

Mucho

eina

Disseny i Art. Barcelona

More

The Brand Design
Executive Programme

Admission process open.
Contact:

postgraus@eina.cat

Brand design is a fundamental tool to affect the world. Its role has become strategic, and instrumental.

To unlock its true power, you need more than design knowledge. You need strategic thinking, leadership skills, business development knowledge and the capacity to institute culture.

Design skills will only take you so far.
Become a design leader, learn **More**

The knowledge to become a strategic brand leader.

This Executive Brand Design Program, directed by Mucho, offers an advanced and comprehensive approach to professional brand design. The program explores three key areas:



Broaden your horizons

The program draws from a diverse range of disciplines which create a rich canvas of knowledge. Masterclass after masterclass, this immersive experience promotes a radical questioning of assumptions which in turn makes possible true creativity.

Business

Commerce

Art

Strategy

Theatre

Oratory

Philosophy

Political
Science

Film

Literature

Making

Sociology

Ground your thinking through intensity

The full program is structured around the brand design of a hypothetical brand prototype. The project at the center of the work galvanizes all this collective intelligence into the practical results from which all good designers learn. In this case, to project yourself towards true leadership.



1 Full Year
Project

The Goal(s)

In this course you will learn to master Brand Design. Specifically, the creation and strategic drive of the associations, ideas, and symbols which give identity to any brand. To so you will learn to...

1

Strategically define a brand's philosophy.

2

Use narratives to shape perceptions and drive cultural change through creativity.

3

Articulate brand design into a coherent experience.

4

Use AI to go beyond yesterday's brand design possibilities.

5

Align creativity with business.

6

Lead and manage creative teams.

The Growth Leap

You are now

You can be

Critical
Thinking

A Provider

Who receives the brief,
and gets told what to
do.



The Consultant

Who questions the brief,
and so determines what
needs to be done.

Visual
Narrative

A Graphic Designer

Who makes things look good, and so
develops a culture which has been
established by others



The Narrator

Who tells stories, and so establishes
a culture.

Strategic
Design

A Senior Designer

Who knows about letters and
colours, and works with a design
team



The Design Leader

Who knows how to design human
experience to build a brand, and
leads company culture through
design

Who is this course for?



Senior Graphic Designers with minimum 4 to 5 years experience:

- Seniors, Partners or Leaders at design studios
- Senior designers or Team Leaders in company internal teams.
- Art Directors in Advertising Agencies
- Designers or art directors who want to redirect their careers towards branding.

Who want to become: Creative Directors And Design Leaders

- Branding Creative Directors
- Executive Creative Directors
- Chief Brand Officers
- Chief Design Officers
- Design Directors
- Strategic Leaders

The learning journey structure

Creative Strategy

From Boardroom Confusion

1. Ideas: Shaping Society
2. Business: Foundations of Economy
3. Strategy: Setting Direction
4. Narrative: Making the Story



To Leading Perspectives

Brand Design

From your brain

1. Culture: Tangible Value
2. Brand Core: Set the Present
3. Brand Experience: From Symbol to Feeling
4. Brand Interaction: From Feeling to Interaction



To their Experience

Managing Creativity

From wishful thinking

1. Commercialization of Design
2. Creative Leadership and Client Relations
3. Creative Business Models and Design Products
4. Legality for Branding Studios



To business execution

Make it work with work

The Full Programme runs alongside your professional life. Two evening sessions per week, plus three intensive weeks, allow you to keep working while committing to a demanding and sustained process.

Over time, you build the clarity and judgment needed to navigate complexity, make stronger decisions, and guide the work at a higher level.

