

LCI EDUCATION NETWORK

23 CAMPUSES | 5 CONTINENTS

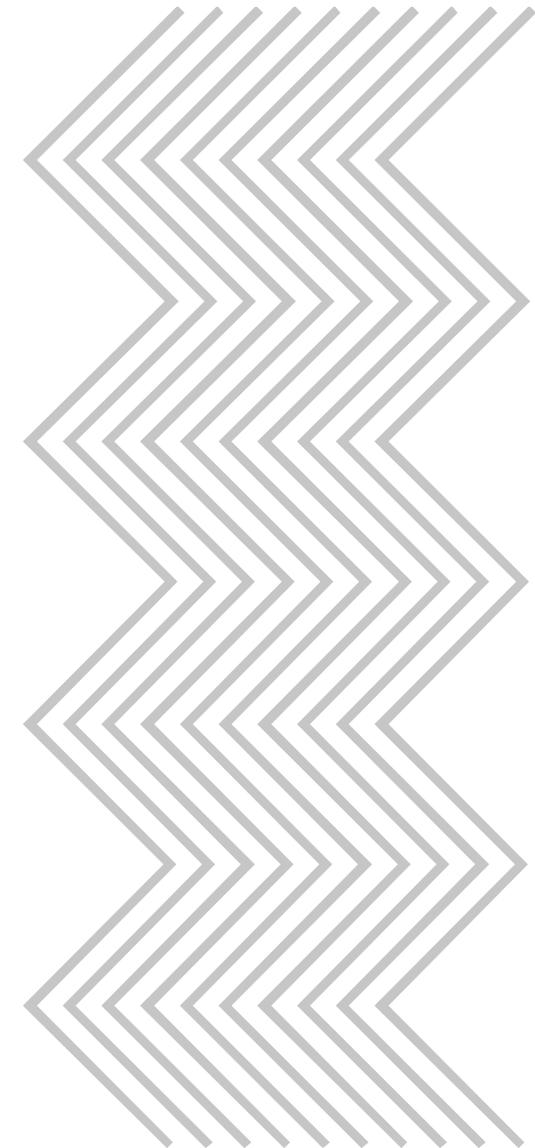


LCI EDUCATION
NETWORK
MEMBER

| SUMMARY

- Who we are
- Location
- Structure
- Living in Barcelona
- Our Programs (taught in English)
- Official Bachelor Degree in Fashion Design
- Master's Degrees
 1. Technological Product Design
 2. Creation and Development of Digital Projects
 3. Experiential Interior Design
 4. Marketing, Communication & Event planning for Fashion

- Summer Program: Design & The City
- Other Services
- Visa
- Career Services & Job Placements
- Alumni: Cases of Success



LCI EDUCATION
NETWORK
MEMBER



Welcome to LCI BARCELONA

From Dreamers to Makers



| Who we are



LCI Barcelona campus came alive in October 2013, by the merger of LCI Education and the School of Higher Education in Fashion “Felicidad Duce”.

Founded in 1928 by Mrs **Felicidad Duce**, a true pioneer and referent in fashion design education, the school has trained more than 800 creative professionals yearly in the different specializations of the fashion sector.

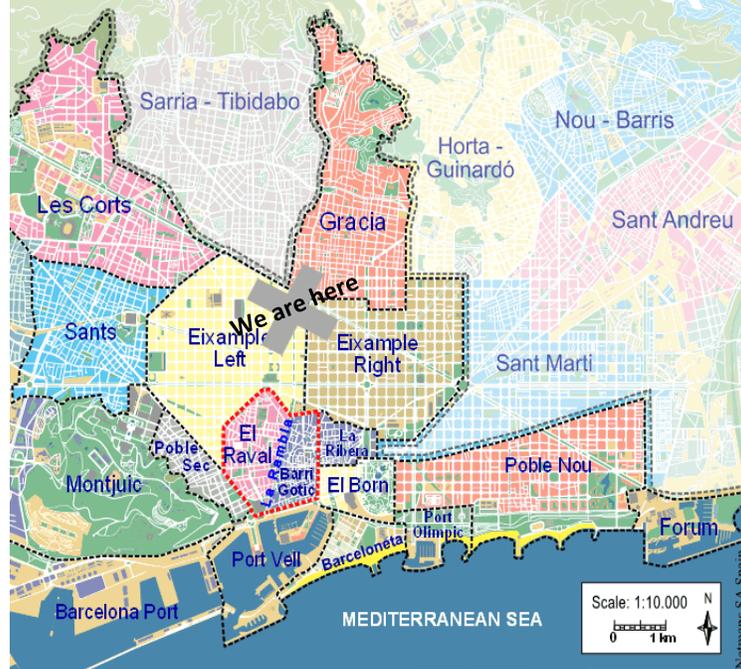
Our center has a **prestigious teaching methodology** conceived by its founder and continuously updated by the teachers.

LCI Barcelona trains professionals in design, recognized by their excellence and their global vision.

All programs are either delivered in English or Spanish.

Location

- Located in the prestigious neighborhood of San Gervasi,
- Easy access to many bus and metro lines, taking you anywhere in the city.
- Walking distance to [Public Bike stations](#), to explore the city
- Surrounded by Shops, Bars, restaurants, supermarkets, Cafes and Gyms.
- Barcelona isn't only the 4th most attractive city in the world, but also Gateway to many other countries in and out of Europe



Infrastructure

- Our 2,600m² two floor building hosts 20 classrooms specifically designed to meet the needs of all our design specialties.
- 2 laboratories with the top equipment; computer rooms with the most up-to-date software (AutoCAD, Cad2D, 3D CAD, Rhinoceros, and more); and a TecnoFab: a layout and prototyping workshop equipped with a 3D printer and a laser cutting machine. This new building has a student capacity of 420.
- With more than 570 m² of common areas, you will find all services and amenities such as library, study room, cafeteria and exhibition hall at your disposal.

Study on a campus with international projection.



Living in Barcelona



How much does it cost per month?

Shared apartment: 400

Telephone: 45

Food: 150

Transportation: 50

Health Insurance: 60

Temperature

January to May – 8°C to 12°C

May to August – 22°C to 35°C

Sept to Dec – 9°C to 17°C

Languages
Spanish - Catalan

Currency
Euro €

Population
1,600,000 hab.





LCI
Barcelona

OUR COURSES



BACHELOR'S DEGREE IN FASHION DESIGN



BACHELOR'S DEGREE IN FASHION DESIGN

Program's Length: 8 semesters (4 years)

Beginning of classes: September

Classes End: June

Class Schedule:

Afternoons - 3pm to 9pm

Studies Structure:

Basic Training

Core Training

9 Optional Subjects

External Internships

End-of-course project



Course Content

BACHELOR'S DEGREE IN FASHION DESIGN



Professional Profiles

- Fashion design and clothing
- Coolhunter (trend researcher)
- Styling
- Artistic direction
- Theatrical and film costumes
- Complements design
- Textile design
- Design and management of corporate image
- Business management of creative activities
- Customized or corporate designs
- Fashion and clothing design for specific activities
- Figurines
- Tailoring and custom-made design
- Design, research and development of new concepts, materials, applications and products
- Research and teaching

Subjects



First Year

- Fundamentals of design
- language and communication & representation techniques
- History of art and design
- Design culture
- Materials and technology applied to fashion design
- Pattern making and clothing
- History of fashion design

Second Year

- Fundamentals of design
- language and communication & representation techniques
- science applied to design culture
- Design management
- Materials and technology applied to fashion design
- Pattern making and clothing
- Fashion and clothing design projects

Third Year

- Materials and technology applied to fashion design
- Pattern making and clothing
- Fashion and clothing design projects
- Styling
- Fashion design management
- 3 Optional subjects* (see next slide)
- Internships

Fourth Year

- Fashion design management
- Fashion and clothing design projects
- 6 Optional subjects* (see next slide)
- Final project

OPTIONALS

DESIGN ROUTE

- Knitwear collections
- Swimwear collections
- Lingerie and homewear collections
- Sportswear collections
- Creativity in clothing
- Digital stamping design
- Manual stamping design
- Jewelry design
- Creating your portfolio

PATTERN ROUTE

- Research of complex patterns
- Creation and moulage in clothing
- Creativity in clothing
- Specific patterns for knitwear
- Specific patterns for swimwear
- Specific patterns for lingerie and homewear
- Tailor's sewing
- Hat modeling

COMMUNICATION ROUTE

- Window-dressing and visual merchandising
- Communication and journalism in fashion
- Creating your portfolio
- Fashion photography
- Fashion broadcasting
- Storyboard and animation
- Video editing and post-production
- Fashion packaging visual identity

ADMISSION PROCESS



→ Have an Accredited Baccalaureate/High School (or equivalent) Degree

→ English B2 Level

→ Pass our entrance exam.*

- 1st Call: late June / early July

- 2nd Call: September

→ Send us the following documentation:

- Registration form, completed and signed
- Copy Certificate of high school diploma**
- Photocopy of passport
- Passport-size photograph in JPG format
- Pay € 880 registration fee for EU citizens / € 1,080 for Non-EU citizens*** (deducted from the total amount)
- Send Proof of bank transfer or card payment authorization

→ For the homologation process:

- Passport, NIE or ID for EU countries (with photograph)
- Official academic report of the last two years, stating subjects, grades and academic years (Original and legally translated)
- Diploma Degree obtained (Original and legally translated)

* We offer a 2 day free preparation course at LCI Barcelona, prior to the entrance exam date. Students coming from countries where there is an LCI Campus, are able to take the exam only, locally.

** Must submit an application for validation/homologation of their studies at Consulate/Embassy of Spain before coming to Spain, (see homologation slide 31)

***Registration fee can be paid by bank transfer or credit card (no additional fee).

MASTER'S DEGREES



- > TECHNOLOGICAL PRODUCT DESIGN
 - > CREATION AND DEVELOPMENT OF DIGITAL PROJECTS
 - > EXPERIENTIAL INTERIOR DESIGN
 - > MARKETING, COMMUNICATION & EVENT PLANNING FOR FASHION
-



MASTER'S DEGREE IN TECHNOLOGICAL PRODUCT DESIGN

Program's Length: 2 semesters (1 year)

Classes begin: October

Classes end: July

Final Project: September

Class Schedule:

3 Evenings per Week – 18:00 to 22:00 (Mon/Wed/Thu)

Studies Structure:

4 Core Modules

1 Optional Module (out of 2 choices)

Internship

End-of-course project



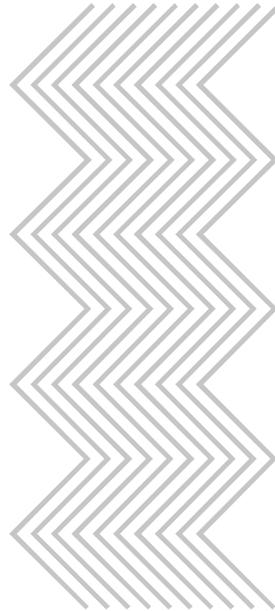
Course Content

MASTER'S DEGREE IN TECHNOLOGICAL PRODUCT DESIGN



Professional Profiles

- Design of wearables for fashion and sport
- Technical product design in general
- Design of technological objects and furniture
- Systems design
- Technological product development
- Generation of new concepts for technological product and service design
- Art direction for technological product design projects
- Creative and art direction for firms in the field of wearables
- Creative and art direction for companies in smart products for the home
- Product manager technological product design
- Design management and innovation in specialized projects
- Design management and innovation in technological products
- Project management for the creation of wearables
- Project management for technological product design for the home



Study Program



- Research for product design
- Methodology for innovation in technological products
- Development and production of technological products
- Design management and innovation
- Optional Module: Wearable or Products for contemporary home
- Internship
- Final Master project

MASTER'S DEGREE IN CREATION AND DEVELOPMENT OF DIGITAL PROJECTS



Program's Length: 2 semesters (1 year)

Classes begin: October

Classes end: July

Final Project: September

Class Schedule:

