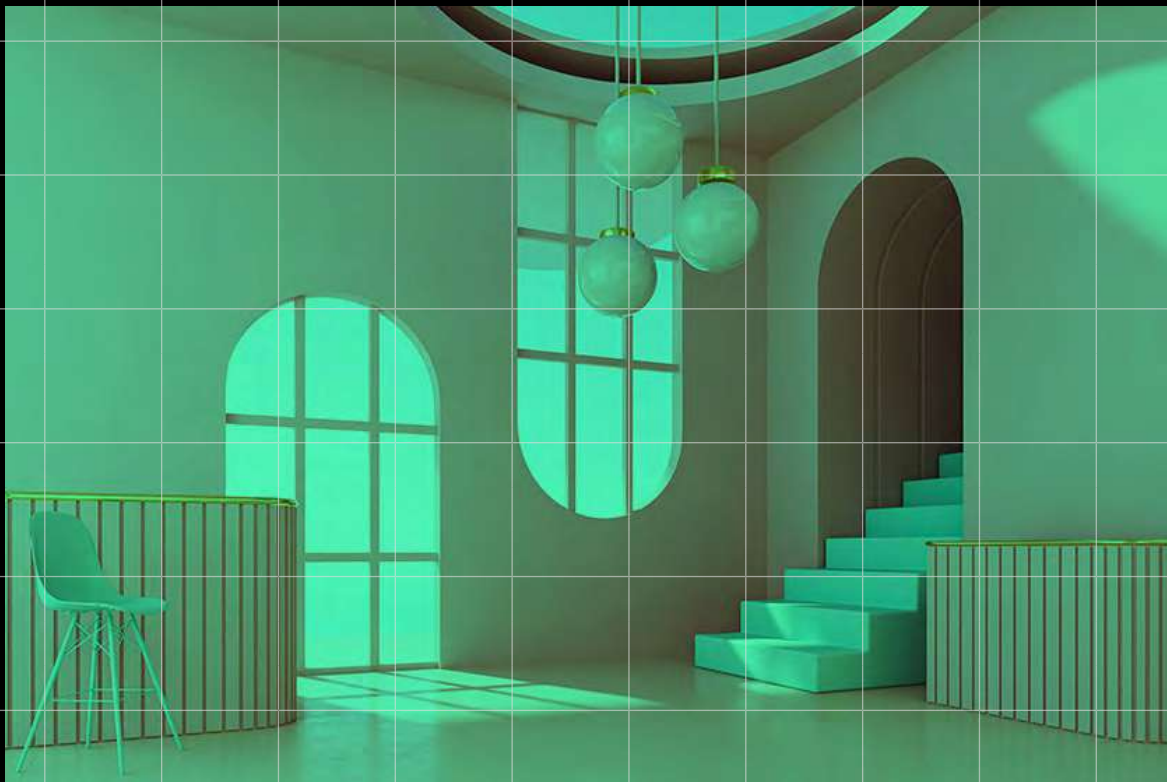


Short Courses

Refresh your  
Creativity.



# SHIFTA by Elisava.

**SHIFTA** is the **Online School for Digital Creators** launched in 2018 by ELISAVA, the Barcelona University School of Design and Engineering, with the aim of **training professionals in creative disciplines** through learning that combines conceptualisation and development. With a methodology **100% online**, our studies are based on strategic thinking, idea production and strategic thinking, the production of ideas and results.

Our mission is to offer a transversal and **holistic view** of creative processes. That's why our **team of teachers, experts in their disciplines**, is at your disposal to guide you in different projects and provide you with a complete creative perspective. At SHIFTA, we also offer you new skills, knowledge and a wide network of contacts that will help you boost your career as a **digital creator**.

Are you one of them?



## By Elisava

SHIFTA is supported by **Elisava**, the Barcelona University School of Design and Engineering. Thanks to Elisava's more than **50 years of experience**, as well as its recognised prestige not only in Spain but also globally, and its involvement in 2021 as **Faculty of Design and Engineering of the Central University of Catalonia (UVic-UCC)**.

## Think. Make. Change.

At SHIFTA we want to **stimulate your mind** through different resources so that you can **activate your creativity**, come up with strategies and **generate new ideas** that influence society.

