on sustainability and the future of the art market, addressing both traditional and emerging sectors.

Method of Presentation

- Lectures: Core concepts and frameworks for understanding the art market, including historical perspectives and contemporary issues.
- Case Studies: Real-world examples of art sales, investments, market shifts, and the impact of curatorial decisions.
- Workshops: Hands-on exercises for valuing art and using market data tools.
- Guest Speakers: Industry professionals, including curators, art appraisers, gallery owners, independent curators, and digital platform specialists.
- Group Discussions: Collaborative analysis of global trends, market controversies, and the future of art markets.
- Field Visits (Optional): Visits to galleries, independent spaces, art fairs, or auction previews to observe market dynamics firsthand.

Field of Study

This course is interdisciplinary, covering topics from:

- Art and Design
- Economics and Finance
- Cultural Studies
- Business and Marketing
- Digital Innovation and Technology

Required Work and Assessment Methods

Weekly Reflections (20%): Short essays or presentations applying theories to case studies, analyzing art market trends, and reflecting on class discussions.

Group Project (25%): Analyze a specific art market segment (e.g., contemporary art, Old Masters, digital art, NFTs, or independent spaces). Students will evaluate the market dynamics, investment potential, and key players involved.

Artwork Valuation Report (20%): An individual assignment in which students research and appraise an artwork using learned methodologies, considering provenance, artist reputation, and market trends.

Participation and Discussions (15%): Active engagement in class discussions, group activities, and field visits. Students will also participate in discussions about ethics, sustainability, and the role of curators.

Final Paper and Presentation (20%): A comprehensive analysis of a current market trend, economic factor, or notable case in the art market, considering digital disruption, global trends, or the influence of independent spaces. Students will present findings in a final presentation.

Course Contents

Week 1: Introduction to the Art Market

- Overview of the art market's structure and history.
- Key players: artists, galleries, auction houses, collectors, institutions, and curators.
- Introduction to the role of independent spaces and alternative market models.

Week 2: Economics of Art

- Art as a commodity and its relationship to supply and demand.
- Intrinsic and extrinsic value in artworks.
- The impact of globalization on art production and distribution.

Week 3: Methods of Artwork Valuation

- Provenance, condition, rarity, and artist reputation.
- Valuation techniques: comparative market analysis, expert appraisal.
- Art as an investment: risk, liquidity, and diversification.
- Exploring alternative valuation methods in the digital age (NFTs, blockchain).

Week 4: Auction Houses and Pricing Dynamics

- History and role of major auction houses (Sotheby's, Christie's).
- Auction pricing trends, bidding strategies, and market records.
- The role of auction houses in creating art market trends.

Week 5: The Role of Galleries, Dealers and Curators

- Primary versus secondary markets.
- Gallery pricing strategies, artist representation, and exhibition influence.
- The curator's role in market shaping and how exhibitions impact valuations.
- The rise of independent curators and non-commercial spaces in shaping trends.

Week 6: Collectors, Investors, and the Market Economy

- Profiles of collectors: private, institutional, and corporate.
- Art as a financial asset: long-term investment strategies.
- The influence of collectors and institutional investors on the contemporary market.

Week 7: The Global Art Market

- Regional analysis: Europe, North America, Asia, Latin America, and emerging markets.
- Cross-border trade, auction sales, and the influence of global economics on art.
- Art as cultural capital in global diplomacy (e.g., soft power, national collections).

Week 8: Digital Disruption in the Art Market

- Online platforms, digital art sales, and the rise of NFTs.
- The impact of blockchain on ownership, provenance, and transparency.
- Social media's role in democratizing access to art markets and promoting artists.

Week 9: Art Market Data and Analytics

- Sources of market data: Artprice, Artnet, ArtTactic, and emerging platforms.
- Using digital tools and big data to analyze trends, predict market movements, and assess investment potential.

Week 10: Regulation, Taxation, and Ethics in the Art Market

- Legal considerations: copyright, resale royalties, and cultural property laws.
- Tax implications for art transactions and ownership (VAT, capital gains).
- Ethical challenges: forgery, looting, market manipulation, and the provenance issue.

Week 11: Art Fairs, Biennales, and Non-Commercial Spaces

- The role of art fairs (e.g., Art Basel, Frieze) in promoting sales and networking.
- The importance of biennales and their influence on market trends and cultural conversations.
- Independent spaces and grassroots art initiatives as alternatives to commercial markets.