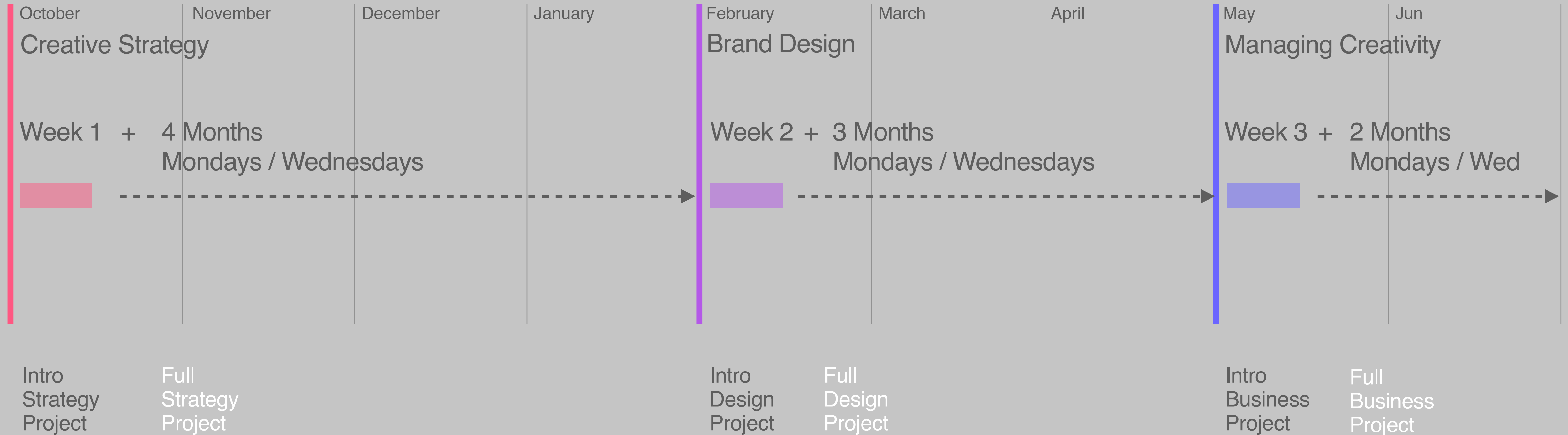


The Full Programme

28th Septembre 2026 to 23rd June 2027
Mondays / Wednesdays, 5pm – 8pm
+ 3 intensive weeks

Week 1: 28th September - 2nd October 2026, 10am – 6pm
Week 2: 1st - 5th February 2027, 10am – 6pm
Week 3: 10th - 14th May 2027, 10am – 6pm

280 hours
45 ETC



By Mucho

At the forefront of brand design, Mucho has developed a unique methodology, and used it to design some of the biggest and brightest brands in the world.

With its special blend of deep strategical thought and rooted design culture, Mucho is in a unique position to share how the best brand design is made.



Mucho

A Brand Design
Agency

Mucho

San Francisco

Barcelona

Founded

Countries where we
have worked

Partners & Associates

Global team

Languages

'02

30

10

45

10

Pancho Tolchinsky

Drawing from a richly interdisciplinary background—including a PhD in AI, a Mathematics degree, and roles as a cognitive science researcher, photographer, and school principal—Tolchinsky has centered his research around the question: “How does meaning emerge from our bodies?” For him, the answer lies closer to the poetic and the affective than to information processing and logic. This path led him to delve into design and pedagogy, forging connections between cognitive science, creativity, and education.

Programme Directors

Together, Mucho and Tolchinsky reveal design as a tool for meaning-making, shaping human experiences, driving cultural change and impacting business.



