SHIFTA

Short Courses

REFRESH YOUR CREATIVITY

Academic Year 2023

Planning 2023

February	06	Editorial Design
		Project Managment in the Creative Industries
		Artificial Intelligence for Creative Projects
		Aquitecture and Urban Environmental Design
May	15	Advance creativiy
		Designing for an Inclusive and Equitable Future

SHIFTA by Elisava

THIS IS GRAPHIC LAB. Savage: Irati García, Borja Morales y Carlos Tolsa / Kiehl's Beard: Maria Romero y María López / Pool: Saínza Hervella Marentes, Guillermo Barbi y Jiae Kim / Inconmovible: Camila Anaïs / Hábitat: Andrea Maresch.

SHIFTA is the Digital Creators Online School promoted by ELISAVA, the Design and Engineering University School of Barcelona. Our mission is to break with the silos of the creative discipline and offer a more transversal and holistic approach of the creative processes in the digital society. We address all digital creators.

SHIFTA is 100% online. SHIFTA is digital. SHIFTA is global. We offer quality training in small groups in which the teachers are the mainstay of our methodology. They are experts in the disciplines they teach and they convey their knowledge to you and guide you in its application in different projects. Everything focused on creating unique experiences so that you acquire new knowledge, skills and a network of contacts.

We want to train the future digital creators. Are you one of them?

Elisava is the reference school in the design and engineering field in Spain and it has a high international recognition. Located in the heart of Barcelona, Elisava has more than 50 years of experience, prestigious teachers and a large community of students and alumni.

Since 2021, Elisava is the Faculty of Design and Engineering of the Central University of Catalonia (UVic), one of the most prestigious universities in Spain. It offers University Degree Studies, Masters, Postgraduate Studies and Specialised Programs in the fields of design, engineering and communication.

Research and innovation are two of the engines that drive the school. It also has a close collaboration with companies, institutions and NGOs to get in touch with the professional world.

Any doubt or information you might need, we are at your disposal via email:

hola@weareshifta.com
@weareshifta

Editorial Design

PROYECT: "VAGUE" - MARINA VELASCO

"The objective of this course is to provide students with a guide to be able to apply to any type of project: editorial, print, digital, magazine, book, website, etc. This project will serve them as a portfolio piece."

STARTS
06 of February 2023

DURATION
6 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Reinhard Steger
Maria Marti-Vigil
Christian Scharmer

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Identify an interested target group and develop an editorial project.

+ Development of Editorial Structure and Content Plan.

+ Conceptualize and Design Development from the initial phase.

+ Design of the Sequence and editorial as well as visual structure of a publication.

+ Detailed Insight into all the related fields of Graphic Design involved in editorial design.

Contents

+ Basics, Inspiration, Topic & Paper

+ Idea, Format and Concept

+ Tipography, Typesetting & Rhytm

+ Cover Design, Materials & Finishes

+ Binding, Pre-Press & Finishing Steps

+ Project Presentation

Project Managment in the Creative Industries

STARTS
06 of February 2023

DURATION
5 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Van Martin and Mar Font

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Learn how to properly manage your work activity in the creative context.

+ Analyze theoretical and practical aspects of project management through success stories and real examples.

+ Analyze the best practices to improve productivity and make your day-to-day work easier, more orderly and more profitable.

+ Perform practical exercises that you will be able to integrate into your work routine immediately.

+ Learn how to value and price your work.

+ Learn to evaluate your projects and processes.