Week 12: Art and Globalization

- The interconnectedness of the global market: trends, trading hubs, and cultural flows.
- The rise of the Asian market, Middle Eastern trends, and the impact of economic power shifts.
- Colonialism and decolonization in the art market: implications for market expansion.

Week 13: Challenges in Art Market Sustainability

- Environmental impact of art production, transportation, and digital technologies.
- Exploring sustainable practices for artists, galleries, and collectors.
- Eco-conscious market strategies and the potential for "green" art investments.

Week 14: Future Trends in the Art Market

- The future of art and technology: AI, augmented reality, and the metaverse.
- Evolving demographics of art collectors and new forms of art creation.
- The implications of economic crises, political instability, and digital transformation.

Week 15: Final Presentations and Reflections

- Presentation of final papers/projects, showcasing an analysis of a market trend, economic factor, or case study.
- Class discussion: What are the key takeaways from this course, and how will the art market evolve in the coming years?

Required Reading

McAndrew, C. (2024). The Art Basel and UBS Global Art Market Report 2024. Arts Economics. Available online: Art Basel & UBS Report 2024

Horowitz, N. (2011). Art of the Deal: Contemporary Art in a Global Financial Market. Princeton University Press. Princeton University Press - Art of the Deal

Recommended Reading

Velthuis, O. (2007). Talking Prices: Symbolic Meanings of Prices on the Market for Contemporary Art. Princeton University Press. Princeton University Press - Talking Prices

Heilbrun, J. & and Gray, C.M. (2023). The Economics of Art and Culture. Cambridge University Press.

Bishop, C. (2012). Artificial Hells: Participatory Art and the Politics of Spectatorship. Verso Books - Artificial Hells.

Hansen, M. B. N. (2015). The Affect Theory Reader. Duke University Press.

Beverley, J. (2004). Subalternity and Representation. Duke University press.

Luther, A. (2016). Artist-run Galleries. Differentiating Three Models in Current Contemporary Art Markets.

Findlay, M. (2014). The Value of Art: Money, Power, Beauty.

Bailey, J. (2017). The Blockchain Art Market is here.

Bailey, J. (2024). The Blockchain was invented for NFT's not currency.

Additional Resources

Artprice, Artnet, and ArtTactic: Key sources for tracking art market trends, prices, and investment analysis.

Museum of Modern Art MoMA Online Courses

The Art Newspaper: Offers a wealth of articles, reports, and case studies related to contemporary art market issues.

Artnome: Art & Tech blog by Jason Bailey.

Art and Technology

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course delves into the historical and contemporary role of technology in shaping artistic practices and consumption. It examines key technological innovations and their impact on how art is created, distributed, and experienced. Students will engage with theoretical concepts, analyze case studies, and develop their own projects inspired by the fusion of technology and art.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- To understand the historical evolution of technology's influence on art and design.
- To explore the integration of digital tools, media, and platforms in contemporary art practices.
- To critically evaluate the impact of technological advances on the creation and consumption of art.
- To equip students with the skills and perspectives necessary for producing technologically integrated art projects.

Learning Outcomes

Upon completing this course, students will be able to:

- Trace the historical milestones of technology's role in art and design.
- Critically assess the ethical and creative challenges posed by emerging technologies in art.
- Create original artworks or projects that incorporate contemporary technologies.
- Demonstrate an understanding of how digital platforms and tools are transforming audience engagement.
- Articulate informed perspectives on the future of art and technology integration.

Method of Presentation

- Lectures: Provide historical and theoretical context.
- Case Studies: Examine key technological innovations and their artistic implications.
- Workshops: Hands-on sessions with digital tools and platforms.
- Class Discussions: Foster critical thinking through group debates on contemporary issues.
- Project-Based Learning: Encourage practical application of course concepts in individual and group projects.

Field of Study

This course is interdisciplinary, combining elements of:

- Fine Arts
- Digital Media
- Design and Technology
- Art History
- Cultural Studies

Required Work and Assessment Methods

Weekly Reflections (20%): Short essays or visual responses to course topics.

Research Paper (25%): In-depth analysis of a technological innovation's impact on art.

Creative Project (30%): Develop and present an artwork or experience that integrates technology.

Participation and Discussions (15%): Active engagement in class debates and group activities.

Final Presentation (10%): Public showcase of the creative project, explaining process and insights.

Course Contents

Week 1: Introduction to Technology and Art

- Overview of the relationship between technology and art throughout history.
- Key themes: innovation, disruption, and accessibility in artistic practices.
- Class activity: Brainstorming session—how technology influences our perception of art today.