3 Evenings per Week – 18:00 to 22:00 (Mon/Wed/Thu)

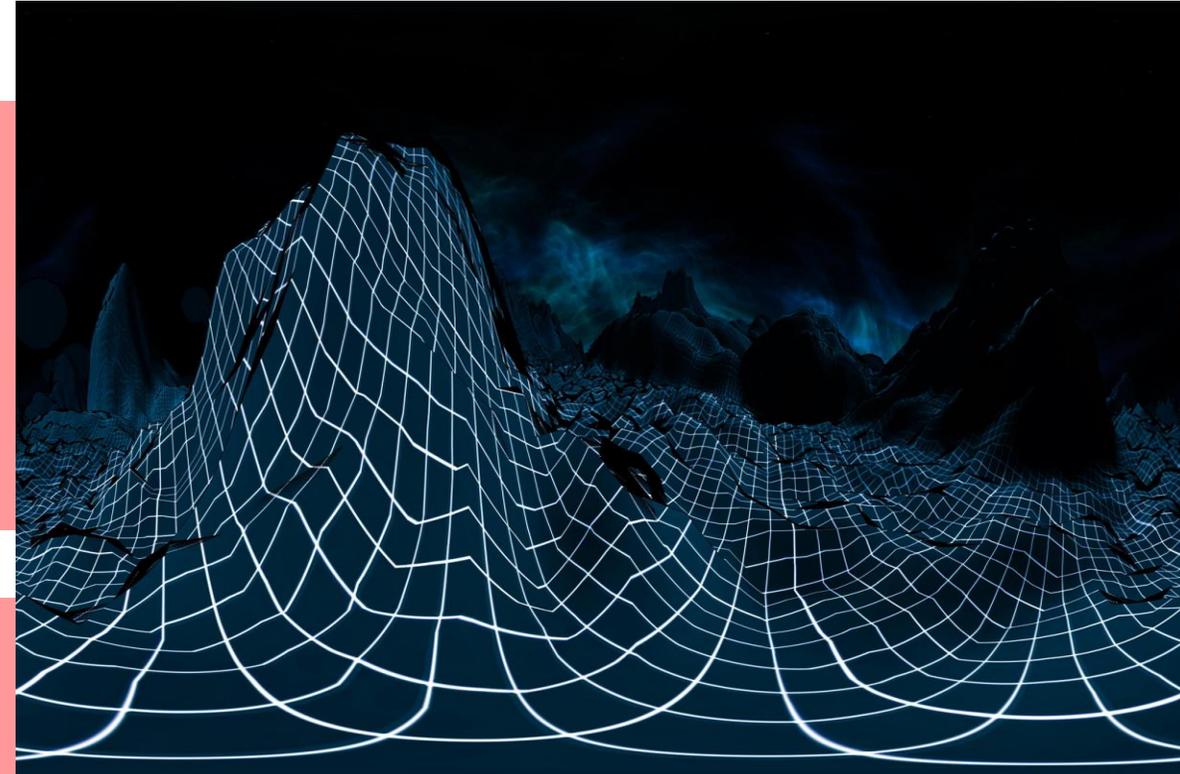
Studies Structure:

4 Core Modules

1 Optional Module (Out of 2 choices)

Internship

End-of-course project



Course Content

MASTER'S DEGREE IN CREATION AND DEVELOPMENT OF DIGITAL PROJECTS



Professional Profiles

- UI Designer
- Art Director in Digital Projects
- UX Designer
- UX Researcher
- Interaction Designer
- Information Architect
- Design and development of websites
- Design and development of mobile apps
- Design and development of online corporate identity and advertising
- Design and development of interactions applied to space
- Conceptualization of new online products and services
- Design and development of experimental interactive elements
- Management of digital projects



Study Program



- Research for design
- Methodology and advanced processes in interactive design for webs and apps
- Programming, development and prototype creation for digital interfaces
- Design and innovation management
- Optional Module: Projects for advertising and strategic communication **OR** Design projects for interaction in space – hospitality & restaurants
- Internship
- Final Master project

MASTER'S DEGREE IN EXPERIENTIAL INTERIOR DESIGN

Program's Length: 2 semesters (1 year)

Classes begin: October

Classes end: July

Final Project: September

Class Schedule:

3 Evenings per Week – 18:00 to 22:00 (Mon/Wed/Thu)

Studies Structure:

4 Core Modules

1 Optional Module (Out of 2 choices)

Internship

End-of-course project



Course Content

MASTER'S DEGREE IN EXPERIENTIAL INTERIOR DESIGN



Professional Profiles

- Design of new concepts and formats for commercial spaces
- Design of new concepts and formats for the hotel and restaurant industry (Hospitality Design)
- Design of experiences for corporate spaces
- Design of interactive experiences in commercial spaces
- Design of interactive experiences in exhibition spaces: museums, exhibitions and stands
- Art direction for interior and spatial design projects
- Design of interactive experiences in spaces in the retail and hospitality industry sectors
- Creative and art direction for brands in the retail and hospitality sectors
- Design and innovation management of projects specializing in these sectors



Study Program



- Research in the design of commercial places
- Project methodology and advanced concepts focused on user/consumer
- Advanced technologies and materials for the design of commercial spaces
- Design and innovation management
- Optional Module: Commercial spaces (Retail design) **OR** Spaces for the hospitality and restaurant sector (Hospitality design)
- Internship
- Final Master project

MASTER'S IN MARKETING, COMMUNICATION & EVENT PLANNING FOR FASHION



Program's Length: 2 semesters (1 year)

Classes begin: October

Classes end: July

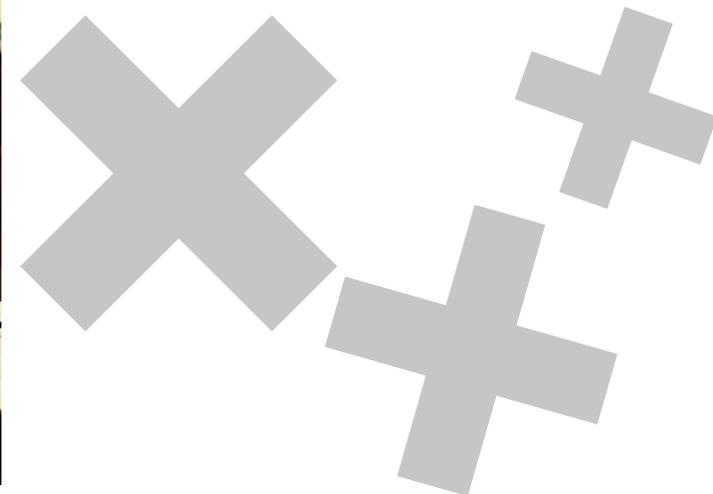
Final Project: September

Class Schedule:

3 Evenings per Week – 15:30 to 18:30 (Mon/Wed/Thu)



Studies Structure:
5 Core Modules
Internship
End-of-course project



Course Content

MASTER'S DEGREE IN TECHNOLOGICAL PRODUCT DESIGN



Professional Profiles

- Product Manager
- Project Manager
- Brand Manager
- Retail Manager
- Responsible for marketing and communication of fashion companies
- Technical marketing research
- Responsible trade marketing
- Head of media fashion
- Fashion marketing consultant
- Account executive
- Creative commercial
- Fashion journalist
- Events producer



Study Program



- Research for product design
- Methodology for innovation in technological products
- Development and production of technological products
- Design management and innovation
- Optional Module: Wearable or Products for contemporary home
- Internship
- Final Master project

ADMISSION PROCESS

- Have a certified copy of studies completed a Bachelor's Degree*
- English B2 Level
- Send us the following documentation:
 - Curriculum vitae
 - Motivation letter
 - Copy ID and / or Passport
 - Recommendation Letter
 - Portfolio
- Interview with LCI Barcelona's Admission's Team (via Skype)
- Once the documentation has been reviewed by the Academic Committee, all admitted students need to:
 - Complete the registration form and pay the € 1,080 registration fee** (deducted from total amount)
 - Send Passport-size photograph in JPG format
 - Certified copy of student's official completed degree
 - Send Proof of bank transfer or card payment authorization

* Fields Studied: Degree needs to be related to the field of design. Non-related degrees need authorization from LCI's academic team. Expection for Master's in Marketing, Communication & Event Planning for Fashion

**Registration fee can be paid by bank transfer or credit card (no additional fee).

JULY 2019

DESIGN & THE CITY

The summer campus for future designers is a complete programme that combines introductory workshops on fashion design, graphic design, product design and interior design, adding the experience of learning "in situ" and getting a close look at creative studios, designers, exhibitions, buildings, neighbourhoods and places of worship of the most youthful and coolest city.

Barcelona

WHEN?

2 options:

- 1 to 12 July
- 15 to 26 July

WHERE?

LCI Barcelona

FOR

Young people: ages 14 to 17
Adults: ages 18 to 21

DESIGN

MORNINGS

10 am to 2 pm **Course programming**

- Multidisciplinary Design Workshop
- Introductory Workshop on Fashion Design
- Introductory Workshop on Product Design
- Introductory Workshop to Graphic Design
- Introductory Workshop to Interior Design



RESIDENCES

The selected residential units are located in the higher part of the city, 15 minutes by foot or by underground train from LCI Barcelona, in the Sarrià and La Bonanova neighbourhoods. They have double or solo rooms, in addition to a living room with a TV and WIFI 24 hours per day, a dining room with a menu cooked in the kitchen, a rooftop, a garden and terraces. Stays include full room and board.



ACCOMPANIMENT

Children under 18 years of age will be accompanied by a monitor/coordinator at all times: during transfers to the school, activities in the city and the stay in the residences (including overnight), as well as the daytrips at the weekends.

THE CITY

AFTERNOONS AND EVENINGS

Activities and travelling around Barcelona

During the evenings/nights, we will visit emblematic locations in the city and meet experts in different design specialities, such as history, styling, communication, etc.

- Visits to studios and ateliers of different designers and interior designers.
- Fashion routes in Barcelona: vintage route, El Born, Gràcia, Raval, Eixample, etc.
- Visits to the most famous buildings and interiors, from the Sagrada Família to the Manzana de la Discordia ("Block of Discord").
- Visits to leading design shops, concept stores and markets.
- Guided tours of the Design Museum, the Materfad Material Centre, the Museum of Modernism in Barcelona, the Casa de la Seda, etc.
- Attendance of design-related exhibitions.
- Visit to 3D printing and laser cutting workshops, with talks with experts.

DAY TRIPS

WEEKEND

Activities will be held around the city (day trips to Mercant, Montjuïc, the museums of Modernism in Sitges, street markets, Pueblo Español, etc.) and there will be shopping days. There will also be time for resting at the beach or in swimming pools and walks in Collserola under the moonlight.

Management and coordination: Nuria Mora



LCI
Barcelona

€2.900 per 2 week package
(All inclusive)



Other Services



- Free Wifi through out the Campus
- Student Service Department: Erasmus, LCI Network, Campus support/assistance, general orientarion on legal bureaucracies.
- General information on Barcelona living
- Carreer & Job Placement Services



VISA

- Must apply for a student visa at your country`s [Spanish Embassy](#) or Consulate
- Each country may have different requirements, we strongly recommend to always check at your local Spanish Consulate/Embassy.
- [HERE](#) you will find the requirements for each nationality wishing to apply for a longer than 90 days visa to Spain.
- All foreigners residing in Spain under the Student Visa status are eligible to have paid Jobs*.
- Working allowance is limited to a maximum of 20hs/week during your studies and full time on holidays, breaks and weekends**.

*Must apply for Work Permit once in Spain, [HERE](#) you'll find in detail all the necessary steps and rules to acquire.

** Subject to change without previous notice, please refer to [Work allowance for Non-EU Students in Spain](#)

CAREER SERVICES & JOB PLACEMENT

- LCI Barcelona offer students a high standard Job Placement service
- CV preparation and Interview skills guidance

Here are some of the companies we partner with for our students/alumni job placement:

LUPO
BARCELONA
- est. 1920 -

Pichiglas

Celia Vela

Med winds



sita murt/

printsome

JUSTFAB TechStyle

Sylvia Bonet

akt.

Deigual

Ölend.
BACKPACKS

LOUD



JAVIER SIMORRA

Fotoempresas
PHOTO STUDIO

INTER LEATHER
INTERNACIONAL DE PIELS

QUACK DESIGN

ÅMØR DE MADRE
GIVING BIRTH TO OBJECTS
SINCE 1988

DIESEL

Ed
design-light-studio

Vitamina
PRODUCTIONS



ZICLA

CACHE.TOI

MELLER

MUAR
showroom

eurecat
Centre Tecnològic de Catalunya

CETEMMSA
CENTRE TECNOLÒGIC

8 | Award-winning Alumni

Thanks to our teaching model and to the quality of our training, our graduates achieve an average of 85% labour market integration, within the sector, in the six months following their graduation.

Designers from the national scene who studied in our classrooms include, for example, Josep FONT, Juan VIDAL, Celia VELA, Roberto ETXEBERRIA, María ESCOTÉ, Boris SABERI, Mikel COLÁS, Krizia ROBUSTELLA, Manuel BOLAÑO and Roberto PIQUERAS.