▼ F1_Investigación Mapeo y estudio 11 ··· +			
Aa Tarea	👤 Asignado a	🗒 Fecha	⚙ Estado
F1_Investigación, mapeo y estudio		July 1, 2022 → August 1, 2022	Asignada
Análisis del problema	Ⓓ David Ⓝ Noah Martin	July 1, 2022	Completada
Bocetado previo	Ⓓ David Ⓝ Noah Martin	July 4, 2022 → July 15, 2022	En proceso
Búsqueda de Inspo	Ⓓ David Ⓝ Noah Martin	July 11, 2022 → July 18, 2022	En proceso
Visita de inspo			Cancelada
Recopilación de datos	Ⓝ Noah Martin	July 12, 2022 → July 15, 2022	Asignada
Análisis de datos	Ⓝ Noah Martin	July 20, 2022 → July 22, 2022	En proceso
Reunión interna de equipo	Ⓓ David Ⓝ Noah Martin	July 25, 2022	Completada
Informe del estudio		May 24, 2022 → May 27, 2022	Sin asignar
Preparación Presentación F1	Ⓓ David	July 29, 2022 → August 3, 2022	Asignada
Presentación Propuestas F1	Ⓓ David Ⓝ Noah Martin		Completada

PROYECT:
DAVID COLLADO TRUMAN

Contents

+ Planning and management in creative projects (I).

+ Planning and management in creative projects (II).

+ Creative presentations that sell projects.

+ Estimating project Timings & Costs

+ Closing and evaluating a project

Artificial Intelligence for Creative Projects

"The evolution of machine learning techniques and the investment in powerful models allowed for an explosion of most different systems to generate texts, videos, images, music and more."
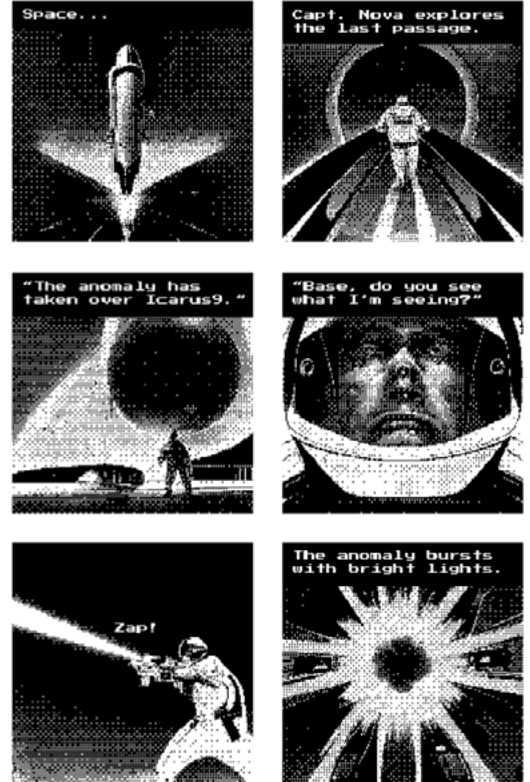
PROYECT: JUAN PIÑERES

STARTS
06 of February 2023

DURATION
5 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Bruno Caldas Vianna

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Understand how machine learning models are able to grasp general features in data and use it to analyse them or generate new samples.

+ Know some of the best applications of artificial intelligence by artists, musicians and writers.

+ Select the most powerful yet simple tools that will enable you to explore the possibilities of AI-generated content.

+ Understand the implications of developing your own tools and what it takes to adapt models to your own needs by modifying programs and training them with your own data.

+ Learn the potential to automate tasks, creating autonomous artificial intelligence systems.

Contents

+ What can AI do for you?

+ Relevant creative AI

+ How does it work?

+ Training and developing: how to go deeper

Architecture and Urban Environmental Design

"As cities around the world continue to expand, the design of healthy, resource-efficient and socially just architecture becomes a critical issue."

STARTS
06 of February 2023

DURATION
5 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Marta Catalán

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Acquire an overview of the field of sustainability in the built environment. As cities around the world continue to expand, the design of healthy, resource-efficient and socially just architecture becomes a critical issue.

+ Equip you with analytic tools for sustainable building design.

Contents

+ What is Environmental Design?