## Strategy

Project Management in the Creative Industries

Trends & Creative Strategy

# Strategy.

## Project Management in the Creative Industries

**Certificate**

Certificate by SHIFTA by Elisava

**Duration**

5 weeks

**Methodology**

100% online

**Language**

English

**Faculty**

Van Martin and Mar Font

**Price**

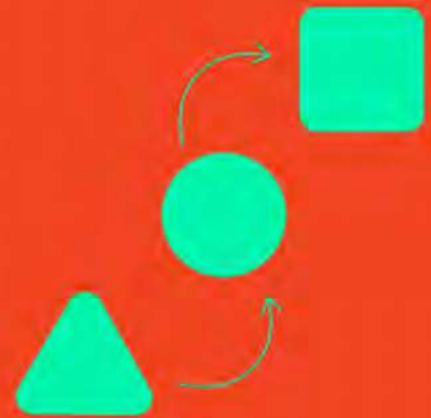
850 euros

**Units Slots**

25

**Admission**
Enroll on [our web](#)

\*Check the start date of each program on the website



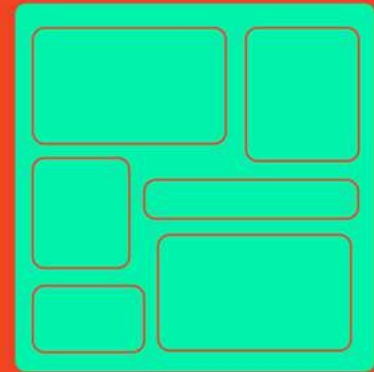
The creative business, although complex and highly competitive, is a sector that offers **multiple opportunities to create and develop new projects**. However, in order to execute them successfully, it is essential to know how to **manage the available resources in an efficient way**.

Contents	Goals	Who it is aimed at
<ul style="list-style-type: none"> <li>→ Planning and management in creative projects (I).</li> <li>→ Planning and management in creative projects (II).</li> <li>→ Creative presentations that sell projects.</li> <li>→ Estimating project Timings &amp; Costs.</li> <li>→ Closing and evaluating a project.</li> </ul>	<ul style="list-style-type: none"> <li>→ Handle the techniques and tools necessary to develop a creative project in an integrated manner.</li> <li>→ Improve management and communication techniques with all parts involved.</li> <li>→ Strengthen the relationship with clients and focus on delivering a service that provides a differential value.</li> <li>→ Improve time management, profitability, planning and negotiation skills.</li> </ul>	<ul style="list-style-type: none"> <li>→ Freelancers and creative entrepreneurs with the ambition to know the rules of the market and work on their go-to-market strategy.</li> <li>→ Designers, illustrators, photographers, animators and creative professionals in general who want to carry out optimal management of their work.</li> <li>→ To creators and creatives who want to professionalize their work activity.</li> </ul>

# Strategy.

## Trends & Creative Strategy

<b>Certificate</b>	Certificate by SHIFTA by Elisava
<b>Duration</b>	5 weeks
<b>Methodology</b>	100% online
<b>Language</b>	English
<b>Faculty</b>	Laura Pedrol
<b>Price</b>	850 euros
<b>Units Slots</b>	25
<b>Admission</b>	Enroll on <a href="#">our web</a>
	*Check the start date of each program on the website



The trend analysis and research are essential for one reason: to see **what is relevant to a brand's audience**, like the aesthetics and philosophy of the brand, and for the creation of ideas/visions, concepts, content, designs and strategies that are relevant to the brand.

Contents	Goals	Who it is aimed at
<ul style="list-style-type: none"> <li>→ Trend Research: Observe.</li> <li>→ Trend Analysis: Synthesize.</li> <li>→ Trend Report: Focus.</li> <li>→ Creative Strategy: Insights/ideas.</li> <li>→ Creative vision on trends.</li> </ul>	<ul style="list-style-type: none"> <li>→ Learn how to do a deep research into culture/ audience.</li> <li>→ Know what is relevant for our audience: Brand's aesthetic and philosophy.</li> <li>→ Pull trends to generate meaningful insights/ ideas that will help a brand how to continue to be relevant.</li> <li>→ Find a way to be always relevant and informed, so changes can be apply quickly.</li> </ul>	<ul style="list-style-type: none"> <li>→ Creative directors.</li> <li>→ Content Strategist.</li> <li>→ Designers.</li> <li>→ Marketing/ communication specialist.</li> <li>→ Brand strategist.</li> </ul>

# Methodology.

**SHIFTA's methodology** is based on two fundamental axes: **creation and digital**, which always revolve around the students.