Over the last decade, the talent of our alumni has been recognized with various awards:

National Award of the Ministry of Culture

2014 – Josep Font

National Award for New Value of the Ministry of Culture

2014 – Roberto Etxebarria

2015 – Juan Vidal

National Award of the Generalitat of Catalonia for the Best Collection 080 Barcelona Fashion

2015 – Celia Vela

2018 – Krizia Robustella

National Award 080 Barcelona Fashion for Emerging Design of the Generalitat of Catalonia

2015 y 2016 - Carlotaoms

2017 - Daniel Rosa

Best Collection Award 080 Barcelona Fashion

Septiembre 2009 – Cardona Bonache

Enero 2010 – Kartotalaspalas

Julio 2010 – Juan Antonio Ávalos (hombre) y Manuel Bolaño (mujer)

Enero 2011 – Krizia Robustella

Julio 2011 – Kartotalaspalas (hombre) y Manuel Bolaño (mujer)

Julio 2012 – Martínez Lierah

Telva Award

2015 – Juan Vidal

Vogue Who's On Next Award

2013 – Juan Vidal

L'Oréal Paris Award Mercedes-Benz Fashion Week Madrid

2013 – Juan Vidal

2014 – Juan Vidal

2017 – Juan Vidal

Marie Claire Award

2010 – María Escoté

Best Designer EGO Cibeles

Enero 2011 – Roberto Etxebarria

Agosto 2011 – Roberto Etxebarria

Winner "BK Project" of Cibeles Madrid Fashion Week

2011 – Roberto Piqueras



Manuel Bolaño



Jospe Font

Check
it
Out



Our
Alumni

Portfolios



Juan Vidal



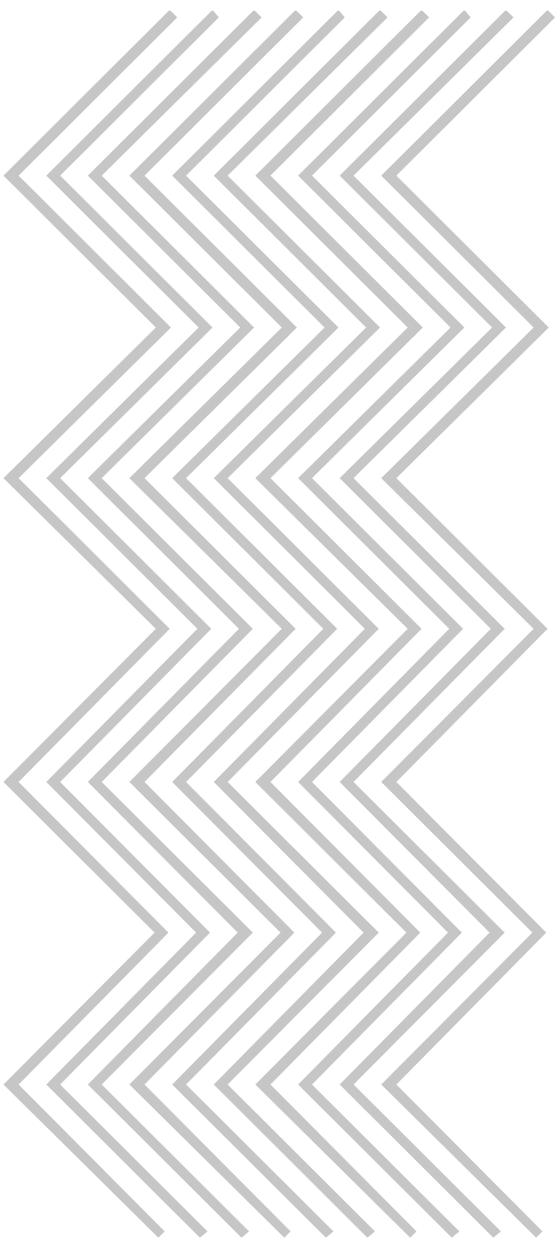
Krizia Robustella

Discover LCI Barcelona!



LCI
Barcelona





| THANK YOU!

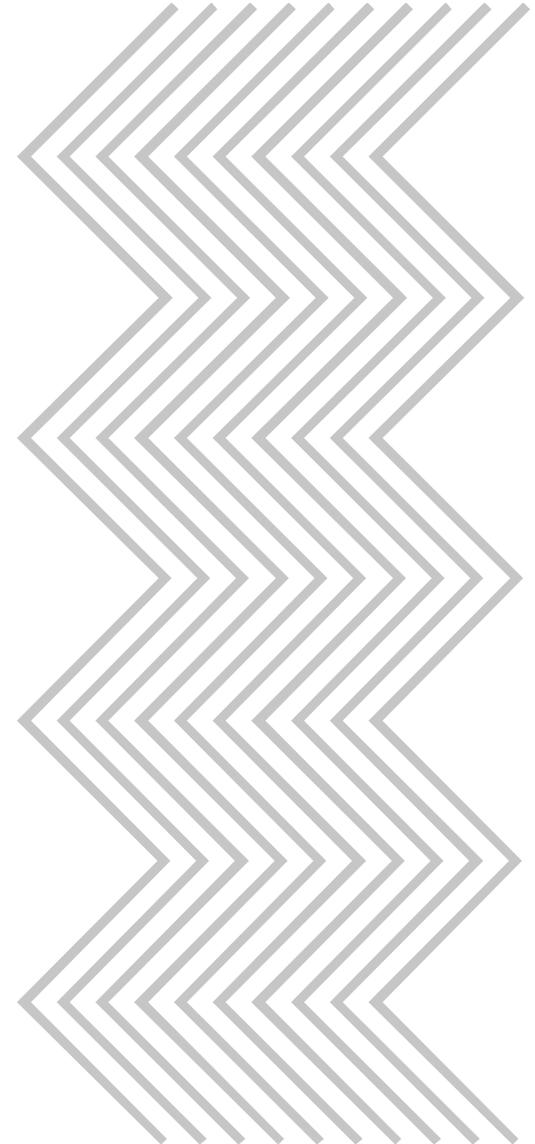


I Homologation

Documents required to process:

- Document that proves the identity of the applicant: passport or ID (current and with photograph).
- Original Copy and Official translation of the last two year transcripts, showing the courses taken, amount of hours, grades and academic years.
- Original Copy and Official translation of Final degree obtained (Diploma).

We strongly suggest to contact your local Spanish Embassy/Consulate for 100% assurance on requirements and steps to be taken.

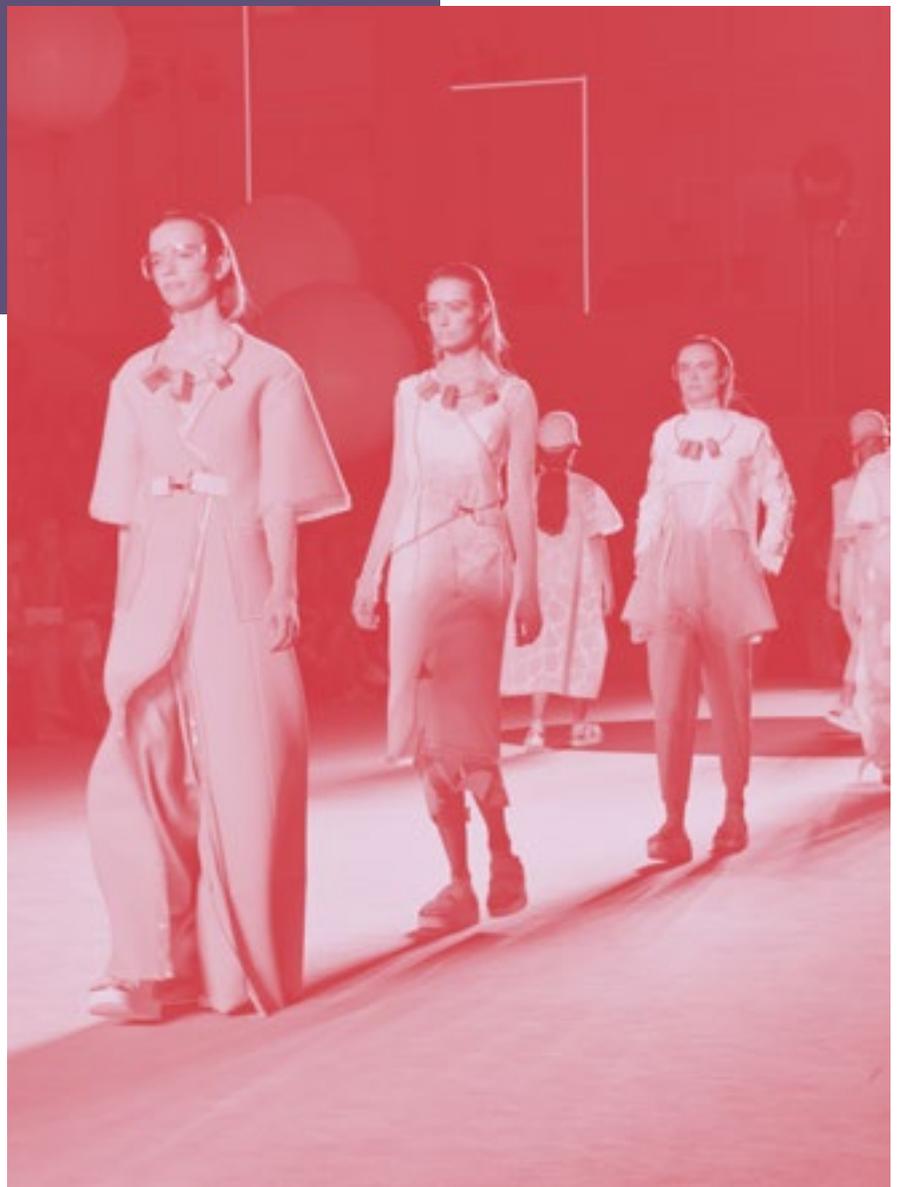


MASTER'S DEGREE IN FASHION MARKETING, COMMUNICATION AND EVENT PLANNING



LCI
Barcelona

**MAKE IT
HAPPEN!**



MASTER'S DEGREE IN FASHION MARKETING, COMMUNICATION AND EVENT PLANNING

The fashion industry is subject to continuous changes caused by the existence of companies and commercial establishments of different sizes and resources, both at the manufacturer, distributor or retailer level. Defining management systems and marketing strategies for such different organizations is a complex task, taking into account external factors such as market globalization and price competitiveness.

For this reason, specific academic training in this field is essential, enabling fashion marketing and communication professionals to promote and spread both the concept of brand identity and the product's values, devising a strategy that integrates all the tools at their fingertips.

The main objective of the **Master's Degree in Fashion Marketing, Communication and Event Planning** is to train experts and creatives in the sector who know how to identify, evaluate and select market opportunities, establishing optimal strategies in the field of communication and brand image, in a sector in which innovation is continuous and highly competitive. Professionals capable of positioning a product and making it known, through advertising campaigns, through the press or by organizing an event.

SKILLS

- Communicate ideas and projects to clients, make reasoned arguments, know how to evaluate approaches and channel dialogue.
- Understand the behavior of the elements involved in the communicative process, master technological communication resources and assess their influence in processes and products of fashion design.
- Analyze, evaluate and verify the projects' productive viability based on criteria of formal innovation, business management and market demand.
- Master the formal languages and resources of expression and communication.
- Organize, lead and/or coordinate work teams and know how to adapt to multidisciplinary groups.
- Solve problems and make decisions that meet the objectives of the work performed.
- Efficiently use ICTs and apply them to projects related to the fashion sector.
- Gather meaningful information, analyze it and manage it properly.
- Analyze market studies and their impact on the development of new projects.
- Know the economic and organizational context in which business activity takes place.

OBJECTIVES

- Train professionals who can develop and implement commercial strategies for fashion brands and products.
- Provide the tools necessary to devise and carry out specific marketing plans in companies in the sector.
- Build the capacity to manage, coordinate and produce fashion events and to define the right communication strategy for each event.



TECHNICAL SPECIFICATIONS

Qualification: Master's Degree in Fashion Marketing, Communication and Event Planning

Credits: 60 ECTS

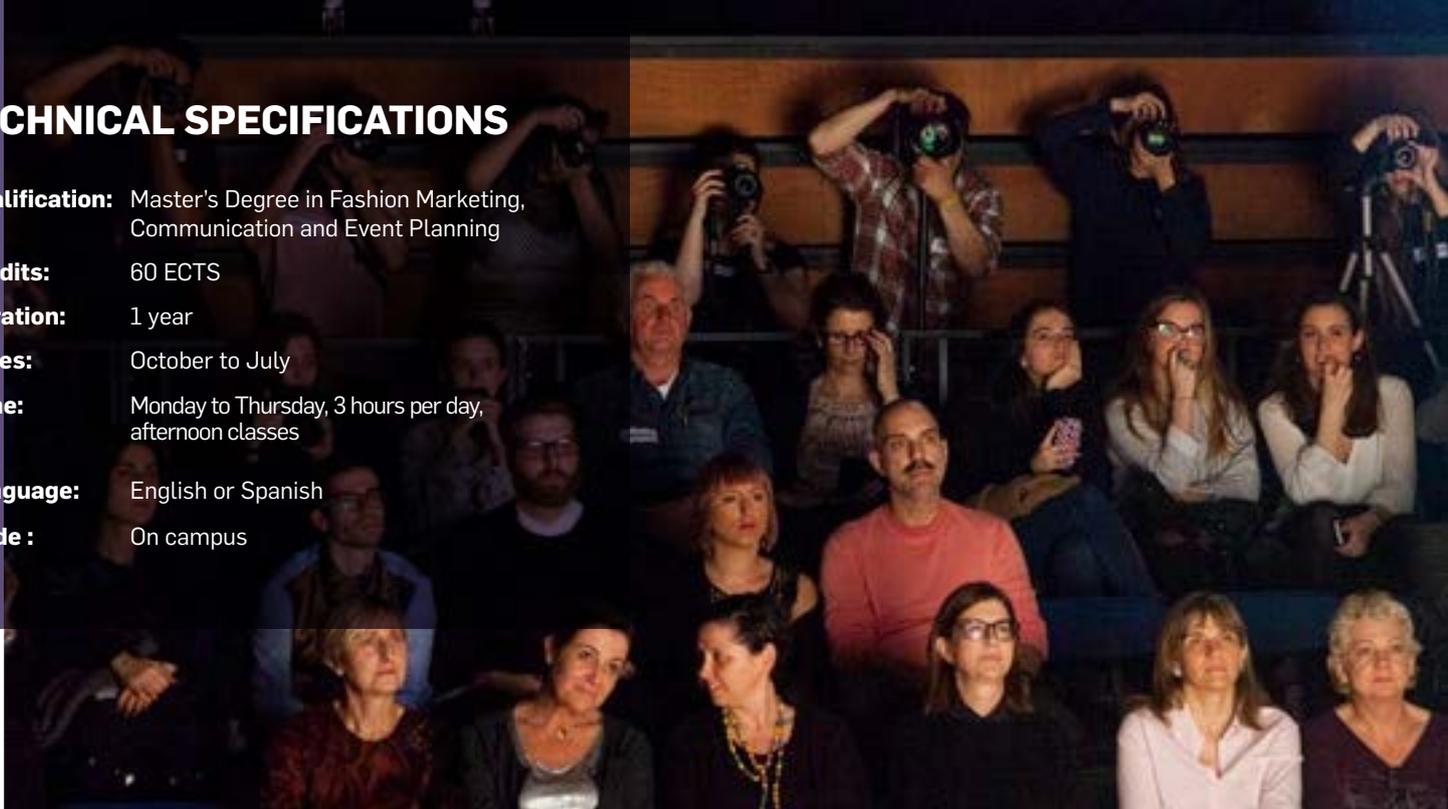
Duration: 1 year

Dates: October to July

Time: Monday to Thursday, 3 hours per day, afternoon classes

Language: English or Spanish

Mode : On campus



METHODOLOGY

- Active classes on campus.
- Theoretical lectures by the professor (lectures, case studies) with audiovisual support.
- Projection and commentary on representative images of the subjects to cover.
- Colloquia around the work carried out in groups or between professors and students to properly adapt the objectives.
- Theoretical analysis and practical application of the concepts.
- Individual and/or group assignments under the tutor's supervision.
- Attendance of trade fairs, museums and events related to the fashion world.

