

Master in

Gastronomic and Advertising Photography



The World is Your Classroom

MASTER IN

Gastronomic and Advertising Photography

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

The Master in Gastronomic and Advertising Photography is an innovative program that integrates art and technology to train professionals capable of revolutionizing the way the gastronomic world is communicated visually. This master program not only explores photography as a technical discipline but also positions it as a creative, strategic, and highly conceptual tool, with a special focus on art direction and the use of new technologies such as artificial intelligence.

Art direction is the central pillar of the program, teaching students to conceptualize and construct impactful visual narratives that reflect identity, emotions, and memories through gastronomy. This focus fosters creativity and the development of a distinctive personal style, essential elements for standing out in an increasingly competitive market. Students will learn to manage every aspect of visual production, from idea creation to final execution, with a deep understanding of how stylistic and technological elements integrate to enhance communication.

The program also incorporates the latest technological innovations, with an emphasis on artificial intelligence (AI) applied to photography. Students will explore how AI tools can optimize processes such as editing and the simulation of visual scenarios, pushing the boundaries of creativity. These technologies allow not only for more efficient production but also the creation of new forms of visual storytelling that connect with modern audiences.

In addition, the master program addresses audiovisual production, equipping students to create dynamic content that combines the best of photographic language with the current demands of digital platforms.

The Master in Gastronomic and Advertising Photography is, essentially, an educational proposal that brings together photography, creativity, art direction, and emerging technologies to train professionals capable of redefining the relationship between gastronomy, imagery, and communication.

Learner Profile

This master is aimed at:

- Photographers, visual artists, and visual communicators.
- Art directors and designers.
- Culinary and hospitality professionals.
- Creatives and entrepreneurs in gastronomy field.

Career Opportunities

- Gastronomic visual creator
- Editorial and advertising photographer
- Product photographer
- Event photographer
- Photography lead in marketing agencies specialized in gastronomy
- Social media gastronomy photographer
- Specialist in post-production for gastronomic photography
- Studio director
- Content manager

Partners





INNOVA**foto** Pasión por lo que hacemos



Objectives

• Equip students with advanced photography techniques, including lighting, composition, and digital post-production, tailored to the specific needs of gastronomic and advertising photography.

•Enable students to conceptualize and execute visually impactful projects that tell stories and evoke emotions through gastronomy.

•Enable students to lead creative projects, integrating art direction, styling, and strategic planning to produce cohesive and visually compelling campaigns.

• Provide real-world experience through collaborations with clients, shooting in professional settings, and working under deadlines.

• Familiarize students with AI and other advanced tools to enhance their creative workflows and expand their storytelling possibilities.

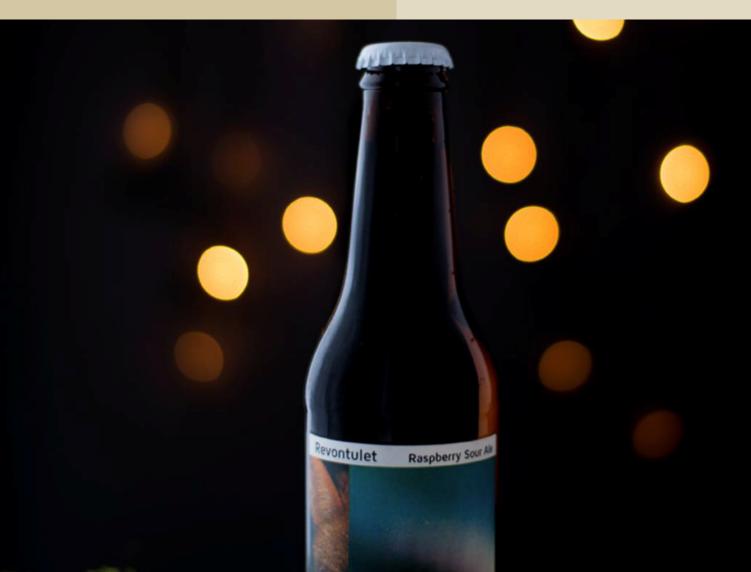
• Guide students in developing a professional portfolio that showcases their skills, creativity, and unique artistic vision.

• Help students establish their personal style and professional identity, preparing them to enter the market with confidence and distinction.

• Train students to meet the growing demand for high-quality visual content in the gastronomy and advertising sectors, ready to adapt to diverse roles and opportunities.

Methodology

The Master in Gastronomic 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.



SYLLABUS

MODULE I (4 ECTS)

This module introduces you to the essential tools and techniques for capturing and processing digital images, focusing on lighting and workflow management.

COURSES

Tools and Technologies for Image Capture

You will be introduced to the foundational equipment and software used in digital photography, focusing on cameras, lenses, and other essential tools for image capture in various settings.

Tools and Technologies for Image Processing

You will learn the basics of processing digital images, including file organization, workflow optimization, and initial editing techniques necessary for high-quality output.