Pancho Tolchinsky
PhD in AI,
cognitive science researcher



Marc Català
Partner and Creative Director
at Mucho

Creative Strategy Professors



Humberto Schwab
Philosopher and Physicist



Guillem Graell
Brand Strategy & Leadership
Former CMO, FC Barcelona



Joan Picañol
Mucho Head Strategist



Carol Murtra
Strategy
& Digital Marketing



Ariadna Montfort
Dancer and Choreographer



Pancho Tolchinsky
cognitive science researcher



Lluís Nacenta
Curator & Researcher
Director, DHUB

More. The Brand Design Executive Programme

Brand Design Professors

eina Mucho



Andreu Balius
Typographer



Albert Folch
Creative Director
Folch Studio



Àlex Govern
Creative Director
President at ADG-FAD



Pablo Juncadella
Creative Director, Mucho



Irene Pereyra
UX Design



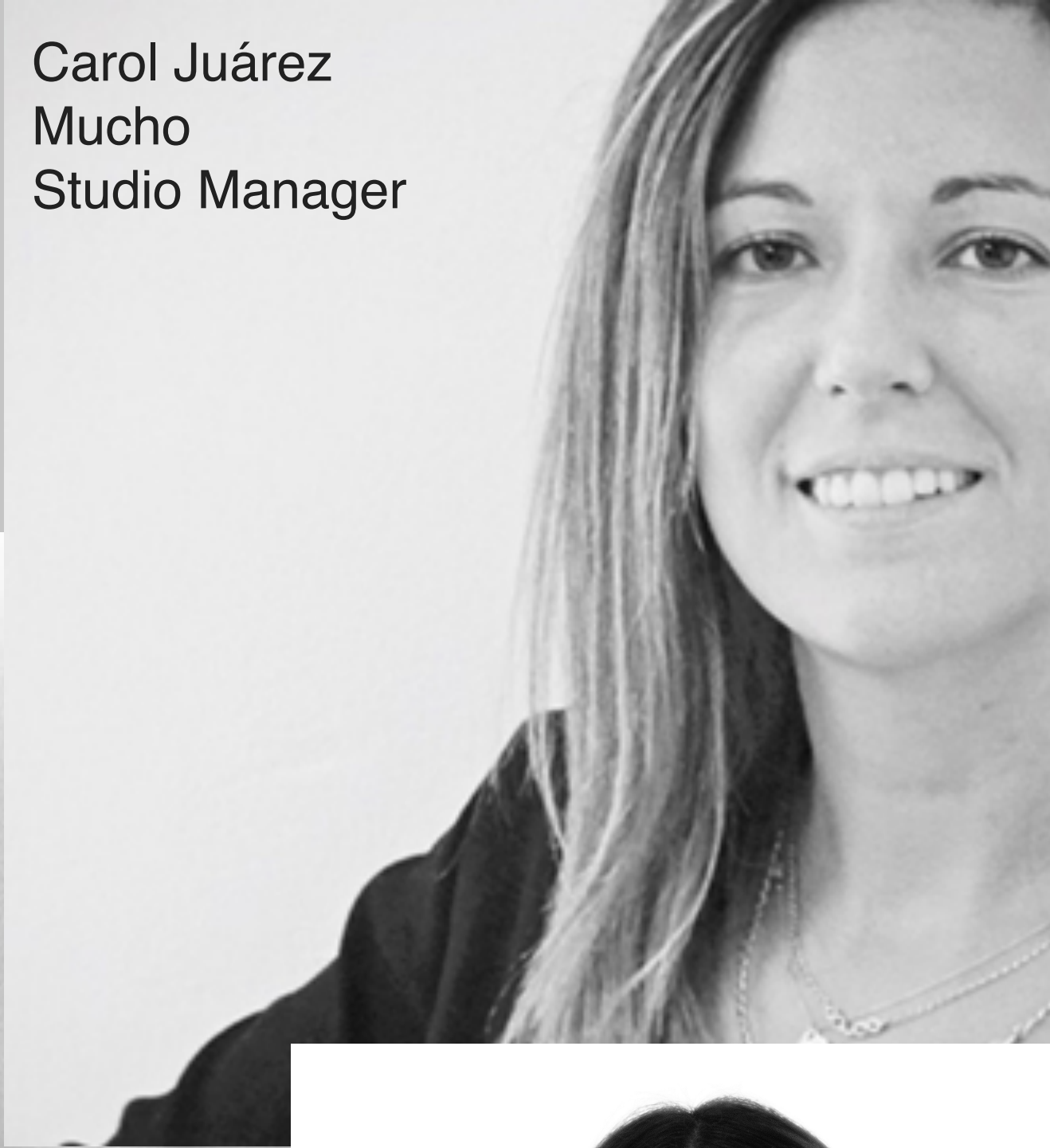
Marc Torrell
Naming / Brand Activation, Usted



Marta Cerdà
Art Director / Type Designer / Illustrator
/ Graphic Designer

Business Development Professors

Carol Juárez
Mucho
Studio Manager



Carol Murtra
Estratega



Ferran Pruneda
Customer Journey



Ana Urquía
Mucho Head Project Manager



Joan Picañol
Mucho Head Strategist

Anna Martorell
Project Manager



Eina: Fresh air, fresh perspectives

Situated amidst tranquil trees and mountain views, EINA provides an inspiring haven to deepen thoughts, rethink design, and spark creativity.

