

**Mucho**

**eina**

Disseny i Art. Barcelona

**More**

The Brand Design  
Executive Programme

Admission process open.  
Contact:

[postgraus@eina.cat](mailto: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.

Philosophy  
Political  
Science  
Film  
Making

Business  
Commerce  
Art  
Strategy  
Theatre  
Oratory  
Literature  
Sociology

# Ground your learnings in your design culture

The intensive programme is built around a single project, grounding the knowledge introduced through an intensive series of masterclasses. This concentrated format brings multiple perspectives into rapid decision-making, where ideas are tested and put into action. Here, leadership is the ability to turn complexity into clarity under time constraints, without losing depth or vision.

1 High-Intensity  
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 In 3 intensive weeks

## Week 1: Creative Strategy

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

28th Sept. – 2nd Oct.  
10am - 5pm

## Week 2: Brand Design

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

1st – 5th February  
10am - 5pm

## Week 3: Managing Creativity

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

1st – 5th February  
10am - 5pm

# On campus in Barcelona

Take a 3 weeks off in Barcelona. Take your time away to really grow. Situated amidst tranquil trees and mountain views, the EINA campus provides an inspiring haven to deepen thoughts, rethink design, and spark creativity.



# Make it work with work

Delivered across just three weeks, it compresses key aspects of brand design into a high-intensity format.

Three weeks is a commitment you can make. It demands focus, and in return shifts how you think and work, bringing greater clarity and direction to your practice.