PROFESIONAL PROSPECTS

- Product manager
- Project manager
- Brand manager
- Retail manager
- Head of marketing and/or communication at a fashion company
- Market researcher
- Head of trade marketing
- Head of fashion media
- Fashion marketing consultant
- Account executive
- Advertising creative
- Fashion journalist
- Event producer

ADMISSION PROCESS

To be eligible for a Master's Degree, students must previously send the following documents to the school's Admission Department:

- Academic and/or work history
- Motivation letter
- Creative/professional portfolio

Pre-registration will take account of this documentation or any other type of submitted material related to the program.

WHO MAY BE INTERESTED

- Graduates with university degrees or diplomas who wish to work in the marketing and/or communication department of a company in the fashion sector.
- Professionals from the fashion world and other sectors who are interested in forming part of a fashion company, and specifically in its communication and/or marketing department.

FIRST SEMESTER FASHION EVENT PLANNING

Most of the companies and firms in this sector organize different events in order to publicize their product. This requires the work of great professionals who are capable not only of managing, producing and coordinating the event itself, but also of adapting to the budgets that are currently available.

This semester offers an overview of planning fashion events, giving special importance to fashion shows, showrooms, trade fairs, openings, exhibitions and conventions.



**Felicidad Duce show
Top 20 Talent Show**
As part of O80
Barcelona Fashion

PROGRAM OF STUDY

FIRST SEMESTER FASHION EVENT PLANNING

MODULE I (9 ECTS) Production of a catwalk

CONTENT

- > Development of a fashion show project
- > Public relations and advertising

OBJECTIVES

- Be able to organize and develop a fashion show.
- Know how to design the communication and public relations strategy for a fashion show.

MODULE II (9 ECTS) Creative and commercial strategies

CONTENT

- > Trade fairs
- > Showrooms

OBJECTIVES

- Learn to coordinate the presentation of fashion collections through specialized showrooms and trade fairs.
- Analyze the different types of fairs that exist in Spain and abroad to determine which best suits the brand or product to be marketed.

MODULE III (9 ECTS) Planning and development of other types of events

CONTENT

- > Openings and conventions
- > Exhibitions

OBJECTIVES

- Be able to organize an exhibition, opening or convention related to fashion products.
- Know how to choose the right suppliers for each occasion.
- Learn how to negotiate budgets that are consistent and appropriate for the event and the company's real needs.

MODULE IV (3 ECTS) Final project

Plan the presentation of a fashion collection on a catwalk or the exhibition of articles in trade fairs, showrooms, conventions and openings.



SECOND SEMESTER FASHION MARKETING AND COMMUNICATION

The main objective is to train future professionals who can identify, evaluate and select the sector's opportunities, establishing optimal communication and brand image strategies, all in a very competitive sector that is in constant evolution.

The market needs experts in managing the marketing of fashion companies who also have the skills and knowledge necessary to find new ways to successfully meet their goals. To do this, they must be able to identify the sectors where the company outperforms its competitors and use this information to develop the most appropriate advertising strategies and to turn their products and services into the ones preferred by customers.



PROGRAM OF STUDY

SECOND SEMESTER FASHION MARKETING AND COMMUNICATION

MODULE I (14 ECTS) Marketing techniques

CONTENT

- > Fashion product markets and consumers
- > Marketing policies and strategies in the sector
- > The fashion marketing plan

OBJECTIVES

- Identify and evaluate the fashion market to establish a marketing strategy according to specific objectives.
- Be able to design, create and implement marketing plans in this sphere.
- Know how to apply different marketing strategies and policies according to each case.

MODULE II (15 ECTS) Communication techniques

CONTENT

- > Communication
- > Journalism and social networks
- > Advertising

OBJECTIVES

- Identify and analyze the communicative needs of fashion companies.
- Know how to use traditional and digital communication tools.
- Define and establish objectives and plan specific communication actions for the fashion sector.
- Be able to coordinate communication actions.
- Master the basic tools of the different journalistic genres in order to efficiently communicate fashion company news.
- Distinguish between different advertising media and determine which is best suited to the message that you intend to convey.
- Know the various advertising creation strategies and know how to apply them according to the medium or support used.

MODULE III (3 ECTS) Final project

Develop a communication and marketing plan for a fashion company.



DIRECTOR OF THE MASTER'S PROGRAM

Barbara Estaún,

With a diploma in Business Management, Marketing and Public Relations, Barbara Estaún is currently the director of BER Image for Events (Moda y Eventos). She has collaborated as a production director, producer and event manager for various companies such as American Nike, Artiach, Bacardí España, Duracell, Honda, L'Óreal, Fragancias Puig, Mercedes Benz, Nestlé, Seat and many more.

PROFESSORS

Edgar Carrascal, is a designer with his own brand. He has worked and collaborated with brands like Diesel, Levi's, Swarovski, Citrique Heart, Prógono, Loewe, etc.

Daniel Cantó holds a degree in Imaging Sciences and is specialized in Criticism and Photojournalism. He was editor-in-chief of the website Neomoda.com. A communicator across disciplines, he currently works as a photographer, journalist and public relations representative for many fashion magazines and brands.

Magda de los Santos has degrees in Geography and History, a Master's in Marketing from ESADE and a Master's in Communication from EADA. An independent branding, marketing and communication consultant, she has worked as a brand marketing director, marketing and communication director and communication director at Pronovias Fashion Group.

Gemma de la Puente has a degree in Communication with a specialization in Advertising and Public Relations and a post-graduate in Marketing Management and Sales. She has worked as an international marketing manager for Thomas Burberry and as an international public relations and advertising manager for Chupa Chups, SA. She is currently a marketing and communication consultant.

Dr. José Luis del Olmo holds a degree in Communication and a PhD in Marketing and Market Research. He has worked as a commercial and marketing director for the Pronovias chain of stores. He is currently a consultant and specialist in marketing training for the fashion industry.

Natalia Merino is an expert on communicating fashion and lifestyle who has degrees in Journalism and the Humanities. She has worked managing the communication of clients such as Victorio & Lucchino, Rip Curl, Isabel de Pedro, Aire (Rosa Clará), Yolancris, Elite Model Look, The New Generation by Francina, Paris Hilton Racing Team, etc.

Pau Montanaro has a degree in Information Sciences and a Master's in Business Administration (MBA) from ESADE. The director of the children's fashion brand The Animals Observatory and a partner of the men's wear firm Edgar Carrascal, he has worked on advertising management and strategy on advertising networks for Ogilvy and DDB. He currently develops advertising strategies for the agency Eleven Adworks.

David Places has a degree in Audiovisual Communication. An expert on trade craft cultural activity in Catalonia for the Consortium of Trade Crafts and Fashion of the Government of Catalonia's Ministry of Business and Employment, he is also coordinator of the SIMBA seminar, a partner at Red Points Solutions S.L. and a collaborator in the Master's program in Musicology at the University of Barcelona.

Yago Salvat holds degrees in Journalism and Political Science from the University of Missouri-St. Louis. An expert on online marketing, social media management and business coaching, he is a partner and creative director at Globe Comunicación and is the owner of Salvat and Partners, a network communication and marketing company.

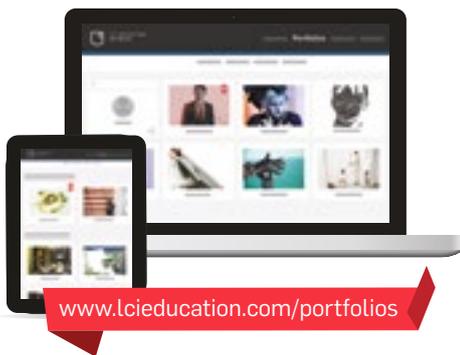
Lluís Sallés is the co-director of Creatus Dominus and Branding in BÓMB. He has a diploma in Graphic Design, a degree in the Humanities and a Master's in Cultural Studies and Comparative Literature. He is also the founder of LSD Design and has worked on branding strategies for companies such as Tous, Proged S.A., Calvin Klein cosmetics, Converse, Gratacós and many more. He has also worked as creative director at Panama Jack. He currently combines his professional projects with work teaching at various schools and organizations.

INTERNSHIPS

Students enrolled in a Master's program will be able to carry out internships through our **Job Vacancy Board**, designed to facilitate their access to the job market. The school is linked to many companies and institutions in the design world, allowing students to do internships there in order to put the skills and knowledge they have acquired into practice in a real professional context.

PORTFOLIO SECTION

LCI Education offers us this social platform that allows students and graduates of the network to highlight their achievements, knowledge and creativity both for the general public and for companies looking for the talents of tomorrow. Furthermore, those registered in the Portfolio have exclusive access to job offers published on the portal by companies associated with any of our 22 campuses, as well as end-of-year internships and practical advice.



→ BUSINESS PARTNERS WITH LCI BARCELONA



→ INSTITUTIONS



→ TECHNOLOGY CENTRES



LCI BARCELONA COMMUNITY

The school fosters comprehensive training for students, promoting different educational and leisure activities as a complement to teaching. Therefore, it welcomes active participation by the various groups and organizations of the design sector in Barcelona.

→ PROSPECT DESIGN

This festival is held every year to provide **events** and **workshops** used to foster unity among design and creativity students, teachers and professionals while promoting learning, research and debate.

→ EXHIBITIONS

The school hall **displays a sample of students' outstanding work** in all areas (Fashion Design, Graphic Design, Interior Design and Product Design) so that both the educational community and the visitors can enjoy the talent that comes from our classrooms. .

→ TALKS

LCI Barcelona has its own innovative series of talks called **DI55ECCIONS**. In these sessions, prestigious professionals from the design world reveal their five main influences in the past and talk about the five trends that they think will mark the future of the industry.

→ BREAKFASTS

Throughout the year, the school's management team hosts meetings with top professionals in the different areas of design, technology and sustainability. These breakfasts present our educational work to society at large, helping us to forge links with it.

→ WORKSHOPS

These activities aim to **go deeper into certain types of technical and practical knowledge** to improve the audience's performance in different sectors.

OUR FACILITIES

The campus covers 2,700 square meters on two floors. It has multipurpose rooms that allow a wide variety of uses and other more specialized spaces like the digital manufacturing laboratory, computer rooms, the photography studio and a library. The library engages in interlibrary loans with other educational institutions thanks to an agreement with the Collective Catalogue of the University Network of Catalonia.

Over 570 square meters are dedicated to common spaces: a library, study room, equipped office area and exhibition area. In total, it can train 1,000 students per year.



ABOUT FELICIDAD DUCE AND LCI BARCELONA

LCI Barcelona, School of Higher Education in Design, is a leader in international avant-garde design that attracts students wishing to acquire a competitive global quality education and the talent of professionals from all over the world who are familiar with local and international environments.

This campus belongs to the LCI Education network in Europe, headquartered in Canada, which offers young people and society in general training to meet the challenges of the future, committed to an education closely linked to business and the needs and internationalization of the industry.

The training provided by LCI Barcelona ranges from official higher education degrees in Product Design, Interior Design, Graphic Design and Fashion Design, the latter being taught at Felicidad Duce (a school specialized in the discipline for over 85 years), to Official Master's degrees, our own Master's degree, Postgraduates, professional courses and summer courses.

BARCELONA, A CULTURAL AND PROFESSIONAL DESTINATION

Barcelona is a cosmopolitan destination par excellence: art, design and fashion fill the air. In addition to setting trends in the creative sector, it is also a benchmark for other sectors such as new technologies and innovation. This makes it an ideal place for anyone interested in enjoying cultural life during their education.

