



Master in
**Fashion and
Advertising
Photography**



**LCI
Barcelona**

**The World is
Your Classroom**

MASTER IN FASHION AND ADVERTISING PHOTOGRAPHY

- Degree: Master in Fashion and Advertising Photography
- Credits: 60 ECTS
- Duration: 1 academic year
- Start Date: October
- Language: English
- Modality: On-campus

The Master in Fashion and Advertising Photography offers an ideal environment for training professionals capable of setting trends through their unique creative personalities, merging image and fashion seamlessly. This program transcends traditional photography, encompassing a broad spectrum of skills from styling to communication. It aims to cultivate professionals with an aesthetic sensitivity toward fashion and the ability to utilize photographic imagery as a medium of visual communication, focusing on the perception and conveyance of fashion-related lifestyles.

Serving as a space for experimentation and practical engagement, the master's program fosters creativity, collaboration, and teamwork. It seeks to align the ever-evolving demands of the labor market with the individual aspirations and visions of each participant. Specializing in Fashion and Lifestyle Photography, the program explores the intersection and interaction with Art Direction.

A distinctive feature of this master's is its encouragement for students to engage with photography in all its forms, including analogue, digital, moving image, alternative platforms for production and dissemination, and the integration of artificial intelligence (AI). AI tools and technologies are explored to expand creative possibilities ensuring students are at the forefront of innovation in the industry.

The syllabus emphasizes creativity and innovation, covering essential aspects of conceptualizing, developing, and executing visual projects—commercial, advertising, and personal—with professional quality and a strong authorial signature. By integrating traditional techniques with cutting-edge technologies such as AI, this program equips graduates to navigate and shape the dynamic landscape of fashion and visual communication, making them versatile professionals and forward-thinking trendsetter.

Learner Profile

This master is aimed at:

- Graduates in photography, visual arts, fashion design, communication, or related fields.
- Individuals with a strong portfolio and a demonstrated passion for fashion photography.
- Professionals experienced in analog and digital photography techniques.

Career Opportunities

Fashion photographer
Fashion film director
Studio manager
Advertising photographer
Lighting specialist
Fashion event photographer
Editorial photographer

Partners

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PROFESSIONAL LINE

Objectives

- Master the use of professional photography equipment, lighting techniques, and digital post-production tools specific to fashion photography.
- Encourage innovative thinking and the development of a unique photographic style that aligns with contemporary fashion aesthetics.
- Gain a comprehensive understanding of fashion history, trends, and cultural influences to create images that resonate with current and future markets.
- Provide opportunities for collaboration with fashion designers, models, and brands, simulating real-world scenarios to build professional networks and portfolios.
- Develop the ability to critically assess visual media and conduct research to inform practice, ensuring that photographic work is both conceptually robust and contextually relevant.
- Stay abreast of emerging technologies and digital platforms, integrating new media, Artificial Intelligence and post-internet approaches into photographic practice.
- Promote ethical considerations and sustainable practices within fashion photography, reflecting the industry's evolving standards.

Methodology

The Master in Fashion and Advertising Photography is a practical, hands-on program designed to immerse students in real-world scenarios and challenges. The methodology combines workshops, real client projects, and in-field experiences to develop both technical and conceptual skills.



Master in Fashion and Advertising Photography

SYLLABUS

MODULE I (6 ECTS)

COURSES

1. Tools and Technologies for Image Capture: Learn the basics of professional cameras, lenses, and digital capture processes, focusing on technical precision and artistic control.
2. Tools and Technologies for Image Processing: Understand the fundamentals of image editing, retouching, and workflow management using industry-standard software.
3. History of Fashion Photography: Examine significant movements, iconic photographers, and styles that have shaped the world of fashion photography, providing historical and cultural context for contemporary practices.

OBJECTIVES

- Gain familiarity with essential tools and equipment for capturing and processing digital images, building a strong technical foundation.
- Acquire comprehensive knowledge of lighting techniques, both in outdoor environments and within a studio setting.
- Learn the methods, workflows, and software necessary for efficient image organization, backup, editing, and post-production.
- Explore the rich history of fashion photography in the 20th and 21st centuries, understanding its evolution, key figures, and cultural impact.