Week 2: Early Innovations: The Printing Press

- Impact of the printing press on the visual arts and cultural dissemination.
- Exploration of printmaking techniques (woodcuts, engravings).
- Hands-on activity: Create a simple monoprint inspired by historical practices.

Week 3: Photography as an Artistic Medium

- The invention of photography and its artistic and cultural significance.
- Photography's role in documenting reality and inspiring abstract movements.
- Class exercise: Analyze iconic photographs and their technological contexts.

Week 4: Film and Motion Pictures as Art

- Evolution of cinema and its role as an art form.
- Technological advancements: sound, color, and special effects.
- Screening and discussion: Excerpts from influential films that shaped artistic storytelling.

Week 5: The Digital Revolution in Art

- Introduction to digital tools, from early computer graphics to present-day software.
- Case studies: Iconic digital artists and their works.
- Workshop: Introduction to basic digital design tools (e.g., Photoshop, Illustrator).

Week 6: Art on the Internet and Global Platforms

- The rise of online platforms (DeviantArt, Behance, Instagram) in showcasing art.
- Discussion on NFTs and blockchain as tools for digital art monetization.
- Activity: Create a simple digital portfolio to share online.

Week 7: Artificial Intelligence and Generative Art

- Understanding AI and its role in artistic creation (e.g., DALL-E, DeepDream).
- Ethical questions surrounding AI-generated art.
- Workshop: Experiment with generative art tools (e.g., Runway ML or DALL-E).

Week 8: Immersive Art: VR, AR, and Beyond

- Exploration of virtual reality (VR) and augmented reality (AR) as artistic mediums.
- Case studies: Immersive installations and interactive art.
- Activity: Design a concept for an AR/VR-based art experience.

Week 9: Technology for Accessibility in Art

- How technology enables participation for artists and audiences with disabilities.
- Assistive tools: adaptive devices, screen readers, and haptic feedback.
- Class discussion: Accessibility challenges in current artistic practices.

Week 10: Critical Perspectives on Technology in Art

- Discussion of key criticisms: dependence on technology, loss of the "human touch," and digital divides.
- Debate: "Does technology enhance or diminish artistic authenticity?"
- Reading assignment: Analyzing a critical essay on the ethics of technology in art.

Week 11: Sustainability and Technology in Art

- Environmental impact of technological art (e.g., e-waste, energy consumption of NFTs).
- Exploring sustainable practices in digital and physical art.
- Activity: Brainstorm eco-conscious approaches for future artistic projects.

Week 12: Curation and Consumption of Digital Art

- The role of curators and galleries in a digital age.
- Discussion: How audiences consume art differently in digital spaces.
- Exercise: Design a digital exhibit layout for a chosen theme.

Week 13: Project Ideation and Development

- Students present preliminary ideas for their final projects.
- Workshop: Peer feedback and refinement of project concepts.
- Individual consultations with the instructor for detailed project planning.

Week 14: Final Project Development

- In-class work on final projects with access to tools and instructor guidance.
- Peer collaboration and sharing of progress.
- Preparation for final presentations.

Week 15: Final Project Presentations and Reflections

- Showcase of final projects to the class (and optionally an invited audience).
- Peer and instructor feedback on projects.
- Reflection discussion: Course takeaways and future exploration of art and technology.

Required Reading

Benjamin, W. (1936). The Work of Art in the Age of Mechanical Reproduction. Penguin.

Paul, C. (2015). Digital Art (3rd ed.). Thames & Hudson.

Recommended Reading

Manovich, L. (2001). The Language of New Media. MIT Press.

Shanken, E. A. (2009). Art and Electronic Media. Phaidon.

McLuhan, M. (1964). Understanding Media: The Extensions of Man. MIT Press.

Additional Resources

Articles and Essays:

Grau, O. (2003). Virtual Art: From Illusion to Immersion. MIT Press.

McCoy, K. (2017). "Blockchain: A New Medium for Artists?" Art in America.

Online Resources:

MoMA Learning: www.moma.org/learn Artnet News: www.artnet.com/news

Digital Art History Lab: www.digitalarthistory.org

Documentaries and Films:

Tim's Vermeer (2013) – Explores the intersection of art, technology, and human ingenuity.

PressPausePlay (2011) – Investigates how the digital age is reshaping creative industries.