Over 33% of our students currently come from abroad, which demonstrates the international prestige and presence that LCI Barcelona has achieved since its inception, assisted by all the benefits of such an avant-garde city as Barcelona.

The Department of International Relations provides support to students on educational matters (orientation at the start of studies) and routine procedures (accommodation, study visa application, foreign ID (NIE) procedures, medical insurance, etc.).

LCI BARCELONA IS A MEMBER OF THE LCI EDUCATION NETWORK, PRESENT ON 5 CONTINENTS, WITH 23 HIGHER EDUCATION CAMPUSES



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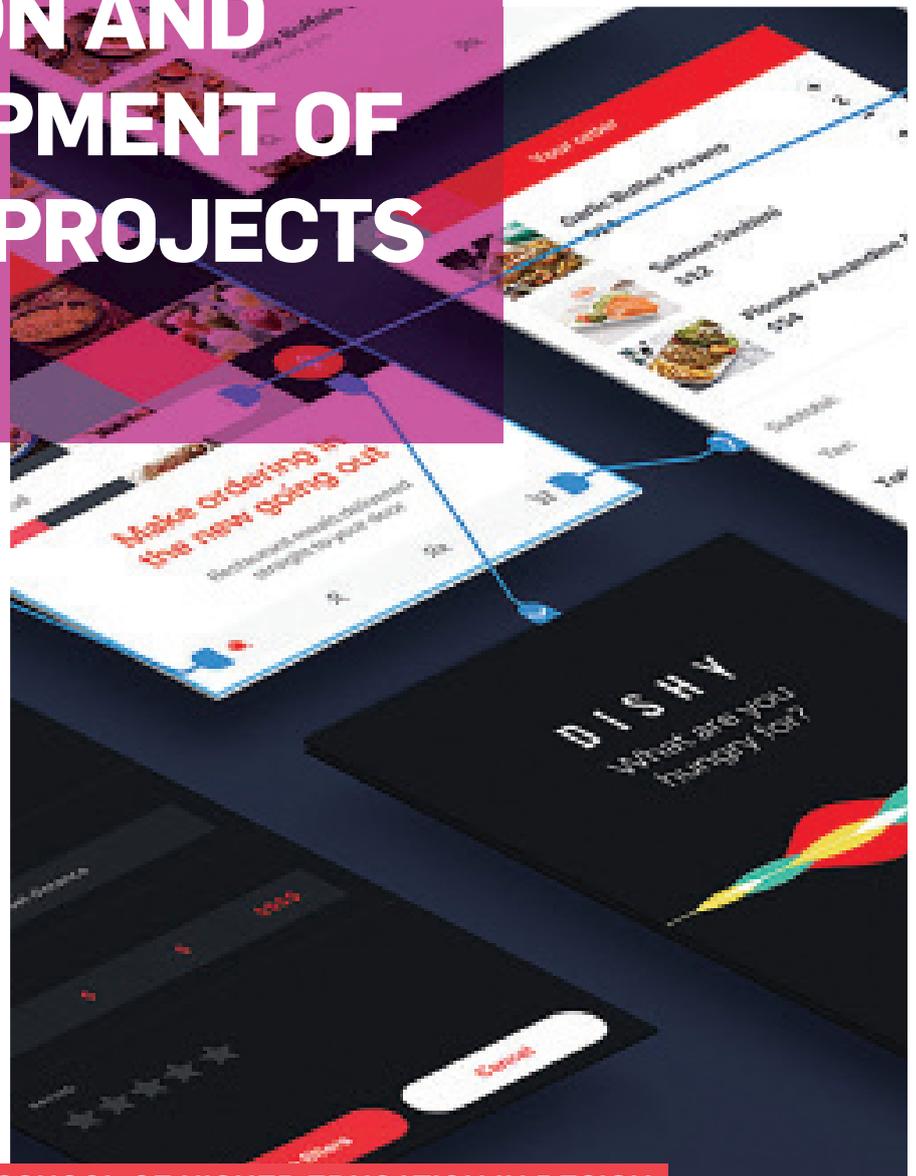


LCI
Barcelona

OFFICIAL MASTER'S DEGREE IN THE CREATION AND DEVELOPMENT OF DIGITAL PROJECTS

**MAKE IT
HAPPEN!**

- DIGITAL PROJECTS FOR ADVERTISING AND STRATEGIC COMMUNICATION
- DESIGN PROJECTS FOR INTERACTION IN SPACE



OFFICIAL SCHOOL OF HIGHER EDUCATION IN DESIGN



**LCI EDUCATION
NETWORK
MEMBER**

DIRECTOR OF THE MASTER'S PROGRAM

Dr. Natàlia Herèdia López

Dr López has a PhD in Design from the University of Barcelona and a Bachelor's degree in Audiovisual Communication from the University Pompeu Fabra. She is a front-end and visual designer and works as a consultant in user experience, designing, researching and defining online product, service and communication strategies. She has coordinated multidisciplinary agency teams for the financial and cultural sectors, public administration, and the media.

SCIENTIFIC DIRECTOR

Dr. Ramón Sangüesa

Dr Sangüesa has a PhD in Computer Science (Artificial intelligence) and a Postgraduate degree in the Communication of Science from the University Pompeu Fabra. He is a Senior Fellow at the Strategic Innovation Lab in the Ontario College of Art and Design (OCAD) at the University of Toronto and he is affiliated to the Center for Organizational Innovation at the University of Columbia. He has been involved in digital research projects in communication for more than twenty years.

COORDINATOR FOR ART DIRECTION

Zoe Barceló

Has a Bachelor's degree in Advertising and Public Relations from the University Pompeu Fabra and a Master's degree in Design and Art Direction from Elisava. He has received the Bronze Sol Award from the FIAP and the Gold Award for a Social Responsibility Campaign from the EFI awards. He is a co-founder of the creative platform Brief&Chips and is currently Art Director at the Kitchen advertising agency.

ADMISSION PROCESS

- Bachelor's degree or equivalent, issued by an institution of the European Higher Education Area authorized in the country issuing the degree for access to Master's degrees
- Bachelor's degree in Design or official
- Bachelor's degree in Telecommunication Engineering and/or Computer Science
- Bachelor's degree in Communication Science, Social Communication and Audiovisual Communication
- Professionals and academics with accredited experience in design and digital communication
- Bachelor's degree in Arts
- Those holding degrees from educational systems outside the European Higher Education Area are not required to complete accreditation for an official Spanish university degree, but must be approved by those responsible for the course
- English level B2

There will be no access test. The application process must be accompanied by a certified copy of the student's official degree and the student's Curriculum Vitae, letter of motivation and portfolio. The future student must also have a personal interview (conducted in person or online) with the Master's degree team.

TEACHERS

Dr. Carmelo Zappulla, Doctor en Diseño Arquitectónico por la Universidad Politécnica de Cataluña. Socio cofundador de External Reference Architects, estudio dedicado a la realización de proyectos arquitectura y diseño de interiores experienciales. Entre sus obras destaca el restaurante Alkimia de Barcelona, galardonado en los SBID International Design Awards 2017 y que obtuvo también el premio INARCH al mejor restaurante de autor de 2017, otorgado por el Instituto Nacional de Arquitectura de Italia.

Marcel·lí Zuazua, has a degree in Economic and Business Science from the Autonomous University of Barcelona and a Management Development qualification from IESE. He is the managing director of Herraiz Soto & Co and Vice-President of Vitamin Rain and Notegrphy. He has been chairman and member of the IAB Spain board, account executive in Delvico Bates and account director in SCPF.

Oriol Ibars, has a Master's degree in Multimedia from the UOC and an MBA in eBusiness from the Polytechnic University of Catalonia and the Carnegie Mellon University. He is a consultant in internet, UX and eCommerce strategy.

Chris Grant, is a graduate of the George Washington University and a Senior Director at King. He has led design teams in the USA and Europe for more than a decade and specializes in managing key strategic design projects in innovative companies, such as Tuenti.

Álvaro Pastor, has a Master's degree in Cognitive Systems and Interactive Media from the University Pompeu Fabra. He is an architect, electronic artist, and undertakes research into interactive systems, virtual reality, perception systems and artificial intelligence. He has carried out R+D in real time audiovisual and interactive systems at the La Casa Ida (Lima) medialab and R+D visualization and 3D simulation at Artifical.org.

Esteve Travesset, Director Creativo en Herraiz Soto & Co. Docente en la Universidad Pompeu Fabra y diversas escuelas de diseño como Elisava e IDEP.

Pere Esteve, is the Digital Production Director at Herraiz Soto & Co, a web developer at Hodiern and Art Director and front-end developer at OvalSound.

Jordi Galobart, has a degree in Technical Engineering from the University of Vic and a qualification in usability and accessibility from the University of Alcalá. He is a consultant in UX, findability, SEO, SEM, information architecture, conversion and accessibility.

Montecarlo, has a PhD in Communication and an MBA in Cinema and Television from the Ramon Llull University and a Bachelor's degree in Fine Arts from the University of Barcelona. With more than 25 years in the world of communication, he is currently Creative Chief Officer of Efímero Films Ltd.

Albert Rof, has a degree in Economic and Business Science from the UAB, a diploma in Marketing from Barcelona Activa, an MBA from the University of Gerona and a Small Business Management Program qualification from the University of California. He has worked for leading companies, such as Bimbo, Nutrexp, Kellogg's and Chupa Chups, and is an expert in new technologies and the internet.

María Paula Mariani, has a degree in Economic and Business Science from the UAB, a diploma in Marketing from Barcelona Activa, an MBA from the University of Gerona and a Small Business Management Program qualification from the University of California. He has worked for leading companies, such as Bimbo, Nutrexp, Kellogg's and Chupa Chups, and is an expert in new technologies and the internet.

Amongst many others

OFFICIAL MASTER'S DEGREE IN CREATION AND DEVELOPMENT OF DIGITAL PROJECTS

This is a Master's degree which enables students to explore and develop advanced digital projects based on the new interactive paradigms

With the whole world changing, it is not possible for us to continue to train new designers without emphasizing design's close links with technology. With this objective in mind, the **Official Master's degree in Creation and Development of Digital Projects** offers students specialized training in research and professional experience in the field of digital design. The student will learn to contribute innovative solutions and value added proposals to a market which is crying out for new professionals. It will also train students to be researchers capable of understanding research fundamentals and methodology in design related to the latest trends in communication, digital culture and ITC.

The digital designer is currently at the epicenter of a range of professional sectors in which interaction is the common denominator. Digital products must be adapted to the cognitive abilities of the people who use them, while taking into account the emotional influence they generate. Disciplines such as interface design (UI) and experience design (UX) are essential for the success of any interactive product, whether a mobile app, a website, a videogame or an augmented reality app. This also applies to objects and spaces connected to the web, such as digital menus on a restaurant table or city activities on a hotel bedroom wall display.

The Master's degree places design at the center of the person-technology-business triangle in order to enable students to carry out interactive designs with the new digital ecosystems in mind. Students will tackle the broad theoretical paradigms in communication and sociology which concern digital society and will acquire the methodologies and tools to investigate, conceptualize, and develop digital solutions. Students will be trained in web and app HTML, CSS and Javascript languages and free software, such as Arduino, which offers a wide range of opportunities for digital design. They will also learn how to manage projects by applying an approach which prioritizes strategy, innovation and competitiveness.

TECHNICAL SPECIFICATIONS

Qualification: Official Master's Degree in the Creation and Development of Digital Projects

Credits: 60 ECTS

Hours: 400 hours on campus

Duration: 1 year divided into 2 semesters: October to July

Dates: October to July

Times: Three days a week from 18:00 to 22:00

Language: English (exams, project presentations and final projects may be undertaken in English, Spanish or Catalan)

Mode: On campus

Specializations:

- Digital projects for advertising and strategic communication.
- Design projects for interaction in space.espacio

WHO MAY BE INTERESTED

This program is designed for graduates with a Bachelor's degree in Design, and graduates and professionals from the world of design, communication, marketing, engineering and/or computing who wish to acquire professional knowledge and practice in interaction and the design of digital solutions.

In particular, graphic designers will acquire a global, strategic and complex vision to enable them to resolve digital problems, as a natural and coherent progression in their professional training.

This Master's will open doors to students, teachers, professionals and academic who wish to experiment in interactive design, whether they wish to contribute new innovations, create start-ups or start a research doctorate.



OBJECTIVES

The main objective is to train professionals and researchers who wish to specialize in the advanced creation of digital projects with the opportunity to select one of the following two options:

Digital projects for advertising and strategic communication: students will be trained in the conceptualization and development of digital communication strategies and in the research, design, prototype creation, and programming of products and services for brands and organizations.

Design projects for interaction in space: students will be immersed in the conceptualization and development of design for interaction applied to spaces in the hospitality and restaurant sector (Hospitality Design).

Other objectives:

- Provide students with tools, knowledge and aptitudes to enable them to become professionals in the world of digital design and interaction possessing an interdisciplinary approach, a high degree of competitiveness and a methodology based on professional practice.
- Learn to incorporate a design methodology which makes it possible to generate new concepts and innovate in technology and digital culture.
- Learn and assimilate the necessary technology and programming tools which makes it possible to create advanced interaction prototypes.
- Design viable and successful interactive digital projects.
- Encourage experimentation and research which would allow students to continue to a doctorate.