**With a pedagogical model supported by more than 50 years of experience at Elisava** and consisting of **project-based learning** (Learning by Doing), you will experience and develop skills such as innovation, leadership and entrepreneurship in real contexts.

In addition, the **100% online format** is ideal for combining training with other training with other professional and personal responsibilities and personal responsibilities, as it offers the possibility of accessing the Virtual Campus from where and when you want to access the Virtual Campus to consult all the available materials available and the activities proposed by the teaching staff. teaching staff.

SHIFTA's **teaching staff**, made up of **more than 150 professionals** with extensive experience in the subjects they teach subjects they teach, will accompany and guide you throughout the learning process the entire learning process so that you can get the most out of your the most out of your training.

## How you will learn?

- Live videoconferences
- Personalised monitoring
- Practical exercises
- Case studies
- Presentations
- Discussion forums



# SHIFTA Community.

## Experiencia SHIFTER



"In a short period of time, I have obtained general notions of different fields, providing me with very practical tools, which have helped me in my professional continuity and development."

### María Armengol

Short Courses in Advanced Creativity / Emotional Design / Project Management in the Creative Industries

## Experiencia SHIFTER



"The contents are very good, in-depth and concrete. And the teaching staff is highly specialised."

### Salva Domingo

Short Course in Emotional Design

## Experiencia SHIFTER

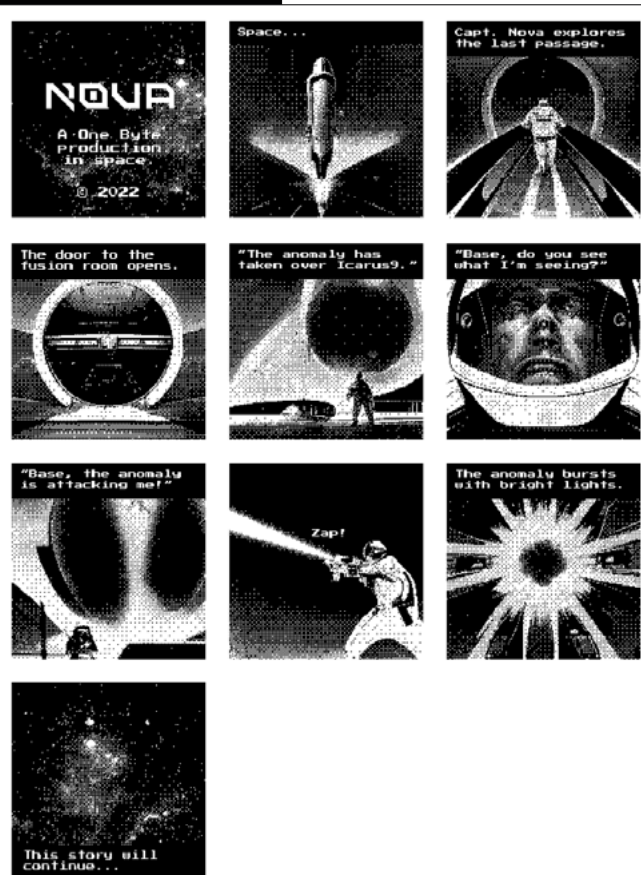


"I learned a lot in a short period of time and the teachers were excellent mentors who helped me to assimilate a lot of knowledge."

### José Ramón Ibáñez

Short Course in Editorial Design

## Proyecto SHIFTER



"Adele" - Teresa Ferrán  
Curso en Tipografía Digital

## Proyecto SHIFTER



"Mythos" - José Ramón Ibáñez  
Curso en Diseño Editorial

Think.  
Make.  
Change.

Pl. de Pau Vila, 1, 08003 Barcelona  
+34 931 790 380  
hola@weareshifta.com  
www.weareshifta.com