AI for Artists and Creatives

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course offers artists and creatives a practical introduction to the rapidly evolving world of artificial intelligence (AI) tools for artistic expression. Students will explore how AI can be used to create, enhance, and inspire works of art across mediums. By engaging with cutting-edge software and platforms, participants will gain the technical and creative confidence to integrate AI into their artistic practice while critically examining its implications for the future of art and creativity.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- To introduce the core concepts of artificial intelligence in a creative context.
- To familiarize students with AI tools and techniques for generating visual, auditory, and written art.
- To enable students to use AI as a collaborator in their creative process.
- To explore ethical and philosophical questions about AI's role in art.
- To develop a portfolio of AI-driven creative projects.

Learning Outcomes

Upon completing this course, students will be able to:

- Use AI tools to create art in various forms, including visual art, music, and text.
- Understand the fundamentals of generative AI, machine learning, and neural networks as they apply to creative work.
- Evaluate the ethical and societal implications of AI in art and design.
- Incorporate AI into their workflow to expand their creative possibilities.
- Present a curated collection of AI-enhanced or AI-generated projects.

Method of Presentation

Lectures: Foundational concepts in AI and its application to creative fields.

Hands-On Workshops: Step-by-step instruction on using AI tools for artistic purposes.

Case Studies: Exploration of AI-driven art projects by contemporary artists.

Guest Speakers: Insights from AI artists, technologists, and industry experts.

Collaborative Critiques: Peer reviews of AI-generated works.

Projects: Individual and group assignments to experiment with AI tools.

Field of Study

This course integrates the fields of:

- Digital Art
- Artificial Intelligence
- Design and Creative Technologies

Required Work and Assessment Methods

Weekly Assignments (20%): Practical exercises using AI tools to create visual, textual, or auditory outputs.

Midterm Project (25%): Creation of a unique piece of art integrating multiple AI techniques.

Final Project (30%): Comprehensive artistic project showcasing mastery of AI tools and a creative concept.

Participation (15%): Active engagement in workshops, critiques, and class discussions.

Reflections and Critical Essays (10%): Short written pieces analyzing the impact of AI on the art world and the student's own practice.

Course Contents

Week 1: What is AI in Art?

- Introduction to AI, machine learning, and generative models.
- Historical overview of computational art and creativity.

Week 2: Exploring Generative AI Models

- Understanding neural networks, GANs (Generative Adversarial Networks), and diffusion models.
- Overview of popular tools like Stable Diffusion, DALL-E, and MidJourney.

Week 3: Visual Art and AI

- Using AI to generate and enhance digital art.
- Workshop: Experiment with image-generation tools to create original artworks.

Week 4: AI in Graphic Design and Illustration

- Tools for typography, branding, and layout design.
- Workshop: Create a poster or branding concept using AI design tools.

Week 5: AI in Animation and Motion Graphics

- Introduction to AI tools for creating dynamic visuals and animations.
- Workshop: Generate a short animated clip or motion graphic.

Week 6: AI in Text and Narrative Generation

- Tools for AI-assisted storytelling, poetry, and content creation.
- Workshop: Collaborate with AI to write a script or narrative.

Week 7: AI and Sound Design

- Tools for generating music, soundscapes, and audio effects.
- Workshop: Create a soundscape or AI-composed music track.

Week 8: AI in Interactive and Immersive Art

- AI in AR/VR environments and interactive installations.
- Discussion: Designing immersive experiences with AI as a tool.

Week 9: Ethics and AI in Art

- Addressing authorship, copyright, and bias in AI-generated works.
- Discussion: The ethical dilemmas of using AI in the creative process.

Week 10: Collaborative Art with AI

- Exploring partnerships between human artists and AI systems.
- Workshop: Group project co-created with AI tools.

Week 11: AI and Cultural Representation

- Using AI to reinterpret cultural heritage and diverse traditions.
- Case studies: Examples of AI-driven reinterpretations of traditional art forms.

Week 12: AI for Conceptual Art

- Using AI for ideation and creative exploration.
- Workshop: Generate concepts for a project using AI as a brainstorming partner.

Week 13: Practical Integration of AI in Creative Workflows

- Combining AI tools with traditional techniques.
- Best practices for incorporating AI into professional and personal projects.

Week 14: Final Project Development

- In-class work on final projects with feedback from peers and instructors.

Week 15: Final Presentations and Critiques

- Showcase and critique of final projects.
- Reflections on the future of AI in creative practices.

Required Reading

McCormack, J., Gifford, T., & Hutchings, P. (2019). Autonomous Creative Systems: Exploring the Intersection of Artificial Intelligence and Art. Springer.

Elgammal, A., et al. (2017). CAN: Creative Adversarial Networks, Generating "Art" by Learning About Styles and Deviating from Style Norms. ArXiv.