PROFESSIONAL PROSPECTS

- UI Designer
- Art Director in Digital Projects
- UX Designer
- UX Researcher
- Interaction Designer
- Information Architect
- Design and development of websites
- Design and development of mobile apps
- Design and development of online corporate identity and advertising
- Design and development of interactions applied to space
- Conceptualization of new online products and services
- Design and development of experimental interactive elements
- Management of digital projects

PARTNERS



SKILLS

- Adapt to cultural, social and artistic changes and to the advances happening in the professional field and select the most suitable way to continue learning, in order to maintain competitive.
- Devise research and innovation strategies to meet user expectations and needs
- Be able to create projects which are usable, flexible, scalable, and which ensure a comprehensively satisfying experience for users.
- Master the advanced resources for expressing and representing advanced digital and interactive environments in a graphic form.
- Become familiar with the technologies involved in the development of interactive digital products and services.
- Learn how to apply the discipline of design management as a strategic tool for product and company innovation and competitiveness.
- Apply self-criticism in one's own professional and interpersonal ventures. Work with an entrepreneurial and responsible attitude.
- Develop a system of professional ethics in one's working practices based on an appreciation and sensitivity towards aesthetics, the environment, and diversity, all in a critical, reasoned manner.

STRUCTURE

The educational planning of the Official Master's degree in the Creation and Development of Digital Projects is based on the criteria set by the **European Higher Education Area (EHEA)**. It is structured in one block of common compulsory modules, a further block of optional modules, the final Master's project, and an internship, for a total 60 ECTS. This program allows students to specialize in two different aspects of design:

→ **Digital projects for advertising and strategic communication**

→ **Design projects for interaction in space**

The first option provides a response to the current need for students to learn to create innovative and differentiated communication strategies via websites and apps, whilst the second option offers the opportunity to specialize in a more experimental approach, the digital design of solutions and digital meta projects in spaces. This option is conducted in restaurant and hospitality spaces, a leading ecosystem in Barcelona, where experimentation is undertaken which students can learn from and apply in other spaces.

Students will complete a final Master's project in which they must devise, develop and make a prototype of a project according to their chosen specialization.

PROGRAM OF STUDY

→ CORE MODULES

MODULE I (6 ECTS)

Research for design

SUBJECTS

- > Trends in communication, digital culture and ITC
- > Methodologies for design research

MODULE II (9 ECTS)

Methodology and advanced processes in interactive design for webs and apps

SUBJECTS

- > Innovation and digital creativity
- > Design methodology for interactive projects
- > Tools for advanced digital expression

MODULE III (9 ECTS)

Programming, development and prototype creation for digital interfaces

SUBJECTS

- > Advanced programming for the semantic web
- > Advanced styles programming
- > Advanced interaction and free software programming

MODULE IV (3 ECTS)

Design and innovation management

SUBJECT

- > Innovation and entrepreneurship management

→ OPTIONAL MODULES

MODULE V (11 ECTS)

Option 1. Projects for advertising and strategic communication

SUBJECTS

- > Persuasive communication and design of experiences around a brand
- > Design of products and services for websites and apps

Option 2. Design projects for interaction in space: hospitality and restaurants (Hospitality Design) (Hospitality Design)

SUBJECTS

- > Conceptualization and development of interaction in space with free software (Arduino and Processing)
- > Methodological practice: hospitality and restaurants (Hospitality Design)

→ INTERNSHIPS

MODULE VI (9 ECTS)

Students will undertake internships in companies in this sector. They will join digital project design and development teams, and if they wish, work in managing projects. This program includes internships that can be combined with the Master's degree course timetable

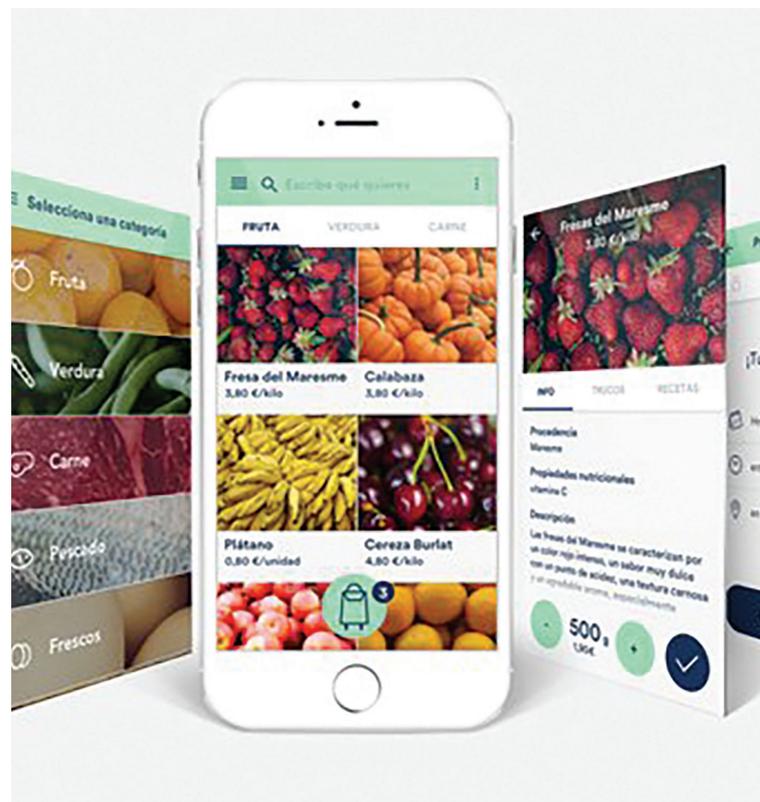
→ FINAL MASTER'S PROJECT

MODULE VII (13 ECTS)

STRUCTURE

- > Analysis of brief and definition of project
- > Research and generation of concept
- > Design and development
- > Prototype and test
- > Presentation and defense in front of board of examiners

Each of these stages will be supervised by the specialist teacher and a tutor assigned to each student, depending on the type of project. The student will not be permitted to move on to the next stage without the approval of the tutor.



ABOUT LCI BARCELONA

LCI Barcelona School of Higher Education in Design trains design professionals renowned for their excellence and global vision.

We offer:

- Bachelor's degrees in Design (Product, Interior, Graphic and Fashion Design)
- Official Master's degrees
- Master's degrees and Postgraduate/Specialization programs with joint certification from the UB and also LCI's own programs
- Professionalization courses through Continuing Education programs
- Summer courses
- In-company training tailored to the needs of a specific company or sector

LCI Barcelona offers all its students the possibility of completing their education through:

- Professional internships
- Access to Job Vacancies
- Support and networking available from the international LCI Education network

BARCELONA, A CULTURAL AND PROFESSIONAL DESTINATION

Barcelona is a cosmopolitan destination par excellence: art, design and fashion fill the air. In addition to setting trends in the creative sector, it is also a benchmark for other sectors such as new technologies and innovation. This makes it an ideal place for anyone interested in enjoying cultural life during their education.

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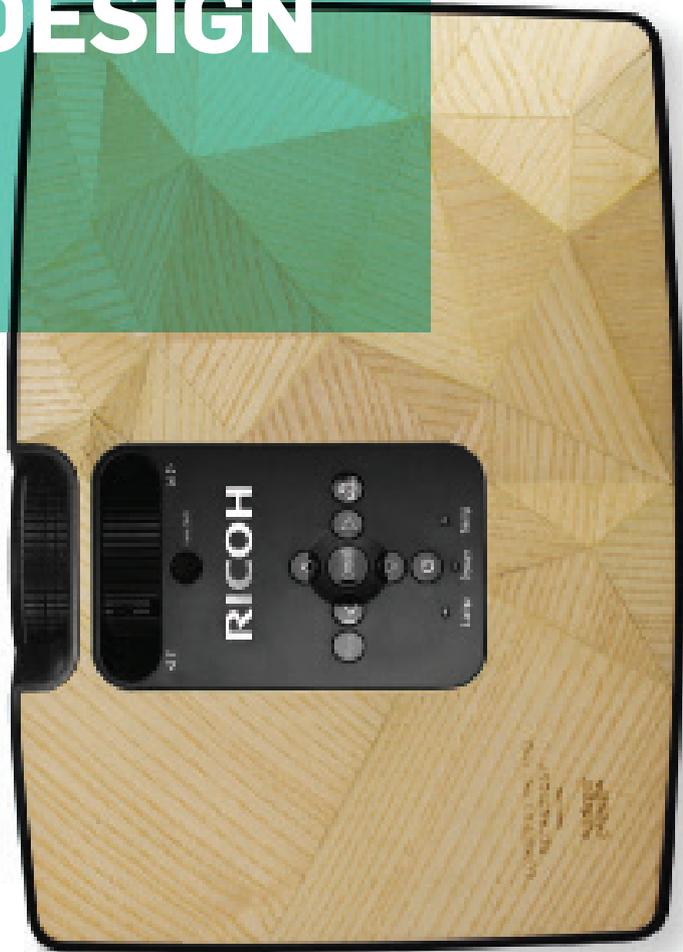


LCI
Barcelona

OFFICIAL MASTER'S DEGREE IN TECHNOLOGICAL PRODUCT DESIGN

**MAKE IT
HAPPEN!**

- WEARABLES
- PRODUCTS FOR THE CONTEMPORARY HOME



looh Projector © Andreu Carulla

OFFICIAL SCHOOL OF HIGHER EDUCATION IN DESIGN

eurecat
Centre Tecnològic de Catalunya



LCI EDUCATION
NETWORK
MEMBER

DIRECTOR OF THE MASTER'S PROGRAM

Dr Karen Marie Hasling

Dr Karen Marie Hasling has a degree in Textile Engineering from the *Swedish School of Textiles* and a degree in *Design Engineering* from the *Technical University of Denmark*. She is an associate lecturer at the *Kolding Design School in Denmark*, where she is part of the sustainable design research group. In 2015, she was awarded a PhD from the LCI with a thesis entitled "Learning through materials – Development of teaching materials in design education".

CO-DIRECTOR

Ernest Perera, is the founder of the Ernest Perera Studio, which specializes in product design, furniture and lighting. He has worked with Camper, Lekué, Delica, Mago, Almalight, Rumi-tag, Museu Picasso, Artesanía de Cataluña and FAD. In 2006 he created his own company for home products, which he designs, produces and distributes. He has taught for 18 years at a number of different universities. He is currently responsible for the Product Design Department at LCI Barcelona.

EXECUTIVE DIRECTOR

Sílvia Ferrer, has a degree in Journalism from the University Pompeu Fabra and a Postgraduate Degree in Company Management. She currently manages the Eurecat training programs as the main coordinator for Masters and Postgraduate study at the centre.

ADMISSION PROCESS

- Bachelor's degree or equivalent, issued by an institution of the European Higher Education Area authorised in the country issuing the degree for access to Master's degrees
- Bachelor's degree or official equivalent in Product Design
- Bachelor's degree or official equivalent in Architecture
- Bachelor's degree in Artistic Studies in Fashion, Product or Interior Design
- Those holding degrees from educational systems outside the European Higher Education Area are not required to complete accreditation for an official Spanish university degree, but must be approved by those responsible for the course
- English level B2

No access test will be performed. The application process must be accompanied by a certified copy of the student's official degree and the student's Curriculum Vitae, letter of motivation and portfolio. The future student must also have a personal interview (conducted in person or online) with the Master's degree team.

TEACHERS

Andreu Carulla, has a degree in Industrial Design and delivers lectures throughout the world. He has received numerous prizes and awards, including the 2015 Red Dot Design Award.

Saül Baeza, has a degree in Product Design and a degree in Design from the Winchester School of Arts, University of Southampton. He is a co-founder of the HUNCH Office studio.

Anastasia Pistofidou, is an architect who specialises in digital manufacturing industries. She has worked with the IAAC FabLab Barcelona team as teacher, director of the advanced manufacturing office, coordinator and researcher.

Evelyn Lebis, has a degree in Fashion Design from the Willem de Kooning School of Art in Rotterdam and a Master in Fine Arts from the Swedish School of Textiles. She is the winner of the Unique Award Material and Process in Future Fashion Design prize from the London Sustainability Centre.

Ramon Sangüesa, is a professor from the UPC, a researcher affiliated to the Center for Organizational Innovation at the University of Columbia, and a Senior Fellow at the Strategic Innovation Lab in the Ontario College of Art and Design (OCAD) at the University of Toronto.

Pau Alsina, has a PhD in Aesthetics from the University of Barcelona and is currently a professor and researcher in Arts and Humanity Studies at the Open University of Catalonia (UOC). Since 2002, he has been the director of the ARTNODES journal.

Raúl Nieves, has a degree in Advanced Information Engineering from the ESUP-UPF and a degree in Architecture from the ETSAB-UPC. He is currently studying for a PhD at the Winchester School of Arts.

Rosa Rodríguez, is a textile artist and designer of smart textiles. She is currently carrying out research into the incorporation of new technologies in textiles.

Miquel Soler, has a degree in Industrial Technical Engineering from UPC, specializing in knitted fabrics. He is Director of the Centre for Research and Textile Technology Transfer (CRTTT - Eurecat).