MODULE II (12 ECTS)

This module focuses on specialized techniques for gastronomic photography, light mastery, and foundational skills in tools for editing and manipulation.

COURSES

Gastronomic Photography

You will apply photography techniques to food and drink, learning how to capture appetizing images that highlight texture, color, and composition.

Photographic Language

You will explore the foundational elements of visual storytelling, learning how to use composition, light, and perspective to convey meaning and emotion through photography.

Digital Lab I

This hands-on lab allows you to develop skills in using professional software for image development and manipulation.



SYLLABUS

MODULE III (20 ECTS)

This module bridges photography and visual communication, delving into advanced styling, art direction, and multimedia production techniques.

COURSES

Visual Culture

You will examine the cultural and historical contexts of visual media, learning to critically analyze images and understand their broader significance in society and marketing.

Art Direction and Styling

You will learn the principles of art direction, focusing on creating cohesive visual narratives and mastering culinary styling to enhance food presentation in photography.

Advanced Gastronomic Photography I

You will build on your earlier skills by exploring advanced techniques for lighting, shooting, and composition in gastronomic photography, focusing on complex setups and creative challenges.

Video and Multimedia I

You will learn the basics of capturing and editing moving images, gaining the skills needed to create engaging multimedia content for gastronomic storytelling.

Digital Lab II

You will continue developing digital editing skills, focusing on more advanced post-production techniques and managing tethered capture workflows to enhance efficiency and precision during image creation.

MODULE IV (16 ECTS)

This module refines your technical and creative skills, integrating digital marketing and social media strategies into professional-level photography projects.

COURSES

Advanced Gastronomic Photography II
You will refine your techniques for creating visually compelling,
professional-grade gastronomic photography, focusing on
innovative approaches and client requirements.

Video and Multimedia II

Building on the basics, you will master advanced video editing, motion graphics, and multimedia production techniques tailored to gastronomic content.

Digital Lab III

This practical subject helps you prepare final images and videos for publication, including graphic layout, file organization, and adapting projects for diverse platforms.

Marketing and Personal Branding

You will learn how to position yourself in the market by understanding branding, developing a unique professional identity, and mastering social media and digital marketing strategies.

SYLLABUS

MASTER'S FINAL THESIS (8 ECTS)

This project allows you to apply the knowledge and skills acquired throughout the program. Under the guidance of mentors, you will conceptualize, produce, and present a comprehensive gastronomic photography project in the form of a book, along with a video or multimedia project that showcases your unique vision and technical expertise.

WORK PLACEMENTS (OPTIONAL)



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

Rubén Tresserras

He is a freelance retoucher specializing in high-end photo retouching and realistic CGI. With over 20 years of experience, a degree in Art, and a master's in Artistic Photography, he creates detailed advertising and product images for digital platforms, print, and billboards. Rubén collaborates with clients through all production phases, offering tailored solutions for their needs and budgets. His portfolio includes PlayStation, KFC, and Heineken. Embracing emerging technologies, he incorporates Al into his creative process to innovate and enhance his work.

https://www.rubentres.com/

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.

https://www.ninstudio.es/

Stefania Talento

She is a social media manager, community manager, and content creator based in Barcelona. She co-founded In and Out Barcelona, a flexible digital marketing agency specializing in social media management, marketing strategies, and mood boards, collaborating with professionals tailored to each project. She also co-directs Ladies, Wine & Design Barcelona, a monthly event inspired by Jessica Walsh that unites and empowers women in the creative industry. Through storytelling and networking, the initiative fosters talent, inspiration, and collaboration while celebrating creativity over a glass of wine.

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José Luis Bravo

Visual artist, researcher, and editor specializing in photography, art, and digital media. With a degree in Graphic Communication from UAM, Mexico, and studies in photography and museology, he has worked at institutions like CNA and UNAM. A member of ICOM and AVICOM since 1995, he holds three master's degrees in interactive systems, curatorial practices, and artistic production. His work, blending analog and digital media, has been exhibited internationally and supported by Fundación Jumex. Currently, he teaches and researches art, visuality, and museums in Spain and Mexico.

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.

https://douglasmanzanares.com/

Inés Butrón

She is a writer and journalist with contributions to renowned outlets like El País Gastro and Gente Viajera on Onda Cero. She also teaches history and gastronomy at Spanish universities, blending academic expertise with storytelling. Her work explores gastronomic culture through books, lectures, and collective publications. Notable works include Rutas gastronómicas por Andalucía, Cantabria y Galicia (2009), Colmados de Barcelona (2019), and Comer en España (2020). In 2021, she won the Gastronomic Storytelling Contest by Canal Comer, La Vanguardia, cementing her as a leading voice in gastronomy and culture.

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.