Recommended Reading

McCorduck, P. (1991). AARON's Code: Meta-Art, Artificial Intelligence, and the Work of Harold Cohen. W. H. Freeman.

Colton, S., Charnley, J., & Pease, A. (2011). Computational Creativity Theory: The FACE and IDEA Descriptive Models. Proceedings of ICCC.

Manovich, L. (2018). AI Aesthetics. Strelka Press.

Leach, N. (2022). Machine Hallucinations: Architecture and AI. Wiley.

Additional Resources

Articles:

- "The Ethics of AI in Creative Practices" by Joanna Zylinska (2019) – Published in Artificial Intelligence and Society.
- "Reconsidering Authorship in the Age of AI" by Marcus Boon (2021) – Published in Leonardo.

Online Resources:

- AI Art Gallery: aiartonline.com
- ArXiv AI Research Papers: arxiv.org

Documentaries and media:

- "Machine Learning and Creativity" (2020) – Explores the intersection of AI and artistic practices.
- "AlphaGo" (2017) – Examines AI's capacity for creativity and strategy in unexpected domains.

Art Direction

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course introduces students to the fundamentals of Art Direction, exploring visual storytelling, branding, conceptual development, and the role of the art director in various creative industries. Students will develop a strategic understanding of visual communication and gain hands-on experience in crafting compelling visual narratives across different media platforms.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- Understand the key principles and methodologies of Art Direction.
- Develop a strategic approach to visual storytelling and branding.
- Analyze and apply composition, typography, and color theory in design projects.
- Gain proficiency in creative direction across print, digital, and multimedia platforms.
- Work collaboratively to conceptualize and execute design solutions.

Learning Outcomes

Upon completing this course, students will be able to:

- Critically assess and develop strong visual concepts.
- Apply industry-standard design tools and techniques in Art Direction.
- Communicate visual ideas effectively through mood boards, storyboards, and presentations.
- Direct photo shoots, video productions, and branding campaigns.
- Develop a professional portfolio showcasing Art Direction projects.

Method of Presentation

Lectures and discussions: Theoretical explanations of key Art Direction concepts, followed by interactive discussions to encourage critical thinking.

Case studies and industry examples: Analysis of real-world campaigns and projects to understand successful Art Direction strategies.

Hands-on workshops and studio sessions: Practical exercises allowing students to apply design principles in real-time.

Guest speakers from the creative industry: Insights from professionals working in branding, advertising, and media to provide industry perspectives.

Group projects and presentations: Collaborative assignments that simulate real-world teamwork, culminating in formal presentations and peer critiques.

Field of Study

This course integrates the fields of:

- Graphic Design
- Advertising and Branding
- Visual Communication
- Media and Digital Arts
- Film and Photography

Required Work and Assessment Methods

Class participation and engagement (10%): Active involvement in discussions, critiques, and collaborative exercises. Students are expected to contribute to class dialogue and demonstrate engagement with the course material.

Individual assignments and exercises (20%): Weekly or bi-weekly assignments focusing on specific art direction techniques, such as creating mood boards, typography explorations, or branding concepts. These exercises build fundamental skills and encourage experimentation.

Group projects and presentations (30%): Collaborative work simulating real-world creative team dynamics. Students will develop campaign concepts, branding projects, or advertising visuals and present their work to the class for critique.

Mid-term assessment (15%): A structured evaluation assessing the student's grasp of course concepts through a project or written reflection. This could include a branding case study analysis or an applied creative exercise.

Final project and portfolio review (25%): A comprehensive project that integrates the skills and knowledge acquired throughout the course. Students will develop a professional-level project, present it, and receive detailed feedback. This will also include an evaluation of their portfolio, preparing them for industry applications.

Course Contents

Week 1: Introduction to Art Direction and Visual Communication

- Overview of the role of an art director in different creative industries.
- Fundamentals of visual communication and storytelling techniques.

Week 2: Principles of Composition, Typography, and Color Theory

- Exploring composition principles and their impact on design.
- Understanding typography and color psychology in visual communication.

Week 3: Brand Identity and Storytelling

- The role of art direction in branding and identity design.
- Crafting compelling brand narratives through visual elements.

Week 4: Mood Boards, Style Guides, and Concept Development

- Creating mood boards and style guides for cohesive branding.
- Developing concepts and visual strategies for campaigns.

Week 5: Advertising and Commercial Campaigns

- Exploring different advertising strategies and their visual execution.
- Case studies of successful commercial campaigns.