MODULE II (12 ECTS)

COURSES

1. Fashion Photography: Engage in practical exercises that apply technical and creative techniques to produce compelling images tailored to fashion settings.
2. Photographic Language: Delve into the principles of composition, color theory, and narrative to create visually striking and conceptually rich photography.
3. Digital Lab I: Gain hands-on experience with tools, focusing on basic image editing, color correction, and development techniques to elevate your digital workflow.

OBJECTIVES

- Master advanced techniques for capturing digital images, focusing on their application to fashion photography scenarios.
- Deepen your understanding of the behavior and manipulation of natural and artificial light for impactful visual storytelling.
- Develop proficiency in Adobe Camera Raw to enhance and refine images through professional editing processes.
- Build expertise in Adobe Photoshop, learning to manipulate and retouch digital images to achieve creative and technical excellence.
- Explore and apply the fundamental elements of visual language, improving your ability to construct meaningful and engaging imagery.



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SYLLABUS

MODULE III (20 ECTS)

COURSES

1. **Visual Culture:** Study the role of visual media in society, exploring its cultural, social, and political significance while honing your analytical skills.
2. **Art Direction and Creativity:** Learn to conceptualize and execute creative visual projects, with a focus on integrating multiple artistic disciplines.
3. **Advanced Fashion Photography I:** Apply advanced techniques in capturing high-quality fashion imagery, with an emphasis on innovation and professional standards.
4. **Video and Multimedia I:** Explore the fundamentals of video production, from concept to editing, focusing on its use in fashion narratives.
5. **Digital Lab II:** Refine your skills in advanced digital workflows, including retouching, compositing, image preparation for publication, and integrating AI-driven processes.

OBJECTIVES

- Develop critical skills to analyze visual content, identifying the underlying messages, discourses, and intended impact of images.
- Equip yourself with both theoretical knowledge and practical skills to create visually impactful photographs with strong aesthetic and conceptual value.
- Achieve advanced mastery of digital post-production tools, enhancing your ability to refine and perfect images.
- Learn project management techniques tailored to the visual arts, enabling you to lead and coordinate creative endeavors.
- Gain hands-on experience in capturing moving images, understanding the technical and creative aspects of video production for multimedia applications.

MODULE IV (16 ECTS)

COURSES

1. **Advanced Fashion Photography II:** Work on professional-level fashion photography projects, focusing on delivering high-quality visuals tailored to industry demands.
2. **Video and Multimedia II:** Expand your skills in advanced video production, including storytelling, editing, and multimedia integration for fashion films.
3. **Digital Lab III:** Master the process of finalizing images for diverse purposes, from print publications to digital platforms, ensuring excellence in every format.
4. **Encounters and Dialogues:** Participate in discussions and workshops with industry professionals, gaining insights into current trends, challenges, and opportunities, including topics such as styling, AI in the fashion industry, invoicing and taxation, branding, and more.

OBJECTIVES

- Create technically and aesthetically superior images and videos by employing advanced capture and processing techniques.
- Learn the end-to-end process of preparing artwork for final publication or presentation, ensuring professional output.
- Explore social media platforms and develop the ability to identify and utilize the most effective channels for brand promotion and audience engagement.



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SYLLABUS

MASTER'S FINAL THESIS (6 ECTS)

Creation of a practical project in the form of a book and a fashion film that meets professional standards. This hands-on final piece will showcase your technical, creative, and strategic abilities, equipping you with a polished portfolio and real-world experience to confidently enter the fashion industry.

WORK PLACEMENTS (OPTIONAL)

OBJECTIVES

- Apply all the skills and knowledge acquired throughout the program to conceptualize, develop, and execute a professional-level project.
- Present a cohesive portfolio that reflects technical expertise, creative vision, and an understanding of industry standards.
- Demonstrate your ability to integrate fashion photography, video production, and visual communication into a comprehensive final piece.