Francesc Pera, has a degree in Industrial Technical Engineering from UPC. He is a researcher at the Centre for Research and Textile Technology Transfer (CRTTT - Eurecat).

Albert Rof, has a degree in Economic and Business Science from the UAB, a diploma in Marketing from Barcelona Activa, an MBA from the University of Gerona and a Small Business Management Program from the University of California. He has co-founded various projects on the internet.

Francisco Tejada, is an Industrial Designer who specializes in sustainability. Following 6 years as a consultant for Zicla, he is now working at various companies, including Simbiosy and Grupo Puig.

OFFICIAL MASTER'S DEGREE IN TECHNOLOGICAL PRODUCT DESIGN

The **Official Master's Degree in Technological Product Design** trains professionals who wish to specialize in **product design** oriented towards consumer experience through the use of new technologies.

The theoretical element of the course syllabus presents the main concepts, theories, and trends to be taken into account when conceiving (mainly soft) technological product design projects, which provide real and effective solutions for the individual or for society as a whole. Students will be trained in project methodology and in the advanced concepts focusing on the user/consumer.

Students may opt between two specializations: **wearable and products for the contemporary home**.

Both options have a series of core elements but the opportunity to choose from two specializations offers students a more competitive degree, which permits them to study technological product problem resolution in greater detail.

Whilst **wearables** are closely linked to the fashion industry, and above all, to the articles linked to the body and to fashion trends, the study of **products for the contemporary home** raises other challenges, linked to comfort, home security, and, amongst other issues, new forms of cohabitation and innovative types of housing.

The program is delivered jointly **Eurecat**, which enables students to benefit from the latest technology at the facilities of this prestigious centre in Canet de Mar.

TECHNICAL SPECIFICATIONS

Qualification: Official Master's degree in Technological Product Design

Credits: 60 ECTS

Hours: 400 hours on campus

Duration: 1 year split into 2 semesters

Dates: October to July

Times: Three days a week from 18:00 to 22:00

Language: English (exams, project presentations and final projects may be undertaken in English, Spanish or Catalan.)

Mode: On campus

Special itineraries:

→ *Wearables*

→ Products for the contemporary home

WHO MAY BE INTERESTED

This program is designed for graduates with a Bachelor's degree in Design, and graduates and professionals from the world of product design who wish to acquire professional knowledge of and practice in the creation of real and innovative wearables and products for the home involving the use of the latest technology.

The Master's program offers two options which vary according to the degree to which the products are currently implemented in the market. The wearables option focuses on the relationship between the user and the wearable, with the new products in the field of fashion and clothing having a considerable degree of innovation. The products for the contemporary home option, which focuses on items in the home and those who dwell there, seeks to re-interpret spaces with the help of new technologies, generating new opportunities and offering new experiences.

This program offers students, teachers, professionals and academics the opportunity to study for a research doctorate.



OBJECTIVES

- Provide advanced and specialized training which offers solutions related to the development of new areas in technological product design and user interaction, and responds to the increasing demand in the consumption of this type of article.
- Use rigorous research and project development methodology as a key tool for innovation in the design of technological products.

Objectives for each option:

- **Wearables:** Students will study the latest design trends as well as all the tools needed for projects related to this field, which exploits intelligent textiles and electronic interfaces to enable users to engage in responsive and interactive experiences with their environment. Students will learn to take advantage of the cultural, sociological and material properties of textile and fashion and to work on improving the capacities and senses of the body, as well the qualities, opportunities and applications offered by intelligent and programmable elements.
- **Products for the contemporary home:** Students will learn about, experience, design and develop intelligent products focused on the home and those who live there. They will respond to the individual characteristics of home design, such as comfort, security, the new forms of cohabitation, and innovative use of new technologies in the contemporary home.

Other objectives:

- Provide tools, knowledge and skills to train professionals from the world of technological product design with an interdisciplinary approach, a high level of competitiveness and a professional hands-on methodology.
- Incorporate a project design methodology in order to develop knowledge about how to generate new concepts and innovation.
- Learn about and assimilate the tools needed to design and create advanced product prototypes.
- Promote a spirit of research and innovation aimed at meeting new needs and enabling the progress of individuals, companies and society.
- Encourage and guide experimentation and the exploration of the subject in order to provide students with the opportunity to undertake a doctorate.

PARTNERS

Pichiglas

INTEGRALE DESIGN

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stimulo
INNOVATION THROUGH DESIGN

AMOR DE MADRE
HOW MANY TO CREATE ONE? 2011

SKILLS

- Create technological product designs which meet certain technical and aesthetic requirements.
- Devise complex projects for the field of wearable technologies or products for contemporary homes.
- Propose research and innovation strategies to meet needs focused on functions, needs, strategies and materials.
- Understand how to use research methodologies into new trends and to detect how sociocultural messages make an impact in the semiotic and cultural aspects of a new product.
- Identify the aesthetic, functional, technical and technological issues which may arise in projects of this nature.
- Learn about new models of technological innovation for product design and a range of digital manufacturing processes.
- Manage projects involving multidisciplinary teams in various different cultural contexts (project management).
- Identify, analyse, and generate sustainable strategies and incorporate them in any business model.
- Manage the inclusion of technological advances in this field.
- Create and direct experimental work on interaction with user of technological products.

STRUCTURE

The educational planning of the Official Master's degree in Technological Product Design principally in Soft Technologies is based on the criteria set by the European Higher Education Area (EHEA). It is structured in one block of common compulsory modules, a further block of optional modules, the final Master's project, and an internship, for a total 60 ECTS.

This program allows students to specialize in two different aspects of design:

→ **Wearables**

→ **Products for the contemporary home**

This course includes a large component of experimentation. Based on success stories, students will undertake individual exercises and group work. At the end of each subject module, the students will be asked to reflect on what has been learned in the module and how this has helped them to develop as designers.

Students will complete a final Master's project in which they must devise, develop and make a prototype of a project according to their chosen specialization.

PROGRAM OF STUDY

→ CORE MODULES

MODULE I (6 ECTS)

Research for product design

SUBJECTS

- > Trends in technological product design
- > Methodology for product design research

MODULE II (9 ECTS)

Methodology for innovation in technological products

SUBJECTS

- > Innovation and creativity: metaproducts
- > Project methodology
- > Sustainability analysis within the business model

MODULE III (9 ECTS)

Development and production of technological products

SUBJECTS

- > Technology for product design: hardware and software, interaction and interconnectivity prototype for IOT
- > Materials y Smart Textiles
- > Digital design and manufacturing

MODULE IV (3 ECTS)

Design management and innovation

SUBJECTS

- > Innovation and entrepreneurship management: innovative business models to seize opportunities

→ OPTIONAL MODULES

MODULE V (11 ECTS)

Option 1: Wearables

SUBJECTS

- > Theory and trends in applied technology applied to wearables
- > Practice

MODULE V (11 ECTS)

Option 2: Products for the contemporary home

SUBJECTS

- > Theory and trends in smart products for the home
- > Methodological practice: design of smart products for the home

→ INTERNSHIPS (9 ECTS)

Internships will complete the students' professional, specialized training. They will provide the student with the capacity to undertake professional projects, or, if desire, to manage projects. This program includes internships that can be combined with the Master's degree course timetable.

→ FINAL MASTER'S PROJECT

MODULE VI (13 ECTS)

Students must complete a project on the specialty studied in order to demonstrate that they have absorbed the skills acquired throughout the year.

PROFESSIONAL PROSPECTS

- Design of wearables for fashion and sport
- Technical product design in general
- Design of technological objects and furniture
- Systems design
- Technological product development
- Generation of new concepts for technological product and service design
- Art direction for technological product design projects
- Creative and art direction for firms in the field of wearables
- Creative and art direction for companies in smart products for the home
- Product manager technological product design
- Design management and innovation in specialized projects
- Design management and innovation in technological products
- Project management for the creation of wearables
- Project management for technological product design for the home



ABOUT LCI BARCELONA

LCI Barcelona School of Higher Education in Design trains design professionals renowned for their excellence and global vision.

We offer:

- Bachelor's degrees in Design (Product, Interior, Graphic and Fashion Design)
- Official Master's degrees
- Master's degrees and Postgraduate/Specialization programs with joint certification from the UB and also LCI's own programs
- Professionalization courses through Continuing Education programs
- Summer courses
- In-company training tailored to the needs of a specific company or sector

LCI Barcelona offers all its students the possibility of completing their education through:

- Professional internships
- Access to Job Vacancies
- Support and networking available from the international LCI Education Network

BARCELONA, A CULTURAL AND PROFESSIONAL DESTINATION

Barcelona is a cosmopolitan destination par excellence: art, design and fashion fill the air. In addition to setting trends in the creative sector, it is also a benchmark for other sectors such as new technologies and innovation. This makes it an ideal place for anyone interested in enjoying cultural life during their education.

Over 33% of our students currently come from abroad, which demonstrates the international prestige and presence that LCI Barcelona has achieved since its inception, assisted by all the benefits of such an avant-garde city as Barcelona.

The Department of International Relations provides support to students on educational matters (orientation at the start of studies) and routine procedures (accommodation, study visa application, foreign ID (NIE) procedures, medical insurance, etc.).

LCI BARCELONA IS A MEMBER OF THE LCI EDUCATION NETWORK, PRESENT ON 5 CONTINENTS, WITH 23 HIGHER EDUCATION CAMPUSES.



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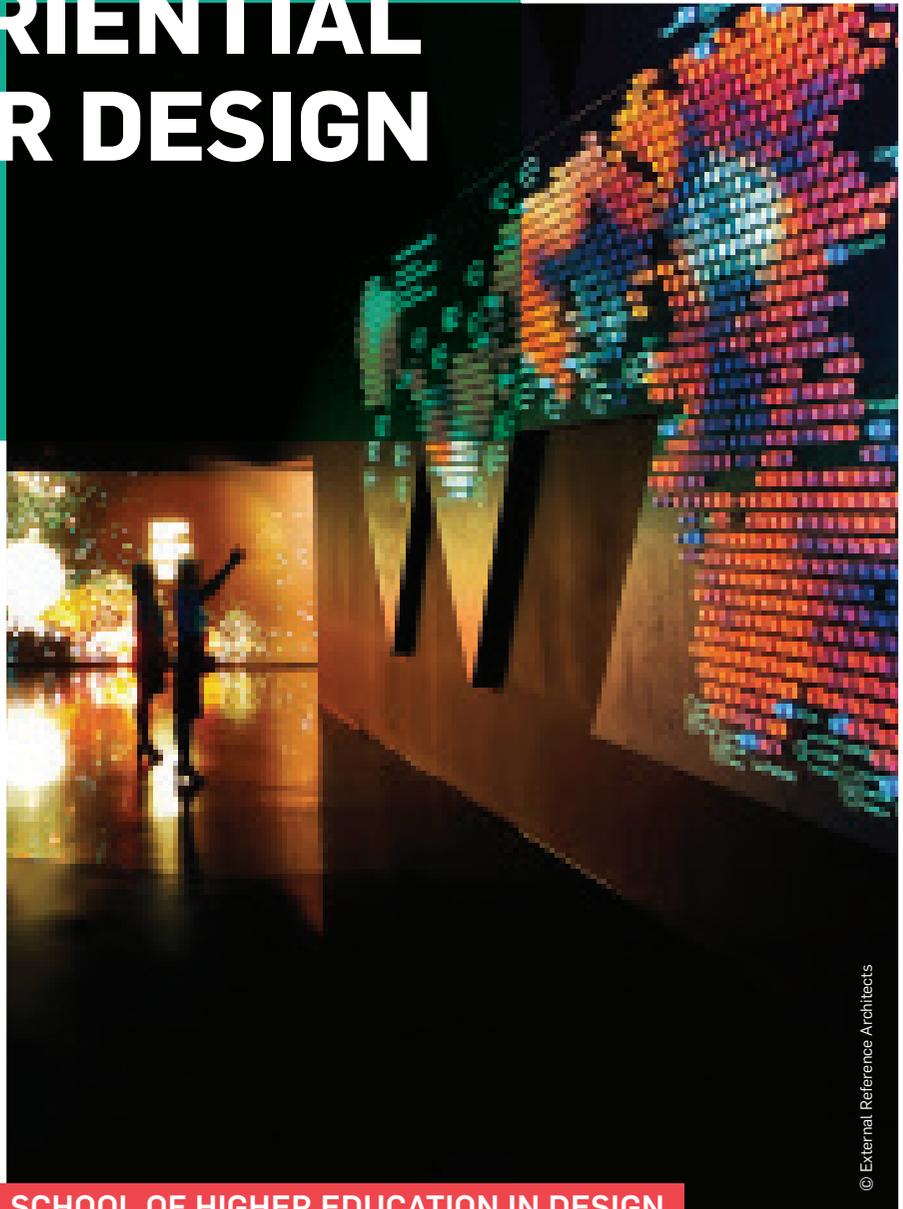


LCI
Barcelona

OFFICIAL MASTER'S DEGREE IN EXPERIENTIAL INTERIOR DESIGN

**MAKE IT
HAPPEN!**

- **COMMERCIAL SPACES (*RETAIL DESIGN*)**
- **SPACES FOR THE HOSPITALITY AND RESTAURANT INDUSTRY (*HOSPITALITY DESIGN*)**



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OFFICIAL SCHOOL OF HIGHER EDUCATION IN DESIGN



**LCI EDUCATION
NETWORK**
MEMBER

DIRECTOR OF THE MASTER'S PROGRAM

Dr. Carmelo Zappulla

With a PhD in Architectural Design from the Polytechnic University of Catalonia, Carmelo Zappulla is a co-founding partner of External Reference Architects, a studio which specializes in architectural and interior design projects that promote systems that interact with users. His works include the design of the exhibition for the Spanish Pavilion at Expo 2012 Yeosu, the Yota Devices stands for the Mobile World Congress, the office of theatre company Fura dels Baus and the restaurant Alkimia in Barcelona. In 2017, the design for the restaurant received the SBID International Design Awards for his interior design and the INARCH prize for the Best Chef's Restaurant awarded by the Italian National Institute of Architecture.