Week 6: Photography and Video for Art Direction

- Directing and composing effective photography for branding.
- Basics of video production and its role in visual storytelling.

Week 7: Digital Media and Interactive Design

- Understanding digital platforms and their impact on design.
- Interactive and motion design principles for user engagement.

Week 8: Packaging, Editorial, and Print Design

- The role of art direction in packaging and editorial layout.
- Print media considerations and execution techniques.

Week 9: Motion Graphics and Animation

- Fundamentals of motion graphics in digital storytelling.
- Exploring animation tools and techniques for branding.

Week 10: Experiential and Environmental Design

- Understanding spatial and experiential branding.
- Designing immersive experiences through art direction.

Week 11: Social Media and Content Creation

- Creating visually appealing content for social media platforms.
- Understanding trends and analytics in digital marketing.

Week 12: Collaborative Work and Team Management

- Working in teams to execute creative projects effectively.
- Leadership skills and managing creative workflows.

Week 13: Professional Practices and Ethical Considerations

- Ethical responsibilities in art direction and advertising.
- Understanding contracts, copyrights, and intellectual property.

Week 14: Portfolio Development and Industry Trends

- Strategies for building a strong art direction portfolio.
- Analyzing current trends and future directions in the industry.

Week 15: Final Presentations and Critiques

- Presenting final projects and receiving constructive feedback.
- Refining work based on critiques and preparing for professional applications.

Required Reading

Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.

Wheeler, A. (2017). Designing Brand Identity: An Essential Guide for the Whole Branding Team. Wiley.

Recommended Reading

Berger, J. (2008). Ways of Seeing. Penguin Books.

Roberts, L. (2018). The Anatomy of Design: Uncovering the Influences and Inspirations in Modern Graphic Design. Rockport Publishers.

Kindel, E. (2018). History of Graphic Design. Taschen.

Additional Resources

Online design platforms and software tutorials (Adobe Creative Suite, Figma) Industry blogs and publications (AIGA, Communication Arts, It's Nice That) Case studies from major advertising agencies and creative studios.

Graphic Design and Digital Art

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course introduces the principles and techniques of Graphic Design and Digital Art. It covers foundational topics such as composition, typography, color theory, branding, and digital illustration. Students will engage with industry-standard tools to create visually compelling designs across various media, including print, web, and multimedia platforms. Through hands-on projects and critiques, students will develop their creative and technical skills while exploring contemporary design trends and digital artistic practices.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- Understand the fundamental principles of graphic design and digital art.
- Develop proficiency in industry-standard design software.
- Apply composition, typography, and color theory in design projects.
- Explore digital illustration and image manipulation techniques.
- Create visually compelling branding and editorial projects.
- Understand the role of design in digital and multimedia platforms.
- Develop a professional design portfolio.

Learning Outcomes

Upon completing this course, students will be able to:

- Upon successful completion of the course, students will be able to:
- Apply design principles to create effective visual compositions.
- Use digital tools to design and manipulate graphics.
- Develop branding and editorial layouts with a strong conceptual foundation.
- Create digital artwork for different media platforms.
- Critically analyze and refine their design work based on feedback.
- Build a portfolio demonstrating their skills in graphic design and digital art.

Method of Presentation

Lectures and Discussions: Theoretical explanations of key concepts followed by interactive discussions.

Case Studies and Industry Examples: Analysis of real-world design projects to understand best practices.

Hands-on Workshops and Studio Sessions: Practical exercises for applying design techniques.

Guest Speakers from the Creative Industry: Insights from professionals in branding, advertising, and digital media.

Group Projects and Critiques: Collaborative assignments simulating real-world teamwork.

Field of Study

This course integrates the fields of:

- Graphic Design
- Digital Art
- Branding and Visual Communication
- Web and Multimedia Design
- Illustration and Digital Imaging

Required Work and Assessment Methods

- Class Participation and Engagement (10%)
- Individual Assignments and Exercises (20%)
- Group Projects and Presentations (30%)
- Mid-term Assessment (15%)
- Final Project and Portfolio Review (25%)

Course Contents

Week 1: Introduction to Graphic Design and Digital Art

- Overview of the discipline and its applications.
- Key movements and influences in design history.

Week 2: Design Principles and Composition

- Exploring balance, hierarchy, contrast, and alignment in layouts.
- Practical exercises in visual composition.

Week 3: Typography and Color Theory

- Fundamentals of type design and color psychology.
- Application in branding and digital media.