+ Ecology and Social Sustainability

+ Resources: Water, Energy and Waste

+ Current Sustainability Crisis: Resilience, disasters and climate change

+ What's next? Opportunities for a more Sustainable Future Built Environment

Advanced Creativity
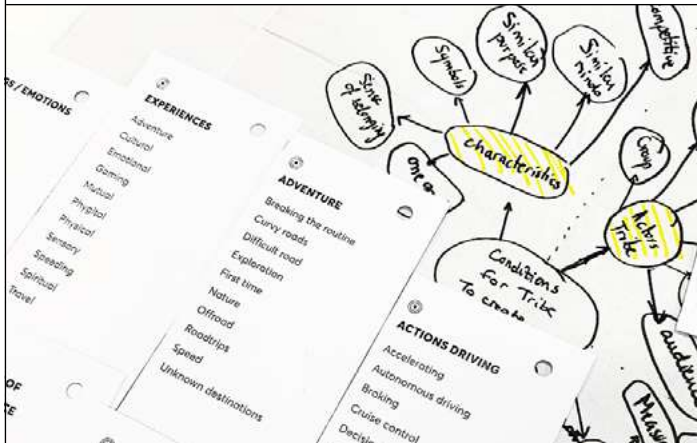
"We will work on concepts such as hybridization, co-creation or transversality, which are the vehicles that will lead us to innovative ideas."

STARTS
15 of May 2023

DURATION
5 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Marc Segarra

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Discover and exercise your creative abilities.

+ Integrate creativity from a new paradigm to improve the creative process and obtain more disruptive, original and innovative results.

+ The content that is given is very disruptive so, in the first two days, the information is given to start everyone from the same level and understanding, both to the individual and to the professional

Contents

+ Another way of seeing: Creative Process

+ Personal creativity: Creativity Blocks

+ Creative power

+ Ideating with and for people: Ideas with value

+ Your idea in motion: Action Plan

Designing for an Inclusive and Equitable Future

PROYECT: "SOTORELI" - CÉSAR SOTO

"If we wish to build inclusive products, services, and environments, we have to ask ourselves who are we designing for? who and what is included in decisions that inform our designs?"

STARTS
15 of May 2023

DURATION
4 weeks

LANGUAGE
English

METHODOLOGY
100% Online

FACULTY
Tona Monjo
Naomi Bueno de Mesquita

PRICE
700 euros

UNITS SLOTS
25

ADMISSION
Enroll on
our web

Goals

+ Develop a design approach that considers the diversity of needs and multi-use contexts.

+ Understand and navigate the complexities involved in inclusive design.

+ Develop a critical thinking approach in relation to the power design has to facilitate or hinder accessibility for certain user sectors to products, services or environments.

+ Apply methods that allow for the analysis, conceptualization and assessment of an inclusive design project.

Contents

+ Designing for diversity: inquiry and discovery

+ Research approaches to inclusive design

+ Ideation and prototyping processes of inclusive design

+ Critical reflection

"Sustainable design includes much more than I imagined. The way we worked and the research of each week enabled us to create a powerful resource bank that serves as inspiration for future designs."

Irene Martínez

Short Course in Sustainable Design for a Circular Economy

"The Short Course in UX Writing has allowed me to lay the foundations to be able to safely participate in user experience design processes from the point of view of content."

Carlos Alonso

Short Course in UX Writing

"A course that makes us think about the way we design and also the way we consume. It has given me that critical side that helps you differentiate between sustainable brands and products, compared to others that are pure marketing strategies."

Sonia Gustran

Short Course in Sustainable Design for a Circular Economy

Methodology

+ Flexibility to combine the program with the rest of your professional and personal responsibilities.

+ Tutored training: The teacher will guide you to ensure the achievement of the program's objectives.

+ Resources available on Virtual Campus.

+ Practical activities

+ Synchronous videoconferences with teachers.

+ Workload: 15 hours per week.

Think.
Make.
Change.

Contact:

hola@weareshifta.com
@weareshifta

Plaça de Pau Vila
1 Bloc, Planta 2, Porta 3
08003 Barcelona
T: +34 931 179 380

U ELISAVA
UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL DE CATALUNYA