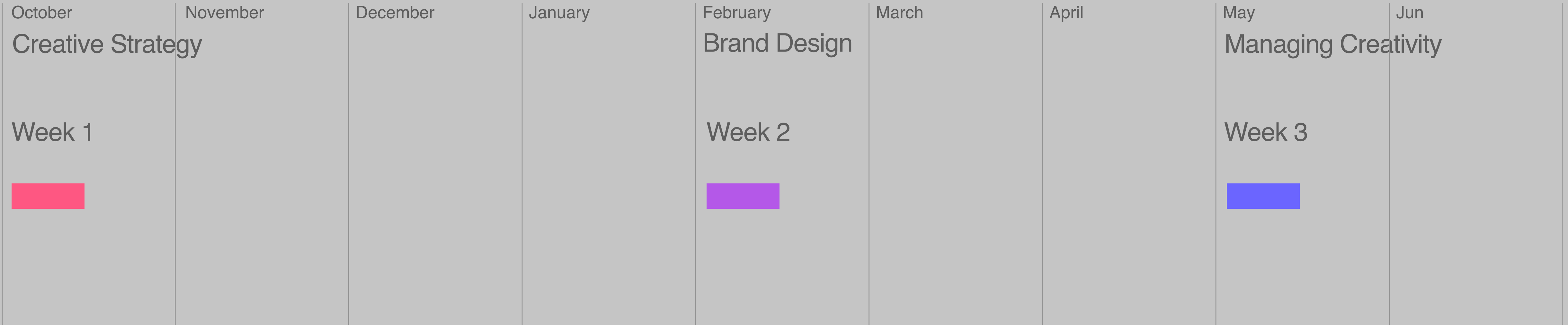
# Intensive Programme

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

90 hours  
15 ETC



Intro  
Strategy  
Project

Intro  
Design  
Project

Intro  
Business  
Project

# 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



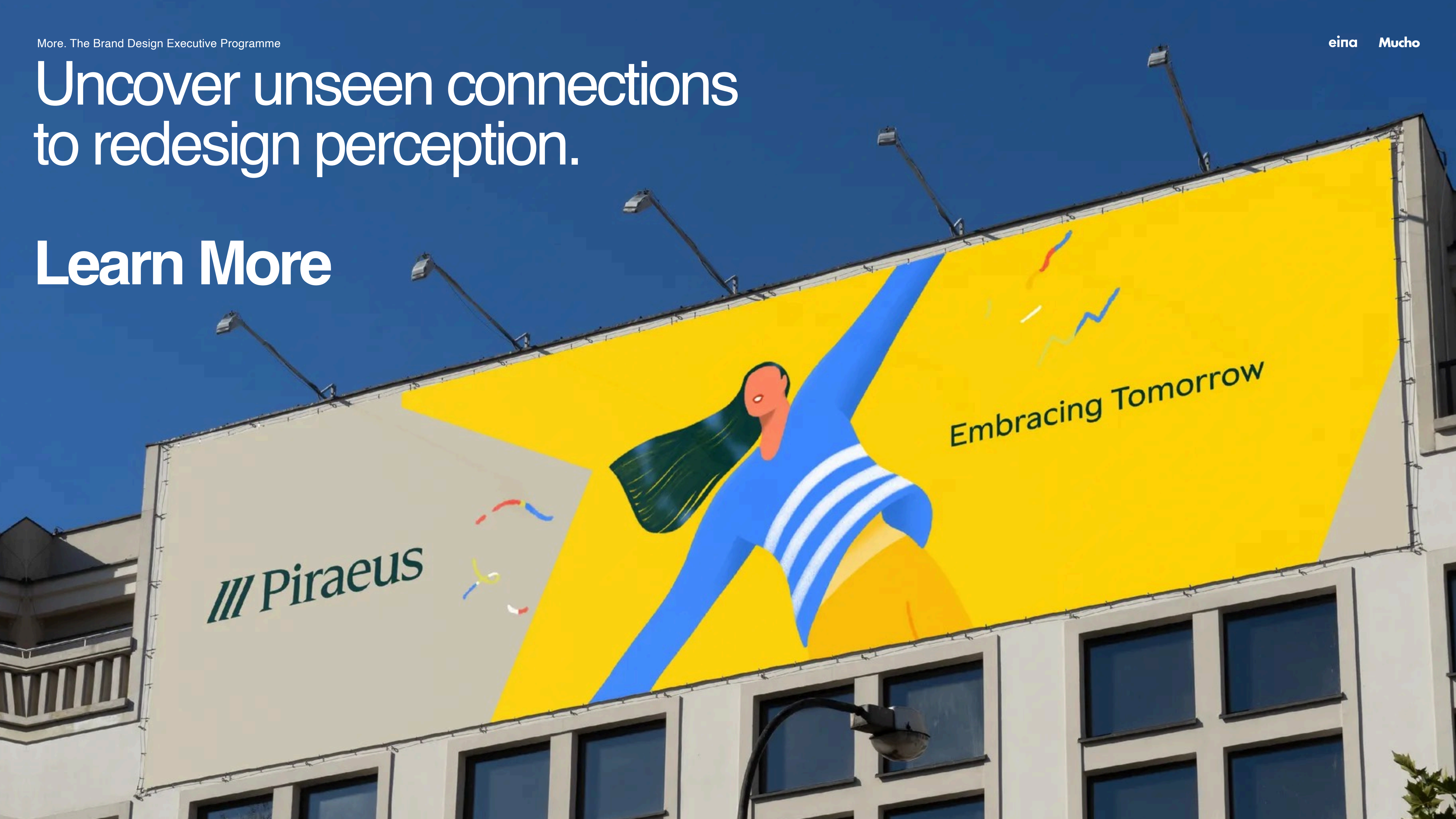
Joan Picañol  
Mucho Head Strategist

Anna Martorell  
Project Manager



# 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



# Intensive Programme

The condensed, high-impact, three-week program to master brand and cultural design with executive precision.

3 intensive weeks:

Week 1: Creative Strategy

September 28 – October 2, 2026

10:00 – 18:00

Week 2: Brand Design

February 1–5, 2027

10:00 – 18:00

Week 3: Managing Creativity

May 10–14, 2027

10:00 – 18:00

90<sub>hours</sub> 15<sub>ETC</sub>

4.850€

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:

[postgraus@eina.cat](mailto:postgraus@eina.cat)

## Mucho

Barcelona  
Morales 27k  
08029 Barcelona  
+34 93 481 40 89  
[barcelona@wearemucho.com](mailto:barcelona@wearemucho.com)

San Francisco  
466 Geary Street, Suite 500  
San Francisco CA 94102  
+1 415 546 1399  
[sanfrancisco@wearemucho.com](mailto:sanfrancisco@wearemucho.com)

Melbourne  
Office 3, Level 2, 358 Lonsdale Street  
Melbourne VIC 3000  
+61 414 867 860  
[melbourne@wearemucho.com](mailto:melbourne@wearemucho.com)

## eina

Disseny i Art. Barcelona

EINA Sentmenat - Sede académica ·  
Passeig Santa Eulàlia, 25 · 08017  
Barcelona · +34 932 030  
923 · [info@eina.cat](mailto:info@eina.cat)