Week 4: Digital Illustration and Image Manipulation

- Vector vs. raster graphics.
- Hands-on work with Adobe Illustrator and Photoshop.

Week 5: Branding and Visual Identity

- Designing logos, color schemes, and typography for brands.
- Developing brand identity guidelines.

Week 6: Editorial and Print Design

- Principles of page layout and grid systems.
- Creating print-ready magazine spreads or posters.

Week 7: Web and UI Design

- Introduction to user interface (UI) and user experience (UX) design.
- Designing for digital screens and interactive platforms.

Week 8: Motion Graphics and Animation

- Fundamentals of motion graphics in digital storytelling.
- Exploring animation tools for branding and advertising.

Week 9: Digital Marketing and Social Media Design

- Creating content for social media platforms.
- Understanding design trends and engagement metrics.

Week 10: Environmental and Experiential Design

- Designing for spatial and immersive experiences.
- Case studies in exhibition and environmental branding.

Week 11: Professional Practices and Ethical Considerations

- Understanding intellectual property and copyright.
- Ethical considerations in digital art and design.

Week 12: Portfolio Development and Industry Trends

- Building a strong design portfolio.
- Analyzing trends in the creative industry.

Week 13: Collaborative Work and Team Management

- Working in creative teams.
- Managing design projects from concept to completion.

Week 14: Final Project Development

- Refining work for final presentation.
- Peer review and feedback sessions.

Week 15: Final Presentations and Critiques

- Presenting final projects.
- Professional preparation and industry application.

Required Reading

Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.

Wong, W. (1993). Principles of Form and Design. Wiley. Munari, B. (2008). Design as Art. Penguin Books.

Recommended Reading

Berger, J. (2008). Ways of Seeing. Penguin Books. McCandless, D. (2012). Information is Beautiful. HarperCollins. Kindel, E. (2018). History of Graphic Design. Taschen.

Additional Resources

Online design platforms and tutorials (Adobe Creative Suite, Figma, Procreate). Design publications and blogs (AIGA, Behance, Creative Bloq).

Case studies from leading design studios.

Design and Communication

1st semester: from Septembre to December
2nd semester: from January to April
Credits: 6 ECTS
Duration: 45 hours
Language of instruction: English

Course Description

This course approaches graphic design with a focus on strategy and communication, making the most of design skills to create expressive projects and compelling narratives. Students will discover communication and conceptualization tools and will learn how to incorporate them in a project of their interest. The methodology can be applied in any graphic design project, ranging from brands and advertising to posters and editorial projects. This course will allow the students to engage projects with a broader perspective and methods, and to enter brading and advertising projects with improved confidence and integration in an interdisciplinary communication team.

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Course Objectives

By the end of this course, students will:

- To learn the fundamentals of communication strategy concepts
- To introduce and refine communication methods and tools
- To practice the concepts and tools in a project
- To develop a communication approach to make better design decisions
- To improve the ability to work side by side with other communication professionals
- Understand the role of design in digital and multimedia platforms.
- Develop a professional design portfolio.

Learning Outcomes

Upon completing this course, students will be able to:

- Analyze existing design and advertising projects to discover key insights
- Make a design proposal backed with a solid communication strategy
- Explore innovative ways of communication off the beaten path
- Work with professionals from advertising, PR, journalism and other communication disciplines

Method of Presentation

Lectures: Provide historical and theoretical context.

Case Studies: Examine key technological innovations and their artistic implications.

Workshops: Hands-on sessions with digital tools and platforms.

Class Discussions: Foster critical thinking through group debates on contemporary issues.

Project-Based Learning: Encourage practical application of course concepts in individual and group projects.

Field of Study

This course integrates the fields of:

- Graphic Design
- Advertising
- Marketing

Required Work and Assessment Methods

Weekly Assignments (20%): Visual research exercises to understand the context of the student's project and define the creative idea.

Midterm Project (25%): A strategic and conceptual proposal that connects a creative concept with its communication strategy and innovation from similar projects.

Final Project (30%): A comprehensive artistic project showcasing the formal execution of the student's design concept, including all required design elements.

Participation (15%): Active engagement in workshops, critiques, and class discussions.

Reflections and Critical Essays (10%): Short written pieces analyzing the impact of design on the art world and the student's own practice.

Course Contents

Week 1: Introduction to Communication Research

- Lecture on Communication Research Methods and its use in graphic design projects.
- Group Discussion: Analyze a case study on successful communication strategies.

Week 2: Identifying Communication Goals

- Workshop on Setting Communication Objectives: Define clear and measurable communication goals.
- Individual Assignment: Identify and present the communication goals of a chosen brand.