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MASTER'S DIRECTOR



Salvatore Elefante

He is a photographer and curator with MA in Photography specializing in curating, management, and artistic mediation from Aalto University in Helsinki, Finland. His professional career bridges the realms of artistic creation and curatorial practice, allowing him to explore and present contemporary photography in innovative ways. His work has been exhibited in galleries, museums, and festivals worldwide, reflecting his global perspective and commitment to artistic excellence. As a co-founder of Pheed, a multidisciplinary research group based in Barcelona, he collaborates on projects that push the boundaries of visual arts and storytelling. He is also a member of the Association of Professional Photographers of Finland, underscoring his engagement with the international photography community. He is the Head of the Photography Department at LCI Barcelona.

FACULTY

Arola Valls

A curator, researcher, and educator with a PhD in Didactics of Sciences, Languages, Arts, and Humanities from the University of Barcelona, her doctoral thesis, *Intersections between Contemporary Artistic Practices, Photographic Archives, and Education*, was awarded an Excellent “Cum Laude” distinction. She designs and teaches courses on photographic image reading, visual language, and photography history in Barcelona and Mexico City. Her research explores the intersection of photographic archives, contemporary art practices, and education, collaborating with research groups like “Global Art Archive” and “DHiGeCS” at the University of Barcelona.

Elena Claverol

She is a Spanish photographer and visual artist based in Barcelona. Since 2006, her work has appeared in top publications like *Vogue*, *Elle*, and *Marie Claire*, and she has collaborated with major fashion brands, including Gucci, Dior, and Louis Vuitton. Claverol's photography captures the beauty of everyday life, using natural light, soft colors, and intricate details to evoke emotion and nostalgia. Her art has been exhibited globally, from the Museum of Contemporary Art in Barcelona to MoMA in New York. A dedicated mentor and lecturer, she inspires aspiring photographers while creating timeless, evocative images.

<http://www.elenaclaverol.com>

Luca Pagliari

Visual artist specializing in photography. His activities include visual creation, theoretical research, exhibition curating and teaching. His work has been exhibited internationally in numerous galleries and museums, it belongs to public and private collections, and it has been published in books and magazines in several countries. He is co-founder of Pheed, a multidisciplinary research group based in Barcelona, and member of the associations Leonardo – The International Society for the Arts, Sciences and Technology and Recursos de la Fotografía Artística en España (Ministry of Culture).

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Oriol Nin

He is a senior digital artist and freelance retoucher based in Barcelona, with over 20 years of experience in crafting visually stunning works. As the co-founder of NinStudio, he specializes in blending retouching, CGI, and photography to create bespoke images for clients. Renowned for his meticulous attention to detail and innovative approach, he collaborates with independent photographers, global agencies, and top brands worldwide.

<http://www.ninstudio.com>

Jonathan Miller

An internationally acclaimed fashion photographer, he began his career in New York as an assistant to Bruce Weber. Known for his warm, sensuous style, his portfolio features collaborations with brands such as Revlon, Burberry, Mango, Guess, and Massimo Dutti. His editorial work has appeared in magazines like American Glamour, Vogue, L'Officiel, Jalouse, Elle, and Marie Claire. Beyond commercial projects, he explores themes of youth, beauty, celebrity, and age in personal works, including a portrait series of Spanish models published in Vogue España in May 2018.

<http://www.jonathanmillerphotography.com>

Douglas Manzanares

He is a photographer and Digital Image Technician (DIT) based in Barcelona with over eight years of experience, specializing in fashion and advertising photography. For four years, he worked as a DIT, collaborating with leading global brands such as Amazon, Nike, and Simorra. As a photographer, he has successfully transitioned into the creative forefront, with his work published in prestigious outlets such as Fucking Young, Pap, and Vogue.