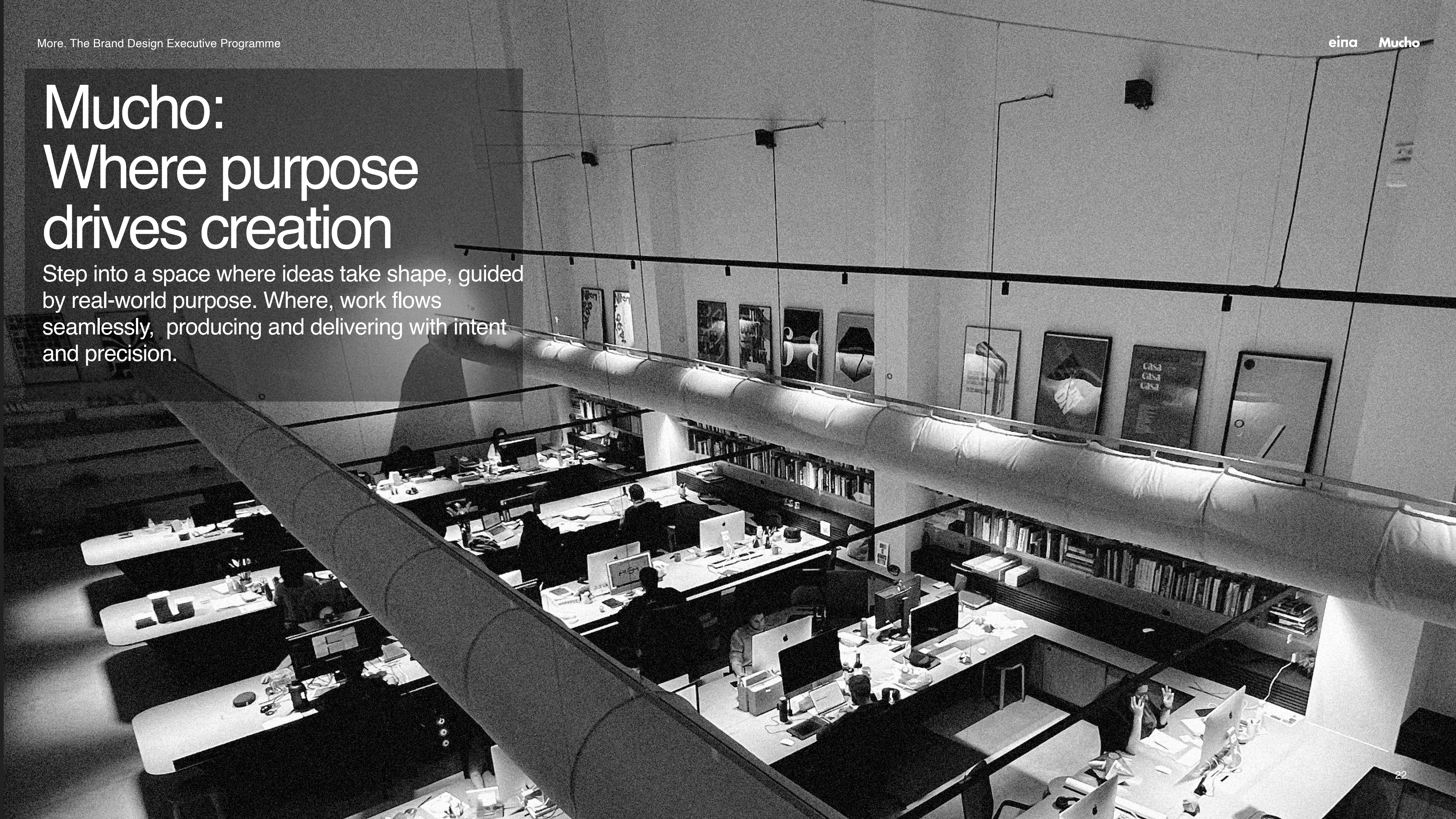


Eina: Where ideas find space to breathe

A place to slow down, attune to the rhythm of nature, your breath, and the heartbeat of those around you. A sanctuary to rediscover clarity.

Mucho: Where purpose drives creation

Step into a space where ideas take shape, guided by real-world purpose. Where, work flows seamlessly, producing and delivering with intent and precision.



Mucho: Crafting brands

A studio built for meaningful work, where purpose meets action. Enter the flow, create with focus, and bring impactful ideas to life.



Barcelona: Port city energy

A city alive with energy, where the Mediterranean breeze, animated cafés, and lively conversations fuel creativity. Work, connect, relax, and build community.