Week 3: Audience Analysis

- Lecture on Audience Segmentation: Techniques for identifying and segmenting target audiences.
- Group Activity: Create audience personas based on research data.

Week 4: Media and Channel Analysis

- Lecture on Media Channels: Overview of traditional and digital media channels.
- Case Study Analysis: Evaluate the effectiveness of different media channels in a campaign.

Week 5: Competitive Analysis

- Workshop on Competitive Analysis: Techniques for analyzing competitors' communication strategies.
- Group Presentation: Present findings from a competitive analysis of a chosen industry.

Week 6: Defining the Communication Concept

- Brainstorming Session: Generate ideas for communication concepts.
- Concept Development Workshop: Refine and select the best communication concept.

Week 7: Crafting the Communication Strategy

- Lecture on Communication Strategy: Key components of a successful communication strategy.
- Strategy Workshop: Develop a draft communication strategy for the chosen project.

Week 8: Message Development

- Workshop on Message Crafting: Techniques for creating compelling messages.
- Peer Review: Review and provide feedback on each other's messages.

Week 9: Visual Communication Design

- Lecture on Visual Design Principles: Basics of visual design in communication.
- Design Activity: Create initial sketches for visual communication pieces.

Week 10: Digital Communication Tools

- Lecture on Digital Tools: Overview of tools for digital communication and design.
- Hands-on Workshop: Practice using digital tools to create communication materials.

Week 11: Prototyping and Testing

- Workshop on Prototyping: Techniques for creating prototypes of communication pieces.
- User Testing Session: Test prototypes with target audience and gather feedback.

Week 12: Refining the Design

- Feedback Session: Present prototypes and receive feedback from peers and instructors.
- Design Refinement Workshop: Make improvements based on feedback.

Week 13: Finalizing the Communication Pieces

- Production Workshop: Finalize the design and production of communication pieces.
- Quality Check: Review and ensure all pieces meet the project requirements.

Week 14: Preparing the Presentation

- Presentation Skills Workshop: Techniques for effective presentation delivery.
- Rehearsal Session: Practice presenting the final project to the class.

Week 15: Final Project Presentation

- Final Presentations: Present the completed communication projects to the class.
- Feedback and Reflection: Reflect on the project process and receive feedback from peers and instructors.

Required media

"Graphic Design Thinking: Beyond Brainstorming" by Ellen Lupton & Jennifer Cole Phillips: This book explores various methods for generating ideas and solving design problems, which is essential for developing communication strategies

"Wally Olins: The Brand Handbook": This book provides practical advice on creating and managing brands, making it a valuable resource for understanding the fundamentals of branding.

"Brand New: The Shape of Brands to Come": In this book, Olins explores the future of branding and how brands can adapt to changing market conditions1.

"How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World": This book showcases Bierut's philosophy and approach to graphic design, including branding projects.

Recommended videos

"The Art of Visual Storytelling" by Pixar: This video series explores the principles of visual storytelling used by Pixar, providing insights into how to create engaging narratives through visuals.

"Design is [Empathy]" by Mike Monteiro: A talk that emphasizes the importance of empathy in design and how it can be used to create more effective visual communication.

Applications and Enrolment

General admission requirements

For acceptance on a Study Abroad program you need to:

Talk to your Academic Coordinator or International Office at home university.

Be currently enroled at a higher education institution or be a university graduate.

Have sufficient ability in the program's language of instruction (Level B2 for courses taught in English).

If you have any questions about the admission requirements or about the program, you can contact us at **info@bau.cat**.

How to apply an enrolment

1. Download the **Aplication Form**.
2. Fill in the Application Form from BAU. Please send the application to **studyabroad@uvic.cat** including the following documents:
    1. Passport
    2. Document confirming your higher education institution enrolment or degree
    3. English language certificate
3. When we receive your application form, we will check that you meet the requirements for the course and contact you by email.
4. Once you have been accepted into the course, we will send instructions on how to enroll in the program.
5. When you have paid the fees, we will send you a letter of acceptance so you can apply for a visa, if necessary.
6. At least one month before the course is due to start you should send a copy of your visa and proof of medical and accident insurance cover.

Information and contact

If you need further information to clarify any individual queries or to find out about group bookings, please **contact us**.

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@bau_bcn

Do you want more information?

If you have any questions, please contact:
info@bau.cat

BAU reserves the possibility of introducing changes in the programme contents, the teaching team and the facilities and services, according to the academic needs of the college.

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