<http://douglasmanzanares.com>

Marie Bierestain

A photographer, director, and executive producer based in Barcelona, she has worked on projects across multiple countries, collaborating with clients like Puma, Amazon, Adolfo Domínguez, Vogue, Harper's Bazaar, Elle, Microsoft, Atlético de Madrid, SIMORRA, Montibello, and Balmain Hair Couture. Fluent in five languages, she has extensive experience with international teams. As co-founder of NONAME DEPARTMENT, a creative production company based in Barcelona and Berlin, she specializes in commercial productions, combining production and directorial roles to deliver audiovisual projects on a global scale.

<http://www.nonamedept.com/marie>

Viridiana Morandini

She is a Barcelona-based photographer renowned for her evocative storytelling and exploration of themes such as sexuality, identity, and nature. Her work has been featured in publications like Acero Magazine, The Ones 2 Watch, and Client Magazine. She has collaborated with brands such as Tous, Saye, Malababa, and Sonia Carrasco.

<http://www.viridianamorandini.com>

Miquel Arnal

A renowned Spanish photographer, he has been a leading figure in fashion photography since the late 1970s. By the early 1980s, he was collaborating with top advertising agencies, designers, and brands in Madrid and Barcelona. Known for his technical precision and artistic sensibility, his work highlights light, form, and composition, elevating his subjects in both high-end editorials and advertising campaigns. His visuals have graced magazines, billboards, and galleries, blending commercial demands with fine-art aesthetics. Beyond fashion, his personal projects explore the human form, reflecting his unique artistic approach to photography.

<http://www.miquelarnal.com>

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Carlos Marán

A creative specializing in art direction, he has built a distinguished career in the fashion industry. As Fashion Editor at Herdes Magazine and Director of BLEND Showroom, he champions independent designers. Currently, he leads the artistic vision for Ágatha Ruiz de la Prada, blending bold creativity with the brand's iconic identity. His expertise extends to academia, teaching at renowned institutions, and he previously directed the artistic vision for ODDA Magazine and developed visual identities for fashion houses like Pablo Erroz and Teresa Helbig. His innovative fusion of strategy and artistry defines his impact on the global fashion scene.

Alex Llopis

A versatile photographer and audiovisual creator, he has showcased his work in exhibitions such as the Photogenic Festival in Barcelona and the Trans-Art BCN series. With extensive experience in advertising, editorial, and TV production, he has collaborated with renowned brands like Nike, SEAT, and San Miguel, and produced TV programs and music videos. His distinctive visual style blends artistic creativity with technical precision. Notably, he has been recognized with awards from Publifestival and Trans-Art BCN, and his work spans photography, audiovisual productions, and art direction, reflecting a multifaceted approach to visual storytelling.

<http://alexllopis.com>

Núria Tolós

A Barcelona-based director and writer, she specializes in fashion films and commercials, blending meticulous aesthetics with a unique sense of humor. Her passion for storytelling began early, inspired by reading, writing, and photography, and was later shaped by a love for classic cinema. A graduate in Audiovisual Media from Pompeu Fabra University, she focuses on direction and editing. Her award-winning works include fashion films like Benidorm, Sunday Roast, and The Escape. In 2023, she collaborated with Naguisa - On The Rocks, a fashion film combining adventure and style, showcasing her distinctive narrative and visual approach.

<http://www.nuriatolos.com>

Sarah Iglesias

A creative professional with over a decade of experience, she is passionate about innovation and excels in design leadership. As a creative director, she oversees a dynamic team, driving design and product development to create trendsetting collections that deeply resonate with audiences. Her commitment to staying ahead of industry trends and her focus on sustainable practices set her apart. Additionally, her expertise as an AI design specialist allows her to integrate cutting-edge technology into creative processes, fostering innovation and elevating her team's work. Her dedication to excellence makes her a standout leader in the creative industry.

Nelson Dieguez

He is a specialist in Branding and Marketing, passionate about new technologies. After several years working at agencies for major brands such as Coca-Cola, Manpower, Mattel, Abertis, Lidl, Cintra, and Seat, he decided to embark on his own venture with Dom. In recent years, he has helped many entrepreneurs and SMEs build their brands from scratch and multiply their revenue in Brazil, the United States, and Spain.



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