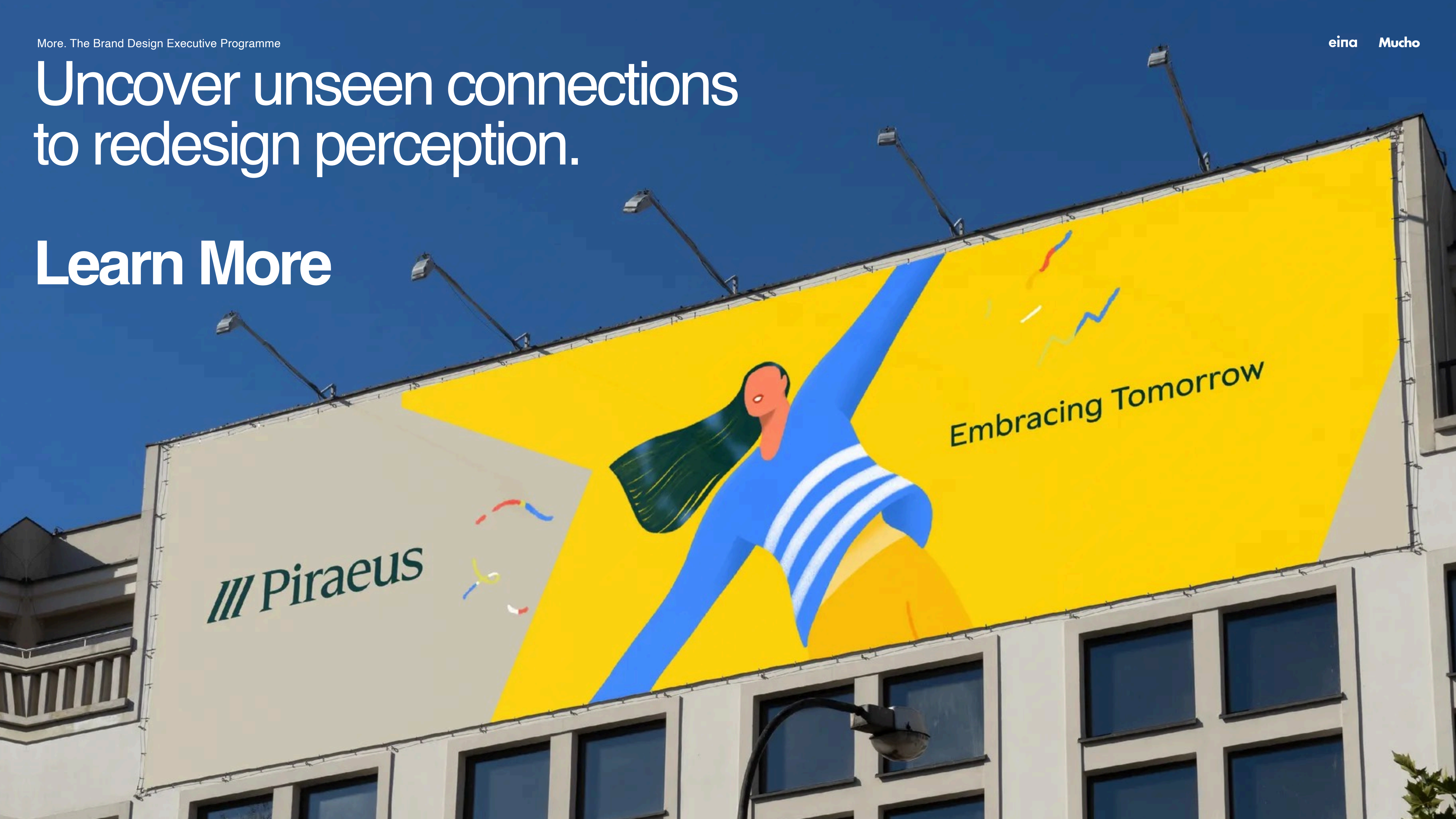


Barcelona: Where simplicity opens possibility

In a city designed for ease, the focus shifts to what truly matters—people, creativity and possibilities.

Uncover unseen connections to redesign perception.

Learn More





Learn from the
Mucho case studies.

[Learn More](#)

Learn to
master narrative, and
shape
brand culture.

[Learn More](#)



PACHA



Dive deep and design with
profound authenticity.



Learn More.

Learn. Share. Grow.



dez xicana

mos orgullosos de nuestras
es mexicanas. Nuestro país es una
erencia de servicio a nivel mundial.
responsabilidad es aún mayor porque
vamos a México en nuestro nombre.
está en nuestras manos llevar lo mejor
e México al mundo a través de nuestra
cercanía, amabilidad y empatía.



Release
the energy
of your ideas.

Learn More

PRIMAVERA
SOUND
BARCELONA
2019



Full Programme

The full, immersive journey to master brand and cultural design with strategic depth.

28th Septembre 2026 to 23rd June 2027

Mondays / Wednesdays, 5pm – 8pm

+ 3 intensive weeks:

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Week 2: 1st - 5th February 2027, 10am – 6pm

Week 3: 10th - 14th May 2027, 10am – 6pm

280_{hours} 45_{ETC}

9.250€

Design shapes the world.

Gain the skills and the knowledge
and build the community to drive
change.

Now design your future.
And become the brand design
leader you can be.

Admissions

Admission process open.
Contact:

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