He has taught at other renowned schools such as the Institute of Advanced Architecture of Catalonia (IAAC).

CO-DIRECTOR OF THE MASTER'S PROGRAM

Pedro Coelho, has a degree in Design from the Faculty of Architecture of the University of Lisbon. He is Coordinator of the Interior Design Department at LCI Barcelona School of Higher Education in Design. His professional activity centres on the design of interactive exhibition spaces which involve the user in meaningful experiences, enhancing the communicative value of commercial and institutional interior space. With a Master's degree in Design and Public Space, he is currently writing his thesis for the UPC PhD program.

ADMISSION PROCESS

The access requirements established by LCI Barcelona are as follows:

- Bachelor's degree, or equivalent issued by an institution of the European Higher Education Area authorized in the country issuing the degree for access to Master's degrees
- Bachelor's degree in Interior Design
- Bachelor's degree in Architecture
- Bachelor's degree in Technical Architecture
- Bachelor's degree in Artistic Studies in Design
- Those holding degrees in educational systems outside the European Higher Education Area who have completed the previous accreditation for an official Spanish university degree
- English level B2

No access test will be performed. The admission application must be accompanied by a certified copy of the student's official degree and the student's Curriculum Vitae, letter of mo-

tivation and portfolio. The prospective student will also have a personal interview (conducted in person or online) with the Master's degree team.

TEACHERS

Dr. Iván Álvarez, has a PhD in Urban Development from the UPC. After receiving a degree from the Faculty of Architecture at the University of Las Palmas de Gran Canaria in 2005, he worked professionally with the architectural studio Esteban Penelas Architects and Actar Arquitectura. He began his postdoctoral activity at Cornell University with a Marie Curie International Outgoing Fellowship 2012, having achieved the prestigious Marie Curie IOF scholarship.

Dr. Edgar Domínguez Carreño, has a PhD in Environmental Design and Architecture from the UPC with the thesis "The Value of Shadows". His professional and research work focuses on lighting design, translating the criteria of architectural projects into criteria of light, needs and functionalities in space, etc.

Aldo Sollazzo, is an architect and researcher. He earned a Master's degree in Advanced Architecture from the Institute for Advanced Architecture of Catalonia (IAAC) in 2013 and a Fab Academy Diploma from Fab Lab Barcelona in 2014. He is the founder of Noumena and Fab Lab Frosinone. Since 2013, he has managed and coordinated Reshape.

Nicolás Markuerkiaga, has a degree in Architecture from the Architecture School of Barcelona (ETSAB). He founded Zaga Arquitectura in 2010. He is currently writing his doctoral thesis for the UPC.

David Cabrera Dalmazzo, holds a Master's degree in Cognitive Systems and Interaction Media from Pompeu Fabra University, where he is currently writing his doctoral thesis. He has worked on interactive design projects for institutions such as the Picasso Museum of Barcelona, the MNAC and the Prado Museum. He teaches at the Institute for Advanced Architecture of Catalonia (IAAC).

Jorge Rodríguez Nieto, is a publicist who specializes in Corporate Communication. He has a degree in Fine Arts in New Media and Business Administration from the University of the Andes and a Master's Degree in Cultural Management in Cultural Industries from the University of Barcelona. He was awarded the Prometheus Prize in 2002 and he has been a consultant to the Colombian Ministry of Foreign Affairs and Sony Pictures Entertainment, amongst others.

Dr. Pablo Baquero, is an architect, artist and computational designer whose principle research interest is to investigate how natural systems and computational simulation can influence the architecture of the future. He has a PhD in Genetic Architecture from the International University of Barcelona (UIC) and a Master's in Advanced Architectural Design from the University of Columbia.

Pablo Rovalo, is the founder of Research Studios in Barcelona. He is a media professional who has worked in well-known companies such as Nokia, Coca-Cola, CaixaBank and groups such as La Fura dels Baus. He worked on the films Mission Impossible (1996), Amores Perros (2000) and 21 grams (2003).

OFFICIAL MASTER'S DEGREE IN EXPERIENTIAL INTERIOR DESIGN

The clear trend in consumption processes is for people to seek the value of personal experience in their leisure and shopping activities. The inclusion of user experience in space is a response to the paradigm shift in the brand-customer relationship. Today's consumers are no longer passive bodies, but are more critical and informed and seek dialogue and interaction with the firm's world through different platforms and channels: on websites, mobile applications, advertising posters or in the physical space of a store.

Experiential Interior Design (EID) refers to the practice of implementing experiential values in the field of spatial design. It is a new approach to the creation of interiors based on the principles of human behaviour in relation to an environment organized and defined by human beings that stresses their experiential needs.

The idea of EID is based around the impact of an environment which is formed by subjective individual experience. This is the result of human interaction with the physical space or environment whose impact can be described as sensorial, emotional, intellectual, pragmatic and/or social.

Therefore, this Master's degree places people at the centre of the practice of spatial design. Through knowledge, techniques and skills structured around a project-based culture, students will learn to come up with creative solutions to incorporate in the best possible way the influence of human experience in the relationships that users establish in and with places.

The integration of technology and a multi-channel, 360° view of the user's experience (now forming the core of the research and project development) help students of the program to acquire the skills necessary to carry out projects specialized in the emotional experience of space.

TECHNICAL SPECIFICATIONS

Qualification: Official Master's degree in Experiential Interior Design

Credits: 60 ECTS

Hours: 400 hours on campus

Duration: 1 year split into 2 semesters

Dates: October to July

Times: Monday, Tuesday and Thursday from 18 to 22h

Language: English (exams, project presentations and final projects may be undertaken in English, Spanish or Catalan)

Mode: On campus

Special itineraries:

→ Commercial spaces (*Retail Design*)

→ Spaces for the hospitality and restaurant industry (*Hospitality Design*)

WHO MAY BE INTERESTED

This program is designed for graduates with a Bachelor's degree in Design, and graduates and professionals from the worlds of design and architecture who wish to acquire professional knowledge of and practice in the creation of commercial spaces. Our aim is to train expert professionals in a market that is relentless in its search to innovate in products and services. This is a course for all students and professionals who wish to acquire all the tools and methodologies related to Experiential Interior Design.

PARTNERS





© Carmelo Zappulla

OBJECTIVES

The main objective is to train specialized professionals able to meet the current demand for the design of experiential commercial spaces, by equipping students with the tools and work methodologies necessary to cope with the challenges of the new brand-customer paradigm in which products or services are chosen for the experience that they provide before purchase and during consumption/use.

- **Commercial spaces (*Retail Design*):** Students will tackle the problems of new trends in commercial interior design by carrying out innovative projects that promote interaction between brand and user (franchises, flagship stores, outlets, pop-up stores, showrooms, showcases, stands for trade shows, etc.).
- **Spaces for the hospitality and restaurant industry (*Hospitality Design*):** Working with colleagues studying for an Official Master's in Creation and Development of Digital Projects, the students will form a platform for experimentation centered on the conception and development of interaction applied to spaces in the hospitality and restaurant sector (resorts, hotels, restaurants, bars and nightclubs, etc.).

Other objectives:

- Provide tools, knowledge and skills to train professionals from the world of Experiential Interior Design with an interdisciplinary approach, a high level of competitiveness and a professional hands-on methodology.
- Provide a comprehensive design training system in order to enable students to generate innovative new concepts in digital technology and culture.
- Design and manage Experiential Interior Design projects in the various stages of conception, development and construction and execution of the work.
- Manage the design and innovation process of specialized projects in the retail and hospitality sectors.
- Promote experimentation and research in the subject in order to give students the opportunity to study for a doctorate.

SKILLS

- Develop ideas and arguments reasonably and critically.
- Develop methodologies for researching and analysing the latest trends in Experiential Interior Design in the retail and hospitality sectors.
- Propose research and innovation strategies to meet expectations centred on functions, needs and materials.
- Use advanced resources for graphic expression and representation in commercial space projects.
- Create and manage comprehensive interior design projects by creating new commercial environment formats focused on the user's experience.
- Master the advanced technological processes of production, digital manufacturing and manufacturing associated with the design and construction of interior spaces.
- Propose innovative business and entrepreneurial strategies in the retail and hospitality sectors through the comprehensive management of design and its processes.

STRUCTURE

The educational planning of the **Official Master's degree in Experiential Interior Design** is based on the criteria set by the European Higher Education Area (EHEA). It is structured in one block of common compulsory modules, a further block of optional modules, the final Master's project, and an internship, for a total 60 ECTS.

This program allows students to specialize in two different aspects of Design:

→ **Spaces for the hospitality and restaurant industry (*Hospitality Design*)**

Students will complete a final Master's project in which they must devise, develop and make a prototype of a project according to their chosen specialization.

PROGRAM OF STUDY

→ COMMON MODULES

MODULE I (6 ECTS)

Research in the design of commercial spaces

SUBJECTS

- › Trends in experiential design for commercial spaces
- › Methodologies for research in design

MODULE II (9 ECTS)

Project methodology and advanced concepts focused on the user/consumer

SUBJECTS

- › Experiential marketing
- › Strategic brand communication
- › Methodology for innovation in spaces and services

MODULE III (9 ECTS)

Advanced technologies and materials for the design of commercial spaces

SUBJECTS

- › Materials and sustainability
- › Digital design and manufacturing

MODULE IV (3 ECTS)

Design and innovation management

SUBJECTS

- › Innovation and entrepreneurial management

→ OPTIONAL MODULES

MODULE V (11 ECTS)

Option 1: Commercial spaces (*Retail Design*)

SUBJECTS

- › Visual merchandising
- › Methodological practice: Commercial spaces (*Retail Design*)

MODULE V (11 ECTS)

Option 2: Spaces for the hospitality and restaurant sector (*Hospitality Design*)

SUBJECTS

- › Conception and development of interaction in space
- › Methodological practice: Spaces for the hospitality and restaurant sector (*Hospitality Design*)

→ INTERNSHIPS (9 ECTS)

Students will undertake internships in commercial space design teams in companies in the retail or hospitality sector. This program includes internships that can be combined with the Master's degree course timetable.

→ FINAL MASTER'S PROJECT

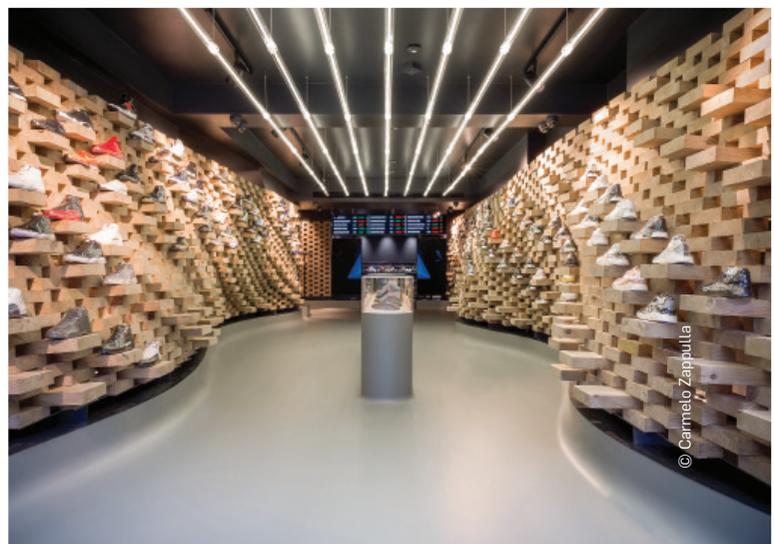
MODULE VI (13 ECTS)

Students must complete a project on the specialization studied in order to demonstrate that they have absorbed the skills acquired throughout the year.

The FMPM consists of an original piece of theoretical and practical research in which the student develops a methodological system capable of analysing and interpreting the most important topics in contemporary design, with a particular concern for user experience in the world of *Retail AND Hospitality Design*.

PROFESSIONAL PROSPECTS

- Design of new concepts and formats for commercial spaces
- Design of new concepts and formats for the hotel and restaurant industry (*Hospitality Design*)
- Design of experiences for corporate spaces
- Design of interactive experiences in commercial spaces
- Design of interactive experiences in exhibition spaces: museums, exhibitions and stands
- Art direction for interior and spatial design projects
- Design of interactive experiences in spaces in the retail and hospitality industry sectors
- Creative and art direction for brands in the retail and hospitality sectors
- Design and innovation management of projects specializing in these sectors



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