Anna Tusell

She is a professional in styling and creative direction for gastronomic productions. Her career as a chef provides her with a comprehensive perspective on the visual design of food. As the founder of Appetizer Storyteller, she specializes in brand storytelling and culinary photography direction, designing strategies that transform concepts into captivating images. In the academic field, she seeks to inspire and guide future professionals by sharing essential tools in food styling, creative production, and persuasive communication.

http://annatusell.es/

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Elsa Yranzo

She is a Barcelona-based food designer and creative director who uses gastronomy to communicate ideas, emotions, and concepts. Through her work at Creative Food Studio BCN, she designs and curates artistic gastronomic experiences that challenge personal and social habits while provoking reflection on our relationship with food. Her projects advocate for a sustainable and ethical transformation of the food system, addressing issues of resource exploitation and waste. In academia, Elsa teaches at design, gastronomy, and communication universities, including the Basque Culinary Center, where she leads modules on Food Design and Gastronomic Experience.

https://elsayranzo.com/

Las Coleccionistas

Las Coleccionistas is a photography studio based in Barcelona, founded in 2009 by María Revuelta and Núria del Moral. The studio specializes in still life photography, stop motion animation, art direction, and set design, emphasizing experimentation throughout the creative process. They view photography as a tool for communication and reinterpretation, striving to explore new forms of expression and creativity. They manage projects from concept to final art, maintaining a coherent body of work across personal and collaborative projects. Their clients include notable brands like Adidas, PepsiCo, Zara Home, Muji, and Pull&Bear.

https://lascoleccionistas.com/

Eating Patterns

Eating Patterns was born in 2016 as one of creator Vega Hernando's personal projects. She wanted to channel her love for cooking and her vision for gastronomy through her experience as a fashion and textile designer. What started out as an Instagram account where she would share recipes, slowly began to evolve and take on new projects. Today, Eating Patterns operates as a creative studio exploring the intersection of food and design. Among the services we offer are content creation for brands –photography, videos, recipes...– and production for gastronomic experiences, such as conceptual catering events and workshops.

https://eatingpatternsstudio.com/

Nicole Vindel

She is a visual artist exploring socio-environmental urgencies through food culture, blending her Guatemalan and Spanish heritage while living between New York, Spain, and Mexico. Her work, described by Vogue España as "combining intellectual and formal beauty to generate cognitive conflict," uses elements like food, light, and water to question our place in the world. Exhibited internationally, including Tate Exchange (London) and Fundación Foodcultura (Barcelona), she co-founded Random Happiness, promotes innovative food futures through Food Design Nation, and is part of the BASC Barcelona collective and ComoComo research lab.

https://www.nicolevindel.com/

Lucas Pastur

He is a Barcelona-based AI Architect Manager specializing in artificial intelligence and its applications in design and data science. Lucas shares his expertise through talks such as "La revolución de la IA en el mundo del diseño," where he explores the transformative impact of AI on design. One of his notable projects, Groovify, demonstrates this potential by generating personalized visual and musical experiences using AI.

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Corina Landa

She is a Barcelona-based commercial and editorial photographer specializing in food, beverage, still life, and portrait photography. With over 20 years of experience, she has worked with brands like Amazon, Borges, and Swarovski, and chefs such as Albert Adriá and Antonio Bachour. Her vibrant style, marked by creative simplicity and striking lighting, has appeared in publications like Vogue and Elle Gourmet. Corina also provides art direction, styling, and post-production, crafting tailored visual narratives. Working in-studio or on location, she ensures every detail enhances the product's or brand's identity.

https://www.corinalanda.com/

Juan González del Cerro

He is a gastronomic photographer with a background in art direction. Juan specializes in creating visual content for advertising, fashion, and editorial projects. His work encompasses both photography and video production, offering a comprehensive approach to visual storytelling. Juan's portfolio showcases a diverse range of projects, reflecting his versatility and creative vision in the visual arts.

https://www.juangonzalezdelcerro.com/

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/

Alba Yáñez

She is a creative professional immersed in gastronomy, serving as partner and editor-in-chief at Plateselector, a leading platform celebrating culinary culture through editorial projects and events. Her passion for food storytelling shines in her book Foodtrucks. Cocina de autor sobre ruedas, which explores the stories of twelve unique food truck ventures. Alba's work highlights the innovative and artistic sides of gastronomy, shedding light on the evolving culinary landscape and bringing a fresh perspective to food culture through her creative projects and editorial leadership.

FACULTY

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.

Álvaro García Isidro

His passion for photography began in the 1990s with an old camera gifted by his father and the influence of artists like Robert Frank, Diane Arbus, and Gary Winogrand, whose perspectives continue to shape his work. He later studied Fine Arts at the University of Leioa (Bilbao), deepening his connection with photography. Currently, he balances personal projects with teaching and leading Karakter Studio, specializing in editorial design for clients like La Fábrica and Penguin Random House. His work reflects humanity's struggle to shape individual identity within paradigms of normality.

https://alvarogarciaphoto.com/







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+34 93 237 27 40 admisiones@lcibarcelona.com barcelona.lcieducation.com

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